



# Plymouth Downtown Development Authority Meeting Agenda December 11, 2023 7:00 p.m. Plymouth City Hall & Online Zoom Webinar

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Plymouth Downtown Development Authority  
831 Penniman  
Plymouth, Michigan 48170

[www.downtownplymouth.org](http://www.downtownplymouth.org)  
Phone 734-455-1453  
Fax 734-459-5792

Join Zoom Webinar: <https://us02web.zoom.us/j/83268819473>

Webinar ID: 832 6881 9473

Passcode: 173258

**1) CALL TO ORDER**

*Kerri Pollard, Chairperson  
Andre Martinelli, Vice Chair  
Suzi Deal, Mayor  
Ellen Elliott  
Brian Harris  
Richard Matsu  
Dan Johnson  
Patrick O'Neill  
Shannon Perry  
Paul Salloum*

**2) CITIZENS COMMENTS**

**3) APPROVAL OF THE AGENDA**

**4) NEW MEMBER INTRODUCTION – Mayor Suzi Deal**

**5) APPROVAL OF MEETING MINUTES**

**A. October 9, 2023 Regular Meeting Minutes**

**6) BOARD COMMENTS**

**7) OLD BUSINESS**

**8) NEW BUSINESS**

**A. DDA 5-Year Strategic Planning Proposal  
B. 2024 DDA Meeting Schedule**

**9) REPORTS AND CORRESPONDENCE**

**A. 2023 Digital Media Review**

**10) ADJOURNMENT**

*Citizen Comments - This section of the agenda allows up to 3 minutes to present information or raise issues regarding items not on the agenda. Upon arising to address the Board, speakers should first identify themselves by clearly stating their name and address. Comments must be limited to the subject of the item.*

*Persons with disabilities needing assistance with this should contact the City Clerk's office at 734-453-1234 Monday through Friday from 8:00 a.m. -4:30 p.m., at least 24 hours prior to the meeting. An attempt will be made to make reasonable accommodations.*

City of Plymouth Strategic Plan 2022-2026

**GOAL AREA ONE - SUSTAINABLE INFRASTRUCTURE**

**OBJECTIVES**

1. Identify and establish sustainable financial model(s) for major capital projects, Old Village business district, 35<sup>th</sup> District Court, recreation department, and public safety
2. Incorporate eco-friendly, sustainable practices into city assets, services, and policies; including more environmentally friendly surfaces, reduced impervious surfaces, expanded recycling and composting services, prioritizing native and pollinator-friendly plants, encouraging rain gardens, and growing a mature tree canopy
3. Partner with or become members of additional environmentally aware organizations
4. Increase technology infrastructure into city assets, services, and policies
5. Continue sustainable infrastructure improvement for utilities, facilities, and fleet
6. Address changing vehicular habits, including paid parking system /parking deck replacement plan, electric vehicle (EV) charging stations, and one-way street options

**GOAL AREA TWO – STAFF DEVELOPMENT, TRAINING, AND SUCCESSION**

**OBJECTIVES**

1. Create a 5-year staffing projection
2. Review current recruitment strategies and identify additional resources
3. Identify/establish flex scheduling positions and procedures
4. Develop a plan for an internship program
5. Review potential department collaborations
6. Hire an additional recreation professional
7. Review current diversity, equity, and inclusion training opportunities
8. Seek out training opportunities for serving diverse communities

**GOAL AREA THREE - COMMUNITY CONNECTIVITY**

**OBJECTIVES**

1. Engage in partnerships with public, private and non-profit entities
2. Increase residential/business education programs for active citizen engagement
3. Robust diversity, equity, and inclusion programs
4. Actively participate with multi-governmental lobbies (Michigan Municipal League, Conference of Western Wayne, etc.)

**GOAL AREA FOUR - ATTRACTIVE, LIVABLE COMMUNITY**

**OBJECTIVES**

1. Create vibrant commercial districts by seeking appropriate mixed-use development, marketing transitional properties, and implementing Redevelopment Ready Communities (RRC) practices
2. Improve existing and pursue additional recreational and public green space opportunities and facilities for all ages
3. Develop multi-modal transportation plan which prioritizes pedestrian and biker safety
4. Improve link between Hines Park, Old Village, Downtown Plymouth, Plymouth Township, and other regional destinations
5. Maintain safe, well-lit neighborhoods with diverse housing stock that maximizes resident livability and satisfaction
6. Modernize and update zoning ordinance to reflect community vision
7. Implement Kellogg Park master plan



## Information Only

**To:** DDA Board  
**From:** DDA Staff  
**CC:** S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2023\December2023  
**Date:** 12/11/2023  
**Re:** Mayor Introduction

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Suzi Deal won her City Commission reelection bid last month and was named mayor of the City of Plymouth on November 13, 2023. Mayor Deal will now serve as the CEO of the DDA and as an acting member of the board for at least the next two years.

Mayor Deal has been a resident of Plymouth for more than 30 years and has been involved in many civic activities. She and her husband have raised their three boys in Plymouth, where she was actively involved in leadership roles related to their school, sport, and extra-curricular activities. Once becoming an empty nester, she decided to focus her efforts in contributing to this community through volunteering, which eventually lead to running for City Commission. She has just completed her second term of eight years with the City Commission. Prior to the City Commission, Mayor Deal served three years on the Planning Commission.

Mayor Deal enjoys meeting residents and business owners and getting feedback on city issues; to act as a liaison or conduit for them and the city government. This is a keystone of her stewardship for the city, to help residents have a better understanding about how Plymouth city government works and to bring their concerns to the table in a fair and honest manner.

DDA staff is excited to work directly with Mayor Deal in accomplishing current goals and developing a future strategic plan for Downtown Plymouth.



# Plymouth Downtown Development Authority

## Regular Meeting Minutes

### Monday, October 9, 2023 - 7:00 p.m.

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City of Plymouth  
201 S. Main  
Plymouth, Michigan 48170-1637

[www.plymouthmi.gov](http://www.plymouthmi.gov)  
Phone 734-453-1234  
Fax 734-455-1892

#### 1. CALL TO ORDER

Chair Kerri Pollard called the meeting to order at 7:15 p.m.

Present: Chair Pollard, Mayor Nick Moroz, Members Ellen Elliott, Dan Johnson, Shannon Perry, Paul Salloum

Excused: Vice Chair Andre Martinelli, Members Brian Harris and Richard Matsu, Patrick O'Neill

Also present: Economic Development Director John Buzuvis and DDA Director Sam Plymale

#### 2. CITIZENS COMMENTS

There were no citizen comments.

#### 3. APPROVAL OF THE AGENDA

Moroz offered a motion, seconded by Perry, to approve the agenda for Monday, October 9, 2023.

There was a voice vote.

MOTION PASSED

#### 4. APPROVAL OF THE MEETING MINUTES

Moroz offered a motion, seconded by Perry, to approve the minutes of the September 11, 2023, regular meeting.

There was a voice vote.

MOTION PASSED

#### 5. BOARD COMMENTS

Elliott said a downtown she recently visited had "walk your wheels" reminders painted on the sidewalks, and she thought Plymouth might consider doing the same in place of stickers in the future. She also thanked Salloum for initiating conversation on homelessness at the last City Commission meeting and stated that she would like residents to be educated in best practices.

Salloum said he was concerned about safety when people sleep on the sidewalk and suggested an ordinance prohibiting it.

Pollard said she would like to see social service resources given to the homeless and to business owners. She also thanked DDA staff for their work on Downtown Day.

**8. OLD BUSINESS**

a. DDA Five-Year Action Plan Update

Plymale provided an update on the Saxtons Lot, the 2024 infrastructure program, and the recreation millage.

**7. NEW BUSINESS**

There was no new business.

**8. REPORTS AND CORRESPONDENCE**

a. DDA New Hire – Assistant to the DDA Director

Plymale said he hired Meghan Oliver for the position, and she introduced herself to the group.

b. Taking Plymouth to the Next Level Community Forum Information

Plymale suggested that DDA Board members attend the community event on December 5 to gather thoughts for the group's 2024 Strategic Plan.

c. Events Update

Plymale thanked those who volunteered at Downtown Day and reviewed a list of upcoming events.

Moroz said the City Commission would have an outdoor dining policy resolution at their next meeting. He invited DDA members to send him comments or attend the meeting.

**9. ADJOURNMENT**

Perry offered a motion, seconded by Moroz, to adjourn the meeting at 7:51 p.m.

There was a voice vote.

MOTION PASSED



# Plymouth Downtown Development Authority

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## ADMINISTRATIVE RECOMMENDATION

To: DDA Board

From: DDA Staff

CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas  
2023\December 2023

Date: 12/8/2023

Re: Five-Year Action Planning Session Contract Resolution

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### BACKGROUND:

The Downtown Development Authority annually evaluates its goals and strategic action plan. In 2020, the DDA hired Sally Elmiger of Carlisle Wortman and Associates of Ann Arbor, the City's planner, to conduct a strategic planning session to coordinate short-term and long-term goals of the DDA. Elmiger was hired in the past by the Planning Commission and other boards and commissions to provide planning services. Elmiger also helped develop the DDA's 2018 strategic action plan.

Prior to 2018, the DDA did not have an experienced planner help with the development of its strategic action plan. DDA staff believes that Elmiger's planning sessions in both 2018 and 2020 to develop DDA action plans have served as a valuable resource in prioritizing projects, keeping staff and the DDA Board on-task, and planning for long-term DDA goals.

The Five-Year Action Plan developed in 2020 is reaching the end of its use, and a new plan needs to be developed in 2024. DDA Staff is seeking approval a contract proposal to allow the planner and DDA staff to digest outcomes from the City of Plymouth 13 Ways sessions in December, developments from the City of Plymouth strategic planning session with Dr. Lew Bender in January of 2024, and potential impacts on downtown planning from potential updates to the City Master Plan being considered by the Planning Commission in early 2024. Consideration must also be given to items not yet addressed from the DDA Infrastructure Master Plan developed by Wade Trim back in 2020.

DDA staff anticipates a new planning session would occur at a DDA Board Meeting in spring of 2024, with approval of a new DDA Five-Year Action Plan sometime later in the year.

**RECOMMENDATION:**

With the expiration of the current Five-Year DDA Action Plan occurring in 2024, DDA staff recommends hiring Sally Elmiger from Carlisle Wortman to begin the process of developing a strategic planning session in 2024. Because of the success of the previous two planning sessions held by Ms. Elmiger and her familiarity with City departments and other City strategic plans, DDA staff believes Ms. Elmiger is best suited to conduct the 2024 planning session.

DDA staff has attached a contract proposal that includes a rough outline of the planning session. DDA staff has also attached a proposed resolution to hire Sally Elmiger of Carlisle Wortman to facilitate the DDA strategic planning session in the amount of \$4,400.



**Carlisle | Wortman**  
ASSOCIATES, INC.

117 NORTH FIRST STREET SUITE 70 ANN ARBOR, MI 48104 734.662.2200 734.662.1935 FAX

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**MEMORANDUM**

**TO:** Sam Plymale, DDA Director  
**FROM:** Sally M. Elmiger, AICP  
**DATE:** December 6, 2023  
**RE:** DDA Board Goal Setting Session

I am pleased to present a work plan to assist the Plymouth Downtown Development Authority (DDA) Board in updating its goals and action plan for the next five years.

In contrast to the last time the Board updated its goals, this work plan assumes that the meetings will be held in person. However, we also assume that the meeting could include an on-line component for residents to attend virtually, which would be run by City staff.

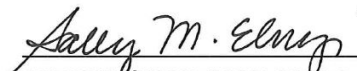
We will start the first meeting with a short presentation that summarizes the completed and incomplete 2020 DDA goals, and the goals of other city boards, such as the City Commission and Planning Commission. This will help the group coordinate their efforts with the efforts of these other boards.

Then, we will facilitate a “Gallery Walk” goal-setting exercise. Questions regarding key downtown issues will be written on flip charts that are arranged around the room. Board Members will write their responses to each question on sticky-notes and adhere them to the relevant flip chart. Questions will be based on incomplete 2020 DDA goals, and possibly city-wide issues. We will draft the questions and discuss them with you before preparing for the meeting.

Once participants have supplied their responses to all the questions, the facilitator will take each question, one-by-one, and review the responses to ensure group understanding of the responses. Then, we will have a full group discussion of the responses, by question. I will facilitate the discussion, and will record additional comments and refinements to the ideas on the flip charts. To establish priorities, we will use the “sticky-dot” method and ask Board Members to vote for their top priorities.

The attached workplan lays out the estimated time needed for each step of the goal-setting process, and follow-up meetings to draft and finalize the goals.

As always, we are flexible and can modify the approach. Please let me know if you have any questions or would like to discuss further.

  
\_\_\_\_\_  
CARLISLE/WORTMAN ASSOC., INC.  
Sally M. Elmiger, AICP, LEED AP  
Principal

# Downtown Development Authority Goal Setting Session

City of Plymouth

December 6, 2023

Estimated time:

**S. Elmiger**

<b>Task</b>	
<b>Preparation</b>	
1. CWA to develop background presentation for goal setting session identifying completed and uncompleted 2020 goals, City Commission goals, Master Plan goals, etc. Send to DDA Director and Chair for comments; revise as needed.	8
2. CWA to develop exercise materials, including agenda, questions and other necessary materials for "Gallery Walk" goal setting exercise. Send to DDA Director and Chair for comments; revise as needed.	8
3. Coordinate/schedule meeting date and materials	2
<b>Goal Setting Session</b>	
4. Setup and facilitate goal setting session with DDA Board.	6
5. Compile meeting results and send to DDA Director and Chair; revise as needed. Provide finalized results for distribution to DDA Board and other stakeholders.	2
<b>Reviewing/Finalizing Goals</b>	
6. Draft proposed goals and provide to DDA Director for distribution.	2
7. Setup and facilitate DDA Board meeting to review draft goals with DDA Board.	6
8. Revise draft goals, as needed and provide to DDA Director for distribution.	2
9. Setup and facilitate DDA Board meeting to review finalized goals with DDA Board. Revise as needed and send to DDA Director.	8
Estimated Hours:	<b>44</b>
Hourly Fee:	\$100/hr.
<b>Total:</b>	<b>\$4,400</b>

**RESOLUTION**

The following Resolution was offered by Director \_\_\_\_\_ and seconded by Director \_\_\_\_\_.

- WHEREAS the DDA Board regularly updates its goals and strategic action plan, and
- WHEREAS the last DDA Five-Year Action Plan is set to expire in 2024 and is in need of updating, and
- WHEREAS City Planner Sally Elmiger from Carlisle Wortman and Associates of Ann Arbor conducted the 2018 and 2020 strategic planning sessions, and
- WHEREAS The 2018 and 2020 strategic action plans have served as useful documents for prioritizing DDA projects and long-term goals.

NOW THEREFORE BE IT RESOLVED THAT the Plymouth Downtown Development Authority Board of Directors approves the attached contract in the amount of \$4,400 to hire Sally Elmiger from Carlisle Wortman and Associates to facilitate its 2024 strategic planning session at a date in 2024 TBD. The expense will be taken from account number 248.261.818.000.



## ADMINISTRATIVE RECOMMENDATION

To: DDA Board

From: DDA Staff

CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas  
2023\December 2023

Date: 12/8/2023

Re: 2024 Meeting Schedule

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The DDA Board annually approves the DDA Board meeting schedule for the upcoming calendar year every December.

Unless there is a meeting conflict or the date falls on a State Holiday, City of Plymouth Downtown Development Authority meetings will be held on the second Monday of the month at 7 p.m. at Plymouth City Hall.

In election years, the City Commission traditionally approves meeting schedules for all boards and commission at the meeting directly following the election. Please see the attached meeting schedule that was approved at the November 13, 2023 City Commission Meeting.

The City Commission approved all regular meeting dates on the second Monday of the month with the exception of November, which falls on Veteran's Day. DDA staff recommends holding that meeting on Tuesday, November 12, 2024 at 7 p.m. instead.

In addition, the City Commission did not approve the dates for our State required informational meetings. DDA staff recommends that the two required informational meetings be held on June 10, 2024 and November 12, 2024 at 6:30 p.m. prior to those month's regular meetings. Please see the entire recommended schedule below with a resolution for your consideration.



# City of Plymouth 2024 Regular Meeting Schedule

Meetings may be held via Zoom.us and/or livestreamed on social media. Please check City website for Zoom.us meeting links, livestream information, meeting cancellations or other changes. [www.plymouthmi.gov](http://www.plymouthmi.gov)

**City Commission:** *First and third Monday of month unless otherwise indicated. Meetings that fall on a State observed holiday are held on the next day that is not a holiday.*

January 3, 2024 (Wed)	April 1, 2024	July 1, 2024	October 7, 2024
January 16, 2024 (Tues)	April 15, 2024	July 15, 2024	October 21, 2024
February 5, 2024	May 6, 2024	August 5, 2024	November 4, 2024
February 20, 2024 (Tues)	May 20, 2024	August 19, 2024	November 18, 2024
March 4, 2024	June 3, 2024	September 3, 2024 (Tues)	December 2, 2024
March 18, 2024	June 17, 2024	September 16, 2024	December 16, 2024

**Downtown Development Authority:** *Second Monday of month unless otherwise indicated*

January 8, 2024	March 11, 2024	May 13, 2024	July 8, 2024	September 9, 2024	November __, 2024( <i>tbd</i> )
February 12, 2024	April 8, 2024	June 10, 2024	August 12, 2024	October 14, 2024	December 9, 2024

**Historic District Commission:** *First Wednesday of month unless otherwise indicated*

January __, 2024( <i>tbd</i> )	March 6, 2024	May 1, 2024	July 3, 2024	September 4, 2024	November 6, 2024
February 7, 2024	April 3, 2024	June 5, 2024	August 7, 2024	October 2, 2024	December 4, 2024

**Planning Commission:** *Second Wednesday of month unless otherwise indicated*

January 10, 2024	March 13, 2024	May 8, 2024	July 10, 2024	September 11, 2024	November 13, 2024
February 14, 2024	April 10, 2024	June 12, 2024	August 14, 2024	October 9, 2024	December 11, 2024

**Zoning Board of Appeals:** *First Thursday of month unless otherwise indicated*

January 4, 2024	March 7, 2024	May 2, 2024	July 2, 2024 (Tues)	September 5, 2024	November 7, 2024
February 1, 2024	April 4, 2024	June 6, 2024	August 1, 2024	October 3, 2024	December 5, 2024

City Offices are CLOSED on the Following Observed Holiday Dates:

January 1, 2024	January 2, 2024	March 29, 2024	May 27, 2024	July 4, 2024
September 2, 2024	November 28, 2024	November 29, 2024	December 24, 2024	December 25, 2024
December 31, 2024	January 1, 2025			

Unless residents are otherwise notified, trash pickup will be delayed by one day on the highlighted dates above.

## ADOPTION OF REGULAR MEETING SCHEDULE:

RES. #2023-\_\_\_\_\_

BE IT RESOLVED, that the Plymouth City Commission shall hold regular City Commission Meetings at 7:00 p.m. on the first and third Mondays of each month, and also on the second Monday of each November following a regular City Commission Election, in the City Commission Chambers at the Plymouth City Hall, 201 S. Main Street or other designated locations; and

BE IT RESOLVED FURTHER, that should the meeting date fall on a holiday, then the meeting shall be held on the Tuesday immediately following said holiday unless otherwise determined, at the above specified time and place; and

BE IT RESOLVED FURTHER, that for the purposes of establishing the regular meeting schedule pursuant to City Charter Section 5.7, the term "holidays" shall mean those days designated as holidays by the State of Michigan in its current statute (*Regulation 5.08. Public Act 124 of 1865*), or as amended in the future; and that if any of these holidays falls on a Sunday, then the next Monday will be considered to be the public holidays for purposes of this schedule.

A motion was made by \_\_\_\_\_ and seconded by \_\_\_\_\_ for approval of the resolution.

2024 DDA Meeting Schedule (all meetings held at Plymouth City Hall at  
7:30 unless otherwise noted)

- January 8
- February 12
- March 11
- April 8
- May 13
- June 10 (information meeting at 6:30 p.m., regular meeting at 7 p.m.)
- July 8
- August 12
- September 9
- October 14
- November 12 (moved to Tuesday due to Veteran's Day, informational meeting at 6:30 p.m., regular meeting at 7 p.m.)
- December 11

**RESOLUTION**

The following Resolution was offered by Director \_\_\_\_\_ and seconded by Director \_\_\_\_\_.

WHEREAS the DDA Board annually sets its meeting schedule for the upcoming calendar year in December, and

WHEREAS the City Commission approved a tentative meeting schedule for all boards and commissions at its November 13, 2023 meeting, and

WHEREAS The DDA also needs to plan for the two required informational meetings required by the State of Michigan.

NOW THEREFORE BE IT RESOLVED THAT the Plymouth Downtown Development Authority Board of Directors approves the attached 2024 DDA regular meeting schedule, including the dates for the two required DDA informational meetings.



## Information Only

**To:** DDA Board  
**From:** DDA Staff  
**CC:** S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2023\December  
**Date:** 12/11/2023  
**Re:** 2023 Digital Media Review

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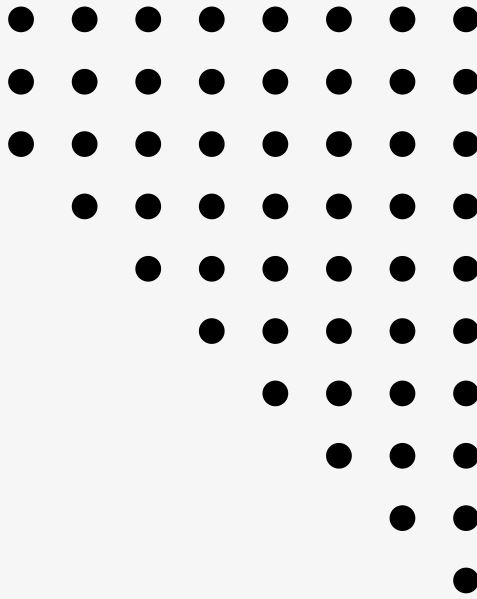
The Downtown Plymouth website and social media channels continue to be a primary marketing tool for the Plymouth DDA. DDA staff regularly sends updates and posts content on the Downtown Plymouth Facebook page, the Downtown Plymouth Instagram page, and the Downtown Plymouth Twitter page. We also use the Downtown Plymouth YouTube page to live stream and post videos, and regularly update the [www.downtownplymouth.org](http://www.downtownplymouth.org) website.

DDA staff has attached a report that highlights some analytics from the last year of our digital media outlets.

D o w n t o w n  
PLYMOUTH



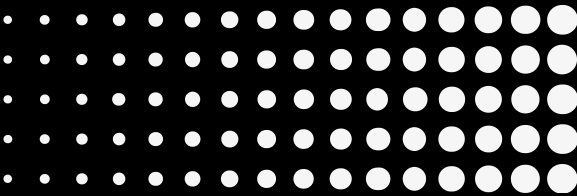
Not Just a Walk in the Park



# ANNUAL DIGITAL MEDIA REPORT

2023

[www.downtownplymouth.org](http://www.downtownplymouth.org)



# Downtown PLYMOUTH



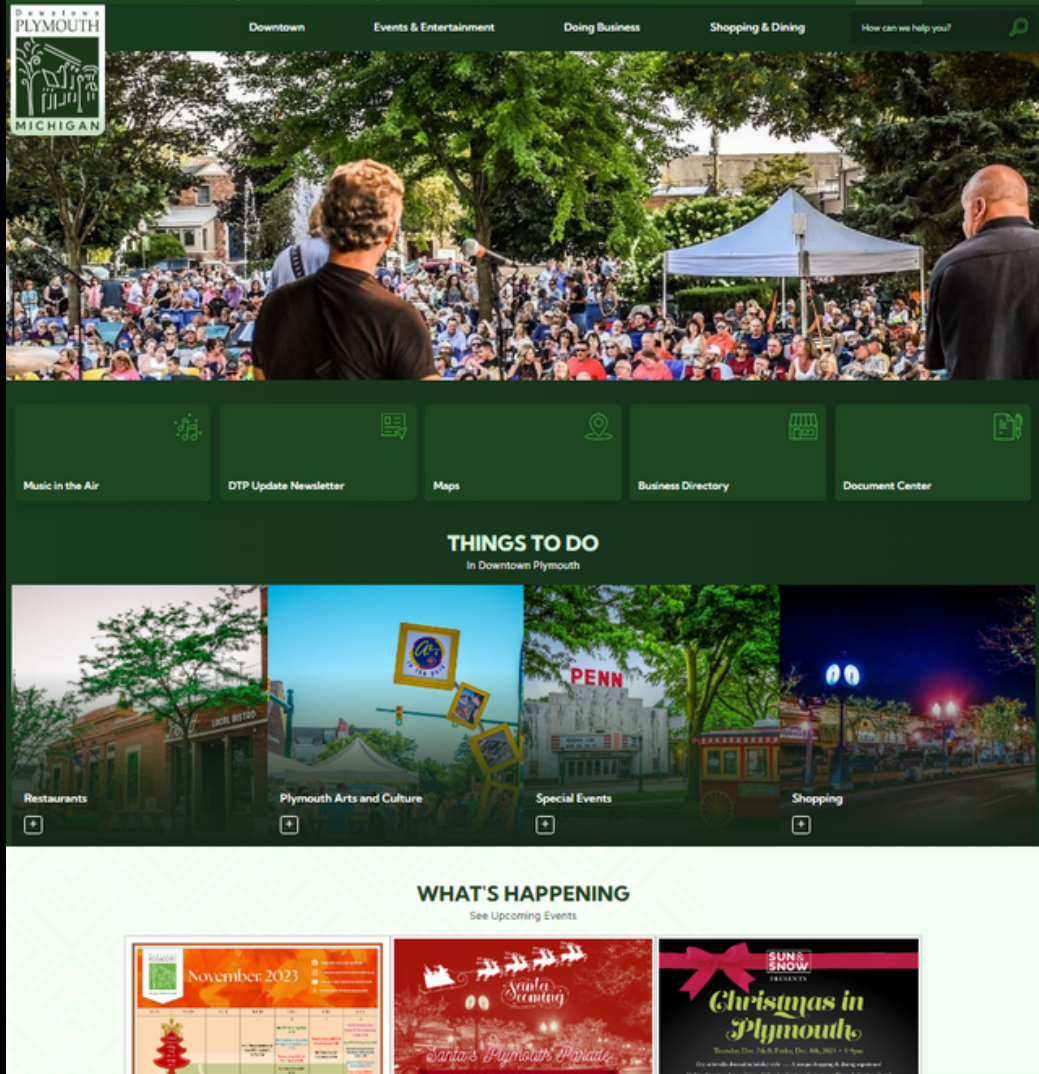
Not Just a Walk in the Park

Downtown  
Plymouth has  
a total  
of 28,769  
followers  
across all  
social media  
channels.

## 2023 DIGITAL MEDIA HIGHLIGHTS

IN the first half of 2023, DDA staff completed a redesign of [www.downtownplymouth.org](http://www.downtownplymouth.org) that included a facelift of the homepage. New upgrades to widgets and design elements were included to give the site a more modern feel, both on the desktop and mobile versions of the site.

In addition, DDA staff completed a conversion of the content which included updates of active links and many corrections to verbiage on the site.



# D o w n t o w n PLYMOUTH



Not Just a Walk in the Park

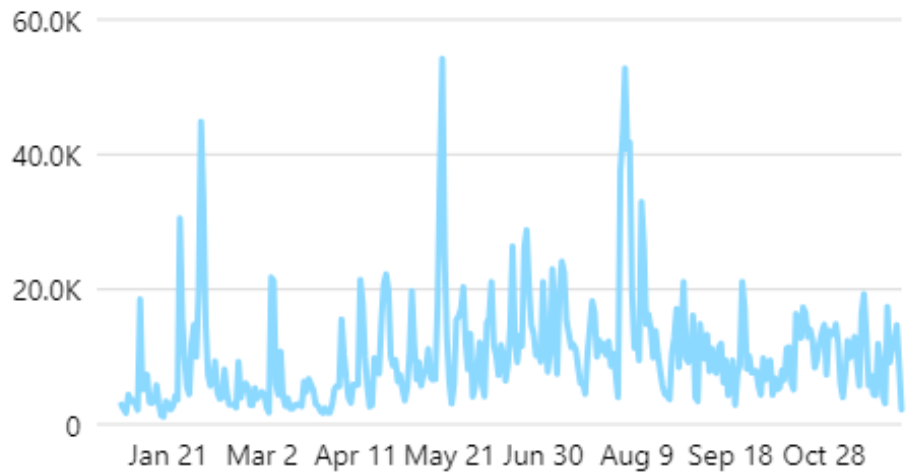
## FACEBOOK

- 17,811 total followers of the Downtown Plymouth Michigan page
- Most used platform
- 564 new followers so far in 2023
- Facebook reach is up 23% in 2023
- 80% of followers are women, and more than 80% of followers are above the age of 34
- Best video post was recent Facebook Live of Santa Parade, which received 9,900 views

### Reach

Facebook reach ⓘ

912,589 ↑ 23%

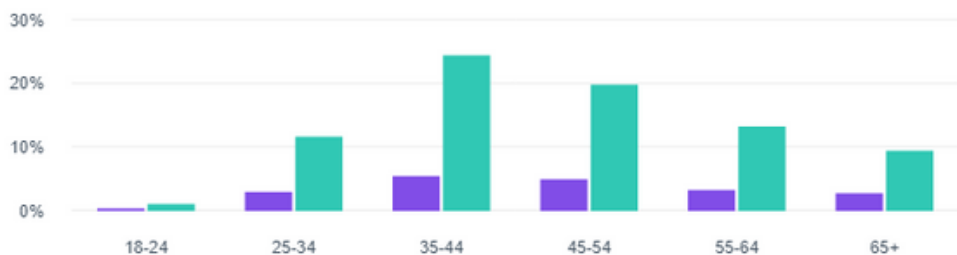


### Audience

17,811 Facebook followers

#### Age and Gender

Men 20.00%  
Women 80.00%



# Downtown PLYMOUTH



Not Just a Walk in the Park

# INSTAGRAM

- 8,190 total followers of the Downtown Plymouth Michigan page
- 1,219 new followers so far in 2023
- Fastest growing platform in 2023

downtownplymouth Following Message + ...

388 posts 8,190 followers 255 following

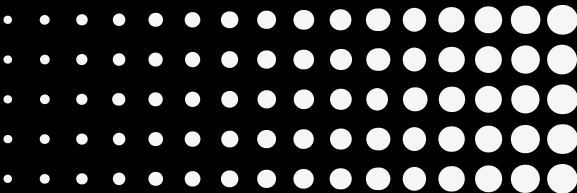
Downtown Plymouth Michigan

Government organization  
The official Instagram of the Plymouth, MI Downtown Development Authority. Tag us at @downtownplymouth to be featured! #downtownplymouth #dtp  
[downtownplymouth.org](http://downtownplymouth.org)

Followed by plymouth\_history, 881thepark, plymouth\_cultural\_center525 - 3 more

POSTS REELS TAGGED

- Santa's Plymouth Parade AND JOEL TACEY'S HOLIDAY MAGIC SHOW**  
Friday, November 24, 2023 • 5:30-7:30 p.m.
- LIGHTING & SALVATION ARMY RED KETTLE KICK OFF**  
Friday, November 10 at 6:30 p.m. in Kellogg Park
- Gift Certificates Provided By:**
  - Balchouse II
  - Caro Sport
  - Marie's Conservatory of Music
  - Woods Sweet Home
  - Shelton
  - MCC & VALLI
  - Old World Olive Co.
  - Granola & Waffle Cafe
  - Penn Theatre
  - Plymouth Chamber of Commerce
  - Radical Tree Jewelry
  - Sarah O'Callaghan's Pubs
  - Stella's Black Dog Tavern
  - Emergy Dance Academy
  - Tarant Sabon
  - The Making Loft
  - Tyrod & Gray Perfection
  - Big Training
  - Wild Rose Boutique
- Thank you to our generous sponsors!**



# Downtown PLYMOUTH

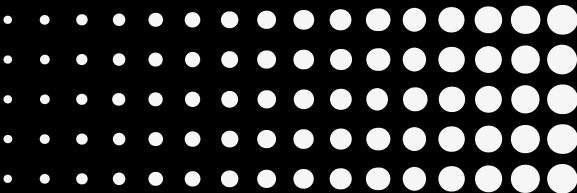


Not Just a Walk in the Park



# YOUTUBE

- 460 followers with 97 active videos
- Live Stream of all Music in the Air concerts
- Downtown Plymouth Business Spotlight Series rebooted in 2023
- Our most viewed video in 2023 was our Music in the Air concert promo video, which was viewed 860 times



# Downtown PLYMOUTH



Not Just a Walk in the Park



## X (FORMERLY TWITTER)

- 2,308 current followers
- The Downtown Plymouth X page lost 42 followers in 2023. This is primarily due to the crackdown on “bot” pages that occurred during Elon Musk’s takeover of the company.
- This is the DDA’s least used social media platform



Edit profile

### Downtown Plymouth

@DwntownPlymouth

Official Twitter of the Downtown Development Authority in Plymouth, Michigan. Get news and updates about everything happening in [#DowntownPlymouth](#).

[Plymouth, MI](#) [downtownplymouth.org](#) [Joined October 2012](#)

421 Following 2,308 Followers

Posts

Replies

Highlights

Media

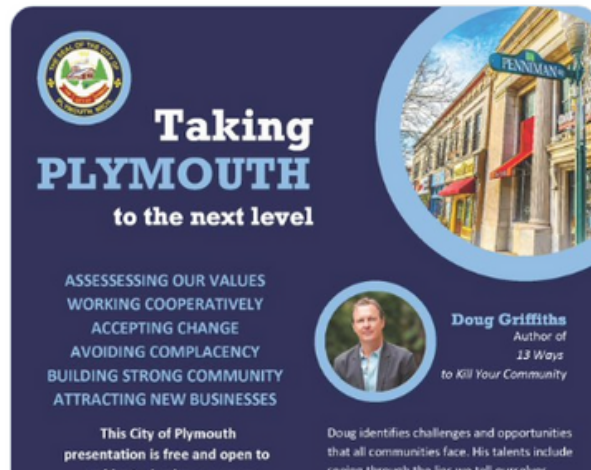
Likes

You reposted



City of Plymouth, MI @PlymouthMIgov · 1h

...



D o w n t o w n  
PLYMOUTH



Not Just a Walk in the Park



## WEBSITE DETAILS

### 2023 Web Analytics

- 90,398 total users
- 200,321 total page views
- Average time spent on website: 2 minutes and 10 seconds
- Top visited page was the Music in the Air Concert page with 41,802 views.
- The next top viewed pages were the Special Events page, Events & Entertainment Page, Restaurant Page, Shopping and Dining Page and Shops Page
- We had 58,402 total downloads, with the DTP Update newsletter being the most downloaded item. The newsletter was downloaded on average about 2,000 times a month.
- The top searches within the site were: parking, Fall Festival, Christmas/Santa Parade, Calendar of Events, Starbucks and Halloween.

[www.downtownplymouth.org](http://www.downtownplymouth.org)