



# Plymouth Downtown Development Authority Meeting Agenda

January 12, 2026 7:00 p.m.

Plymouth City Hall & Online Zoom Webinar

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/84478986987>

Webinar ID: 844 7898 6987

Passcode: 061649

**1) CALL TO ORDER**

*Kerri Pollard, Chairperson  
Richard Matsu, Vice Chairperson  
Linda Filipczak, Mayor  
Ellen Elliott  
Jennifer Frey  
Brian Harris  
Shannon Perry  
Ed Saenz  
Paul Salloum*

**2) ELECTION OF OFFICERS**

- A. Chairperson**
- B. Vice Chairperson**

**3) CITIZENS COMMENTS**

**4) APPROVAL OF AGENDA**

**5) APPROVAL OF MEETING MINUTES**

- A. November 10, 2025 Regular Meeting Minutes**

**6) BOARD COMMENTS**

**7) OLD BUSINESS**

- A. DTP Forward Streetscape Project Update - SmithGroup**
- B. Five-Year Strategic Action Plan Status Update**

**8) NEW BUSINESS**

- A. 2026 Meeting Schedule**

**9) REPORTS AND CORRESPONDENCE**

- A. 2025 DDA Impact Report**

**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

*“The government in this community is small and accessible to all concerned.”*

-Plymouth Mayor Joe Bida  
November 1977

D o w n t o w n  
PLYMOUTH



Not Just a Walk in the Park

831 Penniman Ave. Plymouth MI 48170

Ph: 734.455.1453 Fax: 734.459.5792

# ADMINISTRATIVE RECOMMENDATION

To: DDA Board

From: DDA Staff

CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA agendas 2026/January

Date: 01/12/26

Re: Election of Officers 2026

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## BACKGROUND:

The Downtown Development Authority Board of Directors is annually required to elect a Chairperson and Vice-Chairperson from the board at large. The Chairperson and Vice-Chairperson will each serve one-year terms as officers.

## RECOMMENDATION:

DDA staff recommends that the DDA Board move forward with the election of officers at this meeting. Each position will be elected by an initial nomination from a current DDA Board member. Once that nomination is seconded by another current DDA Board member, that nomination will be voted upon. Sample resolutions are attached for consideration.

Should you have any questions in advance of the meeting please contact the office.

**RESOLUTION**

*The following resolution was offered by Director \_\_\_\_\_ and  
seconded by Director \_\_\_\_\_*

*WHEREAS     The Downtown Development Authority Board of Directors has established the  
                  office of Chairperson, and*

*WHEREAS     At the January regular meeting officers are elected to serve a term of  
                  one calendar year,*

*NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development  
Authority Board of Directors appoints \_\_\_\_\_ as Chairperson for the  
2026 calendar year.*

**RESOLUTION**

*The following resolution was offered by Director \_\_\_\_\_ and  
seconded by Director \_\_\_\_\_*

*WHEREAS     The Downtown Development Authority Board of Directors has established the  
                  office of Vice-Chairperson, and*

*WHEREAS     At the January regular meeting officers are elected to serve a term of  
                  one calendar year,*

*NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development  
Authority Board of Directors appoints \_\_\_\_\_ as the Vice-Chairperson  
for the 2026 calendar year.*



# Plymouth Downtown Development Authority Regular Meeting Minutes Monday, November 13, 2025 - 7:00 p.m. Plymouth City Hall & Online Zoom Webinar

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 7:00 p.m.

Present: Chair Pollard, Vice Chair Richard Matsu, Members Ellen Elliott, Ed Saenz, Shannon Perry, and Brian Harris.

Absent: Mayor Suzi Deal, Dan Johnson, Paul Salloum, Jennifer Frey

Also present: DDA Director Sam Plymale, Deputy DDA Director Reiko Misumi-Schelm and Economic Director John Buzuvis

## 2. CITIZENS COMMENTS

There were no citizen comments.

## 3. APPROVAL OF AGENDA

Saenz offered a motion, seconded by Harris, to approve the agenda for November 13, 2025.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

## 4. APPROVAL OF MEETING MINUTES

### A. October 13, 2025 Regular Meeting Minutes

Saenz offered a motion, seconded by Perry, to approve the minutes of the October 13, 2025 regular meeting.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

## 5. BOARD COMMENTS

Elliott commended the outstanding Songsmith concert at the Penn, featuring Harris as the drummer, and the debut of new stage lights. She encouraged attendance at future events.

Chair Pollard expressed gratitude for holiday preparations, acknowledging the advertising, promotions, and Ladies Night Out event, and noted the surprise at Thanksgiving being only two weeks away.

## 6. OLD BUSINESS

### A. DDA Five-Year Action Plan Status Update

Downtown Development Authority Director Sam Plymale provided updates: The DTP Forward streetscape open house drew nearly 100 attendees, with over 8,700 online views. The first survey ended with 871 responses; feedback is under review. Ice Fest is the next public event.

Valet parking season has begun, though no applications have been received; Ledger is anticipated to apply soon.

Upcoming holiday events include the Main Street Boulevard tree lighting and Santa's parade post-Thanksgiving. Christmas in Plymouth runs December 12-14. Art walk installations are delayed until December, with QR code plaques for artist info.

## **7. NEW BUSINESS**

### **A. DTP Wi-fi Recommendation**

Plymale explained that while adding free public Wi-Fi in downtown Plymouth was a 2024 priority, earlier explorations showed costs of \$15,000-\$20,000 for installation and \$1,000-\$5,000 monthly, which were too high for the benefits.

A recent analysis with WZC Networking showed similar high costs: \$5,000-\$15,000 for design, \$100,000 for setup, and \$30,000-\$60,000 annually for service. Many local businesses already provide free Wi-Fi, and improved cellular networks reduce demand. The Northville DDA reported only 30-40 uses monthly of their public Wi-Fi, meant for their music system. Thus, DDA staff recommended against proceeding.

## **RESOLUTION**

*The following resolution was offered by Director Elliott and seconded by Director Harris*

**WHEREAS** *The City of Plymouth Downtown Development Authority Board of Directors approved a task of 'Evaluate Public Wi-Fi in DTP' on the DDA's Five Year Action Plan approved in 2024, and*

**WHEREAS** *After a review that included the City's IT Department, City Administration's cost estimates for a full public Wi-Fi network in Downtown Plymouth would be approximately \$100,000 for hardware and installation, with another \$32,000-\$61,000 annual costs for maintenance, support and internet services, and*

**WHEREAS** *DDA staff believes fundraising for such a project would be difficult and would result in a large portion of the funding for a downtown Wi-Fi project coming from the DDA Budget, and*

*WHEREAS Due to improvements in cellular Internet service and mobile hotspot technology, and many downtown businesses now offering access to free Wi-Fi, DDA staff believes that demand for a downtown-wide Wi-Fi system is low.*

NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development Authority Board of Directors approves not moving forward with a downtown Wi-Fi project at this time.

There was a voice vote.

Yes: Elliott, Saenz, Perry, Harris, Matsu, Chair Pollard

MOTION PASSED UNANIMOUSLY

**A. 2026 Central Parking Deck Maintenance**

Downtown Development Authority Director Sam Plymale detailed the 2026 central parking deck maintenance project. The DDA oversees yearly and long-term upkeep, covering all planned and urgent repairs. In March 2025, the board greenlit a resolution for Fishbeck engineer Jeanette to evaluate the deck and report on necessary 2025 repairs and the 2026 major renovation.

The 2025 ramp repair project finished on budget in October. The 2026 project will focus on the eastern deck section, addressing structural repairs and concrete degradation, with additional work on the western wall panel and minor maintenance.

Plymale noted that the 2026 project should be less disruptive than past renovations, closing only 30-40 spaces at a time. Estimated costs are \$295,775, covering construction, material testing, and engineering. \$300,000 has been budgeted for these repairs.

If approved, the timeline would include project design and preparation in December, bidding in January, bid award in February or March, with construction beginning in late March or April (weather permitting) and completion by early June.

Vice Chair Matsu raised concerns about the parking deck's future, seeking a permanent solution. Plymale noted the deck's 20-year lifespan per a report, suggesting rebuild discussions could coincide with the DDA's TIF renewal in 2033.

Elliott stated she would vote against the proposal due to concerns about Fishbeck's work on previous projects.

Chair Pollard asked if any of the needed repairs were covered by warranty, but Director Plymale and the Fishbeck engineer confirmed these were maintenance issues not covered by warranty.

Several board members acknowledged that while spending money on repairs was painful, safety was paramount and the work needed to be done.

## **RESOLUTION**

*The following resolution was offered by Director Saenz and seconded by Director Perry*

*WHEREAS The upkeep of the Central Parking Deck is the responsibility of the  
Downtown Development Authority, and*

*WHEREAS Every three to five years, significant restoration is needed to maintain a  
safe Central Parking Deck for visitors, employees and business owners,  
and*

*WHEREAS The team at Fishbeck are familiar with this parking structure, providing  
engineering analysis reports and construction documents for more than  
15 years, and*

*WHEREAS The Central Parking Deck is scheduled for a major renovation project in  
2026, and Fishbeck has identified several items that need to be addressed  
in 2026.*

NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development Authority Board of Directors does hereby authorize DDA Staff to contract with Fishbeck of Grand Rapids, MI, for design development, creation of construction documents, bidding, and construction administration of the 2026 Central Parking Deck Renovation Project in an amount not to exceed \$41,500 from Acct. No. 494.261.977.813.

There was a voice vote.

Yes: Saenz, Perry, Harris, Matsu, Chair Pollard

No: Elliott

MOTION PASSED

### **8. REPORTS AND CORRESPONDENCE**

There were no reports or correspondence, however the board did discuss requesting more frequent updates from Smith Group regarding the DTP Forward streetscape project. Saenz suggested having Smith Group report to the DDA board before the design is finalized. After

discussion, it was agreed that Smith Group would be invited to the January board meeting, with the possibility of attending more meetings throughout the project as appropriate.

## **9. ADJOURNMENT**

Perry offered a motion, seconded by Harris, to adjourn the meeting at 7:59 p.m.

There was a voice vote.

**MOTION PASSED UNANIMOUSLY**

DRAFT




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 831 Penniman Ave. Plymouth MI 48170

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## Information Only

To: DDA Board  
 From: DDA Staff  
 CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2026\January  
 Date: 01/12/2026  
 Re: DTP Forward Streetscape Project Update - SmithGroup

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Back in June of 2025, the DDA Board agreed to a contract with SmithGroup to lead a robust community engagement and design process as the DDA works toward upgrades to the Downtown Plymouth streetscape. DDA staff and SmithGroup began work on the community engagement process in August of 2025. DDA staff has been meeting with and will continue to meet with SmithGroup bi-weekly to review and plan for the upcoming community engagement sessions.

The work began over the summer with SmithGroup's review of previous City and DDA plans, data collection and other fact-finding. Below is a chronological list of notable project happenings since August of 2025.

- August – Stakeholder Work Session #1
- September – DDA staff community outreach at Plymouth Fall Festival
- September – SmithGroup presentation to DDA Board
- September – Pop-Up Event at Downtown Day
- September through October – Community Online Survey #1
- October – Community Open House #1
- November – Survey review, idea exploration, concept development
- December – Stakeholder Work Session #2

The next steps will include the second Pop-Up Event at the Plymouth Ice Festival, a second community online survey to hone in on potential project specifications, and a second Community Open House scheduled for February 25 at the Plymouth Cultural Center. Community input on the project will continue to be gathered at each of these upcoming engagement sessions. For more details on the project including data from the first community survey, visit [www.downtownplymouth.org/DTPForward](http://www.downtownplymouth.org/DTPForward).

SmithGroup project leader Oliver Kiley has prepared a presentation with details on where the project stands at this time. A slideshow of that presentation is attached. It should be noted that community

engagement is ongoing, designs shown in the presentation are *preliminary designs* using the feedback and data gathered to this point. These preliminary designs and specifications are intended to spur further conversation as we move toward a final design. Input from the DDA Board, the second Community Online Survey, and the second Community Open House will most certainly alter designs presented at this meeting. Final designs are expected to be revealed at a third Community Open House in early summer of 2026.

CITY OF PLYMOUTH

**DTP *Forward*:**  
REIMAGINING DOWNTOWN  
PLYMOUTH'S STREETScape

DDA BOARD MEETING  
JANUARY 12, 2026



SMITHGROUP

# AGENDA

JANUARY 12, 2026

- Project Overview & Timeline
- Engagement Summary
  - Questions*
- Strategy Approach – *What are the ideas on the table?*
  - Questions*
- Strategy Opportunity – *Where might the strategies apply?*
  - Questions*
- Next steps & schedules



# PROJECT OVERVIEW

# PROJECT TEAM

CITY OF PLYMOUTH, DDA, CONSULTANTS

## Plymouth DDA

- **Sam Plymale** – DDA, Director
- **Reiko Misumi-Schelm** – DDA, Deputy Director

## City of Plymouth

- **John Buzuvis** – Economic Development Director
- **Chris Porman** – City Manager & Director of Municipal Services

## SmithGroup

- **Oliver Kiley** – Principal Landscape Architect
- **Carolyn Lusch** – Planner, Project Manager
- **Maddie Timmerman** – Designer

# SMITHGROUP

- Integrated Design Firm
- National, HQ in Detroit
- Project team from our Ann Arbor office
- Urban Design: Place, Transportation, Land Use, Street Design



# PROJECT PURPOSE

## OVERVIEW

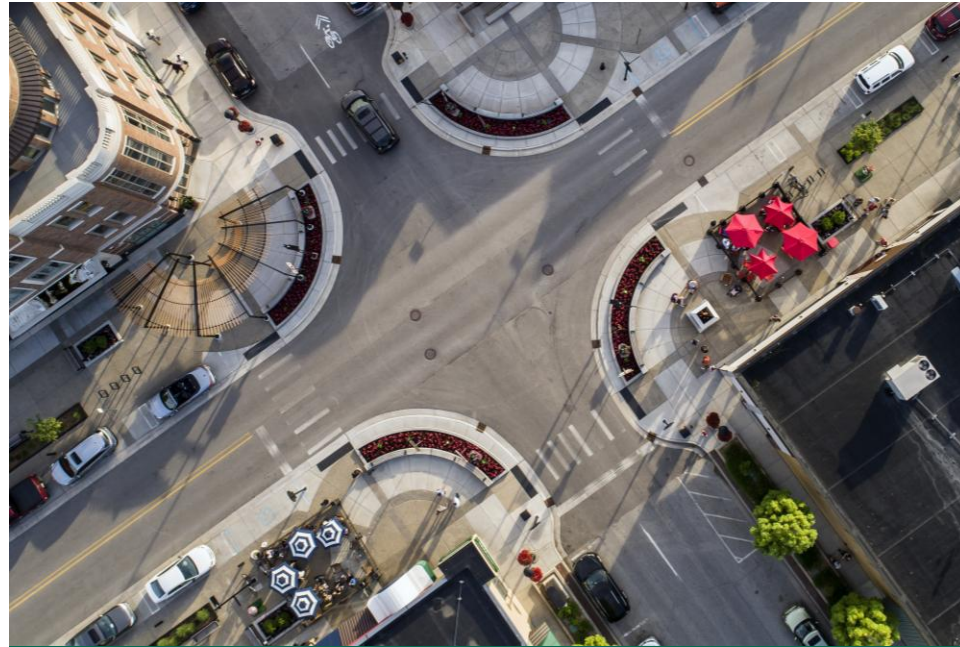
Reimagine the Downtown Plymouth street environment to keep it dynamic, vibrant, and vital place for generations to come.

- Identify and prioritize transformative capital projects
- Establish design best practices and guidelines
- Strategize for implementation and long-term operations & maintenance



# APPROACH AND PROCESS

## OVERVIEW



### Value-Based Decision-Making

- Establish goals and values
- Best practices & benchmarks
- Transparent process
- Balancing trade-offs



### Engagement-Driven

- Communication strategy
- Multiple methods
- Build consensus, manage change
- Drive priorities

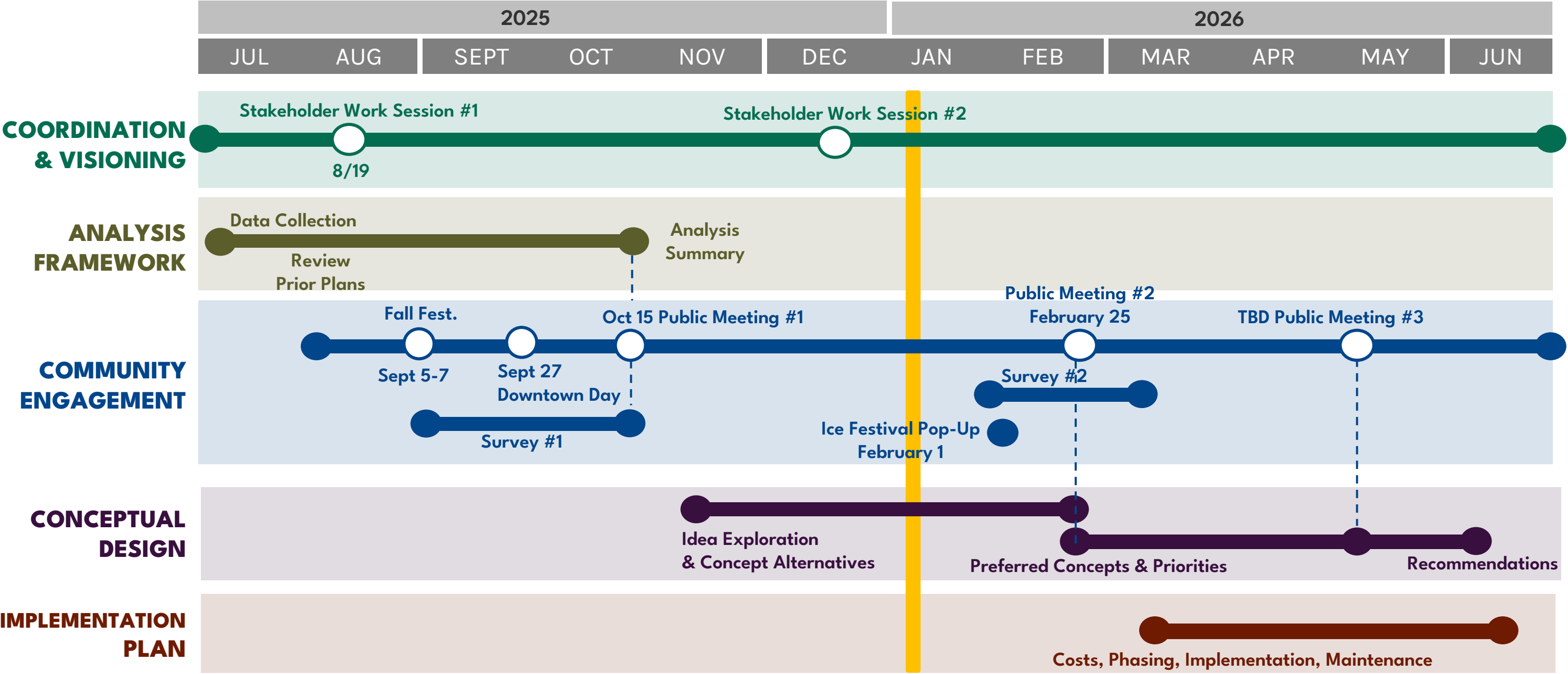


### Implementation Focused

- Transformative but feasible
- Operations and maintenance
- Capital costs and funding
- Phasing strategy

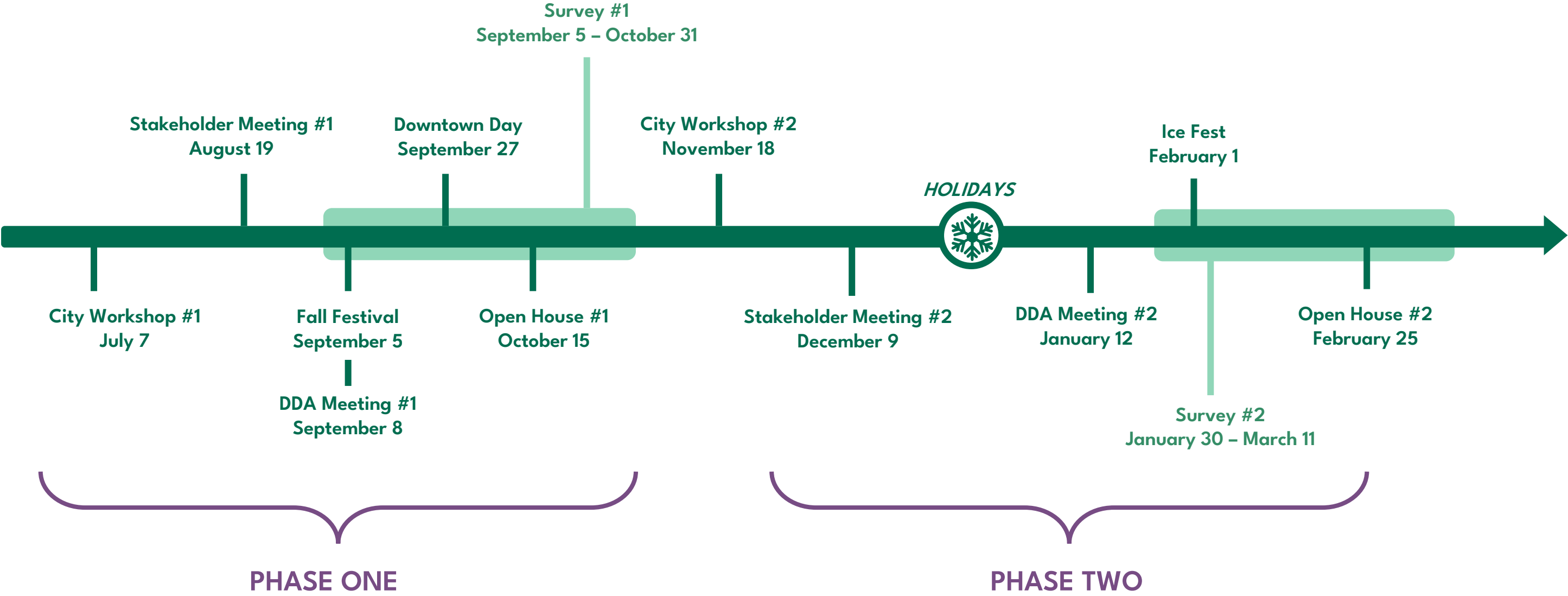
# PROJECT SCOPE + SCHEDULE

## OVERVIEW



# ENGAGEMENT SUMMARY

# ENGAGEMENT TIMELINE



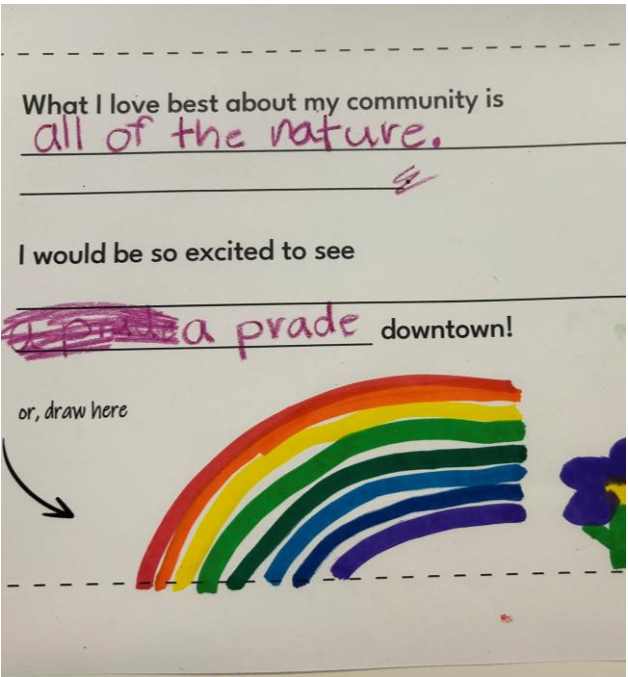
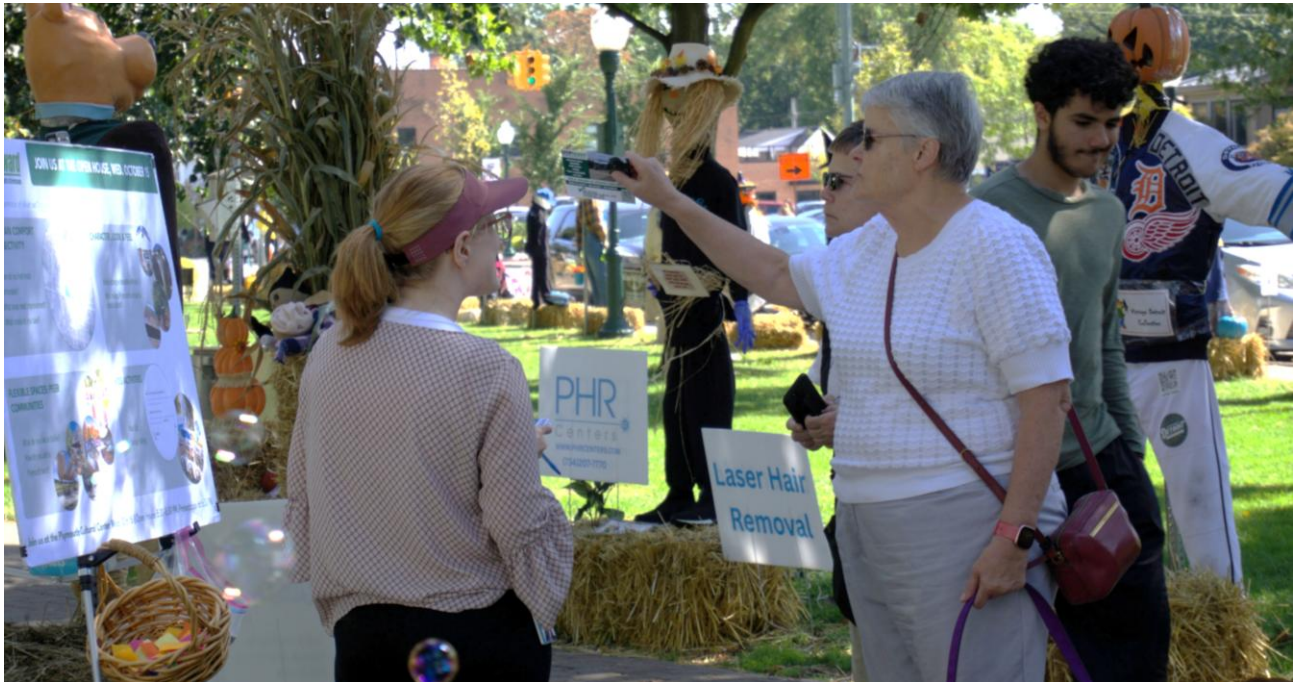
# STAKEHOLDER MEETING #1

AUGUST 19, 2025  
9:30AM-12:30PM  
PLYMOUTH CITY HALL  
14 STAKEHOLDER PARTICIPANTS



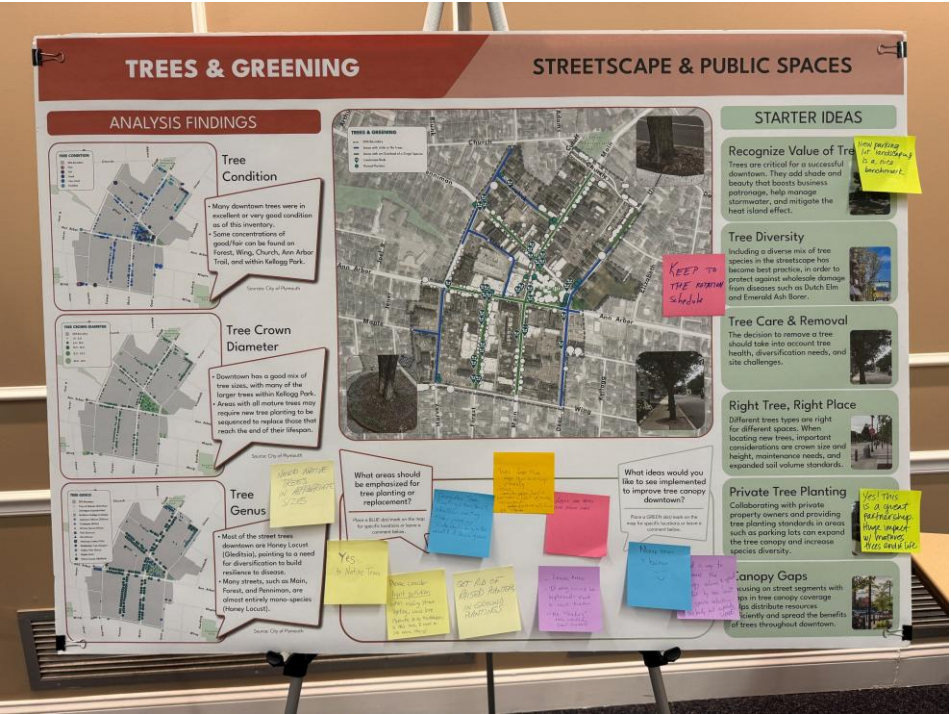
# DOWNTOWN DAY

SEPTEMBER 27, 2025  
12PM-7PM  
KELLOGG PARK  
DOZENS OF PASSERSBY ENGAGED



# OPEN HOUSE #1

OCTOBER 15, 2025  
5:30-8:30PM  
PLYMOUTH CULTURAL CENTER  
AROUND 100 PARTICIPANTS, 5K LIVESTREAM VIEWERS



# TOP THEMES

## PEDESTRIAN IMPROVEMENTS & TRAFFIC CALMING

- Better/more crossings
- Safety & slower speeds
- Mixed on sidewalk width – desire for more width, but traffic/parking concerns. Desire to better manage restaurant dining.

## TREES & GREENERY

- Desire to maintain and/or increase trees & greenery, especially in Kellogg Park
- Mixed on value of current planters
- Desire for natural shade

## VEHICLE FLOW & PARKING

- Parking capacity & congestion concerns
- Desire to leave roads & parking as is
- Specific intersection improvements

## SEATING, DINING, & GATHERING

- Mixed on need for more gathering spaces
- Restaurant concerns
- Desire for emphasis on greenery
- Some interest in alleys & other spaces

Love for  
Kellogg  
Park

Desire for Old  
Village/Hines  
connectivity

Mixed on  
bikes

Desire for vibrant  
& balanced  
businesses

Love for  
existing fees  
& aesthetics

Mixed on  
play &  
activation

# SURVEY #1

OPEN 9/5/25-10/31/25  
871 RESPONSES

## TOPICS

Existing look & feel

Parking availability

Pedestrian experience

Connectivity

Downtown activity & gathering

Future vision

Access by bicycle & car

Values & priorities

Important to provide bike facilities to get to downtown & park them, not necessarily critical to be able to bike through.

Plymouth is charming because of the historic elements and unique buildings. I want us to maintain our unique historic charm, not become a whole new look.

What excites me most about the future of downtown Plymouth is seeing that walkability and community connection continue to grow.

Spread out so that the gathering spaces are less central to only Kellogg park. Having more options mixed throughout the city would allow for greater foot traffic for businesses on the outskirts.

A sense of place or uniqueness (avoiding generic designs and businesses). Places like Kellogg Park, the Penn Theatre...cannot be found elsewhere.

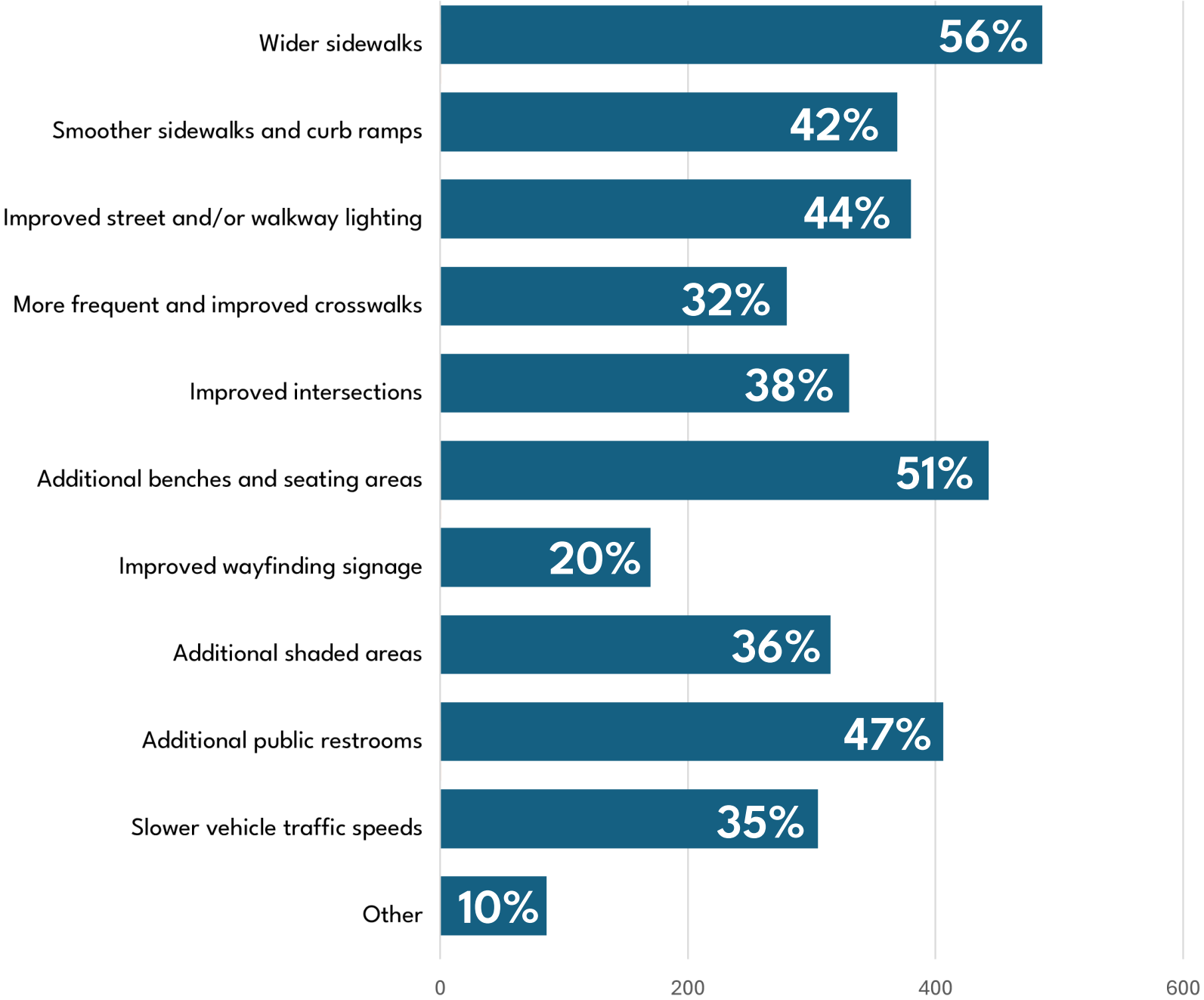
Ultimately, what makes me want to visit Downtown Plymouth is the pride that I have in the character and energy of the area, which is derived from the community.

I would like to see a stronger connection/partnership between traditional downtown and Old Village!

Locals know where they can and can't park. People who aren't local struggle. Better signage on where you can and can't park is needed.

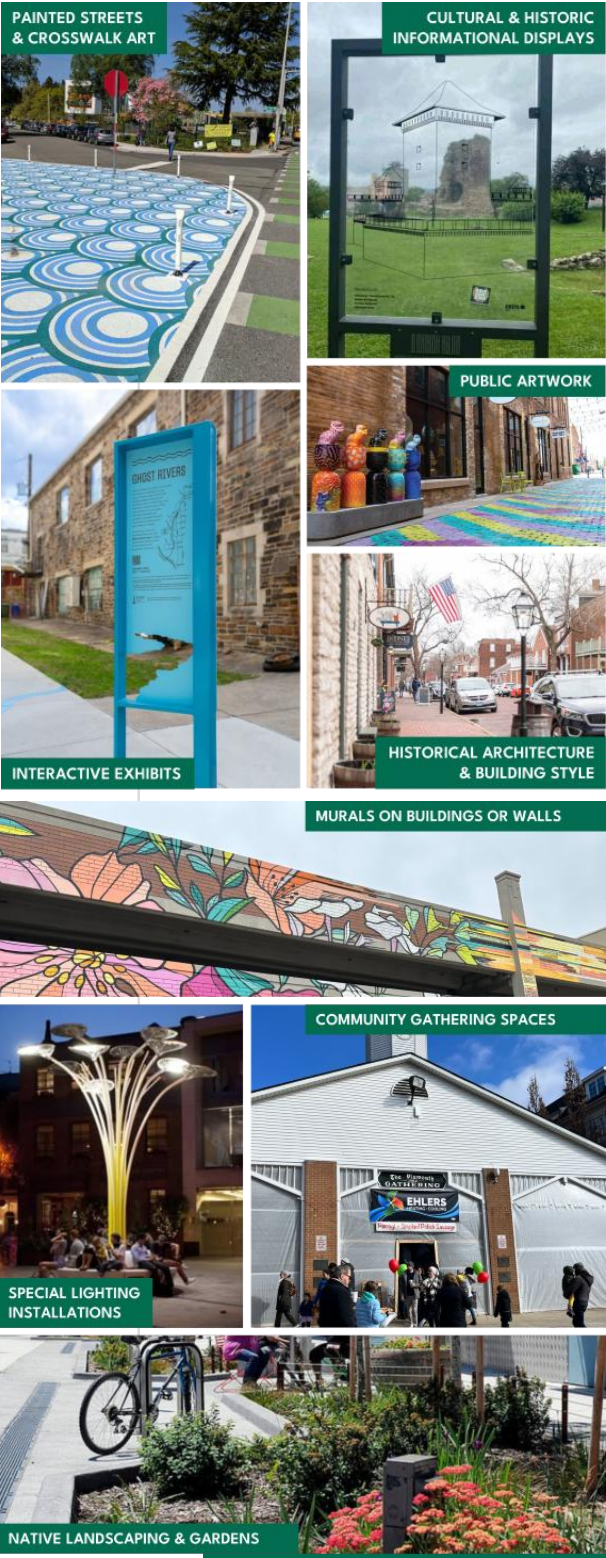
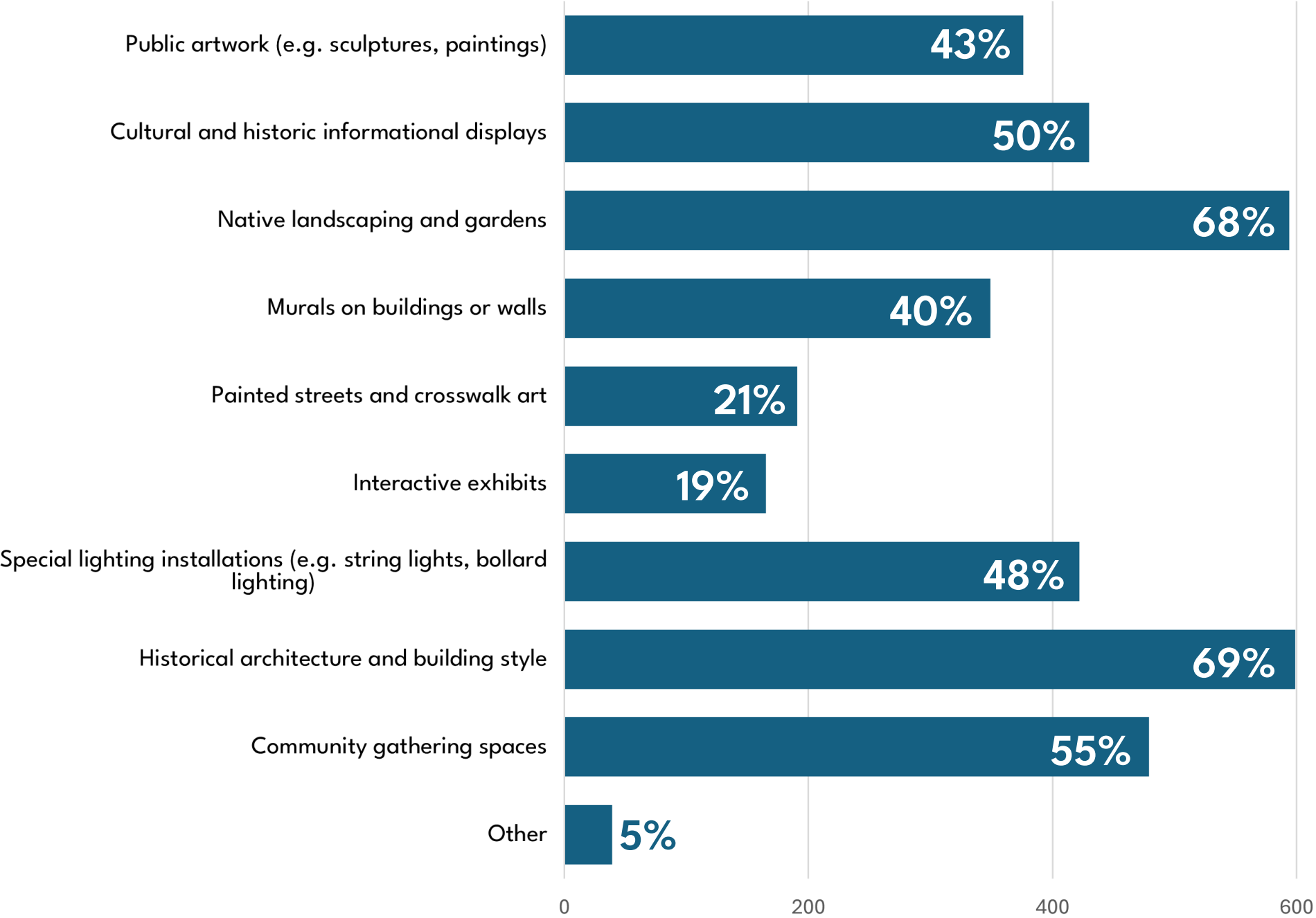
# 10 WHAT WOULD MAKE DTP MORE COMFORTABLE FOR ALL?

851 RESPONSES



# 11 WHAT WOULD CELEBRATE HISTORY & CULTURE OF DTP?

855 RESPONSES



# WHAT FEATURES WOULD IMPROVE THE PEDESTRIAN EXPERIENCE?

ALL QUESTIONS

## PEDESTRIAN-FIRST DOWNTOWN

- People perceive vehicles as the main barrier to comfort and safety; “walkable” is equated with “less car-first.”

## PARKING & ACCESS MANAGEMENT

- Parking that supports walking without overwhelming the pedestrian environment (convenient parking, ADA and senior access, better management of existing stock).

## SIDEWALK IMPROVEMENTS

- Wider sidewalks / pinch-point relief, surface quality (uneven, rough), connected. Accessibility is key.

## GREENING, PARKS, BEAUTIFICATION

- More trees and shade, greenery, and high-quality civic space and public art (investments should be durable and tasteful).

## KEEP AS IS

- Downtown is already walkable and pleasant. Satisfaction with current vibe, resistance to change (especially around events and outdoor seating), fear of deterioration, concern with character and maintenance.

## EVENTS & DINING

- Activate, bring to life. Support social district and family friendly events but plan for infrastructure to support programming. Core tension is about the tradeoff between vibrancy and congestion, authenticity and import.

## BUSINESSES & AFFORDABILITY

- More practical, daily need businesses (pharmacy, hardware, dentist), affordable options (don’t skew upscale), diversity of offerings (broaden, mix)

# STAKEHOLDER MEETING #2

DECEMBER 9, 2025  
9AM-11 AM  
PLYMOUTH CITY HALL  
12 STAKEHOLDER PARTICIPANTS

**Main North Existing**  
*Church to Penniman*

**Main North Proposed 3**  
*Transition to 3 lanes to allow for additional street parking and other use path*

**Main North Proposed 1**  
*Transition to 3 lanes to allow for a shared-use path, wider sidewalks and amenity zones*

**Main North Proposed 4**  
*Transition to 3 lanes to allow for additional street parking on both sides*

**Main North Proposed 2**  
*Transition to 3 lanes to allow for additional street parking and wider amenity zones*

**Main Central Existing**

**Main Central Proposed 1**  
*Rebuild with more flexible median and transition to 3 lanes to allow for curbside street, wider amenity zone, and shared-use path*

**Main Central Proposed 2**  
*Rebuild with more flexible median and 1 lane of parking when transition to 3 lanes to allow for curbside street, wider amenity zone, and shared-use path*

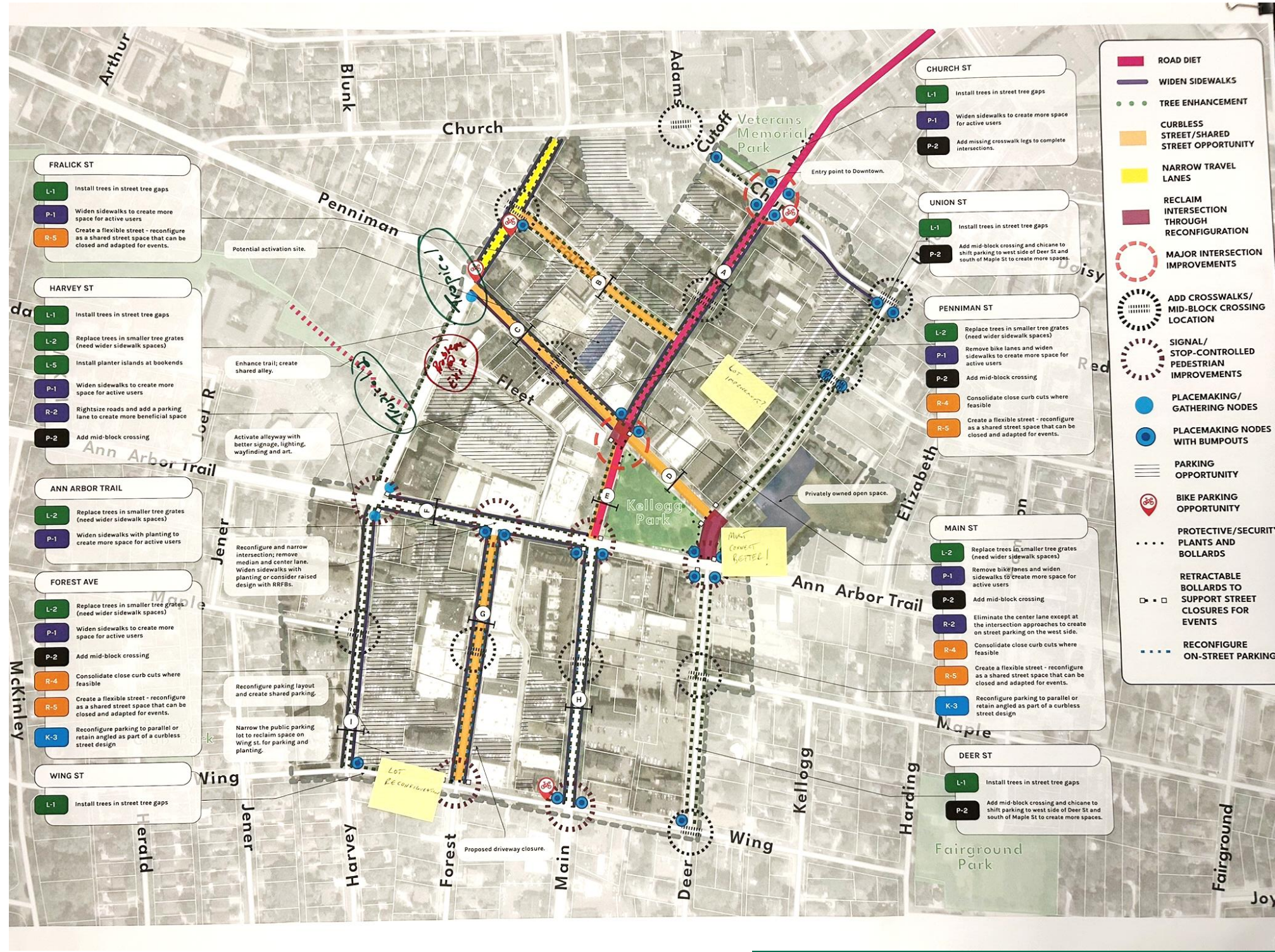
**Main South Existing**

**Main South Proposed 1**  
*Remove bike lanes, road down to 3 lanes (outside of intersection) to allow for wider amenity zones and additional parking*

**Main South Proposed 2**  
*Remove bike lanes and road down to 3 lanes (outside of intersection) to allow for wider amenity zone, additional parking, and shared-use path*

*Handwritten notes:*

- North main - Re-study. Two blocks. C. Traffic may 20-minute. Don't apply.
- But - plan for on-street parking.
- Side of businesses - already have parking.
- ADA Parking - better parking drop-off.
- Mixed opinion on street which to pick.
- But support for both.



# QUESTIONS?

ENGAGEMENT SUMMARY

# STRATEGY APPROACH

# CHOICES AND TRADEOFFS

## ■ WHERE WE ARE

- Overall, downtown is performing well and is a cherished, vibrant place (***“don’t mess it up!”***).
- Physical environment is (mostly) fully utilized and a **balance** of sidewalk space, amenity zone size, on-street parking, and roadway use has been arrived at over time.

## ■ HOWEVER...

- Sidewalk, landscape, and streetscape condition in many areas needs significant repair.
- Pedestrian comfort and sidewalk space is limited in many areas, and the *community wants improvements*.
- Non-superficial repairs and changes require **rebalancing** the use of street space. There are *some* “easy wins”, but mostly “tough choices”.
- Choices can lead to a domino effect of other choices that need to go along with it.



# LEVELS OF IMPLEMENTING STRATEGIES

## **L** **LIGHT: IMPROVE WHAT IS THERE**

- Limited by existing space constraints in many areas.
- May not fully address desired improvements.
- Minimal reconstruction effort needed.

## **M** **MODERATE: PARTIAL RECONSTRUCTIONS**

- Moderate reconstruction, e.g. isolated areas of curblin adjustment (bumpouts), and some utility impacts.
- Can get more of the desired benefits.

## **S** **SIGNIFICANT: FULL TRANSFORMATIONS**

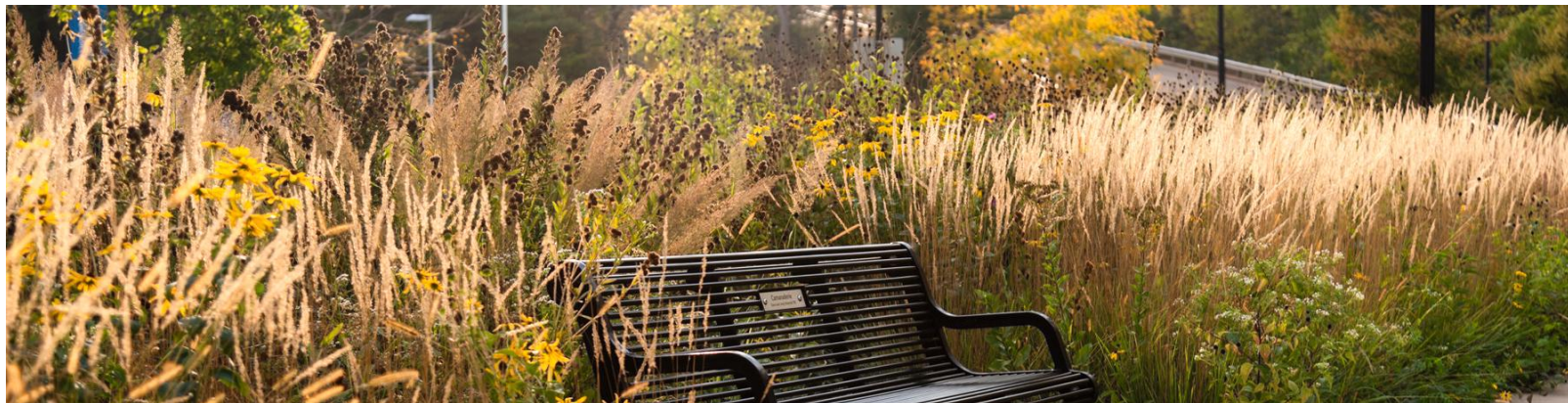
- Major change, typically move all of one or both curblines of the street.
- Allows for different balance of the street uses.

“**Levels**” in this context refers to the complexity of trade-off decisions to be made, cost and timeline of projects, and other challenges.

# LANDSCAPE STRATEGIES

## STRATEGIES

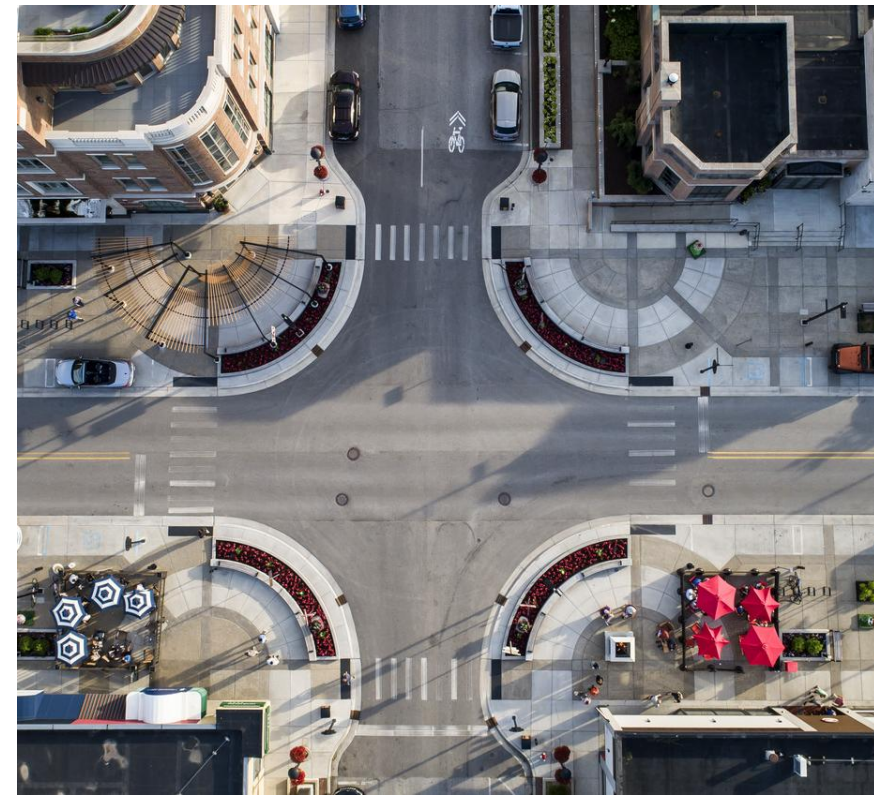
- **L-1 Install trees in where there are gaps in street tree coverage**
- **L-2 Replace trees in constrained locations with expanded tree planting areas**
- **L-3 Diversify street tree inventory**
- **L-4 Transition landscaped areas to stormwater plantings**
- **L-5 Use curbed and raised planters to increase comfort and security at intersections**
- **L-6 Use native landscape plantings where they can thrive**



# PEDESTRIAN STRATEGIES

## STRATEGIES

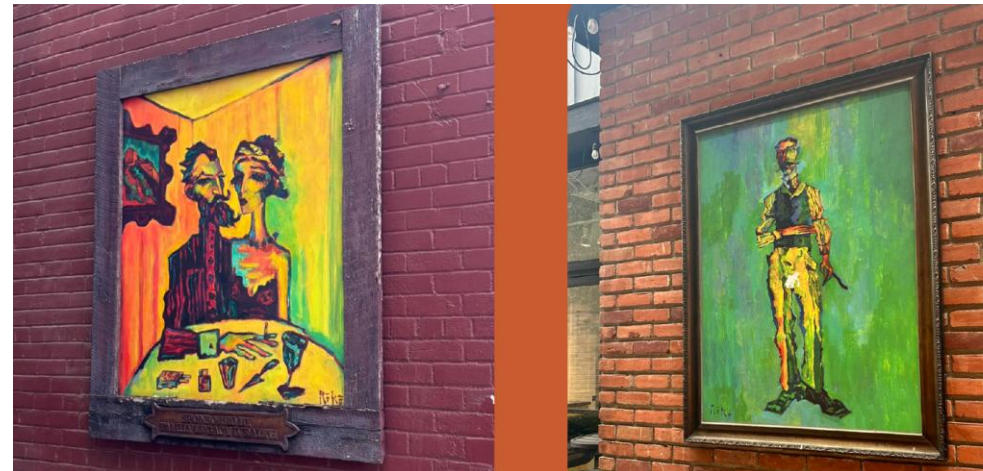
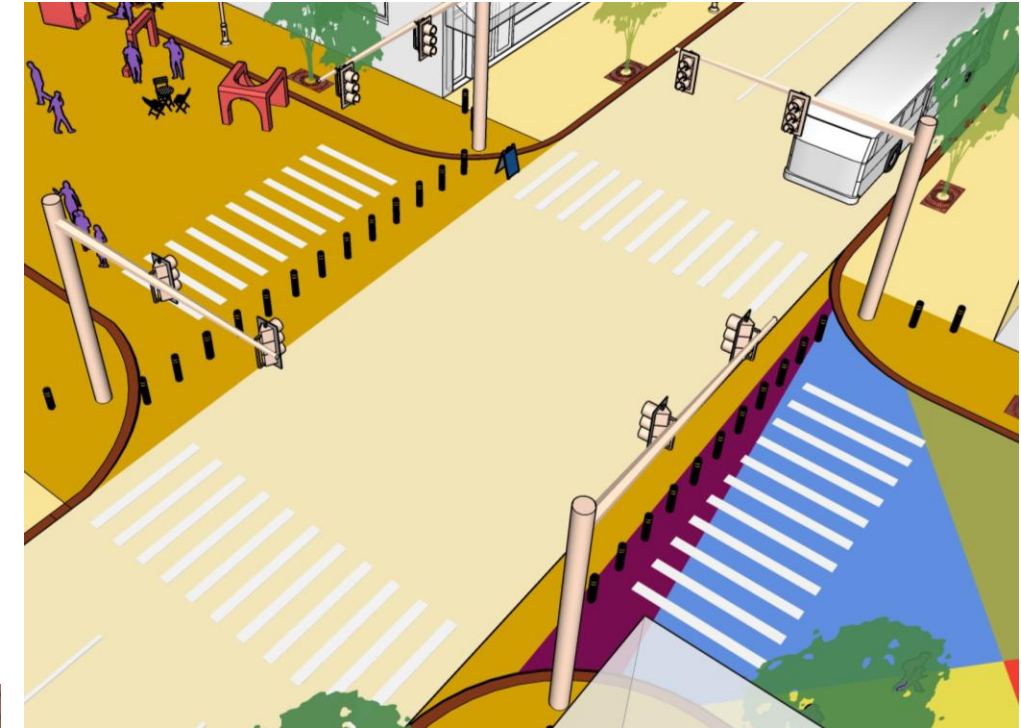
- **P-1 Establish wider sidewalk and amenity zones**
- **P-2 Add mid-block crossings**
- **P-3 Improve crossing safety and comfort**
- **P-4 Improve intersection operations and signals**
- **P-5 Add & expand seating and gathering areas**



# EVENT/ACTIVATION STRATEGIES

## STRATEGIES

- **E-1 Reinforce local arts and culture**
- **E-2 Incorporate event supportive amenities** (e.g utility hook-ups, flexible spaces)
- **E-3 Improve event security & safety measures**



# CONNECTIONS STRATEGIES

## STRATEGIES

- **C-1 Define downtown with gateway moments**
- **C-2 Create comfortable pedestrian & bike connections to Old Village & Hines Drive Trail**



# ROADWAY STRATEGIES

## STRATEGIES

- **R-1 Narrow lane widths & reduce excess pavement areas**
- **R-2 Right-size roads to create more activated and beneficial space**
- **R-3 Consolidate curb cuts**
- **R-4 Create flexible streets**  
(i.e. curbless street designs)



# PARKING STRATEGIES

## STRATEGIES

- **K-1 Consolidate & organize parking lots**
- **K-2 Adjust angled parking to improve street experience**
- **K-3 Improve informational & wayfinding signage**
- **K-4 Encourage other modes of transportation**
- **K-5 Continue to monitor post-pandemic parking trends**



# QUESTIONS?

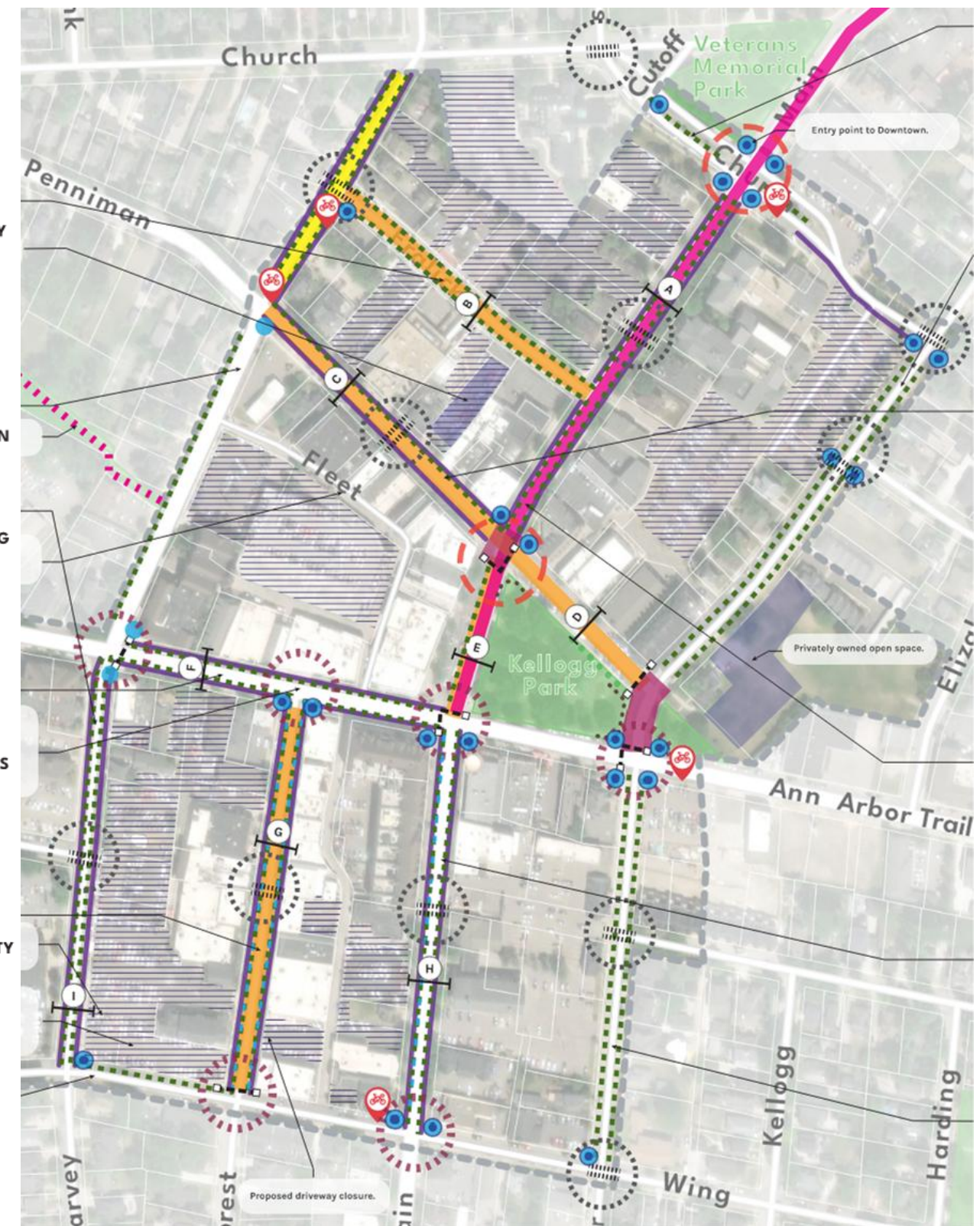
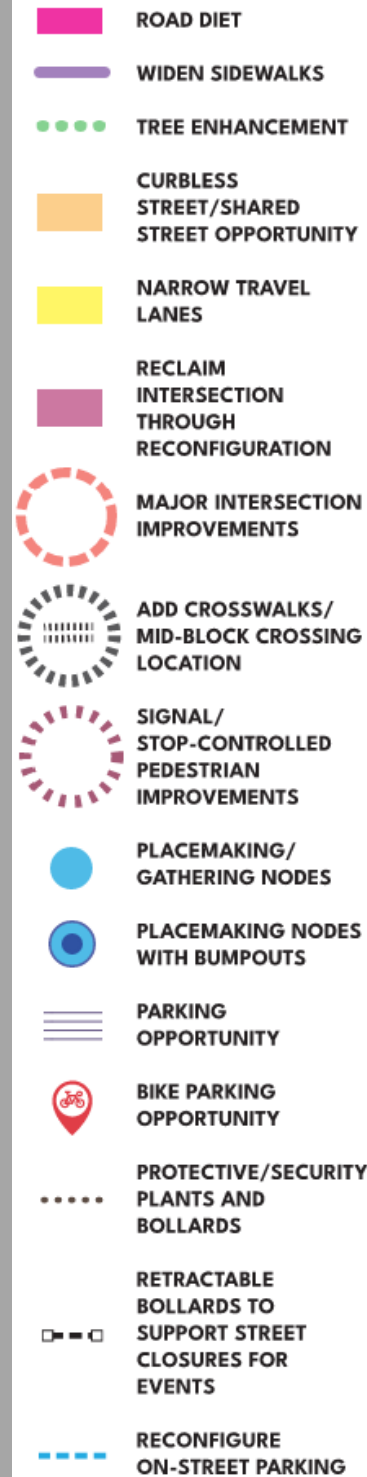
STRATEGY APPROACH

# STRATEGY OPPORTUNITIES

# STRATEGY OPPORTUNITIES

## PROCESS

- **Starter ideas** based on analysis, site investigations, and best practice considerations that apply strategies throughout the downtown to understand benefits and tradeoffs.
- Ways in which different strategies come together into a possible new street design were explored through cross-section studies.

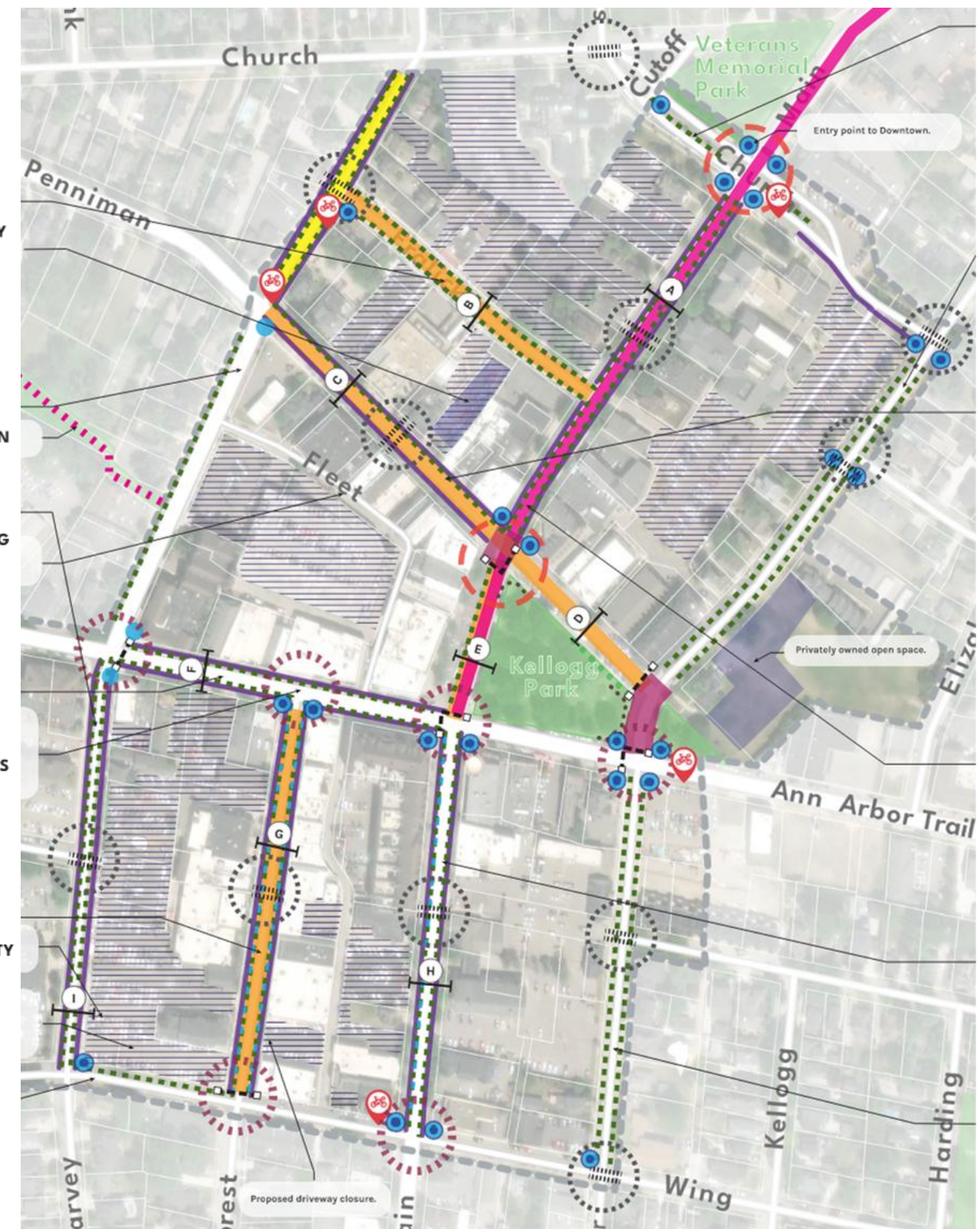
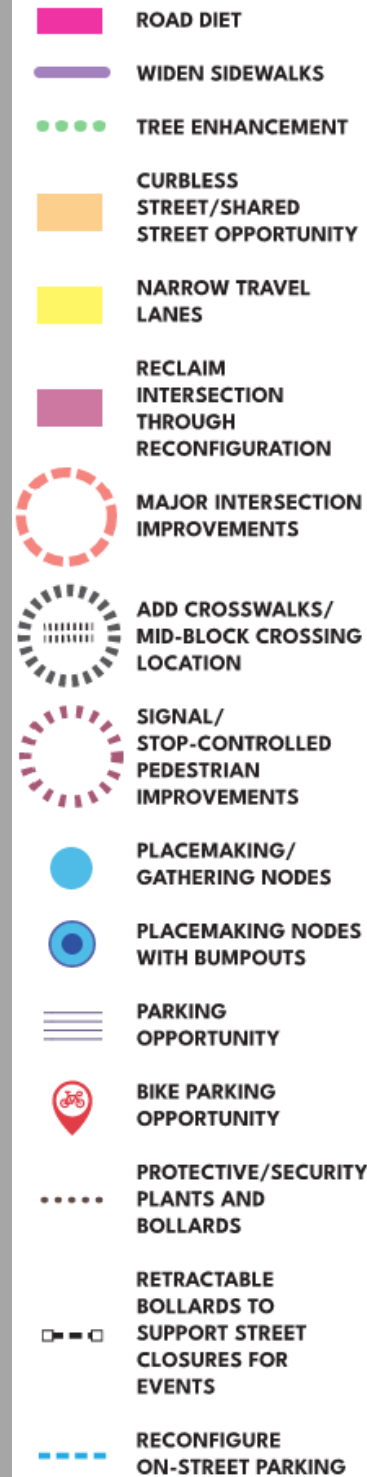


# STRATEGY MAP

## INITIAL STAKEHOLDER FEEDBACK

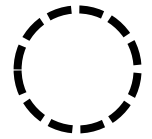
### Areas of General Agreement:

- Adding **midblock crosswalks**, intersection improvements, and bumpouts where feasible
- Support for **curbless streets** and more flexible designs (Main near Kellogg, Penniman, Forest, Fralick, Union near Kellogg).
- **Road lane reduction on Main St.** and adding shared-use pathway and on-street parking
- **Sidewalk widening** and improved streetscape
- **Harvey & Wing** improvements and additional on-street parking



# CROSSING IMPROVEMENTS

## STRATEGY OPPORTUNITIES



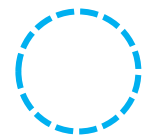
### ■ **Potential Mid-Block Crossings**

- Main, Penniman, Harvey, Forest, Union, Deer



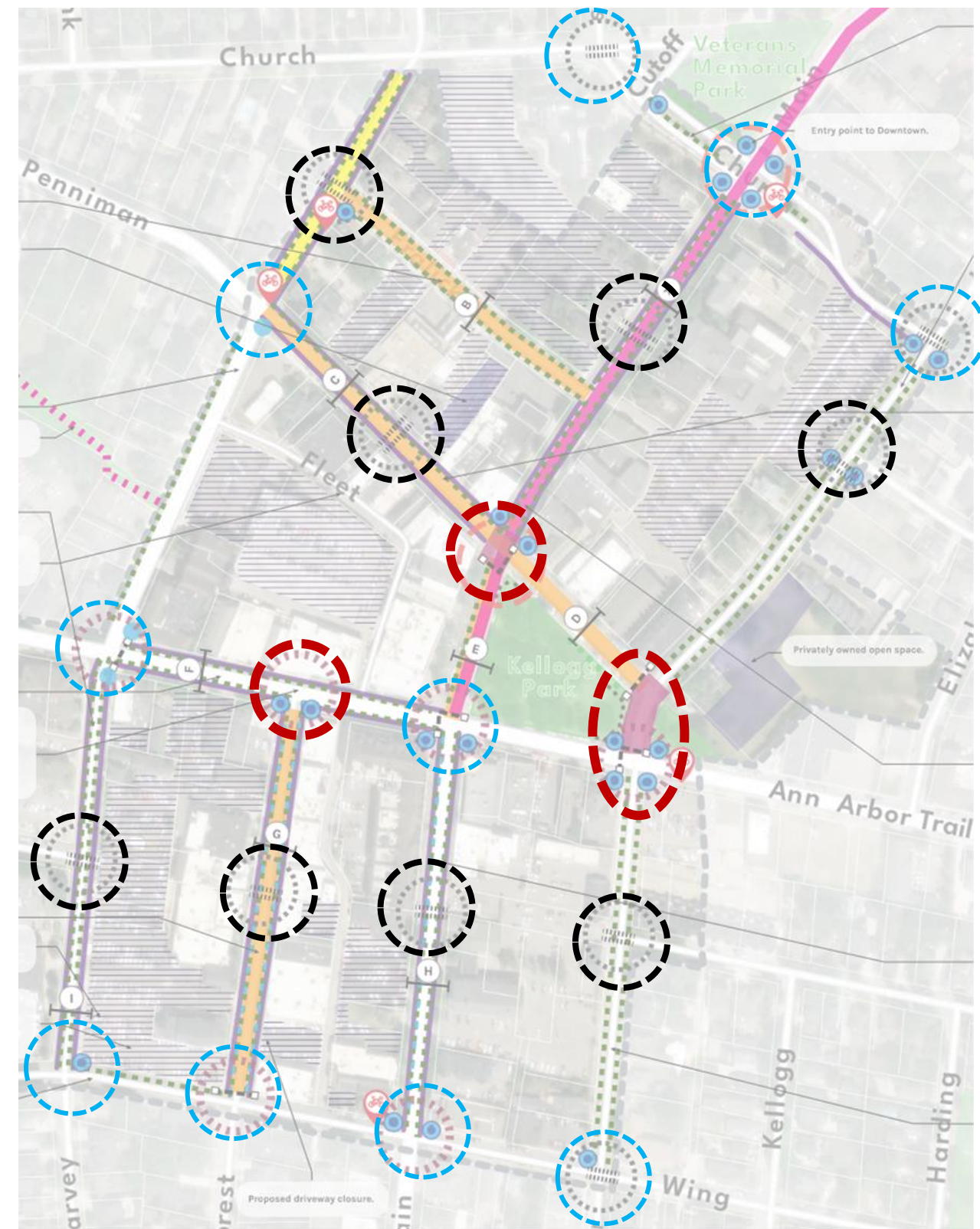
### ■ **Potential Raised Intersections**

- Main & Penniman
- Unision / Penniman / Ann Arbor Trail
- Forest & Ann Arbor Trail



### ■ **Other Improvements**

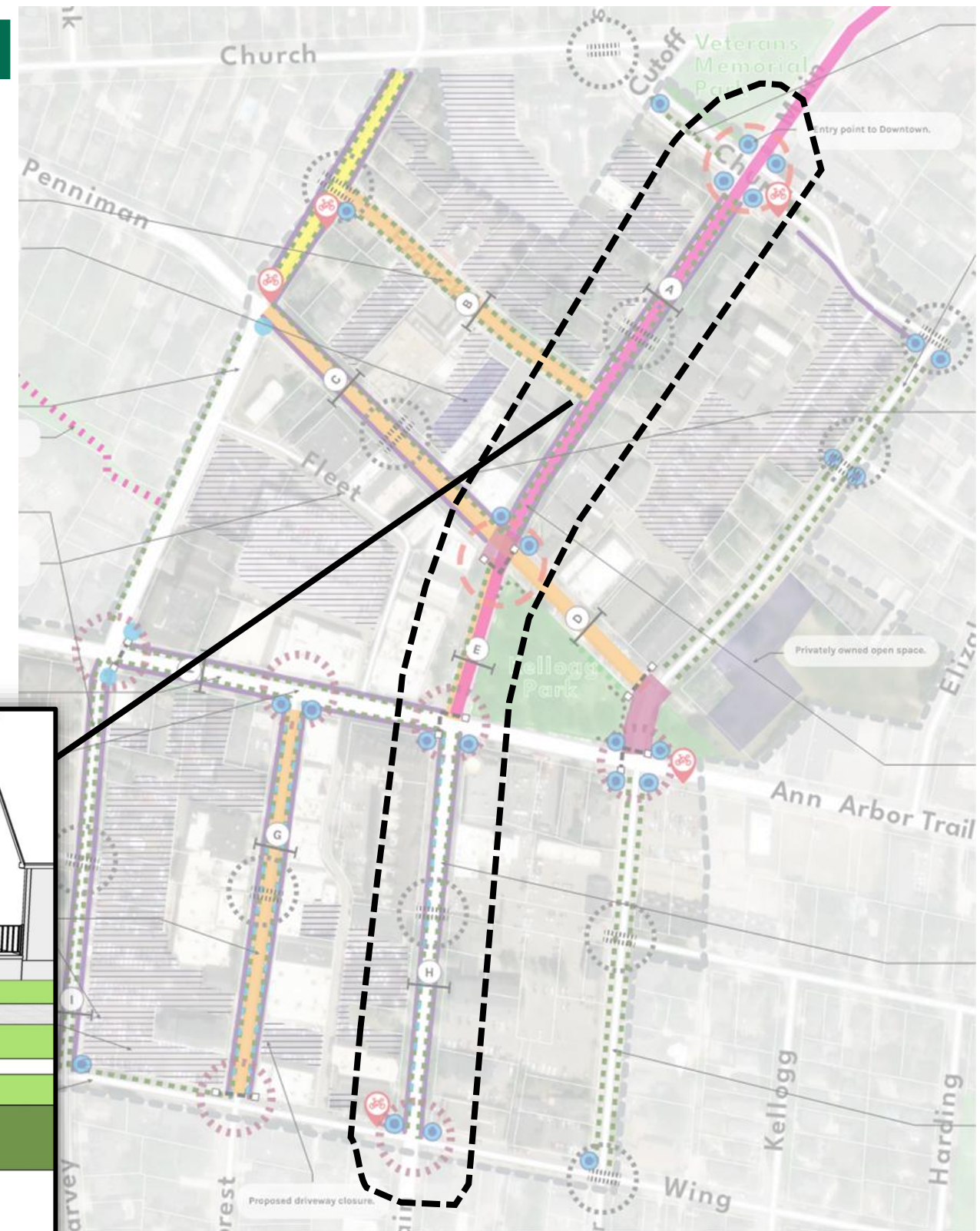
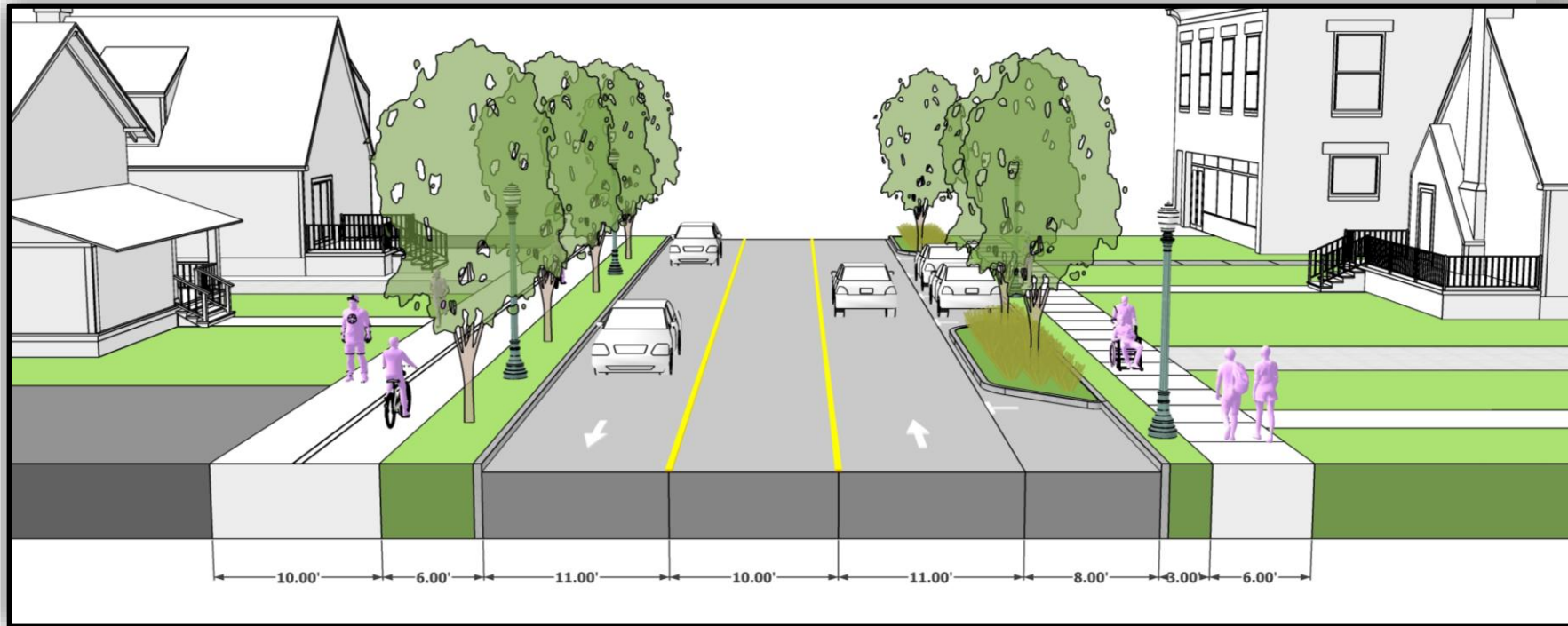
- Pedestrian Signal (LPI) – Main, A2 Trail, Penniman
- Bumpouts
- Crosswalk gaps & markings



# MAIN STREET – NORTH SECTION

## STRATEGY OPPORTUNITIES

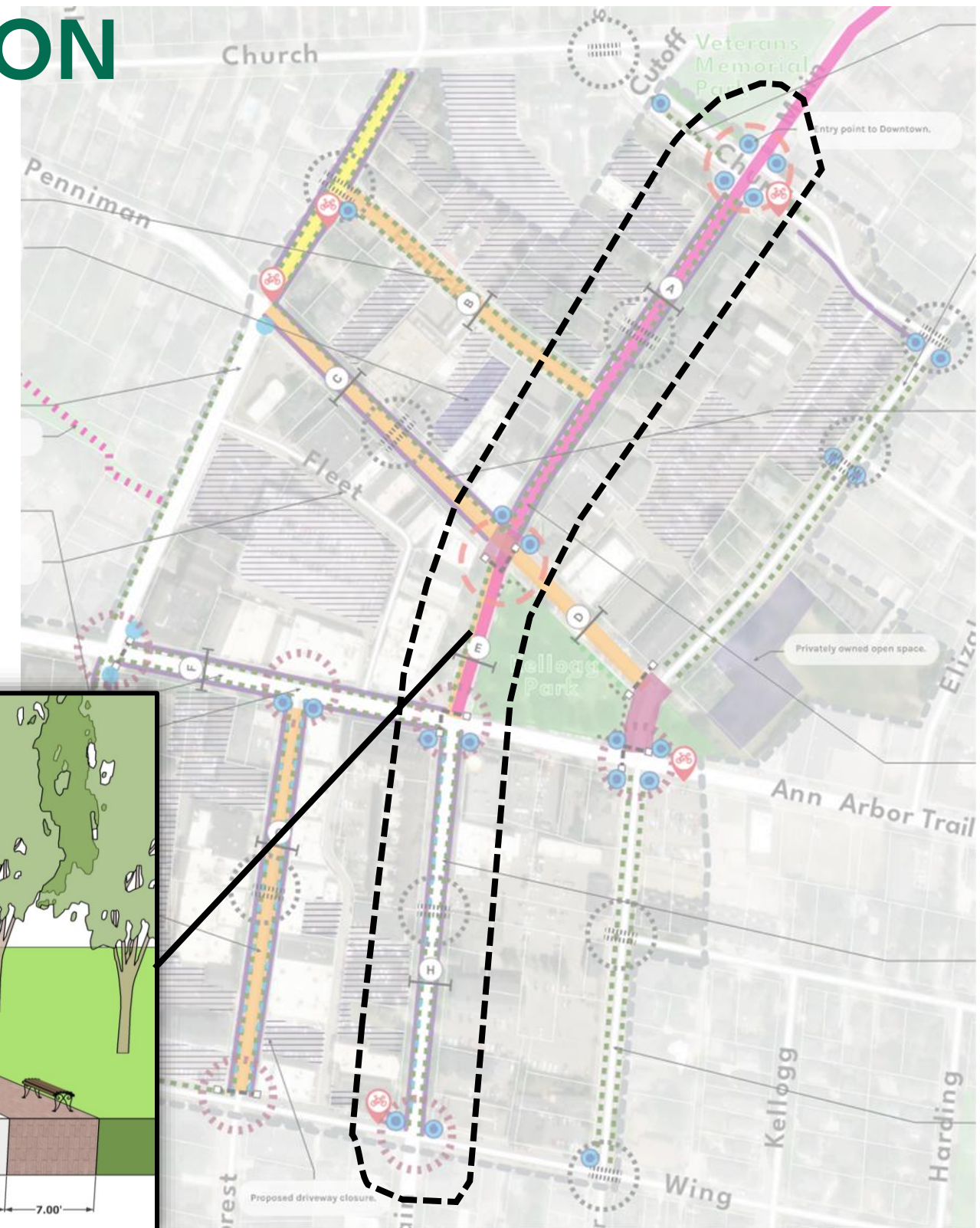
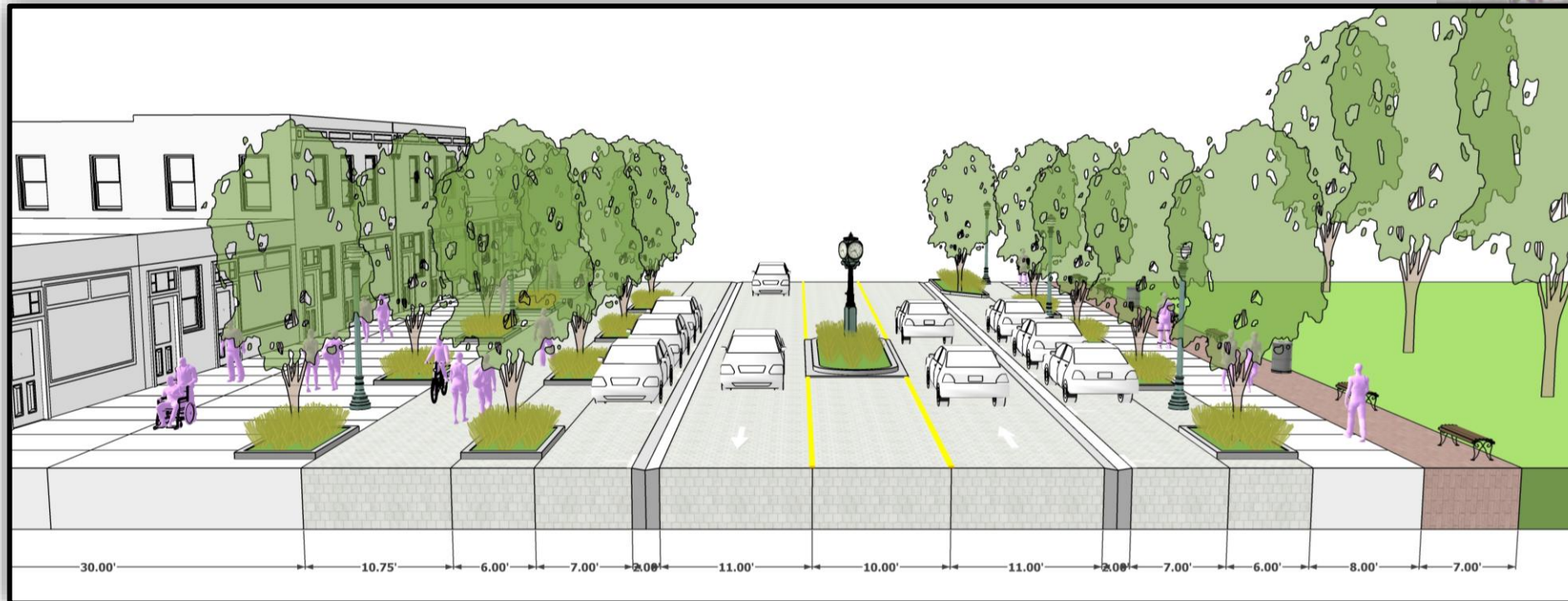
- **Road diet** (lane reduction) to three lanes (1 lane in each direction plus a center turn lane).
- **Wider sidewalk** and amenity zone with new Street Trees
- Add **on-street parking** (one-side)
- **Add side path** (widened multi-use sidewalk) along corridor – potential for connection northward to Hines Drive & Old Village



# MAIN STREET – KELLOGG SECTION

## STRATEGY OPPORTUNITIES

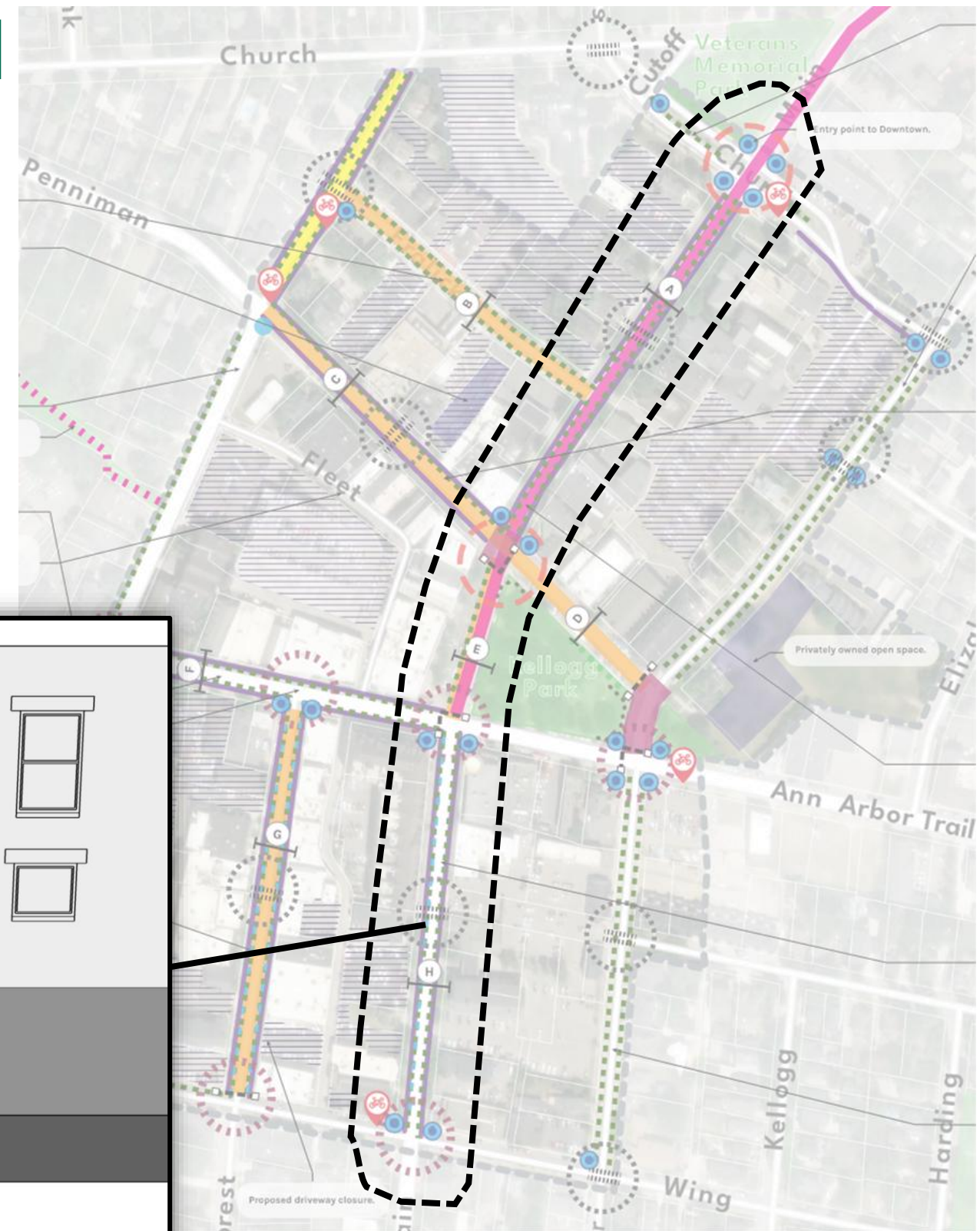
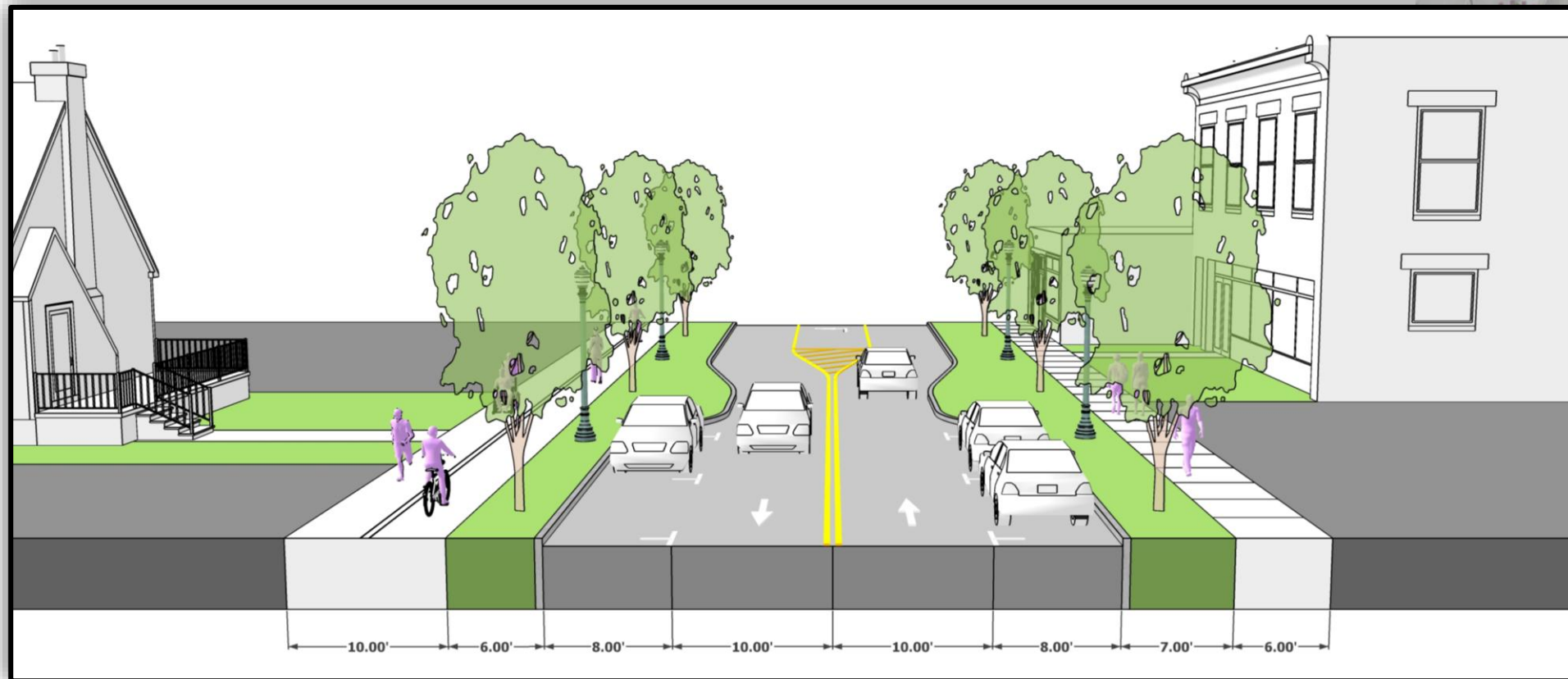
- **Road diet** (lane reduction) to three lanes (1 lane in each direction plus a center turn lane).
- Flexible (**curbless street design**), retains parking, rebuilds median to allow for flexibility
- **Side path** continues and connects to center of downtown



# MAIN STREET – SOUTH SECTION

## STRATEGY OPPORTUNITIES

- **Road diet** (lane reduction) to three lanes (1 lane in each direction plus a center turn lane).
- Add **on-street parking** (both sides potentially)
- Continue **side path** (wide sidewalk)



# CURBLESS STREET / FLEXIBLE STREET (EXAMPLE)

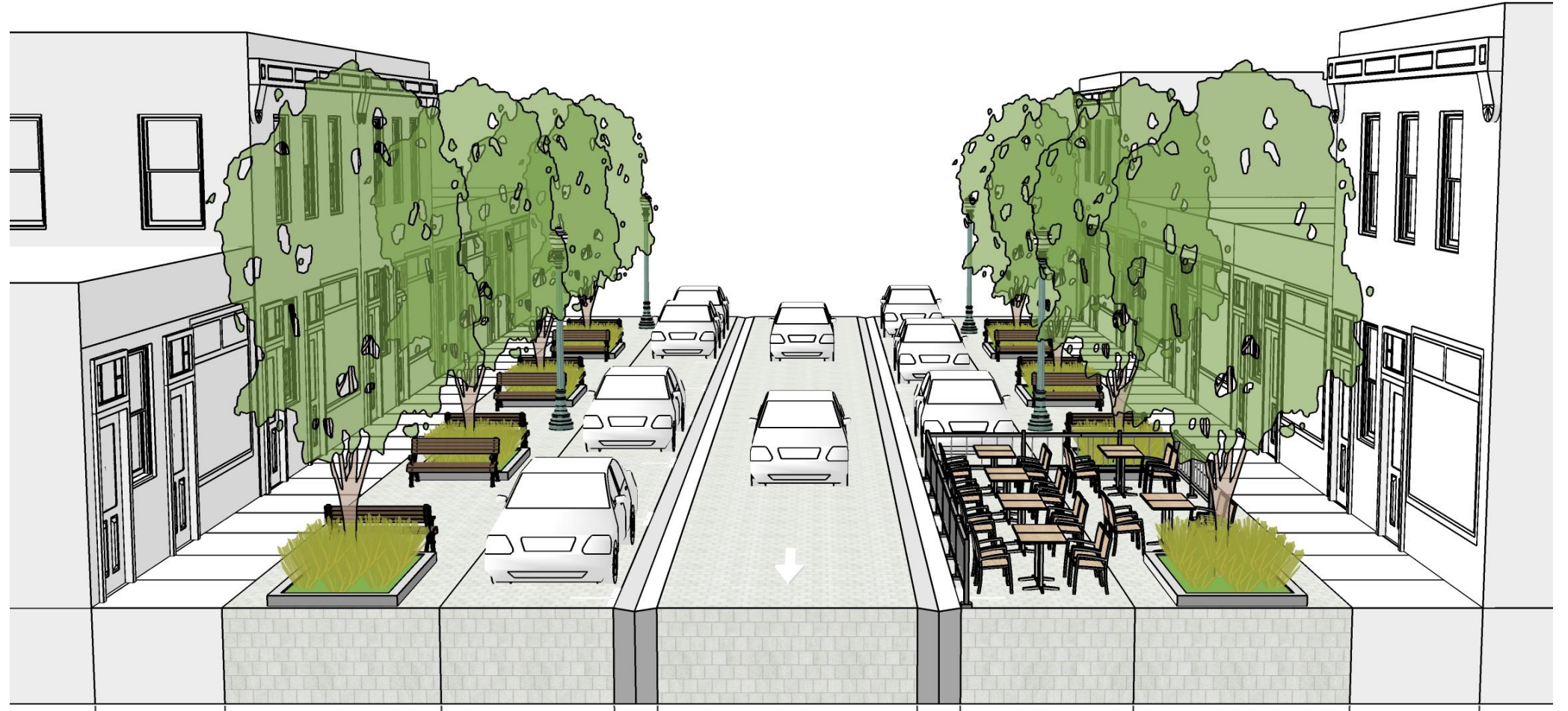
## STRATEGY OPPORTUNITIES

### ■ **Potential application on:**

- Forest
- Main St (near Kellogg)
- Penniman
- Union (near Kellogg)
- Fralick

### ■ **Considerations & Benefits:**

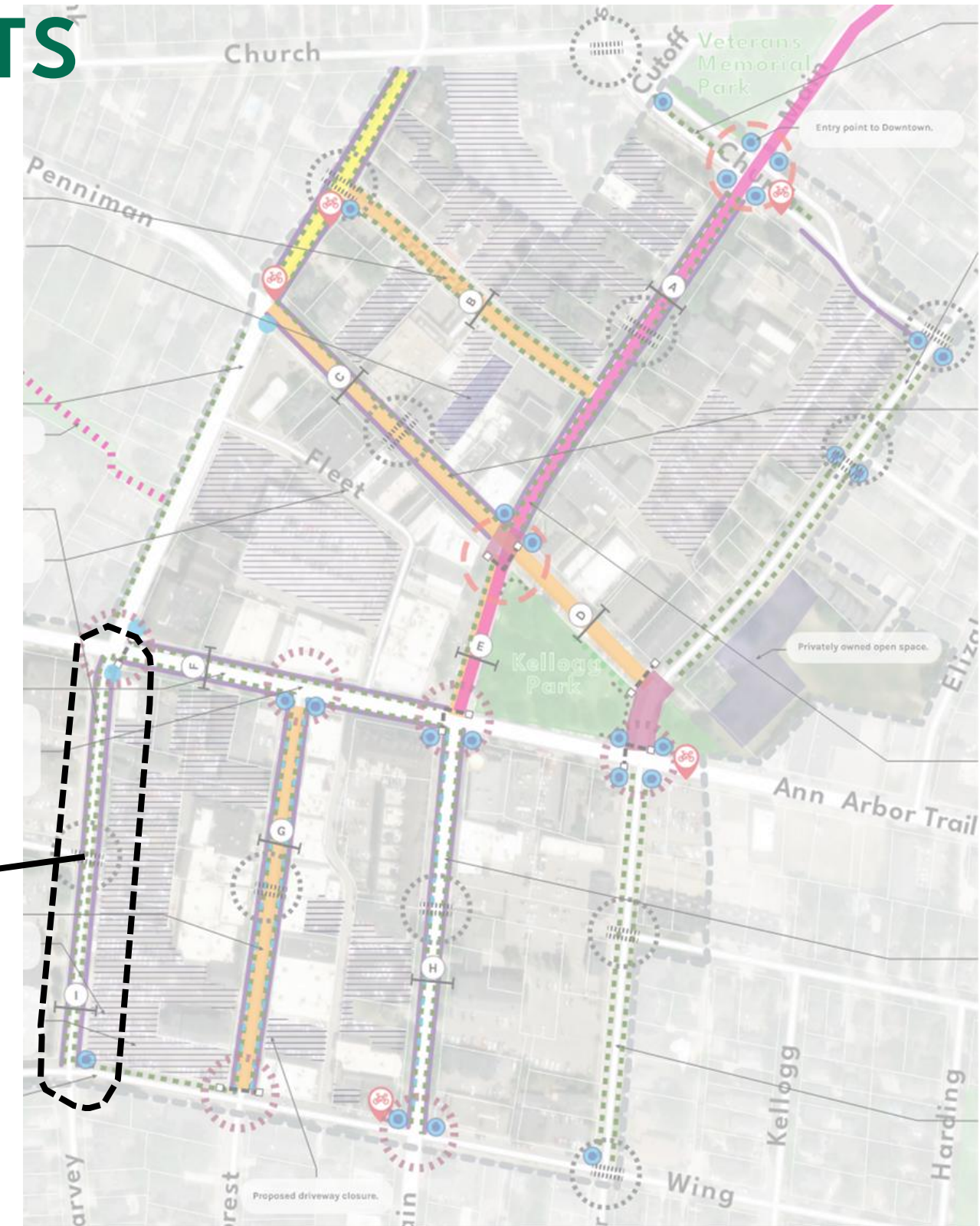
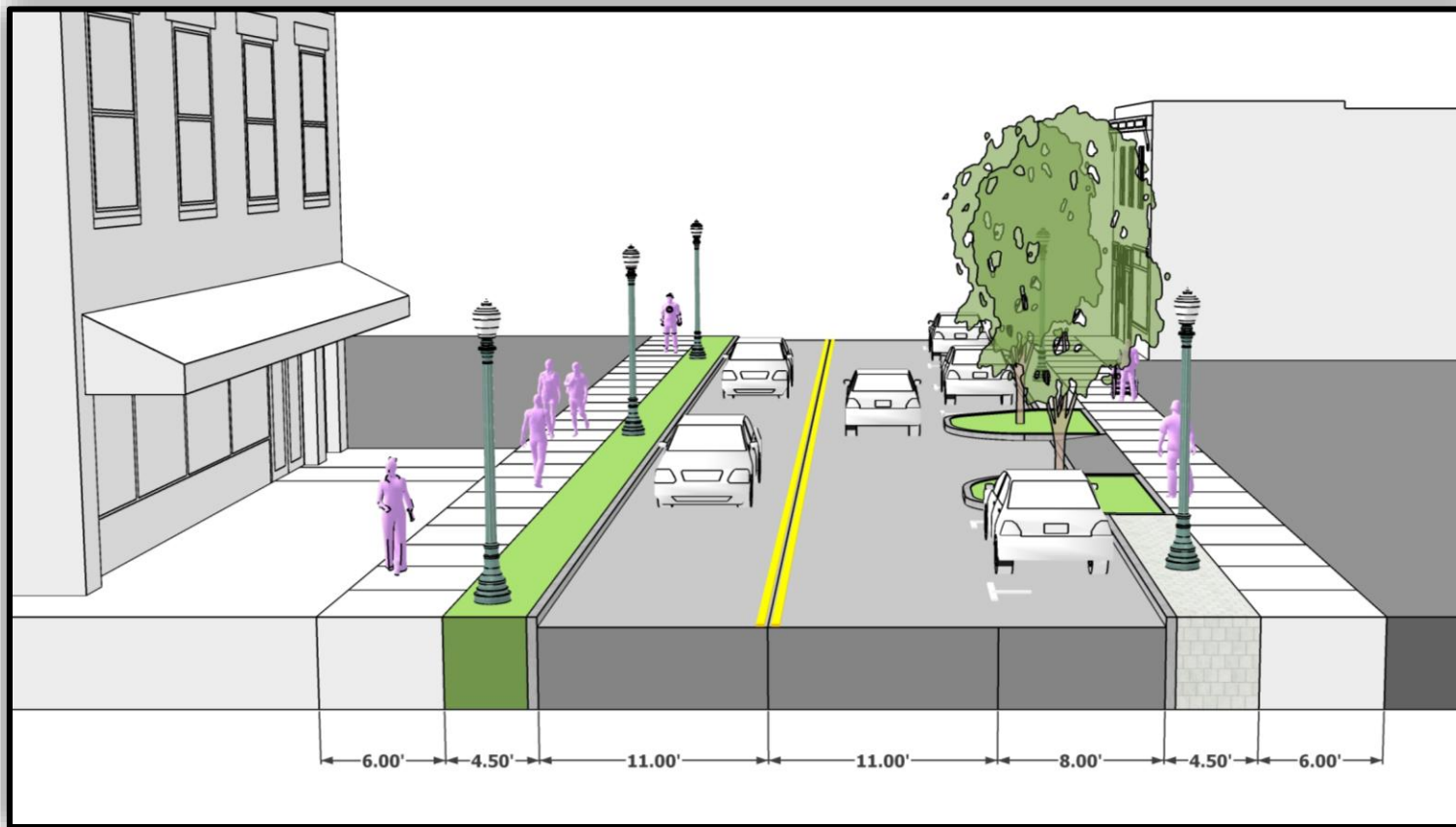
- Improves ADA accessibility
- Flexible curbside (parking lane) allows for adjustments to other uses (i.e. cafés)
- Improved stormwater
- Slows traffic, prioritizes pedestrian environment
- Seamless space for events and street closures



# HARVEY & WING IMPROVEMENTS

## STRATEGY OPPORTUNITIES

- **Narrow vehicle lanes**
- Add **on-street parking** (on one side on Harvey)
- Add **bumpouts** for street trees and landscape



# QUESTIONS?

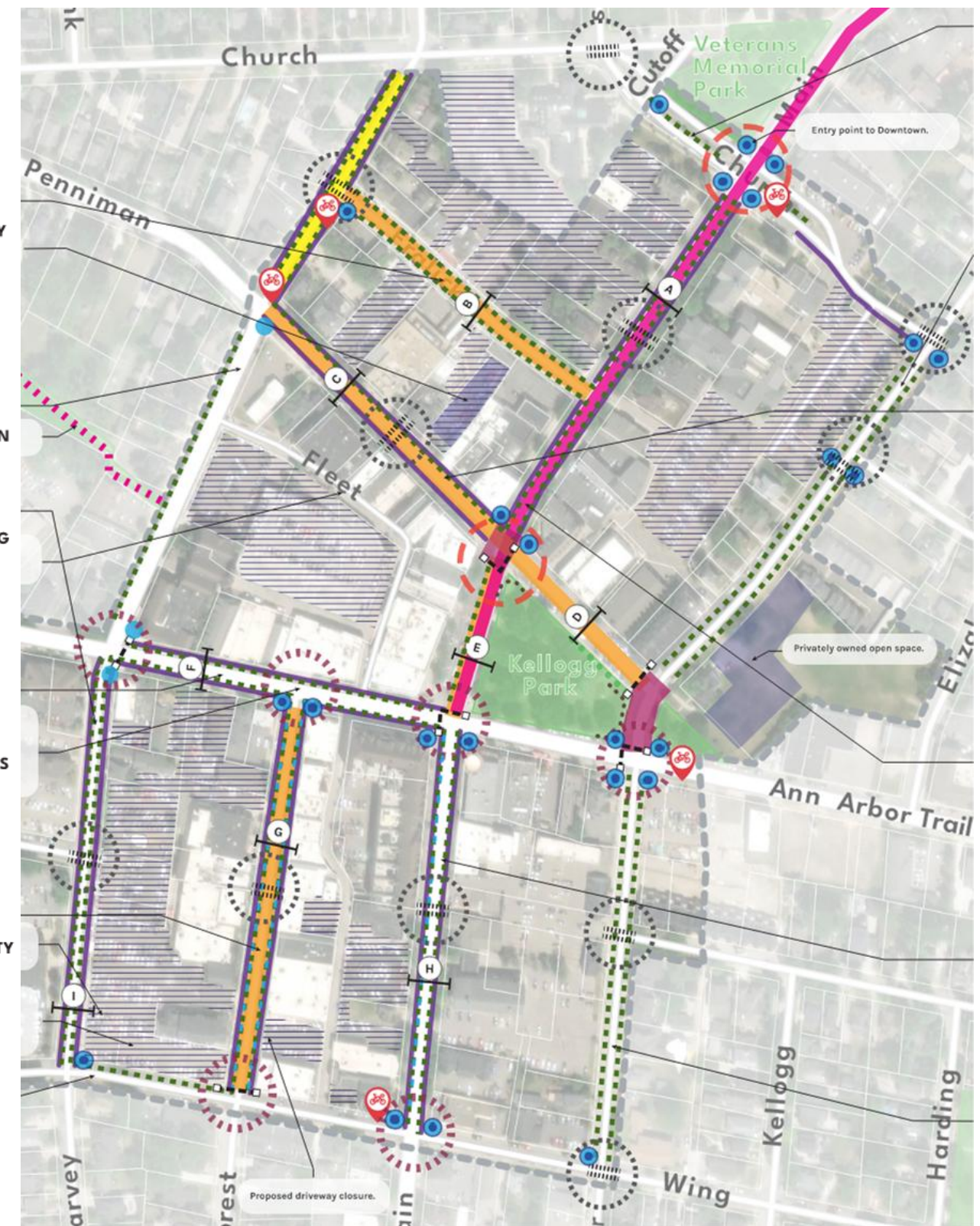
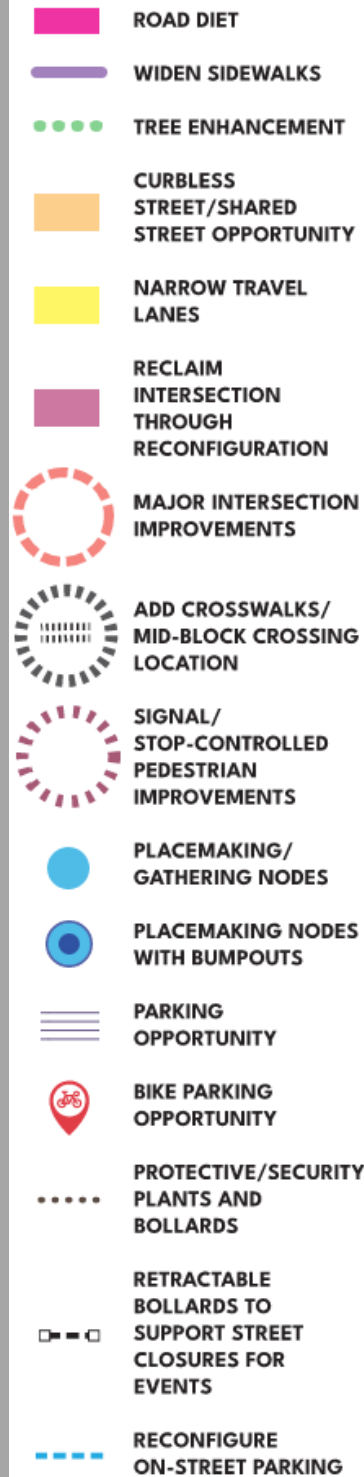
STRATEGY OPPORTUNITIES

# STRATEGY MAP

## INITIAL STAKEHOLDER FEEDBACK

### Areas for Continued Discussion

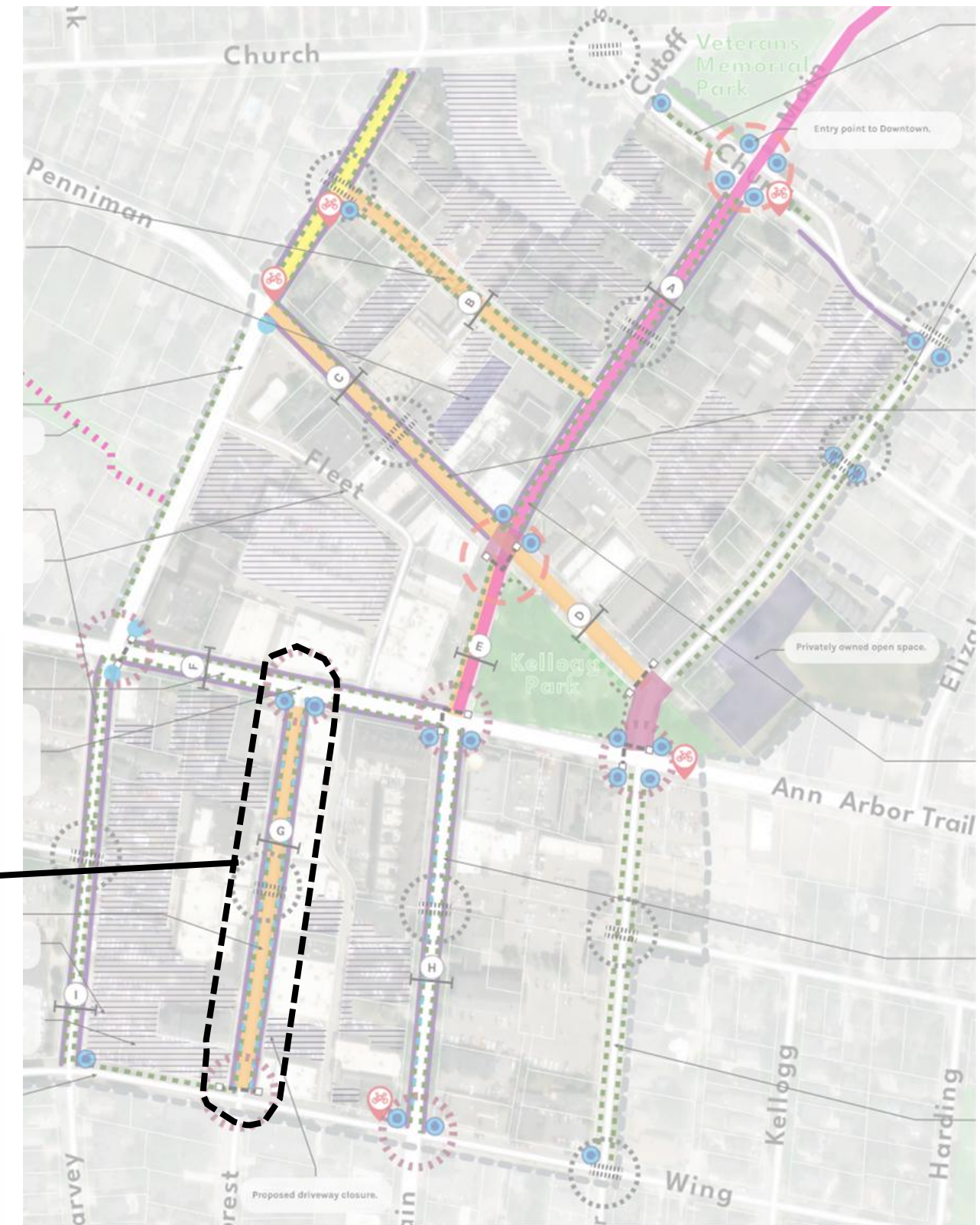
- **Forest St Design Direction:** Concerns with current sidewalk space but also want to maintain parking.
- **Penniman:** Agreement to keep it one-way, but different opinions about parking arrangement vs sidewalk widths
- Main Street **what side of the street** should have the multi-use side path (east or west)
- **Raised intersections** & crosswalks - mostly maintenance considerations
- **Parking demand** and management strategies



# FOREST STREET

## STRATEGY OPPORTUNITIES

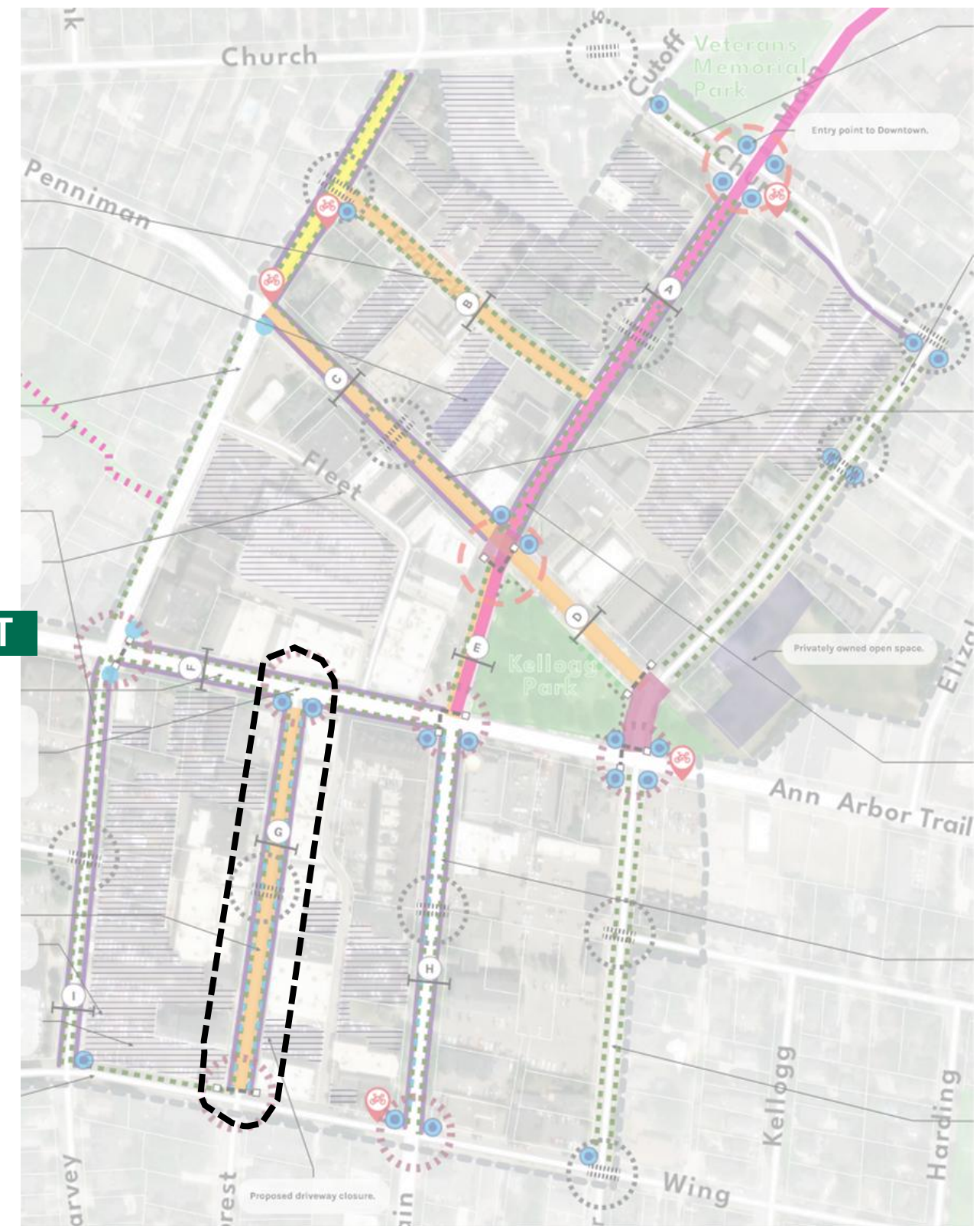
- **Narrow vehicle lanes**
- Implement **curbless/flexible** street design
- Explore **adjustments to angled parking**



# FOREST STREET

## STRATEGY OPPORTUNITIES

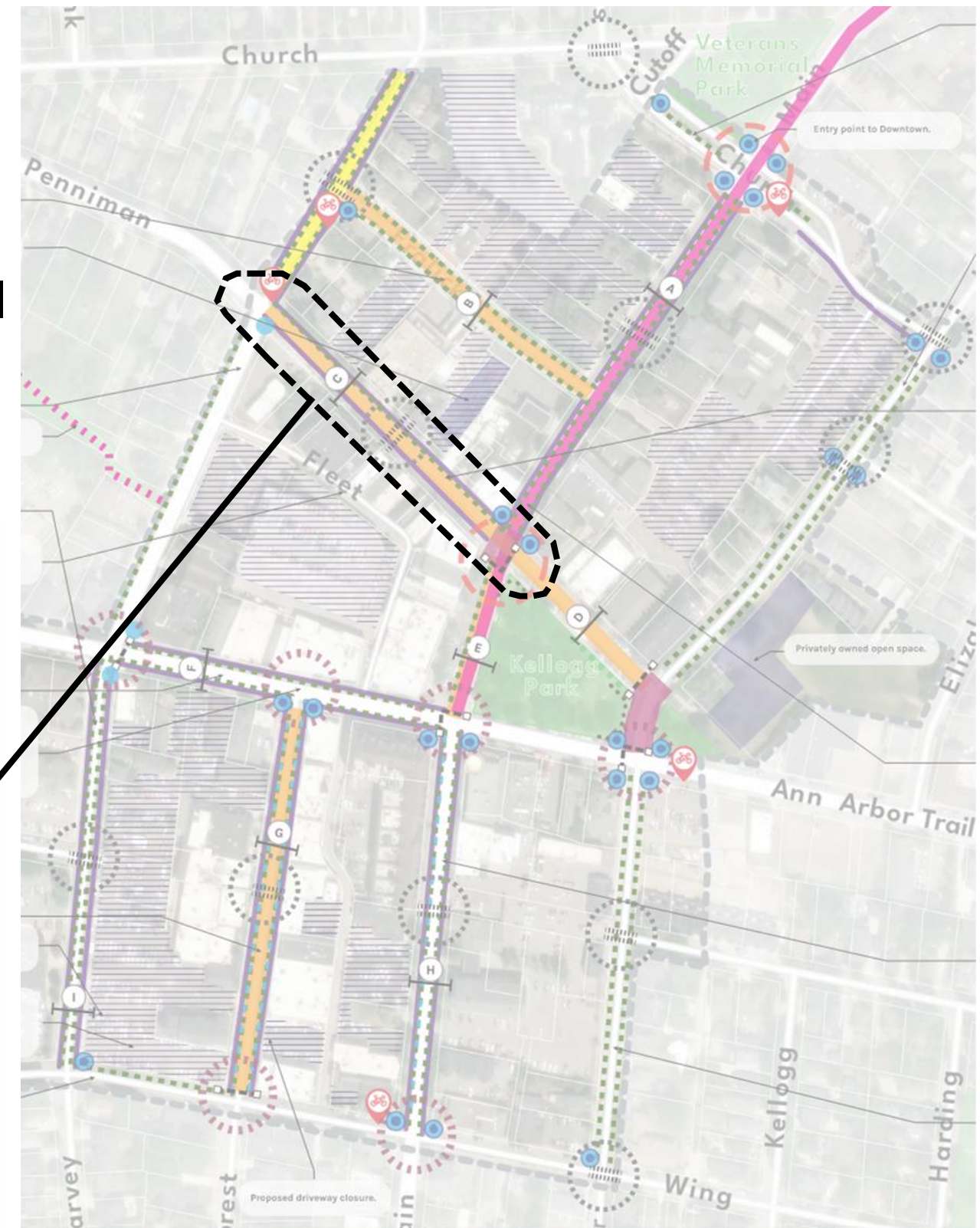
- **Narrow vehicle lanes**
- Implement **curbless/flexible** street design
- Explore **adjustments to angled parking**



# PENNIMAN OPTIONS

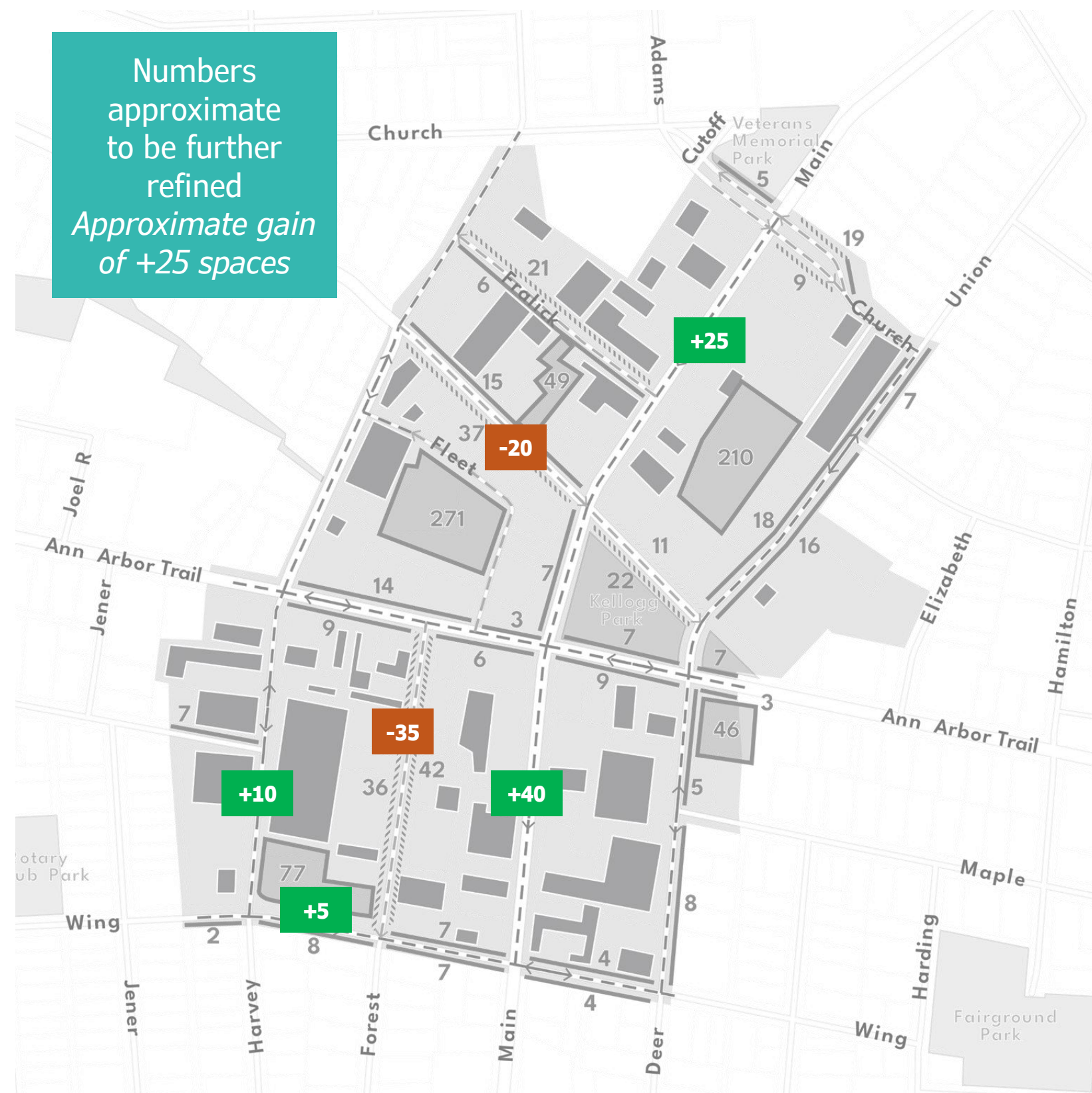
## STRATEGY OPPORTUNITIES

- **Narrow vehicle lane**
- **Adjust angled parking** to 30-degrees or convert to parallel
- **Widen sidewalk** area – especially on the north side
- Explore **curbless** design options



# PARKING STRATEGIES & CONSIDERATIONS

- Consider **overall change to parking** accounting for potential additions plus adjustments to angled parking areas
- Importance of **short-term parking** to facilitate pick-up and drop-off needs of businesses
- 2-hour **parking inflexibility** and potential impact on visitation patterns (i.e. people leaving earlier than desired)
  - Shorter time frames in areas with higher desired turnover, versus long times allowed in less active areas.
- Changes relative to **parking garage** improvements / replacement long-term



# QUESTIONS?

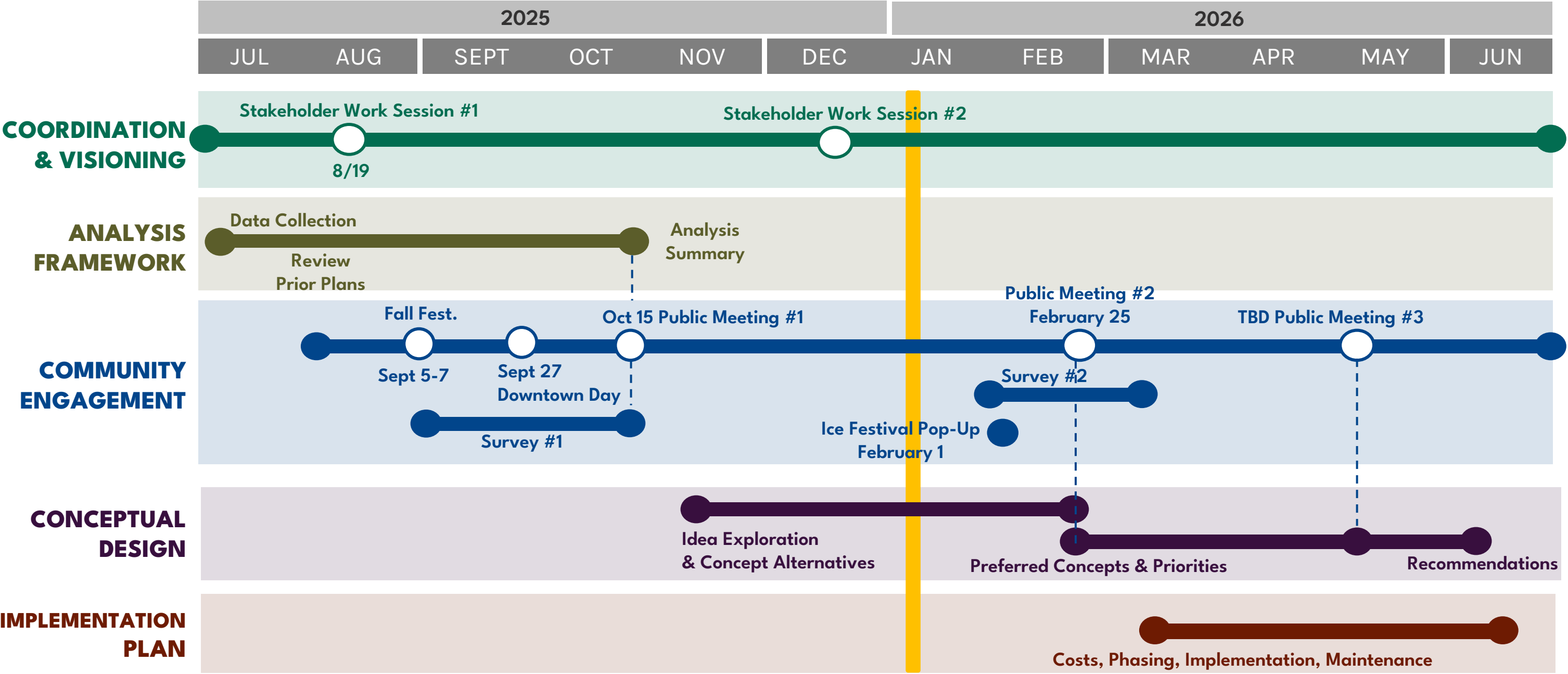
STRATEGY OPPORTUNITIES

**NEXT STEPS**

# NEXT STEPS

## TIMELINE AND SCHEDULE

- January 21<sup>st</sup> – Ice Festival Pop-up
- Survey #2 Late January through February
- February 25<sup>th</sup> - Public Meeting #2



# Thank you!



**SMITHGROUP**

Goal	Task	Responsible Party	Timeframe	Status Update (1/7/2026)
Enhance DDA District Aesthetics & Function	<p><b>**Top Priority** Prepare a Streetscape Improvement Plan With the Following Goals:</b></p> <ol style="list-style-type: none"> <li>1. Use DDA Infrastructure Plan as a framework to build on.</li> <li>2. Enhance aesthetics, function and activating spaces, using industry best practices.</li> <li>3. Make landscaping consistent across the DDA.</li> <li>4. Revamp trees, planters, brick pavers.</li> <li>5. Evaluate patio/outdoor dining opportunities.</li> <li>6. Review opportunities to maximize and increase sidewalk areas/pedestrian/commerce opportunities to improve pedestrian safety.</li> <li>7. Develop plan for additional bike racks in the City.</li> <li>8. Design potential enclosure ideas for The Gathering.</li> </ol> <p><b>(Note: This project will overlap other DDA goals.)</b></p>	DDA Staff/ DDA Board	Short to Long-term	<p><u>DTP Forward</u></p> <p>*SmithGroup to present at January 2026 DDA Board meeting</p> <p>*871 resposnses on survey #1</p> <p>*Stakeholder Group met on December 9</p> <p>*Pop up at Plymouth Ice Festival</p> <p>*Open House #2 scheduled for February 25</p> <p>New bike rack to be installed on south side of Central Parking Deck in early 2026.</p> <p>City staff explored ideas for permanent Gathering enclosures in 2025. Multiple contractors indicated that the current strucutre could not support permanent enclosure.</p> <p>City arborist has indicated that some DDA street trees are showing signs of disease, and may have to be removed prior to streetscape update. DDA staff updated public on trees in June newsletter.</p> <p>Patio dining season ended Oct 31. Valet parking season: Nov 1 - Apr 1 Ledger began program in mid December.</p>
	<p><b>**Top Priority** Create Proactive Community Engagement Plan</b> to educate residents and business owners about the Streetscape Improvement Plan project.</p> <ol style="list-style-type: none"> <li>1. Gather community input.</li> <li>2. Educate downtown stakeholders of plan.</li> </ol>			

Red Text = DDA Related Items from City Commission 2025 City-Wide One-Year Tasks

Goal	Task	Responsible Party	Timeframe	Status Update (1/7/2026)
Improve Parking	<b>Improve the Condition of Existing Lots by:</b> <ol style="list-style-type: none"> <li><b>**Top Priority**</b> Resurface the existing lots that are in need.</li> <li>Prepare a plan to reconstruct/replace the Central Parking Structure.</li> <li>Complete Central Parking Deck engineering review for 2026 major renovation</li> </ol>	City Commission/ DDA Board	Short-term	<p>2026 Central Parking Deck renovation project to go to bid in January. Bid award can be expected at March DDA Board Meeting.</p> <p>Parking Deck Engineer presented Life Cycle Analysis Report at May 2024 DDA Meeting. Report indicates an approximate 20 year additional lifespan with regular maintenance.</p> <p>Additional lot resurfacing plans to be part of DTP Forward Streetscape project.</p>
	<b>Maximize the Number of Parking Spaces by:</b> <ol style="list-style-type: none"> <li><b>**Top Priority**</b> Re-assess parking desires of parking patrons/users via user input, needs study, or other methods. Work with the Planning Commission and businesses.</li> <li>Work with property owners of private lots to optimize layout, number of spaces, and increase efficiency/capacity.</li> <li>Analyze more efficient parking space design (Pull-in vs. parallel vs. angled, etc.).</li> <li>Work with Planning Commission to review approach to businesses providing parking. Look for more collective approach.</li> </ol>	City Commission/ Planning Commission/ DDA Board/ DDA Staff	Short to Mid-term	A assessment of potential parking changes will be addressed during Streetscape Design. Valet Parking season begins Nov 1.
	<b>Other</b> <ol style="list-style-type: none"> <li>Incorporate electric vehicle (EV) charging stations.</li> </ol>	DDA Staff/ DDA Board	Short to Long-term	Current EV charging stations at Saxton's lot are getting regular use. Potential to add more during streetscape upgrade.

Red Text = DDA Related Items from City Commission 2025 City-Wide One-Year Tasks

Goal	Task	Responsible Party	Timeframe	Status Update (1/7/2026)
Improve Pedestrian Safety (Coordinate with Streetscape Improvement Plan)	<b>**Top Priority** Create Consistent Approach to Determining Pedestrian Crossing Facilities.</b>  1. Complete 2025 Infrastructure Program and reach decision/direction on push button usage in the DDA.	City Commission/ DDA Board	Short-term	A direction on consistent pedestrian push button usage to be determined in DTP Forward Streetscape plan.
	<b>**Top Priority** Prepare Plan to Address Tree issues, including:</b>  1. Develop tree replacement plan.  2. Tree grates or alternative surfacing around trees.	DDA Staff	Short-term	Tree replacement and subsequent addition of tree grates to be addressed during streetscape upgrade.
	<b>Other</b>  1. Ensure consistent sidewalk trim/brick work throughout the DDA.  2. Implement vehicle management features that slow cars, reduce traffic, etc.  3. Address uneven sidewalk pavement.  4. Develop a plan to activate alleys and sidewalks.  5. Eliminate obstacles on sidewalks and pedestrian crossings (such as light poles, planters, etc.).  6. Design, purchase, and install street security bollards at minimum of two downtown locations and Cultural Center main entrance.	City Commission/ DDA Board/ DDA Staff	Short-to Long-term	Contractor completed brick repairs between the Penn Theatre and The Gathering in late July 2025.  City has purchased some movable security barricades for events.  Adopt-A-Planter program wrapped up, contractor cleaning up. Winter planter decor for Kellogg Park planters contracted.
Kellogg Park (Coordinate with Streetscape Improvement Plan)	<b>**Top Priority** Address Turf Issues by:</b>  1. Explore natural/synthetic alternatives to turf grass.  2. Look into better turf management.	DDA Staff/ DDA Board	Short-term	DDA staff to explore hiring an agronomist or turf expert to complete study in 2026.
	<b>Create brick pathways that are consistent with the downtown in Kellogg Park.</b>	DDA Staff/ DDA Board	Short-term	
	<b>Other</b>  1. Update the Kellogg Park landscape plan.  2. Evaluate health of existing trees.  3. Incorporate East Penniman, or use of this street, into Kellogg Park functions.  4. Add security cameras.	City Commission/ DDA Board	Short to Long-term	Kellogg Park holiday tree was replaced in mid April 2025. An additional tree in the park had to be removed due to safety issues. Several street trees are likely to be removed in 2025 due to disease.  Kellogg Park security cameras are up and running as of August 2024.

Red Text = DDA Related Items from City Commission 2025 City-Wide One-Year Tasks

Goal	Task	Responsible Party	Timeframe	Status Update (1/7/2026)
Support Businesses	<b>**Top Priority** Evaluate public Wi-Fi in DTP.</b>	City Commission/ DDA Board	Short-term	DDA Board voted against pursuing public Wi-Fi in DTP at the November 2025 DDA Board Meeting.
	<p><b>Support Business Goals Through:</b></p> <ol style="list-style-type: none"> <li>1. Continue community events.</li> <li>2. Quantify value of proposed CC &amp; DDA improvements to businesses.</li> <li>3. Encourage business involvement in DDA programs.</li> <li>4. Use Redevelopment Ready Communities program as a guide to market vacant properties.</li> <li>5. Implement programming to create connections to other parts of the community.</li> <li>6. Obtain sponsorships for DDA Music in the Air concert events, DDA banners, bandshell banners, and park/playground.</li> </ol>	DDA Staff/ DDA Board	Short to Long-term	<p>Bank of Ann Arbor has signed a three year extension to continue as the presenting sponsor for Music in the Air. Ehlers Heating &amp; Cooling will be back in 2026 as a major sponsor. Henry Ford Health has agreed to return as Fun Zone sponsor for 2026. Staff has started work on additional sponsorships for 2026.</p> <p>DDA Staff working on Ice Fest Bingo promotion. Plymouth Ice Festival is January 30-Feb 1. DDA Staff has started work on 2026 Spring Artisan Market - April 18</p> <p>Business updates, events, available properties continue to be featured in monthly eNewsletter, print calendar, window slideshow. DDA website "business cards" and business directory updated, changes made as needed.</p> <p>DDA board made recommendation to raise liquor license cap by 1. In March 2025, City Commission approved raising the liquor cap by 2 inside the DDA, and 2 outside the DDA. Next liquor review expected in March 2026.</p>
Other	<p><b>Implement More Art Projects in the DDA, such as:</b></p> <ol style="list-style-type: none"> <li>1. Invisible paint that appears when it rains, with messages such as "Thank you for shopping Downtown Plymouth."</li> <li>2. Add more street art/painted artwork.</li> <li>3. Participate in Phase III of Plymouth Art Walk</li> </ol>	DDA Staff/ DDA Board	Short to Long-term	<p>Installation of Phase III anticipated in Q1 of 2026. Some delays with artists. DDA staff working on plaques with QR codes linked to ArtWalk page on DDA website. DDA Board approved funding match of \$25K with PCAC for Phase III of Plymouth Art Walk in February 2025. HDC approved Phase III in March 2025.</p>

Red Text = DDA Related Items from City Commission 2025 City-Wide One-Year Tasks (2026 update expected in February)

D o w n t o w n  
PLYMOUTH



Not Just a Walk in the Park

831 Penniman Ave. Plymouth MI 48170

Ph: 734.455.1453 Fax: 734.459.5792

## ADMINISTRATIVE RECOMMENDATION

To: DDA Board

From: DDA Staff

CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2026\January

Date: 1/12/2026

Re: 2026 Meeting Schedule

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

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

Please see the entire recommended schedule below with a resolution for your consideration.

## 2026 DDA Regular Meeting Schedule

*(all meetings held at Plymouth City Hall at 7:00 unless otherwise noted)*

- Monday, January 12
- Monday, February 9
- Monday, March 9
- Monday, April 13
- Monday, May 11 (information meeting at 6:30 p.m., regular meeting at 7 p.m.)
- Monday, June 8
- Monday, July 13
- Monday, August 10
- Monday, September 14
- Monday, October 12 (information meeting at 6:30 p.m., regular meeting at 7 p.m.)
- Monday, November 9
- Monday, December 14

## **RESOLUTION**

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

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

WHEREAS       the DDA Bylaws state that regular DDA meetings are typically scheduled for the second Monday of each month at 7 p.m. at Plymouth City Hall, and

WHEREAS       The DDA also needs to plan for the two required informational meetings required by the State of Michigan as part of PA 57.

NOW THEREFORE BE IT RESOLVED THAT the Plymouth Downtown Development Authority Board of Directors approves the attached 2026 DDA regular meeting schedule, including the dates for the two required DDA informational meetings.



Not Just a Walk in the Park

# 2025

## PLYMOUTH DOWNTOWN DEVELOPMENT AUTHORITY

# ANNUAL IMPACT REPORT



# INFRASTRUCTURE & STRATEGIES



Engaging in building and maintaining infrastructure – such as parking lots, street lighting, traffic signals, parks, and other streetscape features – is a major part of the DDA’s main focus of facilitating economic development of the downtown district.

The DDA’s Five-Year Action Plan guides decision making to address infrastructure needs making Downtown Plymouth ready for future challenges.

## 2025 INFRASTRUCTURE MAINTENANCE/UPGRADES

- Central Parking Deck Engineering Review & construction (annual maintenance)
- \*Central Parking Deck Engineering Review (2026 major renovation)
- Fleet Street trash service contract renewal
- New state-of-the-art concert stage & concert stage banners
- Multi-purpose sidewalk sweeper cost share
- \*ArtWalk Phase III
- \*DTPForward Downtown Plymouth Streetscape Upgrade Design project
- Downtown Plymouth public wi-fi consideration
- Kellogg Park holiday decor
- \*Ongoing:
  - Saxton’s Lot EV charging stations
  - Intersection signal lights
  - Sidewalk areas/brickscape areas
  - Sidewalks/Tree grates pushed up by tree roots
  - Diseased/end of lifespan trees removal
  - Fleet Street trash program
  - Patio Dining program
  - Memorial bench program
  - Snow removal program
  - Valet Parking program
  - Light pole banner program
  - Holiday lighting program

*\*carries over to 2026*

## STRATEGIC PLANNING

These strategic plans define a clear shared vision and set measurable goals and actionable steps to maximize the DDA’s successful partnership with the City of Plymouth with room for continuous monitoring and adaptation:

- DDA Five-Year Action Plan (2024-2029)
- City of Plymouth Master Plan (2025)
- City of Plymouth Strategic Plan (2022-2026)\*

*\*2026 One-Year Tasks development expected Jan/Feb 2026*



## NEXT STEPS

DDA staff will continue to assess, maintain, improve, and strategize on infrastructure improvements. The current focus is the DTPForward project, which aims to create a streetscape upgrade design for a vibrant Downtown Plymouth.



# DTP VISITOR HIGHLIGHTS



## Placer.ai Visitor Data

Analytics provide snapshots of DTP visitor data, helpful in gauging impact and opportunities in the DDA’s activities toward its mission of facilitating economic development in Downtown Plymouth.

**TOTAL VISITS**  
**2024**  
**4.6M**

↑ **2%**

**2025**  
**4.7M**

**2025 DTP EVENTS**  
**WITH**  
**MOST VISITORS:**

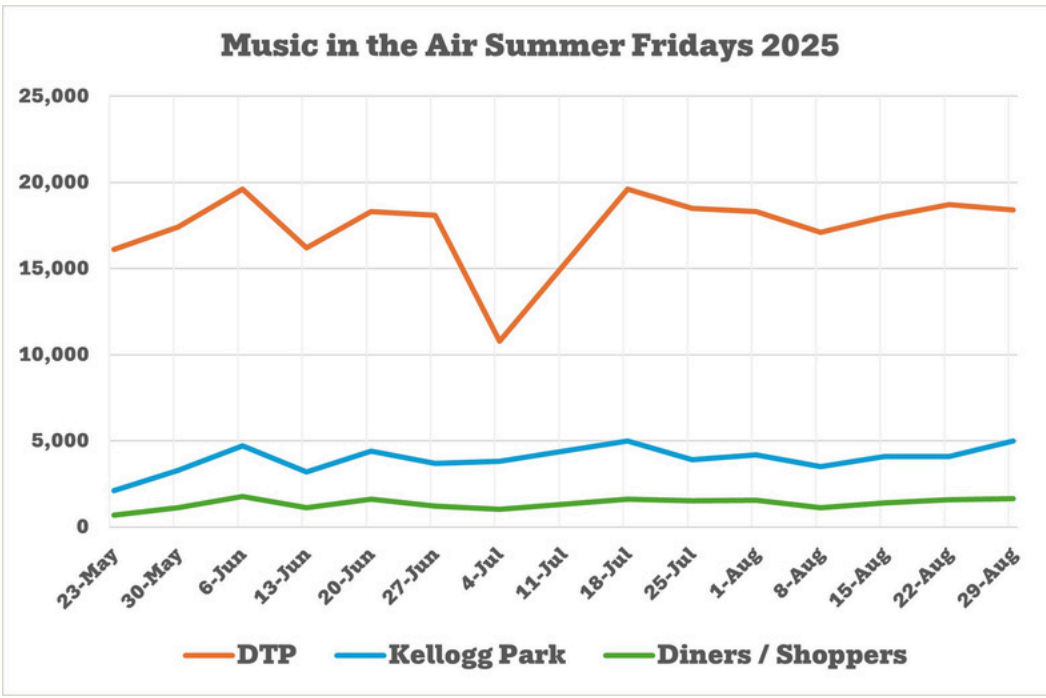
**ART IN THE PARK**  
**(JULY 11-13)**  
**88,600**

**PLYMOUTH**  
**FALL FEST**  
**(SEPT 5-7)**  
**81,600**

**PLYMOUTH**  
**ICE FESTIVAL**  
**(JAN 1 - FEB 2)**  
**60,900**

## PEOPLE KEEP COMING BACK TO VISIT DTP

1.1 million unique visitors visited DTP a total of 4.7 million times in 2025. Visitors averaged *over 4 unique visits*, spending an *average of 88 minutes* in DTP. Our downtown district offers many reasons for visitors to keep coming back.



The Music in the Air Friday night concerts, organized by the DDA, is a perennial favorite which draws visitors all summer long. Visitors from surrounding communities (Plymouth/Plymouth Twp, Canton, Northville, Novi, Livonia, Westland) averaged about half of total visitors on Music in the Air concert nights. Concert visitors also visit restaurants and shops on these Friday nights.

## NEXT STEPS

The DDA will continue to explore ways to help visitors discover our thriving downtown district. Event visits are opportunities to inspire regular return visits to local businesses.



# EVENTS & MONTHLY MARKETING



Organizing or acting as liaison for the many events that are held in Downtown Plymouth and marketing through print and digital channels support the DDA's main focus of facilitating economic development for the downtown district.

## 2025 DTP EVENTS

- Plymouth Ice Festival
- Spring Fever in the Park
- Mental Health Fair
- \*Spring Artisan Market
- Plymouth Farmers Market
- Memorial Day Parade
- \*Music in the Air Concerts
- Wilcox Wednesdays
- Music in the Park Children's Concerts
- Plymouth Community Band Concerts
- Michigan Philharmonic Concerts
- Yoga/Pilates events in the Park
- Good Morning USA Parade
- Art in the Park
- \*Michigan Downtown Day
- Plymouth Fall Festival
- Scarecrows in the Park
- Pumpkinpalooza
- Super Swap Ski & Board Swap
- Main St Blvd Tree Lighting & Salvation Army Red Kettle Kickoff
- Holiday Greens Market
- \*Santa's City of Plymouth Parade
- Walk of Trees in Kellogg Park
- Christmas in Plymouth & Mistletoe Market
- Ladies Night Out Events & Sidewalk Sales

\*DDA organized event

### MONTHLY MARKETING DISTRIBUTION

**PRINT  
CALENDARS**

**130  
DISTRIBUTED**

**DIGITAL  
NEWSLETTER**

**6,600+  
HOUSEHOLDS**



The DDA, with support from downtown businesses, organizes interactive, engaging activities, often in conjunction with events. The *Plymouth Ice Festival Bingo* game and Downtown Day's *Golden Ticket Scavenger Hunt* have been popular, impactful activities for the public to explore, discover, and rediscover the variety of offerings in the downtown district.

## NEXT STEPS

DDA staff will continue monthly marketing activities while exploring ways to keep content fresh and engaging, helping DTP businesses reach the community. DDA organized events and interactive activities will be reviewed and new initiatives or fresh tweaks to existing models will be considered.



# DIGITAL MEDIA HIGHLIGHTS



**TOTAL FOLLOWERS**

**2024**  
**32,515**

**↑ 18.5%**

**2025**  
**38,582**



**TOTAL VIEWS**

**2025**  
**4.67M**

**FASTEST GROWING PLATFORM**

**TikTok**



**MOST POPULAR CONTENT TYPE**

**REELS**



**plymouthdda**

**2024**

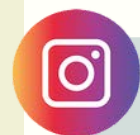
Followers: 20,462  
Reach: 912.5K

**2025**

Followers: 24,424  
Views: 4.0M

**↑ 19%**  
**N/A\***

Audience Highlights: 79% women, 87% are ages 34+  
Top content by views: Oct DTPForward post (109.5K), Dec Christmas In Plymouth reel (36.1K), Nov Ladies Holiday Shopping Night post (23.2K)



**downtownplymouth**

**2024**

Followers: 9,214  
Reach: 25.2K

**2025**

Followers: 11,219  
Views: 495.9K

**↑ 21.7%**  
**N/A\***

Audience Highlights: 78% women, 75% are ages 34+  
Top content by views: Mar Plymouth Brunch House Now Open reel (143.9K), Sept Fall Fest post (45.2K), June Haus of Pilates Now Open reel (40.7K)

*Meta (FB/Instagram parent company) has overhauled report metrics, switching from "Reach" to "Views."*



**downtownplymouth**

**2024**

Subscribers: 594

**2025**

Subscribers: 733

**↑ 23%**

Audience Highlights: 69.3% men, 95% are ages 55+  
Top content by views: MITA 2025 Promo (2,057), June 13 MITA Live Stream/DTour (1,181), May 30 MITA Live Stream/Shawn Riley Band (958)



**downtownplymouth**

**2024**

Reach: 99  
Views: 417

**2025**

Reach: 135.7K  
Views: 171.2K

**↑ 1370%**  
**↑ 410%**



**dwntownplymouth**

**2024**

Followers: 2245

**2025**

Followers: 2206

**↓ 2%**

## NEXT STEPS

Reels with engaging, visual snapshots continue to garner the most views and likes. DDA staff has started to assess recent data on DDA channels to create a more strategic approach for timing and content, targeting different audiences at their preferred platforms.



# WEBSITE HIGHLIGHTS

**downtownplymouth.org**

The redesign from 2023 continues to engage visitors with user-friendly navigation and well organized, up-to-date information.

**TOTAL  
WEBSITE  
VIEWS:**

**2024  
218,277**

**↑ 14%**

**2025  
248,457**

**2025  
TOTAL  
DOWNLOADS:**

**97,029**

**2025  
TOP SEARCHES:**

**"PARKING"  
"PLYMOUTH  
ICE FESTIVAL"  
"JOBS"**

## 2024

*Total Users:* 99,018

*Average Visit Time:* 1:58

*Most Visited Pages:*

*/Music in the Air (42,615)*

*/Special Events (36,346)*

*Most Downloaded:*

*MITA Poster (5,979)*

*Mar DTP Update (2,136)*

## 2025

*Total Users:* 104,447

*Average Visit Time:* 1:55

*Most Visited Pages:*

*/Music in the Air (49,167)*

*/Special Events (40,702)*

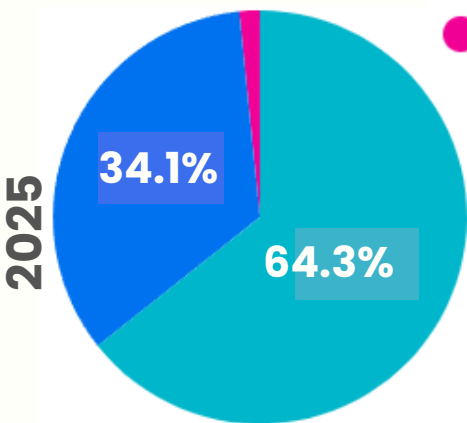
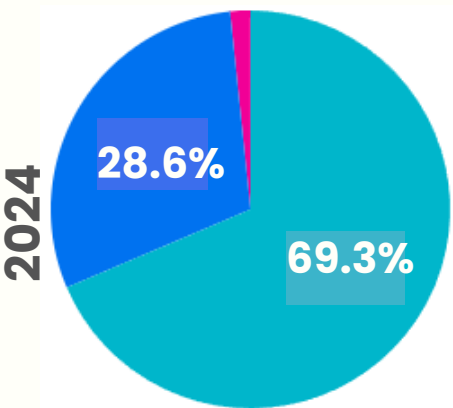
*Most Downloaded:*

*MITA Poster (11,404)*

*DDA Parking Map (2,409)*

**↑ 5.5%**

User device types:



● mobile  
● desktop  
● tablet

## NEXT STEPS

DDA will be assessing use of site tools and modules in January 2026, with a user experience and design assessment to follow.

