



Date: July 15, 2016
To: DDA Board Members
From: Joe Frost, *Executive Director*
Subject: Executive Director Report | July 2016

The past month has been filled with excitement in downtown Oxford. A new craze, the Pokemon Go game, has gotten more pedestrians into downtown. Concerts in the Park are in full production, and we have transitioned into a new fiscal year.

At the end of June, a public hearing was held about the E. Burdick Street development purposed by Dave Weckle. The response at the Planning Commission meeting was mostly positive. A few concerns were discussed like parking being ample, and placement of trash containers. The Oxford Leader ran an article about the development, and it has been met with positive comments via social media. Currently, we are waiting for Mr. Weckle to formally submit site plans, etc. to the Planning Commission for review. This is the next step before the development can move forward.

Our Concerts in the Park series is going very well. Despite some rain prior to concert time a couple of weeks in a row, the weather has been beautiful. The bands have been wonderful, and the attendance near 200 for most evenings. Our next concert is Denise Davis and the Motor City Sensations. A survey is being developed to gauge the economic impact of the series, and assist in planning the series next year.

We have a final draft of a promotional video for downtown Oxford. OCTV has worked very hard. Thank you OCTV for the video. Upon further review, the video will hit our website and social media later this week.

The following is a snapshot of activities over the last month:

1. Organization

- Volunteer hours for June 2016 - 97
- Weekly meeting/updates with board Chair
- End of year financial review with Ed Hunwick
- Regularly networking with the community

2. Economic Restructuring (Development)

- Downtown infrastructure and maintenance walk through conducted with Don Brantley
- Attended and spoke at public hearing for the E. Burdick St. Development
- Available properties - ongoing

- Contact with MDOT regarding the M-24 project through downtown. Surveying is taking place now. Stakeholder meetings will likely begin in the fall.

3. Design (Historic Preservation)

- Attended Oakland County historic preservation workshop
- Streetpole Banners have been ordered
- Building inventory - Completed - Copy will be give to library
- Facade grant program
 - 29 N. Washington concept designs have been received from MSOC. Awaiting Scope of Work, and estimates, anticipating owner's facade grant application soon.
 - 8 N. Washington is awaiting restored window to be re-installed

4. Promotions

- OCTV -
 - Presented "Day Break" - June 23rd
 - 30 Second video drafted, releasing it on our social media later this week.
- Concerts in the Park -
 - June 23 - Native Howl - 192 people in attendance
 - June 30 - The Safety Bricks - 175 people in attendance
 - July 7 - Lapeer Symphony - 180 people in attendance
 - July 14 - Tommy Steele Band - 205 people in attendance
 - At July 14th concert live streamed on song on facebook. Great response. The video is on our facebook page.
 - Concerts survey is being drafted to determine economic impact
- Scarecrow Festival planning is underway. October 1st from 10:00-4:00, Scarecrow Pub Crawl is being planned for the evening. More details to come.
- Website current stats:
 - Concerts in the park - 151,595 hits
 - Scarecrow Festival - 18,250
- Social media -
 - Facebook as of 7/14/2016 - 1180 followers (increase of 51 since last month)
 - Instagram as of 7/14/2016 - 177 followers (increase of 29 since last month)
- Newsletter - "The Downtowner"
 - June newsletter stats: 6/28/2016 - Featured Mystic Moon Shoppe
 - 2nd article about Oxford Lone Ranger Festival