



Downtown Development Authority Strategic Plan Monroe, MI

In 2017, Place + Main Advisors created a Strategic Plan for City of Monroe's (Michigan) Downtown Development Authority (DDA). The City of Monroe's (population 20,700) DDA had reached a stagnation point and needed a jump-start to move forward. Place + Main Advisors created a process that engaged board members and the public to gather information and solicit genuine input for moving the downtown to the next level. The process brought together the DDA and other local groups including historic preservationists, tourism officials, and others. Place + Main Advisors led the DDA in the development of mission and vision statements, overarching goals, as well as short-, mid- and long-term objectives for the downtown. These objectives centered around key placemaking and economic development principals for improving downtown from repurposing underused parking lots along the riverfront, to engaging building owners to redevelop vacant upper floors into housing or office space.

"Their process was inclusive and engaged the DDA Board and the community at large, gathering input during several public meetings. They did a great job of staying neutral to local politics and helped craft a mission and vision statement and implementation plan that all parties could get behind."

Joe Peruski
Downtown Development Authority Chair

