



# Memorandum

**TO:** City of Adrian Downtown Development Authority Board  
**FROM:** Jane Dixon, AICP and the McKenna Team  
**SUBJECT:** **Downtown Development Plan Update**  
**DATE:** July 9, 2024

The McKenna team continues to draft the Downtown Development Plan. We plan to meet with you at your September meeting with a preliminary draft. This memo serves as an interim update on the planning process.

## SURVEY RESULTS

The survey ended on July 7<sup>th</sup>. There is an attached memo with a more detailed summary of the results. Some of the most pertinent takeaways are listed below:

- **449 responses**
- **Dining options** are the most desired business type (85% selected), followed by **retail options** (74% selected)
- **Appearance of storefronts** was the most important improvement to make downtown more inviting and attractive (72% selected)
- **Live music and concerts** were the top event type desired (82% selected)

## INTERVIEWS

The identified stakeholders for the interview process were invited via email to schedule a phone interview. The emails were sent out in the third week of June. We have not received any responses at this point. A reminder email has been sent out this week.

## DOWNTOWN AREA CITIZENS COUNCIL

We have received responses from three of the identified individuals for the DACC indicating that they are willing to participate. We are working to find a meeting time to establish the Council.

## PLEASE NOTE

We are continuing to draft the plan with the input provided during last month's strategic workshop and the survey results. We look forward to sharing the draft plan with you in September. **Thank you!**