

Committee Name:	Promotions	Purpose & Priorities: Market district's defining assets, communicate unique features through storytelling, and support a buy-local experience. Special events, image building /branding, business /retail events									
Committee Chair:	Tommy Steagle										
Committee Members:	Helen Connolly Suzanne Toepfer Betty Sledge James Wilson Brian Dalton Steve Pate Tommy Steagle										
Plan Updated	October 2, 2026										
Action	Details	Lead	Partners	Needs	Expected Expenses	Expected Revenue	Anticipated Funding Source/s	Timeline	Measuring Success: Goal?	Goal Met?	Notes
Bi-Annual Community Events	Downtown Events once every 6 months in slower periods (suggestion: time events to use as advertising opportunities for summer)	Helen	Dallas Cinema, Lora Michele Dance	Promotions, printing, rental costs	\$500.00		Committee to seek sponsorships	Jan-May: Community Dance June- December: Community Movie	Attendance of at least 50 at each event		Opportunity to hand out flyers/info/calendars
Easter	Downtown Easter Story Walk and Activities	Betty	DT Businesses; sub-committee	Promotion, Bunny, planning committee	\$500		Committee to seek sponsorships	April 4th	Attendance of 200		Betty has costume, filled eggs
Sounds of Summer Concert Series/First Fridays Events	Community music, market and merchants.	Helen, Suzanne	City of Dallas, sub-committee	Logistics,book bands/contracts, sponsorships, marketing, printing	20000 reimbursable from city	10000 20000 reimbursed	City of Dallas, sponsorships	Planning starts in November; Begins in June	Increased attendance compared to last year; increased financial backing.		Requires substantial staff support and volunteers
Dallas Days Parade	Hold community parade on Saturday of Dallas Days.	Brian	City & Police Department, Salem Health; sub-committee; Dallas Days committee	Permits, parade route, awards, registration & payment method, check in plan, staff support time, volunteers, printing, insurance	\$3,000	o after expenses	Parade Sign Ups, sponsorships	April: Start Registrations; End of July: Parade	90% positive survey responses, at least 60 entries		See Parade notes and reflections from committee for 2026 needs; additional staff support required: accounted for in expenses.
Downtown Bigfoot Scavenger Hunt	Provide search for clues in downtown businesses	Helen	DAVC, Chamber	Printing, Prize	\$100	\$0	Printing pd by DAVC	Plan in August, happens last two weeks of September	50 entries		
Scarecrow Contest	The DDA's Annual Scarecrow Contest	Brian	Old Mill, Dalton L&C	Staff support, voting system, photos, straw bales arranged by Dalton, Printing.	\$1,000	\$0	Dalton Sponsor, donated straw bales	Sept-Nov 2024	Quantity of entries to be at least maintained (); increase voting from 2025 ()		Staff support required.
Halloween Around Downtown	Provide a map for those coming to downtown of where activities are occurring; civic center & partners to house those not located downtown	Helen	Downtown Businesses	Facilitate helping find space for those not downtown, create map	\$200.00	\$0.00		Sept: Survey sent; Oct: map created and info posted	Traffic into downtown		
Christmastown	Provide support through bookkeeping, insurance and eventeny; downtown lighting; market support	Helen	Harvest CrossFit, Christmas Town Committee	Eventeny, Quickbooks			The Christmas Town committee does their own fundraising	Planning throughout the year, event: December 5th	Increased attendance compared to last year		The DDA will help promote the event. The Christmas Market will also run through the DDA as part of the Farmers' Market. Finances run through the DDA.
Downtown Cleanups	Clean up day(s)	Steve	Volunteers	Snacks, water, supplies	\$300		DDA Funding	3x A Year: March, July, October: before major events:Easter, Dallas Days, Trick N Treat on Main Street	Provide curb appeal		Bark fro city in July
Monthly Bingo	DDA engagement event and fundraiser held monthly.	Betty	West Valley Taphouse	Monthly Change pot: \$150 in 1's and 5's; advertising; announcers	\$150	\$2,400	Participants	2nd Tuesday of the month	25 attendees each time		Different collections in different months: candy, food bank, etc. to support other activities.
Budget Total					25,750	\$32,400					

Committee Name:	Economic Vitality	Purpose & Priorities: Build a diverse economic base. Catalyze smart new investment. Cultivate a strong entrepreneurship ecosystem. Develop innovative ways of bringing in business.									
Committee Chair:	Tyler Ferrari										
Committee Members:	Tyler Ferrari, Charlie Mitchell, Lora Monroe, Tara Townley, Helen Connolly, Claire Blosser, Katy Meston										
Plan Updated	October 16, 2025										
Action	Details	Lead	Partners	Needs	Expected Expenses	Expected Revenue	Anticipated Funding Source/s	Timeline	Measuring Success: Goal?	Goal Met?	Notes
"Your Business Here Campaign"	Partner with Monmouth Business Association, Independence Downtown Association to promote vacant spaces in downtowns across Polk County in the hopes of filling them with businesses	All	MBA, IDA, Local Cities and Chambers	Printing posters, distribution to realtors, business owners	\$500.00		DDA	Conitual	Noticeable reduction in the vacant spaces here in Downtown Dallas		While most of the downtown buildings are being represented by one realty agency, it is important that we try and touch base with all available properties to loop them in to the program.
Gift Card Campaign	Work with downtown businesses to get them signed up for a Gift Card campaign and provide training and information to managers and employees on how to deploy and use the program	Tyler	Polk County Chambers of Commerce, Visitor's Center		None			12 Months	Increase in the amount of businesses accepting and redeeming Gift Cards		Will work with local funding partners on a collective strategy
Business Resource Website Page	Create a DDA page on the website linking business resources, including local opportunities, Main street resources and national connections.	Helen	Chamber of Commerce, Reinventing Rural, City of Dallas, Chemeketa Business, OMS, Main Street America, local businesses	Website	Nothing additional			Jan-Dec	Annual surveys reflecting resources utilized provided by the DDA		Include Who are we and What do we do link
Professional Learning Communities	Collaborate with other organizations in providing opportunities for developing skills and making connections.	Tara	Chamber of Commerce, Reinventing Rural, City of Dallas, Chemeketa Business, OMS, Main Street America, local businesses	videos meeting space refreshments social media website	\$1,000.00				Target needs designated by businesses		Networking & Learning events
Facebook group for downtown businesses	Utilize page to share opportunities, visitor events and campaigns to facilitate collaboration and connection.	Lora	downtown businesses	Moderator				Conitual	Utilization of page		N/A
In Person Outreach	Use opportunity to share about grants, events, upcoming programs. Build relationships to open door to collaboration.	All	downtown businesses					Jan-Dec	Increased outreach, surveys, participation		Outreach to local businesses to share information, build relationships and foster community.

Welcome to Dallas Wagon for new businesses	Use opportunity to share about grants, events, upcoming programs. Build relationships to open door to collaboration.	Tara	downtown businesses					<i>Jan-Dec</i>	Business Survey		visit, greet, take pictures, spotlight, introduce, become ambassadors for
EV Downtown Development Initiative	Provide support and resources to help fill empty spaces and increase economic vitality.	Tyler	City, Chamber, consultant	Consultant to help if looking at grant resources.	Not to exceed \$2000		<i>DDA/City Contract</i>	<i>Jan- Dec</i>	Vacancy Rate		
Downtown Business Promotions	Pink Fridays, ways to promote yourself suggestions, Dallas Dash	All	City< Chamber, Businesses	Printing	Not to exceed \$2000		<i>DDA</i>	<i>Jan-Dec</i>	Participation		
Budget Total					\$5,500						

Committee Name:	Design										
Committee Chair:	Rita Grady										
Committee Members:	Brian Dalton, Rita Grady, Helen Connolly, Donn Anderson, Christine Ocheske, Ron Woodruff, Sue Rohde, Bev Shein										
Plan Updated	November 8, 2025										
Action	Details	Lead	Partners	Needs	Expected Expenses	Expected Revenue	Anticipated Funding Source/s	Timeline	Measuring Success: Goal?	Goal Met?	Notes
Action 1: With suspension of the OMSRG Grant system (\$200K+), increase pursuit of other grants from both inside (e.g., URD grants) and outside of the community for building improvements	With help from Adaptive Preservation, identify grant opportunities of all kinds that can improve our building stock and assist local owners with applications.	Brian Dalton	Rebecca Ziegler (recommended consultant); business and/or property owners; Design Committee; URD staff	Identify a wide range of grant opportunities and seek good local projects as likely candidates	\$2K for 1st half of CY & with contract renewal, \$2K for the 2nd half. Total = \$4K	Not to exceed \$2K for the first half of the CY and likely the same for the 2nd half	City contract dollars	TBD	Multiple grants identified and received	TBD	Wide variety of grants to pursue including SHPO Diamonds grants. Ideal to "stack grants" from multiple sources to foster high quality projects.
Action 1A: Manage Oregon Main Street Revitalization Grant (OMSRG) for the Faul Building	Work with all parties (e.g., Adaptive Preservation) to oversee management, reimbursement and required reports to SHPO on this \$264K grant.	Brian Dalton	DDA HQ; Rebecca Ziegler (consultant); Dan Dreiszus (owner)	Oversight and coordination with all parties	\$264K. May not all be spent in CY 2026.	Total for the grant = \$264K	Passthrough dollars from SHPO. Only incidental expenses to the DDA	Deadline 3/31/28 for completion & reporting	Grant funded work completed	TBD	DDA expenses should be able to be covered by its City funded grants program
Action 2: Work with all the key players in the Urban Renewal District program to increase its practical relevance to downtown and its needs	With consultant assistance, work to identify possible improvements to the URD system to enhance its utility and relevance to challenges and opportunities faced in downtown, particularly regarding the new Dallas Downtown Historic District	Brian Dalton	Rebecca Ziegler (recommended consultant); Urban Renewal District and its Advisory Committee (URDAC)	Adapt to new grant system and make suggestions for improvements as opportunities for input arise	Perhaps a total of \$1,000 for the entire CY	Part of the City \$2K in the first half of the CY and likely a like amount in the second half	City contract dollars	Continuous w/ emphasis on times of strategic decision-making	Program is improved in various ways	TBD	Hopefully work collaboratively with all parties to bring the URD program up to its full potential
Action 3: Advocate for a design with historic character for the 971 Main (Bank) Project and any other building in or near the Historic District (e.g., a new police station)	As a partner in the process, lobby for building & remodeling designs on new or remodeled downtown properties which are compatible with the historic theme of downtown plus preservation of our train mural.	Rita Grady	Brian Dalton; Ron Woodruff (architect)	Advocacy and participation at decision - making levels to the extent possible	None	None	N/A	2026 and beyond	Compatible design adopted to include the preservation of the train mural	TBD	Lobby for historic compatible designs downtown at every opportunity
Action 4: Lighting the Building Tops on the Courthouse Square for the winter season	Professional quality holiday lights installed on Courthouse Square building tops. The DDA owns these light fixtures.	Brian Dalton	Professional installers	Contract with company to put up and maintain the lights	<\$6,000	\$6,000	\$1,000 seed money from the DDA and fundraising for the rest	Lights go up prior to Halloween & come down in early March	Fund-raising is successful and the lights are well maintained	TBD	2026 will be our 6th year of sponsoring professional lighting. The DAVC did it in 2020 and it was a volunteer effort before that.
Action 5: Find ways to fully exploit the advantages of the new Dallas Downtown Historic District	Engage with other impacted organizations to take full advantage of the many opportunities offered by our new National Historic District	Brian Dalton	City Staff; Dallas Area Visitors Ctr; Historic Preservation Commission; DACC; Others	Finding ways to take full advantage of the new District's opportunities	See note	See note	See note	ASAP to take advantage of the momentum due to it being new	Widespread understanding & appreciation of the benefits of the District	TBD	Expenses unknown until some sort of joint action plan is negotiated. Likely to be small dollars.

Action 6: Help the City of Dallas with suggestions for characterizing downtown infrastructure	Help the City with design and characterizing downtown public places, such as naming public parking lots and the design and content of wayfinding and public information signage	Rity Grady; Brian Dalton	City of Dallas	Brainstorming recommended designs and wording of said infrastructure	None	None	N/A	Continuous	Effective concepts and designs suggested and adopted	TBD	
BUDGET TOTAL FOR CY					\$275,000	\$275,000					
OTHER IDEAS THAT EITHER ARE ROUTINE OR STILL UNDER CONSIDERATION FOR THE OUT YEARS (WE DON'T WANT TO LOSE TRACK OF THEM)											
Action 7: Recruit More Design Committee Members	Recruit new members who have good skills and desire to tackle various projects	Rita Grady Brian Dalton	ExCom; DDA Board	Need perhaps 3 or 4 new members to help manage our projects	None	None	N/A	All of CY 2026	Attracting and keeping new members		Design has lots of projects, all of which can be readily managed with enhanced numbers of champions
Action 8: Pursue designs and funding for downtown murals	Two that suggest themselves this coming year would be on the West sides of the Dallas Cinema and Mama Gordita's Kitchen	Rita Grady		Finding the right muralist, the right design and the funding to pay for it	Unknown	Unknown	Grant funding	CY 2026 with emphasis on the summer	Settling at least on the design and cost this year if not the execution		Bids will need to be obtained to understand the costs and possible funding streams
Action 9: Mill Street Alley Project	Explore possible major project to improve the Mill Street Alley for public use	Rita Grady	City; Building Owners	Multi-year project to spruce up the mid-block alley to make it at least attractive	Unknown	Unknown	Grant funding	Evolving over the years\	Alley is improved and made less unappealing in the short run.		Work with Republic Services to upgrade the trash cans
Action 10: Art History Traveling Mural combine with Art & History in the Windows	Bring art & history to vacant spaces downtown	Sue Rohde	Polk County Museum, etc..	Need to assemble a display and move it around	\$200	Unknown	Donations & Sponsorships	All of CY 2025	Displays set up and functioning		Sue needs help with this. Idea- think about temp painting of windows of vacant buildings with historic themed art.
Action 11: Bronze Plaques on Historic Buildings	Arrange placement of bronze plaques on historically significant buildings	Sue Rohde, Jim Foster	Historic Preservation Commission; City of Dallas: URD	At least arrange for plaques on National Register Buildings	Unknown	Unknown	Grants, building owners and ?	All of CY 2025	Plaques going up on historic buildings		
Action 12: Arts and Cultural District	Explore the creation of a Dallas Arts and Cultural District	Rita Grady; Brian Dalton	City of Dallas; Economic Vitality Committee	Much research is required and a champion for this identified	Unknown	Unknown	Unknown	Future years?			Need a concerted effort to bring arts to the downtown - lacking now
Action 13: Arts Master Plan (AMP)	Refine the Arts Master Plan (AMP) for full implementation	Brian Dalton	City of Dallas; Dallas Arts Association; Other NGOs	There is a considerable need to foster artfulness downtown	Unknown	Unknown	Unknown	Future years or whenever the time is ripe	Refining and approving the AMP, at least incrementally every year		Another way to support arts and artfulness downtown to make it an "experience"
Action 14: Reinstallation of the Restored 1931 Gerlinger Fountain on the Courthouse Lawn	Bring historic water feature back to downtown where it was for 73 years	Brian Dalton	Historic Preservation Commission; City of Dallas; Polk County Commission	Fountain needs more restoration and support for installing it downtown	Unknown	Unknown	Unknown	Placeholder status	Fountain is restored and installed on the courthouse lawn		

Committee Name:	Organization	Purpose & Priorities: Build leadership and strong organizational capacity. Ensure broad community engagement. Forge partnerships across sectors.									
Committee Chair:	Sarrah McMaster										
Committee Members:	Helen Connolly, Jason Saunders, Sarrah McMasters, Tara Townley, Linda Simpson, Tony Blosser										
Plan Updated	09/24/2025										
Action	Details	Lead	Partners	Needs	Expected Expenses	Expected Revenue	Anticipated Funding Source/s	Timeline	Measuring Success: Goal?	Goal Met?	Notes
Supporter Recruitment	Continue growing support of the organization by creating inviting marketing and promotion.	Jason	Board	Board to make contacts, invoices sent	\$1,000.00	\$12,000	Sustainerships	12 Months	Increased supporters and financial backing		
Strategic Plan, By-Laws and Policies & Procedures Revision	Revise the Strategic Plan to meet the current needs of the organization.	Helen	Board of Directors, Stakeholders via survey	Manager to post and distribute updates upon approval				Jan-Nov, completed no later than Nov	Updated documents with approval		
Broaden DDA Name Recognition	Broaden advertising of DDA name: banner, stickers, networking/connecting, etc	Helen, Jason, Tara	Schools, Businesses, other non-profits	Attend networking events, promote DDA, connect with other businesses for mutual promotion opportunities	\$2,000.00		DDA	Jan- Dec	Increased partnerships and support		
Broaden DDA Marketing utilizing positive and uplifting branding and projects.	To include public installations, placemaking projects, establishing new traditions and focused initiatives that create goodwill and foster partnerships and collaboration.	Tara	Chamber, Visitors Center, other non-profits, businesses and public agencies..	Applying for grants, sponsorships	To be determined by project; expenses not to exceed revenue designated from grants and fundraising	To be determined	Grants	Jan-Dec	Feedback regarding DDA on surveys, increased social media following, increased recruitment		
DDA Supporter Event & Awards	Event to bring recognition to the downtown through awards given and recognize 2026 supporters.	Committee	Board	Location, itinerary, invites, activities, food	\$2,000.00		DDA	End of Jan/Beg of Feb	Attendance/Engagement		
Annual November Meeting with Volunteer Get Together and Volunteer Drive	Annual event to highlight DDA location and show appreciation to volunteers.; Provide updates to stakeholders on the year and present future plans. Present new board candidates. Recruitment of new volunteers and survey of interests.	Helen	Board	Presentation of yearly successes, upcoming year, provide light refreshments, Volunteer Interest Survey, outreach	\$200.00		DDA	November	Event attendance, increased volunteers		

Expand Sounds of Summer Sponsorships	Set and meet goal for donations. Enhance Sponsor Package to include VIP seating and opportunity to "host" one night.	Helen	Local Businesses, Organizations	Website to accommodate donations, printing for mailers	\$500.00	\$8,000	DDA	by March	Goal: \$8000 in donations		
Expand VIP Seating Fundraising Opportunities	Increase advertising and perks to increase VIP ticket sales; add in raffle/stamp card to promote	Helen, Jason	Businesses, Bands, Volunteers	Website for sign ups/payment, marketing, promo items	\$500.00	\$2,000	DDA	Plan by May	Goal: \$2000 in sales		
Participate in new fundraising ventures.	Walk of Hearts, 50/50, Pass the Hat, other possibilities as capacity allows	Helen	IDA, MBA, OMS, City	Volunteers, materials, set up QR code for payment, marketing	\$500.00	\$4,000	DDA	Continual	Goal: \$4000 in additional fundraising.		
City Opportunities	Pursue opportunities with the city to add to the DDA presence and participation in downtown functions.	Jason	City	Contract dependent		\$5,000	Sponsorships, City	as determined by arrangement			Cost should not exceed money from city or sponsorships.
Budget Total					\$6,700	\$31,000					

Manager										
Action	Details	Partners	Needs	Expected Expenses	Expected Revenue	Anticipated Funding Source/s	Timeline	Measuring Success: Goal?	Goal Met?	Notes
Create partnerships and support networks with organizations, businesses and volunteers that promote the DDA vision, foster goodwill and propel the success of the organization.	Through meetings, networking and intentional involvement, participate in activities that make meaningful connections and broaden the DDA reach.	Businesses, non-profits, community members	Attend meetings, assist in fostering connections, provide support as appropriate to the mission of the DDA.	\$500		DDA	Jan-Dec	Increased support of volunteers, support models (money or in kind trades) and business involvement in DDA activities.		
Coffee and Calendars	Participate in monthly collaboration talks to encourage economic development and support through connection.	Chamber, City					Monthly	Increased collaboration		
Continue to increase social media presence.	Increase instagram posts, add in more reels and quick videos to facebook, explore other relevant options.		Facebook, instagram accounts	Canva subscription			Jan-Dec	Increase likes/followers		
Highlight businesses and monitor support of businesses and donors.	Track advertising and promotions on a spreadsheet to ensure all supporters and donor are highlighted in a balanced and equitable way.	DDA Supporters	Spreadsheet to track				Jan- Dec	Spreadsheet reflects increased and equitable recognition.		
Database management	Track supporters, volunteers, event checklists and information in an organized and easily useable format via maestro and sheets.		Spreadsheets	Maestro subscription; Eventeny subscription cost			Jan- Dec	Spreadsheets		
Newsletter and communications	Maintain a monthly newsletter to communicate with subscribers, particularly those who may not follow social media updates. Send info in emails as needed. Keep newsletter link on website.		Mailchimp	Mailchimp subscription cost: \$156 yearly		DDA	Monthly	Increase average readership of 54%, increase subscriptions from 312		
Website	Maintain and update website.		Locable, Google	locable subscription cost: \$768 yearly; Google, \$432 yearly		DDA	Jan-Dec	Increased traffic to website.		
Professional Development	Participate in opportunities that enhance the growth of the organization and expand the skill set required to be successful in the role of DDA manager.	Main Street America, Leadership Dallas, Other applicable training partners	Professional subscriptions and conference fees.	\$1,000		DDA, potential scholarships as available	July conference in Albany, other as occurs	Increased organizational capacity.		
Grow, train and enable our volunteer base to increase capacity and encourage new people to take on leadership roles on action items and in committees.	Through developing significant relationships and providing scaffolding strategies for support, facilitate increased responsibilities by providing a scaffolded support model that releases responsibility gradually at each person's comfort level.	Volunteers	Meetings, project support, communications, printing	\$500		DDA	Jan-Dec	Increased participants and leaders.		
Grants & Grant Support	Provide support for grant writing and follow up requirements to our partners as relevant to our mission and goals. Apply for grants as relevant to DDA mission.		Applications, support letters, meetings				Jan-Dec	Successfully engaging with partners in grant writing.		
Main Street Goals & Documentation	Promote and communicate Oregon and National Main Street philosophies and requirements to the board and our partners.	OMS	Weekly attendance, maintain data required, Main Street membership	\$200		DDA	Quarterly and once a year for separate report	Submitting timely reports		
Farmers' Market	Provide support to the Farmers' Market.	Tina	Advertising, printing, administrative support as needed				Continual, May-Oct for market, Dec Christmas Market	Evaluate success of new night market at end of season to determine continued viability		
Budget Total				\$7,000						
Plan Updated: Oct. 1, 2025										