

2026 Plans and Goals

Promotion:

- Host movie event
- Hold monthly bingo partnering with other non-profits and causes
- Host Family Dance
- Dallas Days Parade: 250th Birthday Theme
- Downtown Scavenger Hunt: Bigfoot
- Trick N Treat Downtown map
- Christmas Town support
- Hold three clean up days and continue “adopt a zone” project
- Host the annual scarecrow contest
- NEW: add in Hop Around Downtown Easter event
- NEW: Dallas Nights: held in conjunction with the market and Sounds of Summer concert series: themed nights to include downtown promotions and exhibits

Design:

- Awarded OMSRG money for building on 811 Main St for \$265,000; continue monitoring
- Advocate for appropriate design for new projects
- Finalize a naming scheme for downtown parking lots.
- Provide feedback on URA grants
- Work on continued ways to highlight historic district
- Continue looking at mural projects
- Continue looking at Mill Street Alley Project
- Continue looking for public art opportunities
- Downtown winter lights around the square installed
NEW: initiative to get more businesses involved in helping support
- NEW: pursue other grant opportunities including Diamonds in the Rough Grant

Economic Vitality:

- Polk County Community Gift Card Program
- Working on 680 Main St. multi-use project
- “Imagine Your Business Here” posters
- NEW: Dallas Welcome Wagon for new businesses
- NEW: website page for business resources
- NEW: professional learning communities to address downtown needs
- NEW: Broaden promotion initiatives: Pink Friday, Small Business Saturday
- NEW: Economic Vitality Downtown Development Initiative: looking at how to fill empty spaces

Organization:

- Host a VIP fundraising section & solicit sponsorships for “Sounds of Summer”
- Host DDA awards ceremony
- Continue increasing volunteer outreach implementing new strategies shared from conferences
- Lead the supporter campaign
- Plan the City Council presentation and annual meeting
- Continue exploring new revenue streams
- NEW: fundraiser: Hearts on Main
- NEW: rewrite three year Strategic Plan
- NEW: increase capacity with Easter Seals program

Dallas Nights/Sounds of Summer/Market Themes:

May 1st: Grow Where You're Planted: 97338/School Performances
 June 5th: Orange & Black (Graduation)/Magic Show
 June 19th: Celebrate in Song/Sounds of Summer Kick Off
 July 3rd: Stars & Stripes/Sounds of Summer
 July 17th: Game Day/Sounds of Summer
 August 7th: Wine, Cheese & Choc/Sounds of Summer
 August 21st: Lucky Finds/Sounds of Summer
 September 4th: Back to School with Bigfoot/Last Sounds of Summer
 October 2nd: Treasure Hunt: Community Yard Sale