

MainStreet/DDA Committee Responsibilities

The South Lyon MainStreet/DDA has four standing committees: Organization, Promotions, Design, and Economic Revitalization.

Briefly, their responsibilities include:

Organization Committee

- Volunteer development
- Fund raising
- Public relations
- Administration

Promotions Committee

- Retail promotion
- Special events
- Tourism
- Image building

Design Committee

- Historic preservation planning
- Building improvements
- Public improvements
- Signage
- Visual merchandising

Economic Revitalization

- Market analysis
- Business retention and expansion
- Business recruitment
- Real estate development

In addition, there are two standing event committees that are responsible for the planning and implementation of our community's largest events.

Holiday Jingle

- Responsible for all aspects of the community's Holiday Jingle celebration, from entertainment to clean up.

Downtown Saturday Night/Pumpkinfest

- Responsible for some aspects of the community's largest annual event.

Farmers Market

- Responsible for all aspects of planning, implementing and running a community farmers market.