

# LEXINGTON DDA UPDATE

The Lexington DDA's Mission is to take the Village of Lexington's history into the future through preservation, restoration and promotion.

FALL 2011 ISSUE

## FROM THE CHAIR      STEPHEN S. SAFFEE

### **Progress**

The DDA adopted it's new mission statement in September. It was carefully crafted to be forward thinking, yet incorporating our important history. The Lexington DDA's Mission is to take the Village of Lexington's history into the future through preservation, restoration and promotion.

As you know we have contracted with Kristi Hazard to begin working on four objectives. They are; enhancing the four corners of the Village, streetscape improvements, the tree replacement project in the DDA area and promotion of the Village. In addition, seeking and applying for grants to fund those projects. Kristi has also completed a building inventory and will begin working on a business recruitment plan.

### **Marketing & Promotion**

I'm also happy to report to you that the DDA has again pledged funds to the Blue Water Convention and Visitors Bureau's *Discover the Blue* Campaign. The

campaign is much more than the visitor's guides. We'll have access to the electronic billboards, exposure in magazines; various tourism publications and video promotion. This represents a \$5,000 investment, aside from our \$10,000 promotional budget. The high numbers reported from this successful campaign have been very positive and continue to grow. It is working; we are proud to be among the participating Blue Water communities.

### DDA Promotion Budget 2011-2012

#### **Fall 2011**

Radio WSAQ 103 FM  
Radio The Fox 99.9 FM

#### **Holiday 2011**

Lamar Jumbo Billboard Program

#### **Spring 2012**

Sanilac Tourism Guide  
Michigan BLUE Magazine

#### **Summer 2012**

Michigan BLUE Magazine  
(scheduled to date)

As always, your comments are welcome.

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### *Calendar*

Nov. 5	Holiday Market Market Squares Promotion
Nov. 8	DDA Meeting 7:00 Village Offices
Nov. 11	Ladies Night Out
Dec. 2	Caroling, Cookies & Community 7pm Blue Water Winery
Dec. 3	Tree Lighting Merchant Candlelight Walk Village Lights Tour Craft Show Sat. & Sun.
Dec. 10	Holiday Horse Parade 2:00 pm
Dec. 14	DDA Meeting 7:00 Village Office

## NEW DDA FACES

The DDA welcomes **Kim Stencel** from Talmer Bank to the DDA Board. Kim is the Manager of the Lexington and Croswell Talmer Bank locations. Kim replaces Bill Oldford whose term expired.

DDA Administrator **Kristi Hazard** came on board Sept. 1 and is making

headway on four objectives as outlined by the Board. Her office is located in the back of the Welcome Center. Feel free to stop in and meet Kristi. She comes to us with 20 years retail experience, 10 years experience as a certified MainStreet Manager and is a Realtor.

Kristi's available 9-5 M-F, contact her at 810 359 2771 or lexdda@aff.net. The DDA would like to thank Bill Oldford and Becky Wurrmlinger for their many years of service to the DDA. You have helped shape our future. *Many Thanks!*