



**The mission of the Principal Shopping District (PSD) is to increase the awareness and overall appeal of Downtown Holland on a local and national scale to benefit our members, resulting in increased business values and profits for all through the following strategies.**

### **Marketing to Increase Awareness**

Develop and implement an annual plan to market Downtown Holland as a whole, our individual members, and special events through high caliber promotional efforts. These efforts should include developing and maintaining brand standards, building media relations and effectively utilizing existing promotional opportunities, all while seeking out new and unique ways to share Downtown Holland's story.

### **Fostering Vibrancy and Excitement**

Continually manage, evaluate, and enhance current special events and promotional activities, while identifying, planning and implementing new events and promotions to respond to member's needs. At the same time, work closely with partner organizations to establish the integral role that Downtown Holland as a whole plays in the economic well-being of the larger community.

### **Ensuring All Feel Welcome and Engaged**

Actively work to promote diversity, equity and inclusion in Downtown Holland to ensure that all members of our local community and all visitors to the area are invited and feel welcome here, through intentional outreach, marketing, promotion, event planning, business training, and recruitment efforts.

### **Supporting Business Growth**

Attract new customers to Downtown Holland businesses on a daily basis while working closely with the Downtown Development Authority to attract new business ventures to the district by maintaining a high standard of streetscape excellence and encouraging a diverse and appropriate business mix.

### **Promoting Unity and Cooperation**

Ensure equal opportunities for involvement among all PSD members by actively engaging with individual members to gather feedback and insights, by providing opportunities for members to interact with each other, and by communicating relevant information to members on regular and timely basis.

### **Encouraging Business Excellence**

Equip Downtown Holland business owners with the necessary skills and tools to have profitable businesses by sharing and developing relevant training opportunities.

### **Planning for the Future of the PSD**

Maintain the overall PSD budget to ensure the absolute best use of member's assessment dollars and to guarantee the viability of the organization long into the future by continually working to increase revenue sources, effectively manage expenditures and build the fund balance all while working under the umbrella of the larger Downtown Holland Strategic Plan.