



**MCKENNA**

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### **For Immediate Release: Downtown Adrian Encourages Input through Downtown Development Survey**

**Adrian, MI; May 21, 2024**— Downtown Adrian is excited to solicit feedback on a new Downtown Development Plan. The survey will help the Downtown Development Authority in partnership with planning consultants, McKenna, to understand the community’s needs and preferences for the revitalization and improvement of Downtown Adrian. Your input is crucial to ensure that the downtown meets the expectations and desires of those who live, work, and play here.

The Downtown Development Plan will set the vision and strategic project list to improve the downtown over the next 20 years. An important part of creating this vision is understanding the preferences of everyone who enjoys downtown. Whether you have ideas about new businesses, public spaces, events, or infrastructure improvements, this survey is your opportunity to voice your thoughts and contribute to the future of our beloved downtown.

#### **Survey Details:**

**Dates:** The survey will be open from May 28, 2024 to July 7, 2024.

**Access:** Residents can complete the survey online at <https://mckenna.mysocialpinpoint.com/adrian-dda-plan> or pick up a paper copy at City Hall.

**Duration:** The survey will take approximately 10-15 minutes to complete.

“We believe that the best way to plan for the future of Downtown Adrian is by involving our residents in the decision-making process,” said Dusty Steele, Chairperson of Adrian DDA Board of Directors. “Your feedback will guide our efforts to create a downtown that is not only economically vibrant but also welcoming and enjoyable for everyone.”

All responses to the survey will be kept confidential and will be used exclusively for planning and development purposes. The results will be shared with the community once the survey period has ended, and they will play a significant role in shaping the downtown plan.

We encourage all visitors to the downtown area to take a few moments to complete the survey and help us make Downtown Adrian a better place for everyone. Your participation is not only appreciated but also vital to the success of this initiative.

#### **About the Adrian Downtown Development Authority**

The City of Adrian’s Downtown Development Authority is committed to enhancing the experience of all downtown visitors. Through thoughtful planning we strive to create a downtown that is dynamic, inclusive, and forward-thinking. Join us in our mission to make Downtown Adrian a wonderful place to live, work, and visit.

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