



Information Session
November 2025

Oxford DDA- Mission



- The Oxford DDA is dedicated to the promotion, development, and historic preservation of downtown Oxford

- The Oxford DDA fosters a vibrant downtown by preserving heritage, stimulating strategic growth, and enriching the community experience for its residents, visitors and businesses.

Oxford DDA- Vision



- Downtown Oxford: where historic smalltown charm meets strategic growth for a walkable, welcoming and vibrant destination.
- Downtown Oxford: The fun and vibrant heart of the community, where small-town historic charm and strategic growth intertwine to provide a walkable and welcoming destination connected to its neighborhoods, offering a rich tapestry of shops, restaurants, and events for all to enjoy



Transformation Strategy

Increase the walkability and green spaces to enhance the overall appeal of the downtown area, while continuing to upgrade streetscapes, sidewalks, and lighting for a safer and more aesthetically pleasing environment. This in turn will help us with the development marketing campaigns to attract tourists and visitors to downtown Oxford.

2025 Priorities



Organizational Sustainability

- Event Assessment
- Build Capacity: staff, training, champions
- Volunteerism



Infrastructure- walkability, capital improvements, place-based experiences



Business Development



Integrating history into community culture

2025- Noteworthy Activities

- Capital Improvements
 - Sidewalk Project
 - Gazebo Restoration
- Partnerships
 - Lake Orion #StrongerTogether
 - Oakland Thrive
 - Oxford Schools- research projects, on site learning, art program, community leaders check in
 - Oxford Wildcat Professional Theatre Company
 - Shop OC Main Street
- Main Street America
 - Accreditation, Spirit of Main Street Award Recipient
- Summer Internship Program
- Business Development
 - Marketing, AI, Small Business Tax trainings
- Organizational Sustainability
 - Staffing
 - Development of robust processes and practices
 - Development of file system, data tracking, event reporting and YoY comparisons
 - Identifying and fostering champions
 - Improved communication and relationship building
- Volunteer Program
 - Identified Champion
 - Streamlined Process and Communication
 - Appreciation Event
- Board Member Stability
- New Business Support- grants, resources, orientation, process review, introductions to partnership opportunities



Event Comparison

2024

- #StrongerTogether Events
 - Restaurant Week, Shopping Passport, St. Patrick's Day Pregame, Letterboxing, Ladies Night, All American Summer Pub Crawl, Oktoberfest, Witches Night, Ladies Shopping Day/Dudes Day, Polar Express
- Summer Concert Series
- Open Air Farmer & Artisan Market
- Cornhole League
- Line Dancing
- Wine Down Wednesdays
- Classic Car Shows
- Scarecrow Fest
- Small Business Saturday
- Downtown Day
- Soup & Sweet Stroll
- Holiday Artisan Market



2025

- #StrongerTogether Events
 - Restaurant Week, St. Patrick's Day Pregame, All American Summer Pub Crawl, Witches Night, Polar Express
- Summer Concert Series
- Open Air Farmer & Artisan Market
- Cornhole League- outsourced
- Line Dancing- outsourced
- Wine Down Wednesdays- self managed
- Classic Car Shows- self managed
- Scarecrow Fest
- Small Business Saturday
- Downtown Day
- Soup & Sweet Stroll



Thank you