



25% EFFORT

WE ARE A LEADING FORCE IN PROMOTING DOWNTOWN LOCALLY AND REGIONALLY

- Bimonthly newsletters
- Engaging, helpful website
- Attractive map of Downtown retail, restaurants, and points of interest
- Pursue positive coverage in local and regional media
- Monthly networking after hours events
- Downtown Business Guide
- Strong presence on social media
- Online calendar lists events all around Downtown and is used as community resource
- Marketing committee

25% EFFORT

WE ARE A HUB OF CONNECTION, EDUCATION, AND SUPPORT FOR EXISTING AND EMERGING BUSINESSES

- Quarterly Merchant Meetings
- Quarterly updates on available spaces
- Business Retention, Expansion, and Attraction Program
- Facilitator and expeditor of new businesses
- Ribbon cuttings for new businesses (with City and County as appropriate)
- Economic Vitality committee

20% EFFORT

WE ARE A DRIVING FORCE IN THE PHYSICAL REHABILITATION AND MAINTENANCE OF DOWNTOWN

- Use design standards and careful review to award Facade Improvement Grants
- Seasonal flower plantings and care
- Maintenance request form on website
- Monitor Downtown for repair needs and coordinate remediation as needed
- Work with property owners and developers to ensure construction complements the desired “feel” of Downtown
- Liaison between community and city
- Design committee

15% EFFORT

WE ARE A RECOGNIZED PARTNER IN EXECUTING DYNAMIC EVENTS FOR RESIDENTS AND VISITORS

- “Lead” on 5 events:
 - St Patrick’s Day
 - (Park)ing Day
 - Halloween
 - Small Business Saturday
 - Christmas Parade
- “Sponsor” for events that contribute to the visibility and vitality of Downtown
- Events Committee

15% EFFORT

WE ARE THE ADMINISTRATORS OF A WELL-RUN AND WELL-REGARDED SPECIAL SERVICES DISTRICT.

- Transparency of funding and expenses
- Expenditures align with priorities
- Positive reputation in community
- Timeliness in response and action
- Strong community partnerships
- Visible assessment process and rationale
- Develop multiple revenue streams to support Downtown revitalization projects



Our Purpose: To support and grow local businesses, host impactful events, enhance our spaces and physical assets, and engage our community in making Downtown a better place for everyone to work in and enjoy.