

STRATEGIC PLAN

FY19/20 GOALS

FY20/21 GOALS

FY21/22 GOALS

PRIORITY #1: STABILIZE DOWNTOWN STREETS

Goal #1 Downtown Safety, Cleanliness & Friendliness

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| <ul style="list-style-type: none"> • Total of 18 Ambassadors, of which two are Social Outreach Specialists. • Begin execution of a lighting project. • Increase in ambassador hotline calls. • Find a solution to river cleanliness issues. | <ul style="list-style-type: none"> • Total of 22 Ambassadors, of which four are Social Outreach Specialists. • Create a visitor and resident feedback system. • Increase the number of Big Belly Trash Cans with Waste Management. | <ul style="list-style-type: none"> • Total of 25 Ambassadors. • Work with key agencies to enhance public transportation and create a walkable downtown. |
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Goal #2 Homelessness Outreach

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| <ul style="list-style-type: none"> • Refer 40 individuals into long-term programs. • A decrease in panhandling and loitering. | <ul style="list-style-type: none"> • Refer 50 individuals into long-term programs. • Establish robust relationships with mental health service providers and transitional housing options. | <ul style="list-style-type: none"> • Refer 60 individuals into long-term programs. • Maintain robust relationships with mental health service providers and transitional housing options. |
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PRIORITY #2: ECONOMIC & COMMUNITY DEVELOPMENT

Goal #1 Economic Development Resource

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| <ul style="list-style-type: none"> • Hire qualified Economic Development Liaison. • Successful network of property owners developed, initiating a dialog about the future of downtown. • Develop a road map through the Main Street program. | <ul style="list-style-type: none"> • Inventory of properties created by end of 2020. • Identify the top five viable, occupiable properties. • Implement Main Street road map. | <ul style="list-style-type: none"> • Identify one specific project that is in process through the efforts of economic development committee. |
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PRIORITY #3: AWARENESS & PROMOTION

Goal #1 - Stakeholder & Community Relationships

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| <ul style="list-style-type: none"> • Educate the community to begin to establish the value of the BID. • Host general quarterly town halls. • Support RAD in their political awareness efforts. | <ul style="list-style-type: none"> • The value of the BID is established within Downtown stakeholders and residents. | |
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Goal #2 Promote Downtown

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| <ul style="list-style-type: none"> • Increased Ambassador and brand recognition. • Promote downtown businesses. • National recognition within BIDs across the Country. | <ul style="list-style-type: none"> • Focused on raising awareness around systematic issues. • Influencer campaign established. | |
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PRIORITY #4: ORGANIZATIONAL SUSTAINABILITY

Goal #1 - Independently Assessed Funded Organization

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| <ul style="list-style-type: none"> • Raise \$625,000. • Explore legislation to update BID annual renewal process. • Recruit or reelect seven Board Members. | <ul style="list-style-type: none"> • Raise \$625,000. • Recruit or reelect seven Board Members. | |
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Goal #2 - Staff & Board Development

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| <ul style="list-style-type: none"> • Board members to host town halls. • Annual Board Retreat. • Staff/Board to attend IDA conference. | <ul style="list-style-type: none"> • Board members to host town halls. • Create a Board orientation. | <ul style="list-style-type: none"> • Board members to host town halls. • Review Ambassador contract. |
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