

## Planning Initiatives

- Signage plan design development
  - Participate in city-wide signage and wayfinding planning initiative
  - Phase 2 banners
  - Maintenance planning for gateway monuments
- Open space improvements (ongoing)
- Streetscape design development (ongoing)
- Develop a productive/structural approach to Economic Development
  - Establish a group to drive ED strategy
  - Ongoing education re: ED resources in community
- Become active, engaged participants in innovation

## Marketing & Management Initiatives

- Brand expansion
  - Complete district map/brochure
  - Coordinate with Convention and Visitors' Bureau marketing efforts
  - Develop marketing strategy
  - Establish calendar of events
- Development of site marketing and promotion
- Upgrade website to better engage visitors, developers and business members
- Administration of overlay district
- Governance of Façade Improvement Program

## Construction Initiatives

- Gateway and signage construction
  - Phase 1 gateway completion
  - Phase 2 banner installation