

## Planning Initiatives

- Signage plan design development
  - Administer and participate in city-wide signage and wayfinding planning initiative
  - Phase 2 banners
  - Maintenance planning for gateway monuments
- Open space improvements (ongoing)
- Parkway design development
- Develop a productive/structural approach to Economic Development
  - Economic Development Committee to pursue ED strategy
  - Ongoing education re: ED resources in community
  - Consider opportunities for property acquisition
- Become active, engaged participants in innovation

## Marketing & Management Initiatives

- Brand expansion
  - Version 2 district map/brochure
  - Coordinate with GO Cedar Rapids' marketing efforts
  - Develop marketing strategy
  - Establish calendar of events
- Development of website marketing and promotion
- Upgrade website to better engage visitors, developers and business members
- Administration of overlay district
- Governance of Façade Improvement Program
- Development / execution of MedQuarter Signature Event
- Development / execution of Faith Community Forums

## Construction Initiatives

- Gateway and signage construction
  - Gateway enhancements
  - Phase 2 banner rotation and maintenance
  - Monument signs
- Parkway improvements
  - Develop budgets, RFPs and contracts