

Planning Initiatives

- Signage plan design development
 - Continued follow-up with City on city-wide signage and wayfinding planning initiative
 - Phase 3 banners
- Open space improvements (ongoing)
- Work with City to create and finalize a Memorandum of Agreement for District maintenance
- 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
 - Implement marketing strategy
 - Gather items for calendar of events
 - Research viability of speakers bureau
- Perpetuate website marketing and promotion
- Phase 2 & 3 banner rotation and maintenance
- Continue to enhance website to better engage visitors, developers and business members
- Administration of Overlay District
- Governance of Façade Improvement Program
- Execution of Medical & Faith Community Forums
- Engage with District Stakeholders

Financing Initiatives

- Funding alternatives for parkway improvements

Construction Initiatives

- Gateway and signage construction
 - Gateway enhancements
 - Procure easements and arrange construction of monument signs
- Parkway improvements
 - Develop budgets, RFPs and contracts