

### Planning Initiatives

- Signage plan design development
  - Phase 4 banners
- Open space improvements (ongoing)
  - Assure that the District is attractive
- Work with City to implement required aspects of District maintenance under new Memorandum of Agreement
- 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 and/or development
- Implement Digital Workforce Attraction Initiative

### Marketing & Management Initiatives

- Brand expansion
  - Coordinate with VenueWorks' community marketing efforts
  - Implement marketing strategy
  - Gather items for calendar of events
- Perpetuate website marketing and promotion
- Phase 3 banner rotation and maintenance
- Continue to enhance website to better engage visitors, developers and business members
- Administration of Design Review process
- Governance of Façade Improvement Program
- Execution of Faith & Medicine 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
  - Work with City on all aspects of Master Parkway Improvement Plan implementation for construction of Priority #1 (10<sup>th</sup> Street from 5<sup>th</sup> – 8<sup>th</sup> Avenue SE)
  - Develop final designs, budgets, RFPs and contracts for Priorities #2 – 5