

Planning Initiatives

- Open space maintenance and improvements (ongoing)
 - Assure that the District is attractive
 - Implement 2022 planter program – installation, maintenance, winterization
 - Collaborate with City on stump grinding throughout District
 - Assess viability of implementing District Big Belly receptacles in collaboration with Downtown
- Work with City to implement required aspects of District maintenance under Memorandum of Agreement
 - Conduct a comprehensive review of MOA with City to assure all aspects are in line with expectations
- Develop a productive/structural approach to Economic Development
 - Ongoing education re: ED resources in community
 - Consider opportunities for property acquisition and/or development
 - Actively promote District properties to site selectors and regional developers
- Utilize Child Care Center Feasibility Study and pro forma analysis to pursue development of a child care center
 - Actively convene appropriate parties to support development of a child care center in the MedQ: land owner, developer, operator, financier, economic development specialist(s), etc.

Marketing & Management Initiatives

- Brand expansion
 - Implement marketing strategy
 - Gather items for calendar of events
 - District marketing and promotion for increased engagement by stakeholders, visitors and employees
- Perpetuate website marketing and promotion
- Continue to enhance website to better engage visitors, developers and business members
- Governance of Façade Improvement Program
- Continuation of Faith & Medicine Task Force community initiatives
- Conduct Main Street Survey with District Stakeholders, 4th Quarter of 2022
- Develop additional, COVID-conscious methods to promote District businesses

Financing Initiatives

- Funding for future parkway improvements
- Funding for expansion of District beautification and maintenance initiatives
- Assess funding options for stump grinding and tree replacement program for District

Construction Initiatives

- Parkway improvements
 - Develop final designs, budgets, RFPs and contracts for Priority #9 (10th Street from 1st Avenue – A Avenue NE) for 2022 construction
 - Work with City on finalizing all aspects of construction of Priority #5
 - Work with Commission to assess potential projects for 2023 construction
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