

## In the Q: Ready. Set. 2017!



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With the New Year comes a renewed focus on our goals as well as what needs to be done to achieve said goals.

Back in January 2016 the Medical SSMID Commission and I hosted a District Gathering at which we

polled property and business owners on what they would like to see happen in the coming years in the MedQuarter. The overwhelming message expressed was one of District improvement, specifically, the awareness that our investment in ourselves is improving the character of the area. This message was conveyed to the Commission at our Strategic Planning Meeting in February, 2016 at which time a Five Year Action Strategy was developed. Over the course of the last 10 months much of the Action Strategy has been accomplished.

As we enter 2017, the following goals will take priority:

- Continue outreach to all businesses in the MedQuarter to connect and involve them in as many ways as they want to be, such as linking to their website, Employee Discount Card, Façade Improvement Program, advertising opportunities, etc.
- Lead the Core District Comprehensive Signage & Wayfinding Initiative
- Guide and implement the MedQuarter Master Parkway Improvement Plan
- Research and reach out to other medical districts and economic development resources in other communities to glean best practices
- Implement the MedQuarter Employee Discount Card Program
- Develop and conduct the first MedQuarter Signature Event
- Facilitate the MedQuarter website update

One fact is certain. I would not have been able to accomplish the things that I did in 2016, nor hope to achieve my 2017 goals without the guidance and assistance of the Medical SSMID Commission (Tim Charles – Chair, Michele Jensen - Vice Chair, John Albert, Richard Cooley, Gordon Epping, Kathy McCauley, Mary Meisterling, Karen Smith, Dr. Julie Sterling, Mike Sundall, Dr. Julianne Thomas, and Ted Townsend) as well as the many volunteers who sit on our Branding & Marketing, Economic Development, Operations, and Standards Committees. All of these individuals give generously of their time and talents for the betterment of the MedQuarter Regional Medical District. To them, I extend a heartfelt thank you.

2017 promises to be another exciting year. With the goals set and the team assembled, more good things are sure to happen.

We're off and running!