

Our mission is to develop and promote a healthy and prosperous Downtown.

**Objective:** EXPLORE WAYS TO INCREASE & DIVERSIFY FUNDING

1. Increase awareness of Main Street Tax Credit Incentive Program using a committee of current contributors and PA United members with the goal of raising \$133,000 in contributions from at least 10 businesses.
2. Extend our reach outside of the PBI A by 3% by adding affiliate members
3. Have "The Bite" event with at least 12 participating restaurants during second or fourth quarter with the goal of selling 150 tickets. The proceeds will be used for Winter Street Tree Lighting.

**Objective:** INCREASE COMMUNITY INVOLVEMENT

1. Work with PA United members to develop a universal roster of available volunteers & events to be used by all entities.
2. Work with other organizations to develop a plan to promote Economic Development within the community on an ongoing basis.

**Objective:** DEVELOP RESOURCES & INFORMATION SYSTEMS

1. Explore funding mechanisms for existing businesses, including a guaranteed micro loan program & roll out by July 1st, 2014
2. Maintain building inventory with expanded information updated year round through active partnership with downtown property owners & City of Port Angeles
3. Actively communicate and engage one on one with property owners providing them with information and receiving information from them for use in marketing their property online and on site.
  - a. Develop displays for empty windows to attract attention to the space by end of March
  - b. Design attractive signage for posting rental information by end of March
4. Produce information packet for prospective businesses owners to receive at the City when applying for permits. This will include parking regulations, PBI A information, etc. by May 1<sup>st</sup>.

**Objective:** CREATE PARTNERSHIPS TO STRENGTHEN DOWNTOWN

1. Partner with the City to develop a business environment for business retention & recruitment,
  - a. Dedicate \$2000 to pay start up license fees, up to \$200 per business to locate downtown
  - b. Create a booklet of information for prospective business owners to learn what it takes to operate a successful business. It will include permits, business plan implementation, façade & signage grant opportunities, additional resources, etc.
2. Actively attend and participate in local/regional conferences and discussions economic development concerns, bring back at least 2 ideas that could be implemented.

**Objective:** INCREASE VISIBILITY AND CONSUMER AWARENESS OF DOWNTOWN

1. Create at least two marketing tools for members to use in 2014
  - a. Complete the Gold Card program and implement by end of second quarter
  - b. Develop a rack card program and distribution plan by end of third quarter

2. Encourage business owners to implement longer hours of operation for events or seasonally by year end.
  - a. Provide advertising opportunities for businesses open Sunday
  - b. Research sales numbers for businesses currently open after 5:30 to provide data on viability to other businesses.
  - c. Plan one night a week open late for a month in second quarter with at least 10 businesses
3. Offer Second Story Tour in March to highlight businesses that are not otherwise seen and available spaces. Business In Action Tour in September will showcase businesses who make what they sell to raise awareness of different aspects of business operations. Each tour will feature at least 4 businesses.

**Objective:** EDUCATE THE PUBLIC AND MEMBERS and CREATE A POSITIVE IMAGE ABOUT WHAT DOWNTOWN OFFERS

1. Create a yearly promotions & events calendar for all PADA activities and have the calendar available on the PADA website with print copies ordered.
2. Develop articles for at least one *Destination Downtown* inserted into full circulation of *Peninsula Daily News* highlighting current activities.
3. After each promotion, measure the effectiveness of current the promotions using numerical facts to measure success and present the evaluation to the PADA Board.

**Objective:** DEVELOP AND BEGIN IMPLEMENTING A PLAN FOR VISUAL ENHANCEMENT

1. Design and purchase new 25 light pole banners to use new brackets on new light poles by summer, and adding 18 additional brackets by third quarter with banners for 4<sup>th</sup> quarter holidays. Banners may highlight events such as Arts in Action or Crab and Seafood Festival that occur at the same time each year.

**Objective:** CREATE A PEDESTRIAN FRIENDLY ENVIRONMENT

1. In collaboration with the City and the Fine Arts Center, designate a list of prospective electrical boxes to be decorated with the work of local artists, that will be designed to correlate with specific locations
2. Create a historic walking tour by identifying specific buildings and locations and placing coordinating plaques with QR technology to access information on smart phones or tablets
3. Develop a visual exterior information packet with maintenance and painting plan for 5 individual buildings.

**Objective:** BRING AN ONGOING PRESENCE OF ARTWORK TO DOWNTOWN

1. Develop a Wine Walk event as a fundraiser to coordinate with Second Weekend art activities in July
2. Maintain 59 existing art and place new art pieces by July
3. Collaborate with Clallam Transit to relocate 4 pieces of art and add 2 benches to the Gateway Transit Center

**Objective:** POSITIVELY IMPACT DOWNTOWN PARKING

1. Educate business owners & employees on the value each parking spaces brings to their business through articles in weekly email blasts, and as a discussion topic at general membership meetings.

2. Educate consumers where parking opportunities exist through newspaper and radio advertising.
3. Maintain parking lots in compliance with the contract with the City
4. Work with City to reinvent parking lots with landscaping and lighting starting with lot C.
  - a. Identify long term investment plan for all lots
  - b. Determine a long term cost analysis.