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| Committee: | Goal:  Objective: | | | |
| Activities:  1)  2)  3) | **TASKS:**  1a)  1b) | Responsibility  1a)  1b)  1c) | Due Date  1a)  1b)  1c) | Budget |
|  | Responsibility | Due Date  2a)  2b)  2c)  2d) | Budget |
|  | Responsibility  3a)  3b)  3c)  3d) | Due Date  3a)  3b)  3c)  3d) | Budget |
|  | Responsibility  . | Due Date  4a)  4b)  4c)  4d)  4e)  4f) | Budget |

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| Committee:  PROMOTION | Goal: A vibrant positive image that attracts tourists and local residents to downtown  Objective: To promote downtown through special events, retail events and a quality well-integrated marketing campaign | | | | |
| Activities:   1. Implement an Image Campaign that will, in part, re-brand the CMS organization 2. Develop one(1) new special event and ensure all special events are profitable 3. Restructure the Farmer’s Market to encourage more produce and food vendors, and restrict craft vendors | | Implement an Image Campaign  **TASKS:**  1a) Design a new CMS logo  1b) Change and improve website  1c) Expand social media  1d) Develop print materials for cruise ships that features unique, cultural, and historic assets | Responsibility  1a)  1b)  1c)  1d) | Due Date  1a)  2b)  2c)  2d) | Budget |
| Develop one(1) new and profitable special event  **TASKS:**  2a)  2b)  2c)  2d) Explore expanding the fundraising role of King & Queen contest - $1 = 1 vote | Responsibility  2a)  2b)  2c)  2d) | Due Date  2a)  2b)  2c)  2d) | Budget |
| Restructure Farmer’s Market to encourage more produce and food vendors and restrict craft vendors  **TASKS:**  3a) Research rules and regulations of other Farmer’s Markets, such as Winter Park Farmer’s Market  3b) Develop new rules and regulations  3c)  3d) | Responsibility  3a)  3b)  3c)  3d) | Due Date  3a)  3b)  3c)  3d) | Budget |

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| Committee:  DESIGN | Goal: Enhance the appearance of downtown  Objective: To address and improve the appearance and aesthetics of downtown: pay attention to detail | | | | |
| Activities:  Develop, with assistance from City, a downtown Minimum Maintenance Ordinance  Develop, with assistance from City, a form based code for downtown  Develop and implement a program to enhance downtown’s vacant storefront windows and vacant lots | | Develop a downtown Minimum Maintenance Ordinance  **TASKS:**  1a) Implement a downtown walking tour to photograph, critique and catalogue all private and public property that needs minor and major maintenance  1b) Review, and if necessary, revise façade grant amounts and incentives  1c)  1d) | Responsibility  1a) Design Committee  1b)  1c)  1d) | Due Date  1a)  2b)  2c)  2d) | Budget |
| Develop a form based code for downtown  **TASKS:**  2a)  2b)  2c)  2d) | Responsibility  2a)  2b)  2c)  2d) | Due Date  2a)  2b)  2c)  2d) | Budget |
| Develop and implement a program to enhance downtown’s vacant storefront windows  **TASKS:**  3a)  3b)  3c) cross promoting  3d) lots: sculptures, landscaping | Responsibility  3a)  3b)  3c)  3d) | Due Date  3a)  3b)  3c)  3d) | Budget |

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| Committee:  ECONOMIC Vitality | Goal: An economically healthy and sustainable downtown  Objective: To strengthen existing businesses, recruit new businesses and broaden commercial mix | | | | |
| Activities:   1. Develop a plan to address downtown vacant lots, and large vacant buildings 2. Design and build a portable Visitor Center/Kiosk 3. Market intercostal waterway, waterfront property, and cultural assets to investors/ developers | | Develop a plan to address downtown vacant lots  **TASKS:**  1a)  1b)  1c)  1d) | Responsibility  1a)  1b)  1c)  1d) | Due Date  1a)  1b)  1c)  1d) | Budget |
| Design and build a portable Visitor Center/Kiosk  **TASKS:**  2a)  2b)  2c)  2d) | Responsibility  2a)  2b)  2c)  2d) | Due Date  2a)  2b)  2c)  2d) | Budget |
| Market intercostal waterway, waterfront property, and cultural assets to investors/developers  **TASKS:**  3a)  3b)  3c)  3d) | Responsibility  3a)  3b)  3c)  3d) | Due Date  3a)  3b)  3c)  3d) | Budget |