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| Committee: | Goal: Objective:  |
| Activities:1)2)3) | **TASKS:**1a) 1b) | Responsibility 1a)1b)1c) | Due Date1a)1b)1c) | Budget |
|  | Responsibility  | Due Date2a)2b)2c)2d) | Budget |
|  | Responsibility3a)3b)3c)3d) | Due Date3a)3b)3c)3d) | Budget |
|  | Responsibility . | Due Date4a)4b)4c)4d)4e)4f) | Budget  |

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| Committee:PROMOTION | Goal: A vibrant positive image that attracts tourists and local residents to downtownObjective: 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 website1c) Expand social media1d) Develop print materials for cruise ships that features unique, cultural, and historic assets  | Responsibility 1a)1b)1c)1d) | Due Date1a)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 Date2a)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 regulations3c)3d) | Responsibility3a)3b)3c)3d) | Due Date3a)3b)3c)3d) | Budget |

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| Committee:DESIGN | Goal: Enhance the appearance of downtownObjective: To address and improve the appearance and aesthetics of downtown: pay attention to detail  |
| Activities:Develop, with assistance from City, a downtown Minimum Maintenance OrdinanceDevelop, with assistance from City, a form based code for downtownDevelop 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 maintenance1b) Review, and if necessary, revise façade grant amounts and incentives1c)1d) | Responsibility 1a) Design Committee1b)1c)1d) | Due Date1a)2b)2c)2d) | Budget |
| Develop a form based code for downtown**TASKS:**2a) 2b)2c)2d) | Responsibility 2a)2b)2c)2d) | Due Date2a)2b)2c)2d) | Budget |
| Develop and implement a program to enhance downtown’s vacant storefront windows**TASKS:**3a) 3b) 3c) cross promoting3d) lots: sculptures, landscaping  | Responsibility3a)3b)3c)3d) | Due Date3a)3b)3c)3d) | Budget |

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| Committee:ECONOMIC Vitality | Goal: An economically healthy and sustainable downtownObjective: 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) | Responsibility3a)3b)3c)3d) | Due Date 3a)3b)3c)3d) | Budget |