

## **FY2017/18 INITIATIVES**

The following Top Line FY 17/18 Initiatives are listed by the priority order that the DDA Board of Directors determined during May 23, 2017 Strategic Planning Workshop based on the Strategic Plan

### **ECONOMIC VITALITY INITIATIVES**

1. Retail/Business Development Strategy and Implementation (Strategy 1.1)
2. Business Retention and Recruitment Programs (Strategy 1.2)
3. Visitor Information Center – new center services and management (Strategy 3.3)
4. Promote Progress and Development (Strategy 1.1 and 1.2)
5. Neighborhood Brand Development (Strategy 1.3)
6. Research & Data Collection (Strategy 1.1 and 1.2)
7. New Development Messaging (Strategy 1.1 and 1.2)
8. Support Organizations (Strategy 1.1)

### **PLACEMAKING INITIATIVES**

1. Downtown Safety Ambassador program (Strategy 2.2)
2. Parking and Downtown Mobility (Strategy 2.1)
3. Downtown Lighting Program (upgrade Pineapple Grove) (Strategy 1.3 and 2.2)
4. Street Pole Banner Program (update Pineapple Grove and SW/NW 5<sup>th</sup> Ave) (Strategy 2.2)
5. Downtown Signage – wayfinding (Strategy 2.1)
6. Downtown Maintenance and Clean City (Strategy 2.2)
7. Public Safety – Nighttime Management – disaster preparedness (Strategy 2.2 & 2.3)
8. Construction in Downtown (Strategy 2.3)
9. Homeless Initiative (Strategy 2.3)

### **MARKETING INITIATIVES**

1. Grow Online & Digital Marketing (Strategy 3.1 and 3.4)
2. Build and Strengthen Marketing Programs (Fashion Week, Savor etc.) (Strategy 3.1)
3. Consistent Marketing and Advertising Plan for Downtown Delray Beach (Strategy 3.1 and 3.2)
4. Messaging & PR (Strategy 3.3)
5. Social Media—Stronger Voice (Strategy 3.3)
6. Downtown Events promotional support (Strategy 3.1 and 3.3)
7. Distribution channels (Strategy 3.1)

### **CONNECT:**

1. Resources and Training (Strategy 4.1 and 4.3)
2. Enhanced professional services (Strategy 4.1)
3. Team Delray (Strategy 4.2)
4. Development of standards for public policy advocacy (Strategy 4.2)
5. Legal services (Strategy 4.1)
6. Support alliance organizations (Strategy 4.2)