

History: Last updated: February 13, 2014
 Next review/update scheduled July 1, 2014.

Priority	Goal/Activity	Personal Involvement	Time Frame	Tasks 2013-14 (Task items continue until completed)	Partners & Resources	Standards of Measurement
1	Garden Plaza Redevelopment	Merchants of Garden Plaza and Town Center , DDA Exec Dir, City Mgr, City Planner Joe Courveur, Atty.	12-18 Month Activity	Contact with all stakeholder, build support for long term improvements & develop plan. ON-GOING Prepare RFP Asphalt Maintenance Bid same area. Create Concept Plan for full block incl. dumpsters overhead canopy, parking lot organization – Underway with Survey work as of 01-14-14	City Admin. & DPS, Business & Property Owners, Design/Eng Professionals	Unified Plan for improvements & timeline. Clean up of parking surface, patch seal & strip. Stakeholders assume maint. Responsibility.
2	Garden Plaza Redevelopment Funding	Garden Plaza Committee, DDA Exec Dir, City Manager Joe Courveur, Atty.	3-12 Month Activity	Meet with Stakeholders to build consensus on needed improvements offering funding options. IN PROCESS	City Admin Business & Property Owners	Obtain funding mechanism
3	Garden City Town Center (NE Ford-Middlebelt)	Merchants of Garden Plaza and Town Center	On-Going	Review conditions of Collective Parking Lot, prepare site for Farmers Market area. Meet with businesses, assess parking needs, develop maintenance program and associated costs. Couple with Garden Plaza efforts as overall Maintenance Agreement	City Admin. & DPS, Business & Property Owners, hired professionals.	Other Improvements- TBD
4	Middlebelt & Ford Road Streetlights	Design Committee, DDA Exec Dir	1-3 yr Activity	Prepare concept and drawings for replacement of wood streetlights in Gateways. Streetlight replacement to co-inside with future Ford Road improvements. Target Safety Grant availability	MDOT, DTE DPS, DDA, Hired Professional- Design - Engineering.	TBD Fall 2014 or Spring 2015

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5	Public Relations Program	Promotion Committee, DDA Exec Dir Design Comm	0-3 Month Activity	Create Public Relations Program for Downtown Garden City. Consult with downtown businesses. On-Going: Farmers Market – HOLD for '13 Fall Harvest 2014 On-Going: Conduct individual business interviews, survey needs. DDA Logo recognition on all publications and materials, Reinforce identity and brand, etc. Social/Web Media: keep current Newsletter – Quarterly, Started NOV '13, due next in FEB '14 Program awareness – façade loans	DDA Board, CDD, Downtown Businesses	Media press releases, public service announcements. WEBSITE – update layout and location of past items UPDATE: BIZ Listings and Avail. Prop Quarterly Newsletters,
6	Events	Promotion Committee	On-Going	Develop year around events that are cost effective Improve budget expenditures on events	DDA Board, DDA Staff, City Depts, Business & Property Owners	Do more with less Money Obtain more sponsors Maintain the Purpose for the Event
7	Downtown Marketing & Recruitment Program	Promotion Committee, DDA Exec Dir	3-12 Month Activity	Commission Market Analysis. (2009) Develop Business Retention & Recruitment Program. Develop Marketing Plan. Property Development- Purchase/Re-Use. (PENSKE)	RFP- Hired professionals.	Market analysis data of existing businesses, identify businesses to recruit.
8	Streetscape Maintenance Landscape Enhancement & Fixture Restoration	Maint. Comm, Design Committee, DDA Exec Dir	On-going	Review & recommend restoration of streetscape landscape as needed. Review & recommend restoration options for streetscape hardscape: streetlights, benches, trash receptacles. Blanket Change Light Bulbs – per quadrant	Maintenance Contractor, Volunteers	Replace damaged & missing plant material, restore planted beds. Replace light bulbs as part of scheduled preventative maintenance
9	DDA Business Property Maintenance Concerns	Design Committee, DDA Exec Dir	On-going.	Identify eye sore properties in the DDA District for rehabilitation, work with owners to remedy condition. Refer to City Ordinance Officer for action if owners are unwilling to clean-up and maintain business property.	Business & Property Owners,	Restoration of property, compatible with Maintenance Code. Introduced Vacant Buildings Ord to City Mgr/Planning

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10	Business Center City One-Stop Shop	DDA Exec Dir, City Manager, City Planner City Building Dept	0-12 Month Activity	Create a Business Center to promote and market downtown/community, improve accessibility, development, and share resources.	DDA Board, Downtown Business Properties.	Obtained reference approach from Grand Haven DDA/City. Needs tweaking to fit GC
11	DDA Training Main Street	Executive Committee, DDA Exec Dir	On-going	Obtain training for DDA Board- Main Street Program and MDA. Establish Committees & recruit volunteers for committee participation.	CDD??	Adopt Main street Program methods for downtown revitalization. Need more volunteers