


Mission and Vision	Vision Elements	Goals/Objectives	Measures
<p><b>MISSION</b></p> <p>To foster a dynamic downtown environment that promotes economic growth and social interaction</p>	<p><b>Public Spaces</b></p> <p>Ensuring unique, quality public spaces used and valued by all</p>	<p><b>Goal 1:</b> Continue Riverfront Development initiatives</p> <p><b>Goal 2:</b> Continue to develop downtown Streetscape initiatives</p> <p><b>Goal 3:</b> Develop and integrate attractive linkages within district</p> <p><b>Goal 4:</b> Select a DDA signature project to fund; develop funding model and implementation plan</p>	<ol style="list-style-type: none"><li>1. Improved connectivity</li><li>2. Increase in # of bikers/walkers</li><li>3. Completed streetscape</li></ol>
<p><b>VISION</b></p> <p>A progressive hub of diverse activities attracting and connecting businesses, the community, and visitors</p>	<p><b>Programming</b></p> <p>Vibrant programming opportunities connecting businesses and people</p>	<p><b>Goal 5:</b> Develop programming that balances gathering, retail, and sidewalk spaces</p> <p><b>Goal 6:</b> Connect development goals with a programming component</p> <p><b>Goal 7:</b> Enhance opportunities for new business development (pop ups, farmers market connection, etc.)</p>	<ol style="list-style-type: none"><li>1. Increase in participation</li><li>2. Increase in # of new businesses</li></ol>
 <p><b>DOWNTOWN MIDLAND</b></p>	<p><b>Commercial/Investment</b></p> <p>Commercial investment that attracts residents and guests to downtown</p>	<p><b>Goal 8:</b> Recruit new businesses to fill commercial niches</p> <p><b>Goal 9:</b> Explore creative financing/purchasing to expand inventory of spaces available</p> <p><b>Goal 10:</b> Expand housing/residential development options</p>	<ol style="list-style-type: none"><li>1. Increase in number of new businesses</li><li>2. Increase in inventory available for new businesses</li><li>3. Increase in residential options</li></ol>

## 2020 Plan of Work

<b>Vision Priority 1: Public Spaces</b> Ensuring unique, quality public spaces used and valued by all						
Goals/Objectives		Tasks/Activities	Timeline	Champion/Leader	Target/Measure	Resources
1	Continue Riverfront Development initiatives	Charter a Public Spaces committee	2Q20	Tisdale/Kell	100% completion	
		Review past riverfront studies to prioritize plans/options for riverfront development	2Q20	Public Spaces	100% completion	
		Build a master plan moving forward	3Q20	Public Spaces	100% completion	
		Secure funding for initial project	4Q20	Public Spaces	100% completion	\$ TBD
2	Continue to develop downtown Streetscape initiatives	Continue to implement streetscape initiatives	Ongoing	Public Spaces	100% completion	\$ TBD
		Research opportunities for Wi-Fi throughout downtown	2Q20	Public Spaces	100% completion	\$ TBD
		Explore opportunities for a downtown sound system	2Q20	Public Spaces	100% completion	\$ TBD
		Explore opportunities for improved surveillance throughout downtown	2Q20	Public Spaces	100% completion	\$ TBD
3	Develop and integrate attractive linkages within district	Research side street development to better link downtown and integrate side streets within district	4Q20	Public Spaces	100% completion	\$ TBD
		Incorporate strategies to be more walkable and bike friendly in connecting downtown to center city and MCFTA/Dow gardens - Explore access to Dow Gardens from Main St (develop a main street entrance)	2Q20	Public Spaces	100% completion	
4	Select a DDA signature project to fund; develop funding model and implementation plan	Complete the parking study and develop plans to address recommendations	3Q20	Public Spaces	100% completion	
		Research opportunities for bonding as a finance mechanism for projects	4Q20	Public Spaces	100% completion	
		Identify options for public restrooms	4Q20	Public Spaces	100% completion	

## Vision Priority 2: Programming

Vibrant programming opportunities connecting businesses and people

Goals/Objectives		Tasks/Activities	Timeline	Champion/ Leader	Measure and Target	Resources
5	Develop programming that balances gathering, retail, and sidewalk spaces	Develop a process and policies for programming in the new main street plaza -identify food truck policies and programming	2Q20	Staff	100% completion	
		Develop a new process for utilizing the farmers market space (streamline approval process)	2Q20	Staff	100% completion	
		Seek additional partners to host and manage programs -communicate opportunities to potential partners	Ongoing	Staff	100% completion	
6	Connect development goals with a programming component	Identify programming opportunities that align and highlight development initiatives in Vision Priority 1	4Q20	Staff	100% completion	
7	Enhance opportunities for new business development (pop ups, farmers market connection, etc.)	Develop a framework for new popups -identify space, policies and opportunities	4Q20	Staff	100% completion	

### Vision Priority 3: Commercial/Investment

Commercial investment that attracts residents and guests to downtown

Goals/Objectives		Tasks/Activities	Timeline	Champion/ Leader	Measure & Target	Resources
8	Recruiting new businesses to fill commercial niches	Charter a Commercial/Investment committee	2Q20	Tisdale/Kell	100% completion	
		Focus recruitment strategies on a downtown market/grocery	Ongoing	Comm/Inv	100% completion	
		Develop more opportunities to expand entertainment options	Ongoing	Comm/Inv	100% completion	
		Focus recruitment strategies on a downtown bookstore and gift store	Ongoing	Comm/Inv	100% completion	
9	Explore creative financing/purchasing to expand inventory of spaces available	Identify land banking options available for downtown development	2Q20	Finance	100% completion	
		Enhance the partnership with the MBA and other local initiatives to facilitate more opportunities	2Q20	Finance	100% completion	
10	Expand housing/residential development options	Continue to advance the goal of 250 new residential opportunities in downtown	Ongoing	Staff	100% completion	TBD