

Vancouver's Downtown Association Committee Work Plan 2009

ECONOMIC DEVELOPMENT COMMITTEE

Purpose: The Economic Development Committee strengthens downtown's existing economic assets while expanding and diversifying its economic base. This committee helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build downtown that responds to today's consumer needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district.

Members: Lee Rafferty, Chair
Naomi Camargo, Lee Coulthard, Carl Dobbs, Linda Glover, Pam Lindloff, Mary Sisson, Christie Rust, Alisa Pyszka, KC Fuller, Celinda Rupert, Kevin Weaver, Scott Tiniakos

Recent Accomplishments: Formation of the Downtown Revitalization Strategy Team

2009 Work Plan

Project	Lead	Objective	Budget	Schedule	Priority	Comment
DRST Street	Carl Dobbs	Identify Issues and Advocacy Approach <ul style="list-style-type: none"> • Identify issues businesses are experiencing downtown and develop a "solutions list" • Main Street Rebuild Advocacy • Main Street Interim Improvements Spruce Up <ul style="list-style-type: none"> • Façade improvement demonstration project • Improve Public Safety on lower Main • Sign Ordinance* Next Big Thing <ul style="list-style-type: none"> • Parking Management Proposal • Main Street Rebuild Funding Plan 	\$25,000	Aug 2009 Oct 2009 Jan 2010	High	
DRST Message	Linda Glover	Explore Downtown Vancouver Tabloid <ul style="list-style-type: none"> • Personalized exposure for DT businesses • To be published June 26, 2009 Rebranding and Logo for Downtown Experiences	\$25,000	June 2009 Oct 2009	High	VDA members invited first, others encouraged

		<ul style="list-style-type: none"> • Work with professionals to create a brand • Banner ad to run in The Columbian each week or as often as it can be supported • Life in the day of a consumer in Vancouver for website • Tabloid access on website • Develop marketing plan <p>Marketing Expansion</p> <ul style="list-style-type: none"> • Reach out to new businesses to include in the banner ads • Implement marketing plan 		Dec 2009		
DRST Properties	KC Fuller	<p>Data Gathering</p> <ul style="list-style-type: none"> • Business survey • Inventory and maps of building owners and tenants within identified downtown area. • Number of employees per business and general work schedule (am/pm) • Traffic counts • Parking type, location, and counts • Transit service • Development projects • Infrastructure projects • Parks • Demographics • Development Incentives <p>Recruitment brochure/materials</p> <ul style="list-style-type: none"> • Assess data and identify gaps and opportunities • Assemble data with text describing why Vancouver (Rebecca/Alisa) • Graphic/Layout (KC) • Print draft brochure • Meet with the 7 property owners for support <p>Business Recruitment</p> <ul style="list-style-type: none"> • Identify businesses and employers to meet and 	\$5,000	June 2009 Sept 2009		
			\$1,000	Oct 2009		

		relay the Vancouver opportunity				
Events Planning	Lee Rafferty	Sponsor events supportive of downtown business		Sept 2009		Mayoral Debate Bob Farrell "pickle talk" (Possible kick-off to VDA Business Forum. Follow-up with retailing expert per Leland, power-wash sidewalks/awnings, demonstrate façade improvements with Peppers)
Small Business Advocate	Rebecca Ocken	Reach out to businesses and offer assistance as needed		Sept 2009		
TOTAL BUDGET			\$56,000			