

## SUMMARY

Completed Projects	
Projects On Track	
Project Off Track	
Ongoing	

Strategic Planning - March 2013

ID	Committee	Status	Project	Goal Date
<b>TDMA Goal #1 - Create a beautiful and vibrant downtown that sustains business and the community.</b>				
<b>TDMA Goal #2 - Enhance the communities perception of Downtown Truckee</b>				
<b>TDMA Goal #3 - Increase Annual Revenue by 10%</b>				
1	<b>Marketing and Promotion</b>		Website Development	ongoing
2			Create Historic Downtown Truckee Facebook page	July, 2012
3			Update Walking Map	Feb, 2013
4			Brochures - Print and Distribution	Feb, 2013
5			Special Event Rack Cards for Summer/Fall 2013	June, 2013
6			Determine additional Special Events for Downtown: Crawls, Music Festivals, etc	ongoing
7			Begin Sponsorship Development for 2013 Truckee Thursdays	ongoing
			Determine additional Marketing Plans for 2013	July, 2013
			Sierra Sun Monthly Community Page - Downtown	ongoing
8	<b>Membership/Organization</b>		Develop strategies for 2013 membership drive	Setember 2013
10			Amend Membership Packet	October, 2013
11			Board of Directors Development	November, 2012
12			Committee Development	October, 2012
13	<b>Beautification</b>		Summer Flower Planting, Cleaning	May, 2013
14			Winter / Holiday Lighting for 2012-13 Season	November, 2012
15	<b>Economic Development</b>		Truckee Tomorrow - continue playing key role	ongoing
16			Business Recruitment & Retention - "Coffee Connection"	ongoing
17			Create Special Event Policy and Revenue Stream w/ Town of Truckee	ongoing