

2016-2019 GOALS AND STRATEGIES

At their July 6, 2016 meeting, the Downtown Eau Claire Board of Directors adopted the 2016-2019 Goals and Strategies. They were developed through discussion at their June 8 retreat at which they organized the goals by key areas and voted on the top goals for each. Based on the retreat discussion and with the Executive Committee, staff prepared the included strategies and outcomes.

GOAL	STRATEGIES
Housing/Redevelopment	
<i>Promote</i> Creative/Alternative Housing Strategies	Meet with neighborhood groups for collaboration on implementing key initiatives for Task Force report
Marketing	
<i>Establish</i> Campaign for the “New Downtown” encompassing all neighborhoods, BIDs, Cannery, & Carson Park	Marketing Committee develops new Downtown campaign
<i>Promote</i> Parking Ramp Usage	Work with City on signage and pricing structure
Consumer Amenities	
<i>Support</i> Grocery Store Recruitment	Prepare materials to support recruitment of grocery store in Downtown
Infrastructure	
<i>Support</i> Pedestrian Bridge - Haymarket to Phoenix Park	Ensure priority and funding for pedestrian bridge to be constructed with Confluence Project by working with City and Partners
<i>Collaborate</i> on Placemaking under Parking Ramp	Convene group of artists for ideas to create a safe “place” under the Parking Ramp
Supporting Businesses	
<i>Update</i> List of Business Opportunities/Gaps (up and downstream of existing businesses) for Business Recruitment Efforts	Include these questions with annual business recruitment calls made by staff
<i>Establish</i> Early Stage Business Grant Program (for after first couple years)	Task Force assigned to explore feasibility and partners

OUR MISSION

Downtown Eau Claire, Inc. (DECI) is a non-profit organization dedicated to promoting the development of business, housing, cultural resources, and activities within downtown Eau Claire.