

DOWNTOWN ITHACA ALLIANCE

2017 WORK PLAN

SUMMARY OF WORK TASKS, ACTIVITIES, AND PROGRAMS

December 7, 2016

Each year the Downtown Ithaca Alliance undertakes a number of tasks, activities, and programs designed to advance and support downtown revitalization, management, and promotion. These actions comprise this 2017 Downtown Ithaca Alliance Annual Work Plan.

The Downtown Ithaca Alliance Work Plan follows the organizational calendar fiscal year (January to December). This work plan works in tandem with the annual budget to guide and direct the organization in its tasks and activities for the year. When creating an annual work plan, we outline recurring tasks and programs for continuation and we study the approved 2020 Strategic Plan, selecting elements from that plan for implementation or attention. Among the 2020 Strategic Plan topics to be covered in this 2017 Work Plan are:

- Ongoing Commons maintenance and repair
- Conference center development
- Housing development
- Cayuga Street and other secondary street improvement
- Transportation demand management
- Business retention, attraction and recruitment
- Facilitation of new development projects
- Tax abatement incentives for downtown projects
- Downtown design standards
- Parking and parking policy
- Public Art
- Collaborating with nearby commercial districts

Each and every work program element is designed to reinforce and support the goals of the overall strategic plan. The programmatic work of the Downtown Ithaca Alliance has been organized by committee:

- Business Retention and Development
- Downtown Operations
- Special Events
- Marketing
- Transportation Demand Management

Each relevant work item will be coded A, B, or C, reflecting Board priority for triaging specific work tasks. "A" items are highest priority; "B" items are normal priorities; and "C" items are those that can be dropped first should resources (time or funds) become short. Some items are "ongoing" – for routine and core administrative/operational items. In addition, we also note if items are "rev. enhancing"- for items that provide us with net revenue and/or "contractual" – for items that we are contractually bound to fulfill.

DOWNTOWN ITHACA ALLIANCE BUSINESS RETENTION & DEVELOPMENT 2017 WORK PLAN

December 7, 2016

Summary of Priorities

New Initiatives for 2017

1. Evaluate the Downtown Nighttime Economy

Downtown Ithaca has a significant nighttime economy. Working with the City, the DIA will undertake an evaluation of the Downtown nighttime economy and make a report to the full board on findings and recommendations for changes to policy, procedures, and programs to address any issues or needs. This effort will be undertaken in cooperation with the Downtown Operations Committee.

2. Pursue a coordinated State grant funding package for downtown

There are several Downtown projects that will need funding assistance. The DIA will work with the City, County, TCAD, Cornell, and others to fashion an omnibus coordinated grant proposal to the State for funding these key projects. This work will occur in the first half of 2017.

3. Pursue a Downtown Heritage Center project

The DIA will work with the History Center and the County on a plan to develop a Downtown Heritage Center that would be a significant destination attraction. It is expected that planning for this project would take place in 2017 and implementation/development would occur in 2018.

4. If feasible, pursue a Downtown Conference/Meeting facility

Depending on the findings from the Hunden Strategic Partners conference center study, the DIA will work the creation of a project for a Downtown conference/meeting center facility.

5. Work with the City and County on policy to advance housing development

During 2017 the DIA will collaborate with both the City and County on possible new programs and policies that can advance the development of housing in Downtown, the City, and the County. In particular, we will focus on efforts to streamline and simplify the entitlement process, on efforts to stimulate more middle market housing, and on efforts to stimulate more for-sale multi-family housing.

Recruitment

6. Overall recruitment/attraction goals for 2017- at least eight new businesses.

We will set an overall goal of at least eight new downtown businesses in 2017.

a. Outreach to key regional and local retail prospects.

Working with the City of Ithaca and the BRD Committee, the DIA will undertake a program to market and reach out to prospects both locally and regionally.

b. Organize recruitment/reconnaissance team visits to at least three (3) regional locations.

We will assemble teams from DIA and City staff and BRD Committee members to travel to regional destinations to elicit prospects and to tour and observe what other communities are doing in their downtowns. Cities to be visited in 2017 will be drawn from the following:

- Saratoga
- Geneva
- Kingston, ON
- Wilkes Barre
- Williamsport
- Greater Rochester

c. Focus on the attraction of retail over food & beverage when possible.

The BRD Committee will carefully monitor the balance between food & beverage and retail to ensure that we maintain a dynamic marketplace that will successfully work for both sectors. Attraction efforts will focus on retail. Staff will provide updates to the committee on a quarterly basis.

d. Focus as possible on experiential and destination retail

Staff will work with the BRD Committee to construct a target list of candidate stores (both locally and regionally) for prospecting that reflect either or both of these characteristic traits.

e. Identify and pursue at least one additional national retail prospect as appropriate.

We will continue to work with landlords with appropriate spaces to pursue one or more national retail prospects.

Retention

7. Create at least one cross promotion that links traditional retail with food & beverage

Food & beverage is the largest draw of Downtown Ithaca. Utilizing this industry, we would like to organize at least one cross promotion/affiliation that links food and beverage with traditional retail businesses.

8. Market downtown as a shopping and dining destination

Prepare an on-going campaign that can be done both on-line and through traditional media to highlight downtown shopping and dining and expose people to the variety of goods and services available Downtown. (See section under Marketing).

9. Facilitate tourism marketing of Downtown and Downtown businesses

Augment our visitor guide program with a coordinated effort to attract more visitors to Downtown. We will do this in conjunction with the CVB/Chamber. The Marketing Director will prepare a report for the Board outlining various ways the DIA and CVB are working to bring visitors to Downtown.

10. As improvements to Cayuga Street and/or other secondary streets are made, work to ensure commerce can continue with as little disruption as possible.

The City has received funding to improve the Cayuga Street corridor and possibly other secondary street blocks. The DIA will work with the City and affected buildings and businesses on: (a) a program of communications between the project and the affected stakeholders and (b) an effort to promote the construction area as open for business, minimizing any construction impact.

11. Undertake a succession planning initiative for up to six (6) key downtown businesses.

The DIA staff and BRD Committee will develop a plan for providing targeted and direct assistance and support to businesses that could benefit from succession planning. This could include: support for finding key employees or purchasers and assistance in preparing a succession plan strategy.

12. Launch a retailer/merchant support outreach program

DIA staff will conduct visits to street level businesses to assess their status and identify any issues that might need follow-up or assistance. Data will be logged at the DIA and appropriate referrals and follow-up visits will be made. Priority will be given to at-risk businesses and all businesses deemed by staff to be at-risk will be visited at least once during 2017.

13. Workshop/networking programs for retailers/merchants

During 2017 the DIA will host six (6) alternating networking receptions and merchant workshops. The three (3) workshops will feature topics important to small retail/restaurant businesses and will be recorded for archiving on the DIA web site. Possible topics may include store layout, customer service, plastic bag policy, reaching students, marketing to tourists, and so on.

14. Update welcome packages for new businesses, new employees and new residents.

In 2017, we will create an updated welcome packet for new downtown businesses, employees and residents. These packets will provide basic, key information about working and living in Downtown.

Project Facilitation

15. Implement the Main Street Grant for 117 N. Cayuga (contractual)

The DIA has been working with Ithaca Renting Co. on the renovation for former masonic Temple building at 117 N. Cayuga utilizing the NYS Main Street grant awarded in late 2015. The DIA is responsible for administering the grant and monitoring the project on behalf of the State. The project is scheduled to be completed in 2017.

16. Moving forward other key projects.

The DIA will continue it facilitation of the major downtown development projects still awaiting construction: Harold's Square, the Canopy by Hilton project, the old library site project, and a project at the Trebloc site.

17. Celebrate the opening of new major projects.

During 2017, the DIA will coordinate celebrations to mark the opening and/or ground breaking of several new major downtown projects. These may include:

- Canopy by Hilton
- Hotel Ithaca
- City Centre
- 202 The Commons
- 117 N. Cayuga

18. Assist and facilitate additional new downtown development.

The DIA will continue to assist in facilitating additional new downtown development. Possible locations and sites that could be encouraged include, but are not limited to:

- The Piro lot
- The Gateway property
- The Green garage area

19. Coordinate a Visit to a Comparable City

Working with the Chamber of Commerce, the City, and others, we will select one city for a community visit and work to raise funds and coordinate the visit.

Other Recurring Annual Tasks

20. Nielsen Data Updates (ongoing)

We will purchase 2017 market data to assist the DIA in recruitment and in planning efforts.

21. Participation in New York Urban Council. (ongoing)

The DIA will participate in the New York Urban Council, the statewide organization devoted to providing networking and assistance to downtown organizations and programs across New York State. Gary Ferguson currently serves as the Urban Council's Board Past President.

22. Participation in International Downtown Association. (ongoing)

The DIA will continue its long standing participation in the International Downtown Association, attending the annual conference and using the organization for networking and information sharing.

23. Participation in International Council of Shopping Centers (ICSC) (ongoing)

The DIA will continue to participate in programs and activities of ICSC, but due to budget constraints is not likely to attend the NYC leasing conference in 2017.

24. Fund for Business Recruitment marketing. (ongoing)

Funds are reserved for specific business recruitment and attraction activities.

25. Fund for Business Recruitment outreach. (ongoing)

Funds are reserved for more generic business outreach activities in the community.

DOWNTOWN ITHACA ALLIANCE DOWNTOWN OPERATIONS & INFRASTRUCTURE 2017 WORK PLAN

December 7, 2016

Summary of Priorities

New Initiatives for 2017

1. Facilitating construction improvements to Cayuga Street and the area west of Cayuga Street.

The DIA will work with the City Planning and DPW Departments to help plan for and facilitate the implementation of improvements to Cayuga Street corridor and possible other secondary street blocks. Utilizing funds obtained in 2016, the improvements to be undertaken include additional and functioning street lighting and sidewalk amenities.

2. Pay It Forward Program (partially contractual)

Working in conjunction with the City and the Family & Children's Services outreach program, the DIA will finalize and launch a "Pay It Forward" program and campaign. This program will provide real and tangible assistance to people who are in need of food and basic necessities. People will be able to contribute one of three ways—on the Commons at new decorated kiosk pay boxes, at stores and businesses, and on-line. Planned in 2016, this program will be implemented in 2017.

3. Evaluate the Downtown Nighttime Economy

Downtown Ithaca has a significant nighttime economy. Working with the City, the DIA will undertake an evaluation of the Downtown nighttime economy and make a report to the full board on findings and recommendations for changes to policy, procedures, and programs to address any issues or needs. This effort will be undertaken in cooperation with the Downtown Operations Committee.

4. Monitor Design Guidelines for Downtown

The City of Ithaca has issued draft design guidelines for Downtown. The DIA will review and evaluate these proposed guidelines to insure that they accomplish their intended goals while not deterring development and investment.

5. Finalize a new City/DIA MOU

By late 2016 the City has provided the DIA with a revised draft MOU. We anticipate that the review and approval of this document by both the DIA Board and the City Council will be accomplished in early 2017.

Local Government Policy

6. A community discussion about downtown development incentives.... CIITAP and Housing

Working with the BRD Committee, the Government Relations Committee and DIA staff will facilitate a community discussion pertaining to the necessity for downtown development incentives for project as well as convene workshops on condominiums and middle market housing.

7. Creating a community code of conduct for downtown.

The DIA will conduct research on a possible voluntary code of conduct for downtown, analyzing efforts from other cities and downtowns to shape and influence public behavior in public spaces.

8. Monitor Downtown Parking

Parking continues to be public hot spot for conversation, concern and complaint. Throughout 2017 the DIA will monitor the operation and management of downtown parking, critiquing as appropriate and providing feedback on what works and what needs improvement. DIA staff will participate in City parking committees and the Downtown Operations committee will routinely assess and evaluate parking performance, rates, and patron satisfaction. In particular, we will monitor to assess the quality and value of the parking experience to consumers... to ensure that the parking a customer pays for is commensurate with the customer service experience- in terms of managed availability, cleanliness, safety, cameras, lighting, attractive facilities, signage and way finding, and overall customer service.

9. Assisting the City in a long term solution for the Green Street Garage

Throughout 2016, a portion of the Green Street garage has been closed due to hazards associated with failing construction. There is a need to repair/replace this failing infrastructure so that this garage will be available for long term use. The DIA will assist the City as possible in facilitating this project.

10. Pilot Downtown Valet Parking

Downtown hotels have offered to pilot a Downtown valet parking program as part of their own valet parking effort. The DIA will work with the City to implement, market, and monitor this pilot program in 2017.

Infrastructure and Environment for 2016

11. Continue to build a holiday decoration program.

Beginning in 2015, the DIA started assembling holiday decorations for the new Commons and downtown. In 2017 holiday season, this program will be expanded with additional funds provided by the DIA operating budget. In particular, we will be focusing on ground pieces that will be artistically decorated by the community as part of a public contest.

12. Continue our banner program for the primary Commons. (rev. enhancing)

Each year we will change over half of the banners on the Commons. These annual banners are used for image branding. This program will be continued in 2017, with seasonal banner changes, supported by community business sponsorships.

13. Re-start a 2017 banner program for other selected places in Downtown

Light pole infrastructure in Downtown remains limited, due to failing lamp poles in many places. Where feasible we will begin adding banners as part of our Art in the Air program (see below).

14. Art in the Air Program (contractual)

After 17 years of operation, the DIA will discontinue its Art in the Heart outdoor sculpture program. Instead, we will replace this with “Art in the Air”, a similar art exhibition based on community entries for banner art. Growing from our 2016 pilot, we will include banner locations both on the Commons and on the Creek Walk. We will seek an event sponsor and host a reception for the design winners. Commons “Art in the Air” banners will remain up for part of the year. Creek Walk banners will remain in place for an entire year.

15. Mural art

Funds have been reserved for the DIA to sponsor one Downtown mural in 2017. The Downtown Operations committee will determine if the preferred location will be private or public. If public, the project will be reviewed by the City’s Public Art Commission. If private, the Committee will select the preferred site.

16. Assess Points of Entry and Departure from Downtown

During 2017 the DIA will undertake an assessment of the points of entry and departure here in Downtown to both inventory and evaluate their appeal and appearance to patrons/visitors. Entry and departures points include vehicular gateway entrances as well as parking garages.

Ongoing Governmental Relations Initiatives

17. Meet Quarterly with IPD

The DIA, through its Downtown Operations Committee, will meet quarterly with IPD representatives to discuss Downtown public safety issues and concerns as well as share information

18. Supplemental Cleaning and Landscaping Ambassador program (contractual)

In 2017, the DIA will continue its supplemental cleaning and landscaping ambassador program. Funding for this program comes from several sources- the DIA itself, the Tompkins County Room Tax Program, TCAT, and the City’s Commons maintenance budget. The program provides supplemental litter patrol and cleaning services, weeding and watering, and general district beautification and place making.

19. Downtown Hospitality ambassador program (contractual)

Utilizing the red kiosk cart, the DIA will continue its downtown hospitality program in 2017 with funding provided from the Tompkins County Room Tax program. The hospitality program is intended to provide concierge style information services to downtown patrons and visitors during May-October. We will work with the Chamber of Commerce/CVB to refine the program in 2017.

20. MOU monthly reports

The DIA will provide monthly reports to the Downtown Operations Committee and the City on downtown infrastructure issues and problems.

21. Participate in the Family & Children’s Services Downtown Community Outreach Worker Program (contractual)

Beginning in 2015 the DIA partnered with the City and the County on an Outreach Worker Program. In 2017, we will once again participate in the program and provide our own monitoring and review this program. We will also work with our partners in this program to explore the feasibility of expanding the program cover night time and/or weekends.

22. Maintain Commons Interactive Kiosks (contract pending)

The DIA will maintain the content of the four interactive kiosks on the Commons, providing updates as needed. We will also pilot the idea of placing advertising on the kiosks. In 2017 we will study the feasibility of amending our software to allow for external links.

23. Marketing the Parking Validation Program and other Parking issues

The DIA will work with the City Parking Director to refine and market the parking validation program created in 2015. We will also assist the City in marketing Cayuga Street as a location that has ample available spaces.

DOWNTOWN ITHACA ALLIANCE MARKETING & MEMBER SERVICES 2017 WORK PLAN

December 7, 2016

Summary of Priorities

New Initiatives for 2016

1. Rebuild the Downtown Web Site (Contractual)

The existing DIA Downtown web site was built some 15 years ago and last substantially updated some 7 years ago. It is deficient in tools and functions for our current mobile smart phone and Google platform world. We will be entering into a contract with a vendor to rebuild the site, making it responsive to mobile technology, able to interface and link with the different social media and internet based programs we all now use, and to improve on its content, appearance, and user –friendly traits. We will be supplementing our funds with a \$5,000 grant awarded to the DIA from the Tompkins County Room Tax program.

2. Faces of Downtown Social Media Campaign

Our diverse collection of businesses is one of Downtown's greatest strengths. This campaign will feature the many, diverse faces of downtown businesses, showcasing their owners and unique, personal stories as well as their one-of-a-kind businesses. This campaign will be featured on social media and will be archived on the Downtown web site.

3. Launching a Downtown Senior Day program

There has been a notable shift in 55+ patron traffic in Downtown since the re-opening of the Commons. We believe part of this shift is due to displaced attention and concerns about the new parking system. To entice seniors to re-discover Downtown we are launching a monthly Senior Day Downtown program that will provide seniors with distinct and targeted entertainment and programming as well as a midday dining opportunity. This promotion was piloted in November 2016 and we are tweaking the model to make it as attractive as possible to our community's senior citizens.

Communications

4. Launch a monthly meeting notice communication to all members (ongoing)

To help us conform with a new State law, we will launch a monthly communication piece that outlines upcoming Board and committee meetings.

5. Manage a regular downtown blog

The DIA staff will maintain and populate a regular downtown blog, providing information and perspective on downtown to readers and the local community.

6. Quarterly e-newsletter with limited printed copies

Each quarter we will produce a newsletter summarizing pertinent downtown and DIA interested stakeholders. Limited paper copies will be available.

7. Consumer weekly e-news

Each week the DIA will produce a consumer oriented e-news bulletin that highlights downtown activities, events, and promotions. The e-news list currently has over 7,000 subscribers. Our goal in 2016 will be to grow subscribers to at least 10,000.

8. Quarterly Merchant and business newsletter

Each quarter we will also produce a newsletter targeted specifically to downtown businesses that will feature key information relevant to downtown retailers.

9. Archived communication materials on web site – (ongoing)

In 2016, the DIA will continue to archive communication Board agendas, minutes, financial reports, along with other notable press releases, reports, and other downtown relevant documents on the DIA web site.

10. Face Book management and updating

The DIA will continue its strong Face Book presence, providing regular Face Book updates and entries to encourage our nearly 7,000 viewers to stay connected. Our 2016 goal will be to grow our Facebook viewers to at least 10,000.

11. Social media management

The DIA routinely uses YouTube, Instagram, Twitter, and now Snapchat as additional tools for communication and marketing. We will continue this effort in 2017, with a special focus in enhancing Instagram and expanding our use of Snapchat to students. Social media has proven to be a cost effective, high targeted, and effective tool for communicating messages and events.

12. Database (ongoing)

The DIA staff will continue to refine its database and CRM system of businesses and buildings, to make it a more useful tool for the communications, research, and technical assistance.

13. Systematic public relations/press release program

Our in-house communications manager will prepare and then implement public relations/press release plan for 2017. This plan will be completed in early January and will serve as a blueprint for the entire year. We will prepare at least 24 press releases over the course of the year.

14. Ribbon cuttings and project celebrations (ongoing)

The DIA will work with the City, the Chamber and TCAD on ribbon cuttings, grand openings, and special project recognitions/celebrations.

Marketing to Key Segments

15. Working with Conferences (min of 6)

DIA staff will work with at least six (6) different conferences during 2016 to encourage attendees to visit and patronize downtown. We will work with Cornell, Ithaca College, and CVB staff to help fulfill this task.

16. Working with non-downtown festivals or events (min of 6)

Utilizing our contract with the County STPB, we will work with at least six (6) non-downtown events or festivals to help attendees become more acquainted with downtown shopping, dining, and entertainment.

17. Revise and Continue quarterly seasonal guides (up to 20,000/quarter) Rev. Generating)

Each quarter DIA staff will produce seasonal visitor guides that highlight downtown attractions and offerings and provide a directory of downtown businesses. These guides will be supported by paid advertising. In 2017 we will seek to grow the advertising base.

18. Student marketing initiative- CU and IC Student Weekends

Building off of a successful 2016 pilot, the DIA will collaborate with both Cornell and Ithaca College on welcoming community orientation events based here in Downtown for new students. We will also collaborate with TCAT for transportation.

19. Participation in IC Summer Student Orientation

We will continue our tradition of participating in the six-week summer orientation program at Ithaca College, representing Downtown to both students and parents.

20. Employee Appreciation week

In August, the DIA will host a week long downtown employee/office worker appreciation promotion. This event is designed to recognize downtown workers and educate them about the shopping, dining, and entertainment opportunities to be found in downtown.

Marketing Assistance for Retailers

21. Summer sale

A summer sale promotion will be undertaken and promoted.

22. Downtown Fashion Week

To highlight our apparel/fashion businesses, the DIA will organize and promote a Downtown Fashion Week in April. In 2017, we look to include a fashion show as part of this initiative.

23. Cross Promotions between businesses and with other traffic generators

DIA staff will help facilitate cross promotional opportunities between downtown businesses and other downtown attractions that generate large numbers of patrons--- the State Theatre, Cinemapolis, CSMA, and other similar entities. We will also assist businesses to identify cross-promotional opportunities with their fellow/sister businesses.

24. Continue Electronic Gift Card program (Contractual)

The DIA will continue its electronic gift card program, utilizing the services of Store Financial for support and tracking.

25. Annual marketing plan

DIA staff will prepare an annual marketing plan in January 2017 that outlines the advertising and marketing strategy for the organization during the calendar year. The plan will be vetted and reviewed by a marketing committee or subgroup.

26. Enhance Gallery Nights/First Fridays (Contractual)

The DIA will work in 2017 to further build upon the successful Gallery Night programming. We will specifically look to improve the scope of the event itself, in an effort to attract more people. Additionally, we will work to better feature and highlight core galleries. We will also be seeking a sponsor for the year-long event.

27. Late Night Thursdays

The DIA will work with downtown merchants and restaurants to promote Thursday evenings as the late night shopping, dining, and entertainment day of the week.

28. Marketing Downtown Parking

Parking remains one downtown's most discussed issues and one that receives considerable negative public comment. Working with the City Parking Director, the DIA will continue to assist in marketing the benefits of downtown parking to the community. This will include marketing the parking validation program, the shopper zones, and the Cayuga Garage.

29. Bite of Ithaca (Contractual)

The DIA will organize and promote Bite of Ithaca, a summer promotion dedicated to highlighting and showcasing the restaurants of Ithaca. In 2017, we will look to enhance the promotion with possible food related activities.

30. Facilitate the Continuation of Winter Recess

Partnering with the CVB and the Chamber, the DIA will continue the Winter Recess program undertaken each February.

Other Marketing Tasks

Ongoing Activities

31. Ongoing seasonal advertising program (ongoing)

The DIA marketing staff will develop and manage a seasonal advertising program utilizing electronic, print, and social media as appropriate.

32. Employee discount card program (ongoing)

The DIA will continue the downtown employee discount program, distributing new cards during the office worker appreciation week.

33. Annual meeting (ongoing)

During the month of April, the DIA will host the annual business meeting of the organization.

34. Annual dinner/awards (ongoing)

In February the DIA will organize and host an annual dinner and awards event for downtown stakeholders and interested community people.

35. Support for Downtown Visitor Center (ongoing)

The DIA will work with the CVB and CAP to help support the downtown visitor center located in Center Ithaca on the Commons. The DIA will utilize space in the center to promote parking tokens, gift cards, and other DIA programs.

DOWNTOWN ITHACA ALLIANCE

SPECIAL EVENTS

2017 WORK PLAN

December 7, 2016

Summary of Priorities

The events and projects listed below will be reviewed and evaluated by DIA staff and the Special Events Committee to determine if they should be modified, revised, and/or re-worked for 2017. There is an ongoing commitment to host events that are fresh, inclusive, dynamic, and fit the mission and goals of the DIA.

New Initiatives for 2017

1. Co-Sponsor a Tompkins County Agriculture Downtown Event

The DIA will work with Cornell Cooperative Extension (CCE) on a Downtown “Ag Day” event. CCE will provide the content and the DIA will assist with logistics.

2. Work with Ithaca College on their 125th Anniversary

The DIA will assist IC in logistics for any community based programming in Downtown associated with their 2017 125th anniversary celebration.

3. Move Brunchfest to spring or create a new spring event

We will evaluate the recently completed Brunchfest and determine if it should continue but in a different spring date or if we will undertake an entirely new event for spring.

Generic Event Tasks

4. Festival technical assistance for the County STPB (ongoing) (Contractual) (Rev. generating)

DIA staff will continue its contract work with the County STPB program to oversee and administer the Room Tax Festivals program, providing technical assistance, workshops, web site and handbook updates, and other support. Room tax funds provide the resources to hire the DIA special event coordinator position.

5. Festival technical assistance for the City

The DIA will provide technical support to the City Clerk’s office and to applicants for downtown event permits.

6. Invest in event and program sponsorships (Rev. Generating)

The DIA will organize and implement an event sponsorship program for 2017 that will require us to create more and more effective opportunities for sponsors.

Smaller Events

7. Halloween

The DIA will manage and organize community Halloween activities and treat-or-treating for area children. This will be undertaken in conjunction with GIAC.

8. Assist with Wizarding Weekend

The DIA will provide assistance and support to the growing Wizarding Weekend event that is organized by Press Bay Alley. In 2017 we will allocate staff time, but no funding to the event.

Larger Events

9. Chili Cook-Off (Rev. Generating)

The DIA will continue its annual Chili Cook-Off Festival during February.

10. Ithaca Festival Craft Fair (Rev. Generating)

The DIA will continue to work with the Ithaca Festival organization on logistics for the downtown portion of the Festival. We will also oversee the craft fair portion of the festival, according to the MOU with the Ithaca Festival organization.

11. Summer concerts

During 2017 the DIA will continue its annual summer concert series, utilizing the Bernie Milton pavilion on the Commons. The DIA will continue its successful beer and wine sales during these concerts. If feasible, one national level concert will be included in the line-up.

12. Apple Harvest Festival (Rev. Generating)

The annual Apple Harvest Festival will continue in 2017.

13. Chowder Fest (Rev. Generating)

In December, the DIA will organize and host the Chowder Cook-Off event as part of its annual holiday package of activities.

14. Winter Festival/Holiday events (partly contractual)

We will undertake a thorough review of our holiday events to determine if they can be modified or changed. For the past decade we have organized and hosted a holiday winter festival package that includes the national ice carving competition, as well as Santa's arrival and other holiday/seasonal activities and promotions. This package will be evaluated in 1st quarter 2017 and plans set thereafter.

DOWNTOWN ITHACA ALLIANCE TRANSPORTATION, PARKING, AND MOBILITY 2017 WORK PLAN

December 7, 2016

Summary of Priorities

New Initiatives for 2017

1. Expand and strengthen a downtown transportation demand management program.

The DIA will work with partners, including but not limited to TCAT, Way to Go, Car Share, the City, the County, and Cornell University, to launch a formal transportation demand management (TDM) marketing program with tangible goals and objectives.

2. Emergency Ride Home

Part of the TDM program will include the creation of a downtown Ithaca emergency ride home program designed to reduce patron anxiety about using alternative transportation. This program was developed in 2016 and we will work to see it implemented in 2017 with the support of TCAT and other transportation partners.

3. Remote Parking Program

Another tool that has been under development is a remote parking program for use by downtown residents. We are working with Cornell and others on a pilot program that we look to launch in 2017.

4. Work with TCAT and other stakeholders on transit corridor planning.

The DIA will continue to work with the City of Ithaca, TCAT, Tompkins County, IC, and Cornell on ongoing efforts to create transit corridors between downtown and South Hill, East Hill, and the Waterfront.

5. Finalize a Future of Downtown Mobility white paper

The DIA will complete a document that provides both analysis and recommendations to the City on the future of Downtown mobility—parking and transportation demand management (TDM). We will use the paper to help with promotion of new initiatives and/or policies.

6. Pursue grant funding for TDM (Rev. Generating)

We are submitting a grant application to NYSERDA for a Downtown TDM program for 2017/2018.

7. Increase the Number of Downtown Bike Racks (contractual)

Working with the County and City and utilizing a grant received from a local foundation, we will assist in a program to increase the number of decorative bike racks in downtown in 2017.

DOWNTOWN ITHACA ALLIANCE ORGANIZATION GOVERNANCE 2017 WORK PLAN

December 7, 2016

Summary of Priorities

Ongoing Tasks

1. Report quarterly evaluation metrics. (ongoing)

Create and periodically report ongoing evaluation metrics for the organization in conjunction with the Executive Committee.

2. Institute annual evaluations of programs and activities. (ongoing)

A schedule for program evaluation will be prepared in January of each year. The Board of Directors will receive presentations/reports on key programs and activities throughout the year and each program should receive regular Board evaluation and assessment. This schedule would be set by the Executive Committee.

3. Organize a board meeting education program. (ongoing)

Each December the Executive Director will propose a roster of board education programs for the coming year, based on feedback and input from the Board.