

Lakeland Downtown Development Authority Action Items for 2015

These are specific actions the LDDA can take to support the Downtown Plan

Goal	Status
Marketing	
Business Recruitment	
<i>a) Develop and produce business recruitment packages</i>	Early stages of development
<i>b) Develop and produce LDDA signage for vacant store fronts</i>	Early stages of development
<i>c) Develop grant & incentive programs to attract and retain</i>	Modifying Dixieland grants provide by CRA, researching new
<i>d) Business development workshops</i>	First workshop scheduled for February 19th at city hall
<i>e) Create a target of specific desired retail & visit</i>	
Data Collection	
<i>a) Identify data to collect</i>	Working with property owners, LEDC, CD
<i>b) Create downtown database that can generate reports, etc</i>	Propose the purchase of downtown database template
Downtown Farmers Curb Market	
<i>a) EBT & Fresh Access Bucks launch program launch</i>	Public meeting scheduled January 26
<i>b) 2015 marketing plan</i>	
<i>c) DFCM web site</i>	under construction
Maintenance	
Redesign Wayfinding signage	
<i>a) Collaborate with retailers and users to create the content</i>	
<i>b) Design, order, install new signage</i>	
Management	
Downtown group coordination	
<i>a) "Downtown Update" meetings</i>	First meeting held January 7
<i>b) Shared business contact info with CRA</i>	Initial contacts shared, but this is ongoing
<i>c) Bi-annual meetings with all groups</i>	
<i>d) New ldda.org web site</i>	under construction
Improve stakeholder communications	
<i>a) Set up email communication through Mail Chimp</i>	Completed
<i>b) New business welcome packets</i>	In progress
<i>c) Create practical guide for Downtown businesses - online</i>	In progress
<i>d) Stakeholder meetings : one on one</i>	In progress
Downtown Bars	
<i>a) Create an objective process for LDDA recommendation</i>	Needs a board vote
<i>b) Research other cities' nightlife policies</i>	
<i>c) Create recommendations to the city commission for changes to bar oversight</i>	
Parking	
<i>a) Parking app pilot test</i>	In progress
<i>b) Data collection</i>	In progress
<i>c) Recommendations for distributed parking strategy</i>	
<i>d) Monthly meetings with parking manager</i>	
<i>e) A-frame parking machine instructions</i>	

These are ongoing supportive roles and/or activities the LDDA should engage in, but are not direct actions of the LDDA.

Land Use/Physical Development

1. Work with CRA/LEDC to create pitchable projects
2. Concentrate on infill in the core, large scale office, residential to the south
3. Support the CRA in Garden District efforts

Governance

1. Keeper of the vision, driver of the plan
2. Point organization for Downtown
3. Advocacy for property owners and businesses

Infrastructure

1. Help identify areas of need
2. Provide support