



FY17 Action Plan

Mission Statement

Enhance, promote and preserve the vitality and economic viability of Downtown Frederick by implementing the national Main Street program for the benefit of Frederick businesses, residents and visitors

Business Development Committee

- Work Downtown: Pursue a parking discount for downtown employers
- Work Downtown: Support the creation of a tech incubator
- Work Downtown: Improve the marketing of downtown properties and owner outreach
- Connect Downtown: Develop a common window treatment for use during short-term vacancy
- Connect Downtown: Implement strategies to activate the Carroll Creek trellis
- Implement A Taste of Downtown Frederick - a Hood freshman orientation event
- Strengthen downtown businesses through the Competitive Edge Series
- Implement the annual Business Performance Survey
- Implement a business retention program

Design Committee

- Live Downtown: Promote, market and document the impact of downtown living
- Live Downtown: Identify the impediments to increasing the number of downtown residents
- Stay Downtown: Advocate for a new downtown hotel
- Connect Downtown: Take action on transformative projects
- Connect Downtown: Build support for a downtown circulator
- Connect Downtown: Implement a connector project
- Implement the Façade Improvement Program
- Implement the final phase of the Parking Garage Gateways
- Implement Bring a Broom Saturday
- Improve the Downtown Frederick streetscape

Organization Committee

- Create and implement the funding plan
- Implement a State of Downtown breakfast
- Implement a comprehensive outreach strategy
- Develop and distribute the Annual Report
- Maintain and implement the Volunteer Management Program
- Hold Thank You Events for volunteers and investors

Promotion Committee

- Stay Downtown: Develop recommended hours of operation
- Play Downtown: Make downtown a stronger seasonal attraction through First Saturday flags, holiday lights and flower boxes/planters
- Play Downtown: Develop a parking website and brochure to publicize options
- Execute downtown events including First Saturday, Halloween in Downtown Frederick, Frosty Friday, Small Business Saturday, Downtown Cooking School, the Downtown Collective, Movie Night on Carroll Creek, the Levitt AMP Frederick Music Series and Alive @ Five
- Increase usage of the Downtown Frederick Gift Card
- Implement social media strategies and marketing efforts
- Coordinate four merchant networking events