

**Why We Exist:** Our residents feel greater civic pride and sense of belonging when reinvestment helps transform blighted areas into vibrant neighborhoods and amenities which enhance the local character, culture, economy, and quality of life.

**What We Do:** Eliminate blight by catalyzing projects and accelerating investments that would not otherwise happen, thereby creating improvements with lasting value through tax increment financing.

**How We Behave:**

- Stewardship
- Co-creation
- Transparency
- Inclusion
- Data Driven

**Strategy 1:**

Co-create proactive community investment plans with community members and partners for each plan area.

**Strategy 2:**

Develop evaluation criteria for TIF assistance requests based on URA Board retreat.

**Strategy 3:**

Amend IGA with City to be consistent with URA Strategic Plan.

**Strategy 4:**

Update URA website to improve usability.

**Strategy 5:**

Produce annual report for the URA and each plan area.

**Strategy 6:**

Update/develop materials outlining URA processes for applicants and the community.

**Strategy 7:**

Align URA Strategic Plan and activities with partner agencies' goals, objectives, and plans.

**Strategy 8:**

Align URA Strategic Plan and activities with partner agencies' capital investments.