

| Year | Completion Date | Goal   | Objective   | Priority (L,M,H) | Responsibility |
|------|-----------------|--|---|------------------|----------------|
| 2024 | January 15      | Make the LDA a community liaison for economic development initiatives throughout the city          | Complete 2024 strategic plan  | H                | Dana           |
|      | January 15      |  | Describe and document liaison roles                                   | H                | Jamie          |
|      | January 15      |  | Identify and document resources for business consulting and financing | H                | Dana           |
|      | March           |  | Host a Morning Mingle   | M                | Michael        |
|      | June            |  | Develop a fundraising plan  | H                | Michael        |
|      | December        |  | Hire full or part time staff  | H                | Michael        |
| 2024 | January 15      | Ensure business owners and aspiring business owners are aware of LDA mission                       | Define the “value proposition” of the LDA                             | H                | Jamie          |
|      | January 15      |  | Redevelop website   | M                | Jamie          |
|      | March           |  | Produce LDA information/contact card                                  | M                | Jamie          |
|      | August          |  | Plan and carry out after hours event for business owners              | M                | Dana           |
|      | June            |  | Develop and produce a downtown newsletter                             | L                | Tara           |
|      | March           |  | Develop a social media presence                                       | H                | Tara           |
|      | January         |  | Purchase business cards and name badges                               | H                | Jamie          |
| 2024 | January         | Ensure business owners and aspiring business owners are aware of available loan and grant programs | Add loan information to website                                       | M                | Jamie          |
|      | March           |  | Add loan information to information/contact card                      | M                | Dana           |
|      | August          |  | Communicate at after hours event                                      | H                | Dana           |
| 2024 | August          | Improve attractiveness of existing downtown buildings and infrastructure                           | Develop a mainstreet lighting grant program                           | M                | Michael        |
|      | December        |  | Develop a mainstreet artwork grant program                            | L                | Michael        |