

LDA Goals and Objectives

- Goals

- Make the LDA a community liaison for economic development initiatives throughout the city (mission)
- Ensure business owners and aspiring business owners are aware of LDA mission (technical support for local business development)
- Ensure business owners and aspiring business owners are aware of available loan and grant programs (technical support for local business development)
- Improve attractiveness of existing downtown buildings and infrastructure (programmatic community improvement projects)

- Objectives

- Make the LDA a community liaison for economic development initiatives throughout the city
 - Complete 2024 strategic plan
 - Describe and document liaison roles
 - Host a Morning Mingle
 - Identify and document resources for business consulting and financing
 - Develop a fundraising plan
 - Hire full or part time staff
- Ensure business owners and aspiring business owners are aware of LDA mission
 - Define the “value proposition” of the LDA
 - Redevelop website
 - Produce LDA information/contact card
 - Plan and carry out after hours event for business owners
 - Develop and produce a downtown newsletter
 - Develop a social media presence
 - Purchase business cards and name badges
- Ensure business owners and aspiring business owners are aware of available loan and grant programs
 - Add loan information to website
 - Add loan information to information/contact card
 - Communicate at after hours event
- Improve attractiveness of existing downtown buildings and infrastructure
 - Develop a mainstreet lighting grant program
 - Develop a mainstreet artwork grant program

