

WORKPLAN Page

GOAL: To come up with an attractive incentive package for downtown businesses (existing & new)

COMMITTEE: Economic Vitality

ACTIVITY: Research and establish incentive programs for downtown businesses (existing & new)

Board Approval/Date:

OUTCOME: Have incentive programs set in place to offer to downtown businesses (existing & new)

Budget Allocation

TASKS	PERSONS RESPONSIBLE (NAME)	STAFF COMMITTEE (TIME)	TASK DEADLINE (DATE)	BUDGET \$\$	FOLLOW-UP REQUIRED (IF NEEDED)
1 Complete Market Analysis and review	All Committee Members	2 hours	June 26	\$0	
2 Prioritize and target industries (businesses) based off the completed Market Analysis	Paula Smith, Tanya Maloney	2—4 hours	September 1	\$0	
3 Determine what incentives are available .. Look @ other communities and what they are doing (web search, call other MS communities)	All Committee Members	1-2 hours per Com. Member	October 1	\$0	
4 Draft a plan based on priorities determined	Paula Smith, Tanya Maloney	2—5 hours	November 1	\$0	
5 Determine how we will get the information out to both existing and potential downtown businesses—web, email, social media, etc.	All Committee Members	4 hours	December 1	\$100— printing	
6 Distribute incentive program to appropriate existing and potential businesses	All Committee Members	2 hours per member	January 1	\$0	