

TDMA - Strategic Plan

SUMMARY

Completed Projects This Month	1
Projects On Track	15
Project Off Track	1
Total	17

July 2009 / 07-01-09

ID	Committee	Status	Project	Finish Date
TDMA Goal #1 - Create a beautiful and vibrant downtown that sustains business and the community.				
1	Marketing and Promotion	On Track	Monitor and track success of Truckee Thursdays	15-Sep
2	Marketing and Promotion	On Track	Implement Holiday Boutique	1-Oct
3	Marketing and Promotion	On Track	Enhance Halloween Activities Downtown	1-Oct
4	Marketing and Promotion	On Track	Reinvent the Passport to Savings Program	1-Oct
5	Historic & Design (HDC)	On Track	Design and Organize Two Clean Up Days	25-Oct
6	Historic & Design (HDC)	On Track	Install Exterior White LED Lights throughout Downtown	1-Sep
TDMA Goal #2 - Enhance the communities perception of Downtown Truckee				
	Note: All Marketing and Promotion Strategies for Goal #1 should also be measured for goal #2 as well.			
1	Historical & Design (HDC)	On Track	Reinvent and develop Walking Map Directories	15-Jul
2	Historical & Design (HDC)	Off Track	Develop a Windows on History	15-Jul
3	Historical & Design (HDC)	On Track	Develop Partnerships with Other Organizations	1-Sep
4	Organization	On Track	Implement TDMA Website	1-Sep
5	Organization	Completed	Elect New Secretary of TDMA	1-Jul
6	Organization	On Track	Revise Existing Bylaws	1-Sep
TDMA Goal #3 - Increase Annual Revenue by 10%				
1	Organization	On Track	Increase membership to 70 paid members	1-Dec
2	Economic Development	On Track	Decrease Vacancy Rate Downtown by 10%	1-Sep
3	Marketing and Promotion	On Track	Produce & Distribute Revised Walking Map Flyer	TBD
4	Marketing and Promotion	On Track	Produce & Distribute Walking Map Tear Sheet	TBD
5	Economic Development	On Track	Monitor Actual to Projected Budget and Present to Board Monthly	Ongoing