

## TDMA - Strategic Plan

### SUMMARY

Completed Projects This Month	2
Projects On Track	17
Project Off Track	0
Total	19

August 2009 / 08-05-09

ID	Committee	Status	Project	Finish Date
<b>TDMA Goal #1 - Create a beautiful and vibrant downtown that sustains business and the community.</b>				
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	Marketing and Promotion	On Track	Implement Window Display Contests	1-Oct
6	Historic & Design (HDC)	On Track	Design and Organize Two Clean Up Days	25-Oct
7	Historic & Design (HDC)	On Track	Install Exterior White LED Lights throughout Downtown	1-Sep
<b>TDMA Goal #2 - Enhance the communities perception of Downtown Truckee</b>				
	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-Aug
2	Historical & Design (HDC)	On Track	Develop a Windows on History	1-Sep
3	Historical & Design (HDC)	Completed	Develop Partnerships with Other Organizations	1-Sep
4	Organization	On Track	Implement TDMA Website	sept1 / Oct 15
5	Organization	On Track	Revise Existing Bylaws	1-Sep
<b>TDMA Goal #3 - Increase Annual Revenue by 10%</b>				
1	Organization	On Track	Increase membership to 85 paid members	1-Dec
2	Economic Development	On Track	Develop Strategic Partnerships with Other Organizations	1-Sep
3	Marketing and Promotion	On Track	Produce & Distribute Revised Walking Map Brochure	15-Sep
4	Marketing and Promotion	On Track	Produce & Distribute Walking Map Tear Sheet	15-Sep
5	Economic Development	On Track	Produce Business plan to obtain funding from Town of Truckee for Exec Director	1-Sep
6	Economic Development	Completed	Create and revise chart of accounts consistent with Main Street Program	1-Aug
7	Economic Development	On Track	Monitor Actual to Projected Budget and Present to Board Monthly	Ongoing