

TDMA - Strategic Plan

SUMMARY

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

September 2009 / 09-02-09

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	Complete the final wrap analysis of the 2009 Truckee Thursday event	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 two (2) window display contests - Halloween & X-mas	1-Oct
6	Historic & Design (HDC)	On Track	Develop an "Adopt a trash can & tree program"	1-Oct
7	Historic & Design (HDC)	On Track	Design and Organize to annual Clean up days (Fall & Spring)	25-Oct
8	Historic & Design (HDC)	On Track	Install Exterior White LED Lights throughout Downtown	1-Oct
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	Develop a Windows on History Event to be held one weekend May 2010	1-Oct
2	Organization	On Track	Implement TDMA Website	sept1 / Oct 15
3	Organization	On Track	Revise Existing Bylaws	15-Sep
TDMA Goal #3 - Increase Annual Revenue by 10%				
1	Organization	On Track	Increase membership to 85 paid members	1-Dec
2	Economic Development	On Track	Develop Strategic Partnerships with Other Organizations	15-Sep
3	Marketing and Promotion	On Track	Produce & Distribute Walking Map Tear Sheet	15-Sep
4	Marketing and Promotion	On Track	Determine the venue of the 2010 TDMA Follies	15-Sep
5	Economic Development	On Track	Produce Business plan to obtain funding from Town of Truckee for Exec Director	15-Sep
6	Economic Development	On Track	Monitor Actual to Projected Budget and Present to Board Monthly	Ongoing