

SUMMARY

TDMA - Strategic Plan

Completed Projects This Month	4
Projects On Track	10
Project Off Track	0
Total	14

December 2009 / 12-02-09

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	Completed	Implement Holiday Boutique (All events, window contests, tree decorating)	20-Dec
2	Marketing and Promotion	On Track	Passport to Savings Marketing Material	15-Dec
3	Marketing and Promotion	On Track	Install Holiday lighting downtown (Balls & candy cane lighting)	4-Dec
4	Historic & Design (HDC)	On Track	Develop an "Adopt a trash can & tree program"	15-Jan
5	Historic & Design (HDC)	Completed	Design and Organize 2 annual Clean up days (Fall & Spring)	25-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)	Completed	Develop a Windows on History Event to be held one weekend May 2010	1-Nov
2	Organization	On Track	Implement TDMA Website	15-Jan
3	Organization	Completed	Revise Existing Bylaws	2-Dec
TDMA Goal #3 - Increase Annual Revenue by 10%				
1	Organization	On Track	Increase membership to 85 paid members	15-Dec
2	Economic Development	On Track	Develop Strategic Partnerships with Other Organizations	Ongoing
3	Economic Development	On Track	Recruit committee members, determine regular monthly meeting times/dates	15-Jan
4	Economic Development	On Track	Explore feasibility of taking over maintenance of RDA projects - Town of Truckee	15-Jan
5	Marketing and Promotion	On Track	Produce & Distribute Walking Map Tear Sheet	15-Dec
6	Marketing and Promotion	On Track	Coordinate the production of 2010 Truckee Follies Fundraiser	20-Apr