

## TDMA - Strategic Plan

### SUMMARY

Completed Projects This Month	2
Projects On Track	10
Project Off Track	1
Total	13

January 2009 / 1-06-09

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	Completed	Implement Holiday Boutique (All events, window contests, tree decorating)	20-Dec
2	Marketing and Promotion	On Track	Passport to Savings Marketing Material	15-Jan
3	Marketing and Promotion	Completed	Install Holiday lighting downtown (Balls & candy cane lighting)	4-Dec
4	Historic & Design (HDC)	On Track	Find replacement of HDC Chair	1-Feb
5	Historic & Design (HDC)	Off Track	Develop an "Adopt a trash can & tree program"	15-Jan
<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	Marketing and Promotion	On Track	Develop and Distribute Truckee Thursday Survey to Downtown Businesses	1-Feb
2	Organization	On Track	Implement TDMA Website	15-Jan
<b>TDMA Goal #3 - Increase Annual Revenue by 10%</b>				
1	Organization	On Track	Increase membership to 85 paid members	15-Jan
2	Economic Development	On Track	Develop Strategic Partnerships with Other Organizations	Ongoing
3	Economic Development	On Track	Recruit Committee Members	1-Feb
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-Jan
6	Marketing and Promotion	On Track	Coordinate the production of 2010 Truckee Follies Fundraiser	20-Apr