

TDMA - Strategic Plan

SUMMARY

Completed Projects This Month	1
Projects On Track	11
Project Off Track	1
Total	13

February 2010 / 02-03-10

ID	Committee	Status	Project	Finish Date
TDMA Goal #1 - Create a beautiful and vibrant downtown that sustains business and the community.				
1	Historic & Design (HDC)	On Track	Merge HDC into M&P (temporarily) - email comm members, etc.	15-Feb
2	Historic & Design (HDC)	Off Track	Develop an "Adopt a trash can & tree program"	15-Jan
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	Marketing and Promotion	On Track	Develop and Distribute Truckee Thursday Survey to Downtown Businesses	15-Feb
2	Organization	On Track	Implement TDMA Website	15-Feb
TDMA Goal #3 - Increase Annual Revenue by 10%				
1	Organization	Completed	Increase membership to 85 paid members	15-Jan
2	Economic Development	On Track	Develop Strategic Partnerships with Other Organizations/Recruit Members	Ongoing
3	Economic Development	On Track	Explore feasibility of taking over maintenance of RDA projects - Town of Truckee	15-Feb
4	Economic Development	On Track	Produce Business Plan for TT 2010 for funding from Town of Truckee	15-Feb
5	Marketing and Promotion	On Track	Follies Program Ads - Board Member Sales Goal	1-Mar
6	Marketing and Promotion	On Track	Produce "Sponsorship Packages" for Truckee Thursdays 2010	1-Mar
7	Marketing and Promotion	On Track	Produce job description for TT 2010 event coordinator / hire EC	15-Feb
8	Marketing and Promotion	On Track	Produce & Distribute Walking Map Tear Sheet	15-Feb
9	Marketing and Promotion	On Track	Coordinate the production of 2010 Truckee Follies Fundraiser	20-Apr