



Downtown Boone Development Association
Budget/Work Plan Retreat
January 12, 2021
9:30 am – Webex Virtual Meeting

General Business

- Call to Order
- Request for Approval of Agenda

Budget Retreat

- Review of Current Fiscal Year Budget
- 2021 Goals
 - Organizational
 - Promotion
 - Design
 - Economic Vitality
- Financial Sponsorships
- Budget Recommendations

Main Street 2021-2022 Work Plan

- Review
 - Economic Positioning/Vision Statement
 - Mission Statement
 - Economic Development Strategies
 - Downtown Boone provides a concierge experience
 - Downtown Boone is the first-place locals go to gather after home and work
 - Downtown Boone is the starting point for all adventures
- Main Street Work Plan Recommendations

Adjournment

Proposed 2020-2021 Budget

Income	Description	2020-2021	2019-2020
Current Year Taxes	yearly tax distribution	\$ 122,460.00	\$ 122,460.00
Prior Year Taxes		\$ 1,000.00	\$ 1,000.00
Tax Penalties and Interest		\$ 400.00	\$ 400.00
NCVTS Taxes		\$ 1,400.00	\$ 1,400.00
Local Sales Tax 1%		\$ 28,000.00	\$ 28,000.00
Local Sales Tax 1/2% (40)		\$ 12,000.00	\$ 12,000.00
Local Sales Tax 1/2% (42)		\$ 14,000.00	\$ 14,000.00
Local Sales Tax 1/2% (44)		\$ (\$5)	\$ (\$5)
Local Sales Tax 1/4% (40 medicaid repl)		\$ 10,000.00	\$ 10,000.00
Interest Earned on Investment		\$ 100.00	\$ 100.00
		\$ 189,355.00	\$ 189,355.00
Expense			
Watauga Co.	tax collection fee	\$ 3,400.00	\$ 3,400.00
Town of Boone	50% of employee salaries, benefits, and taxes	\$ 31,500.00	\$ 31,500.00
	Total Expense	\$ 34,940.00	\$ 34,940.00
	Remaining Balance	\$ 154,415.00	\$ 154,415.00
Account			
Professional Services	Audit - \$1,900	\$10,000	\$ 10,000.00
	Print Distribution Services - \$1,460		
	White Blaze Marketing \$4800		
Meeting Expenses	Main Street Manager's Meeting - \$100	\$1,000	\$ 1,000.00
	Budget Retreat - \$100		
	Economic Vitality Trainings \$500		
Office Supplies		\$750	\$750
Office Equipment		\$800	\$800
Miscellaneous Supplies		\$715	\$715
Travel & Training		\$2,000	\$2,000
Travel & Training	Public Officials	\$700	\$700
Telephone Services		\$1,200	\$1,200
Postage		\$300	\$300
Printing		\$5,000	\$5,000
	Downtown Maps \$1000		
	Brochure Re-orders \$2000		
	Rack card for utility bill mailer \$500		
Community Appearance	Façade grants - \$15,000	\$18,000	\$18,000
	Public Art - \$3,000		
Advertising		\$14,000	\$14,000
	Google Ad with White Blaze \$4000		
	Print Media \$3000 (High Country Host and CML)		
Rental of other Equipment		\$1,000	\$ 1,000.00
Insurance		\$4,000	\$ 4,000.00
	Doc Watson Inland Marine Policy		
	Life Store General Liability (2 art pieces, mural and Doc)		
Dues & Subscriptions	National Main Street - \$350	\$850	\$ 850.00
	High Country Host - \$125.00		
	NC Association of Downtowns - \$150		
	Destination Development Association - \$26.50/yr		
Bank Service Fee		\$100	\$ 100.00
Contracted Services	Intern - Work Study	\$0	\$ -
Special projects & events	Easter Eggstravanganza - \$1,300	\$14,000	\$ 14,000.00
	Boone BOOI - \$2500		
	Story Walk - \$100		
	First Fridays - \$2,200		
MSD Project/Streetscape	33.3 % of total budget reserved for streetscape	\$63,000	\$ 63,000.00
Community Development	Concert Sponsorship - \$3000	\$15,500	\$ 15,500.00
	Jones House Staffing - \$9000		
Contracted Services	Rack Card design - \$135	\$1,500	\$ 1,500.00
	Website hosting - \$300		
AVAILABLE:		\$0	

For All Expense Accounts
Zero Balance Accounts NOT Included

Transactions Entered From 07/01/2020
To 06/30/2021

Description	Prd	Date	Ref #	Vendor	Invoice #	PO #	Batch #	Amount	Closing Balance
050-450-000-509100 - PROFESSIONAL SERVICES					Period Trans.:	8,836.04	Closing Balance:	8,836.04	
				Opening Balance:	Period Budget:	10,000.00	Period Variance:	1,163.96	
CANVA	02	08/14/2020	AP-INV	13986 - PNC BANK	AUG STMT. JIM		0767639	12.95	12.95
SOCIAL MEDIA MANAGMENT	02	08/24/2020	AP-INV	22634 - WHITE BLAZE	WB0371		0768707	3,600.00	3,612.95
SERVICES THROUGH 08/31/2	03	09/14/2020	AP-INV	22565 - WYATT EARLY	457823		0769125	221.25	3,834.20
CANVA	04	10/19/2020	AP-INV	13986 - PNC BANK	OCT STMT JIM		0769700	12.95	3,847.15
HOSTEK	04	10/19/2020	AP-INV	13986 - PNC BANK	OCT STMT JIM		0769700	24.99	3,872.14
BROCHURE DIST. YEARLY	04	10/30/2020	AP-INV	18579 - PRINT DISTR	17262		0769932	1,338.00	5,210.14
CANVA	05	11/18/2020	AP-INV	13986 - PNC BANK	NOV STMT JIM		0770179	12.95	5,223.09
MARKETING	06	12/11/2020	AP-INV	22634 - WHITE BLAZE	WB0402		0770532	1,800.00	7,023.09
FINAL BILLING AUDIT SERV	06	12/18/2020	AP-INV	09123 - COMBS, TENN	2020-958		0770530	1,800.00	8,823.09
CANVA	06	12/18/2020	AP-INV	13986 - PNC BANK	DEC STMT JIM		0770622	12.95	8,836.04
050-450-000-521101 - TRAVEL & TRAINING					Period Trans.:	105.00	Closing Balance:	105.00	
				Opening Balance:	Period Budget:	2,000.00	Period Variance:	1,895.00	
BOONE ARE CHAMBER OF COM	06	12/18/2020	AP-INV	13986 - PNC BANK	DEC STMT JIM		0770622	10.00	10.00
BOONE ARE CHAMBER OF COM	06	12/18/2020	AP-INV	13986 - PNC BANK	DEC STMT JIM		0770622	95.00	105.00
050-450-000-522101 - TELEPHONE SERVICES					Period Trans.:	799.77	Closing Balance:	799.77	
				Opening Balance:	Period Budget:	1,200.00	Period Variance:	400.23	
899001504-00001	02	08/07/2020	AP-INV	00195 - VERIZON WIR	9859689057		0766940	109.12	109.12
AUGUST ITS STMT	02	08/21/2020	AP-INV	00214 - INFORMATION	08/21/20 ITS		0767491	62.93	172.05
899001504-00001	03	09/04/2020	AP-INV	00195 - VERIZON WIR	9861752167		0768934	109.12	281.17
SEPTEMBER ITS STMT	03	09/18/2020	AP-INV	00214 - INFORMATION	9/18/20 ITS		0769129	63.80	344.97
899001504-00001	04	10/19/2020	AP-INV	00195 - VERIZON WIR	9863835854		0769700	109.43	454.40
OCTOBER STATEMENT	04	10/30/2020	AP-INV	00214 - INFORMATION	10/30/20 ITS		0769827	63.60	518.00
899001504-00001	05	11/06/2020	AP-INV	00195 - VERIZON WIR	9865932180		0770007	109.16	627.16
ITS STATEMENT	05	11/20/2020	AP-INV	00214 - INFORMATION	11/20/20		0770112	63.45	690.61
899001504-00001	06	12/04/2020	AP-INV	00195 - VERIZON WIR	9868039114		0770385	109.16	799.77
050-450-000-525102 - COMMUNITY APPEARANCE - SPECIAL PROMO					Period Trans.:	3,841.00	Closing Balance:	3,841.00	
				Opening Balance:	Period Budget:	18,000.00	Period Variance:	14,159.00	
2021 AGREEMENT	02	08/14/2020	AP-INV	21687 - KERNEY, GWE	08/13/20		0767043	1,000.00	1,000.00
2021 AGREEMENT	02	08/14/2020	AP-INV	21688 - JUBRAN, HAN	08/13/20		0767043	1,000.00	2,000.00
FACADE GRANT	04	10/13/2020	AP-INV	23607 - VILLAGE JEW	10/14/20-VILLAG		0769571	1,841.00	3,841.00
050-450-000-527001 - ADVERTISING					Period Trans.:	790.00	Closing Balance:	790.00	
				Opening Balance:	Period Budget:	14,000.00	Period Variance:	13,210.00	
ONE SIXTH PAGE COLOR AD	04	10/02/2020	AP-INV	20642 - CAROLINA MO	8468		0769404	325.00	325.00
MOUNTAIN VACATION PLANNE	06	12/18/2020	AP-INV	22570 - NORTH CAROL	12784		0770610	465.00	790.00
050-450-000-535101 - INSURANCE					Period Trans.:	359.00	Closing Balance:	359.00	
				Opening Balance:	Period Budget:	4,000.00	Period Variance:	3,641.00	
CNA SURETY	05	11/18/2020	AP-INV	13986 - PNC BANK	NOV STMT JIM		0770179	359.00	359.00
050-450-000-539100 - DUES & SUBSCRIPTIONS					Period Trans.:	375.00	Closing Balance:	375.00	
				Opening Balance:	Period Budget:	850.00	Period Variance:	475.00	
NATIONAL MAIN STREET	05	11/18/2020	AP-INV	13986 - PNC BANK	NOV STMT JIM		0770179	375.00	375.00
050-450-000-549121 - SPECIAL PROJECTS/EVENTS					Period Trans.:	5,748.34	Closing Balance:	5,748.34	
				Opening Balance:	Period Budget:	14,000.00	Period Variance:	8,251.66	
ENVELOPES, INDEX & POUCH	02	08/31/2020	AP-INV	00004 - W.J. OFFICE	672236-00		0768811	60.80	60.80
FACE MASKS	03	09/11/2020	AP-INV	22998 - DOCUSOURCE	D91281		0768941	4,848.16	4,908.96
AMAZON	03	09/16/2020	AP-INV	13986 - PNC BANK	SEPT. STMT JIM		0769184	23.98	4,932.94
BEN & JERRY'S	03	09/16/2020	AP-INV	13986 - PNC BANK	SEPT. STMT JIM		0769184	9.33	4,942.27

For All Expense Accounts
Zero Balance Accounts NOT Included

Transactions Entered From 07/01/2020
To 06/30/2021

Description	Prd	Date	Ref #	Vendor	Invoice #	PO #	Batch #	Amount	Closing Balance
LOWES FOODS	03	09/16/2020	AP-INV	13986 - PNC BANK	SEPT. STMT JIM		0769184	6.75	4,949.02
BEN & JERRY'S	03	09/16/2020	AP-INV	13986 - PNC BANK	SEPT. STMT JIM		0769184	9.33	4,958.35
BLUE DEER COOKIES	03	09/16/2020	AP-INV	13986 - PNC BANK	SEPT. STMT JIM		0769184	30.00	4,988.35
CALEB SIGMON VIRTUAL EVE	06	12/11/2020	AP-INV	22501 - WATAUGA COU	12/15/2020-WATA		0770532	500.00	5,488.35
WAYFAIR	06	12/18/2020	AP-INV	13986 - PNC BANK	DEC STMT JIM		0770622	259.99	5,748.34
050-450-000-553104 - MUNICIPAL SERVICE DISTRICT PROJECTS					Period Trans.:	8,600.00	Closing Balance:	8,600.00	
Opening Balance:					Period Budget:	39,470.00	Period Variance:	30,870.00	
SURVEILLANCE SYSTEM SUBS	01	07/08/2020	AP-INV	18700 - OCEAN10 SEC	INV-000204		0765800	5,600.00	5,600.00
CRCT POSTING FOR HAND SA	03	09/08/2020	441				0768855	3,000.00	8,600.00
050-450-000-577000 - CONTRACTED SERVICES					Period Trans.:	645.00	Closing Balance:	645.00	
Opening Balance:					Period Budget:	1,500.00	Period Variance:	855.00	
2020 HOURS	05	11/25/2020	AP-INV	20159 - SUNNY MORG	200713		0770248	645.00	645.00
050-450-000-577110 - WATAUGA COUNTY - COLLECTION OF TAXES					Period Trans.:	5.95	Closing Balance:	5.95	
Opening Balance:					Period Budget:	2,470.00	Period Variance:	2,464.05	
POST JUNE 2020 NCVTS	01	07/31/2020	513				0769421	5.95	5.95

*** End of Report ***

Lane's Budget Notes

050-450-000-509100	Professional Services	\$	10,000.00	\$ (7,523.09)
	Aug Canva	\$	12.95	
	White Blaze	\$	3,600.00	
	Cory Rayborn/Trademarking	\$	221.25	
	October Canva	\$	12.95	
	Hostek		\$24.99	
	Print Distribution	\$	1,338.00	
	December White Blaze	\$	1,800.00	
	Audit	\$	1,800.00	
	Bill Dixon		\$2,600.00	
	Canva	\$	12.95	
	*Will still need to pay for 2 Quarters of White Blaze		\$3,600.00	
	Survey for Queen Street Stairs	\$	2,500.00	

050-450-000-512101	Meeting Expenses	\$	1,000.00	\$ 1,000.00
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050-450-000-516100	Office Supplies	\$	750.00	\$ 669.23
	Staples	\$	80.77	
	Amazon	\$	48.37	

050-450-000-516200	Office Equipment	\$	800.00	
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050-450-000-519900	Miscellaneous Supplies	\$	715.00	\$ 715.00
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050-450-000-521101	Travel and Training	\$	2,000.00	\$ 1,895.00
	Vision Northwest Conference	\$	95.00	
	So what just happened meeting	\$	10.00	
	Economic Kick Off	\$	20.00	

050-450-000-521300	Travel and Training Public Officials	\$	700.00	
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050-450-000-522101	Telephone Services	\$	1,200.00	
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050-450-000-522201	Postage	\$	300.00	\$	300.00
050-450-000-524101	Printing	\$	5,000.00	\$	2,000.00
	Downtown Maps	\$	1,000.00		
	Brochure Re-order	\$	2,000.00		
050-450-000-525102	Community Apperance	\$	18,000.00	\$	14,159.00
	Gwendolyn Kearney	\$	1,000.00		
	Hanna Jubran	\$	1,000.00		
	Village Jewelers FIG Grant	\$	1,841.00		
050-450-000-527001	Advertising	\$	14,000.00	\$	13,210.00
	Carolina Mountian Life Ad	\$	325.00		
	High Country Host	\$	465.00		
050-450-000-533001	Rental of Other Equipment	\$	1,000.00		
050-450-000-533001	Insurance	\$	4,000.00	\$	2,041.00
	CNA Surety	\$	359.00		
	*Public Art, Mural and Doc Insurance		\$1,600		
050-450-000-539100	Dues and Subscriptions	\$	850.00	\$	200.00
	Main Street Membership	\$	375.00		
	High Country Host	\$	125.00		
	NC Association of Downtowns	\$	150.00		
050-450-000-539902	Bank Service Charges	\$	100.00		
050-450-000-549121	Special Projects and Events	\$	14,000.00	\$	7,450.26
	Monarch Scavenger Hunt	\$	60.80		
	Face Masks	\$	5,000.00		
	Amazon	\$	23.98		
	Ben and Jerry's	\$	18.66		
	Blue Deer Cookies	\$	30.00		
	Lowes (Bags for Face Masks)	\$	6.75		

Yeti	\$	250.00
Public Works Breakfast	\$	338.56
Sigmon Live Events		\$500.00
Public Works Breakfast		\$61.00
Christmas Decorations		\$259.99

050-450-000-553104	Municipal Service Districts	\$	54,470.00	\$	30,870.00
	Tsunami	\$	5,600.00		
	Hand Sanitizer	\$	3,000.00		
	Budget Amendment		\$15,000.00		

050-450-000-553112	Community Development	\$	15,500.00	\$	3,500.00
	Jones House Concerts		\$3,000		
	Jones House Staffing		\$9,000		

050-450-000-577000	Contracted Services	\$	1,500.00	\$	310.00
	PBID	\$	1,190.00		

Downtown Boone Development Association

Sponsorship Policy

The mission of the Downtown Boone Development Association (DBDA) is to provide educational opportunities to promote economic and community development in downtown Boone. Based on the guidelines set forth by the National and North Carolina Main Street programs, this includes business retention and development, revitalization activities, historic preservation, promotion of downtown, and social and cultural endeavors.

The DBDA Board of Directors, with their mission in mind, may from time to time supply funding to other organizations.

In order to ensure requests are met with the same consideration, the DBDA Board of Directors asks the following from organizations requesting funds:

1. The organization's mission statement.
2. How the event, program, or item will benefit the downtown community.
3. A copy of the organization's event or program budget.
4. A copy of the approved event permit from the Town of Boone, if applicable. If a permit is not required from the Town of Boone a detailed account of the event or program including information, such as, an estimate of attendees, date(s) and time(s), type of activities provided, promotional poster or flyer, and other relevant information should be submitted.
5. A copy of the insurance permit or rider if applicable.
6. A list of other sponsors and/or sponsorships.
7. If approved, how the funds will be used.
8. Provide information as to whether or not organization is applying for additional public funding.
9. Add the DBDA logo to promotional materials and mention the DBDA in advertising efforts.
10. Provide quantitative and qualitative data regarding the results of the sponsored program or event within three months of the conclusion of event or program.

Funding Process

The DBDA Board of Directors will discuss the request during their regularly scheduled board meetings. Upon approval or denial, the downtown coordinator will contact the requesting organization within 48 hours of the board meeting at which the funding decision was made. Following the conclusion of the event or program, the requesting organization will provide appropriate receipts and/or invoices to the downtown coordinator who will then submit a check request to the Town of Boone's finance department for payment to organization. Funds will be available on a reimbursement condition only, and not to be made available prior to the event or program. Organizations requesting funds prior to the start of an event or program will be considered on an individual basis by the DBDA Board of Directors.

Examples of Past Sponsorships

Examples of past sponsorships include the Howard St. fair with Boone Community Network, archival quality and fire/water proof storage facility for the Watauga County Public Library, and the Boone Block Party with High Country Local First.

NC Main Street Work Plan Changes to 2020-2021 Plan in Response to COVID 19

Economic Development Strategy **Downtown Boone provides a concierge experience**

Goal: Downtown Boone welcomes all-both locals and visitors- providing an elevated experience.

Organization Task Changes

1. Pull together all "hospitality" type of businesses and share the plan for being the Most Hospitable downtown in the state and brainstorm on collaborative ways in which to give a "concierge experience"- to be drafted by July 30, 2020.

Was changed to: Working to clearly communicate new hours and shopping/dining options. We worked closely with our Chamber of Commerce to develop the list, keep it updated and housed it on the Chamber of Commerce website.

Promotional Task Changes

1. Partner with Cultural Resources and Public Library to develop additional opportunities for people to gather in downtown. Creating at least 1 new opportunity in 2020.

This was changed to: The DBDA worked to celebrate our graduating high school senior athletes by working with the high school booster club and Public Works to hang student athlete banners throughout downtown and invited families to come and "visit" their student.

Economic Vitality Task Changes

1. Continue to host service-based classes, lectures and webinars for free for Downtown Businesses. Hold at least 3 opportunities by March 2021.

This was changed to: The DBDA partnered with the Boone Area Chamber of Commerce to develop the Downtown Advocacy Committee whose goals are meeting with local downtown businesses to develop a plan for recruiting, developing and supporting new and current businesses in the Municipal Service District.

2. Develop a parking committee by June to brainstorm unique solutions to help locals find parking.

This was changed to: the DBDA worked with parking staff, Chamber of Commerce staff and downtown businesses to brain storm unique parking opportunities related to curbside pick-up.

Economic Development Strategy **Downtown Boone is a third-place destination**

Goal: Downtown is the first place locals go to gather after home and work

Organizational Task Changes

None

Promotional Task Changes

1. Partner with Cultural Resources and Public Library to develop additional opportunities for people to gather in downtown. Creating at least 1 new opportunity in 2020.

This was changed to: The DBDA partnered with the Town of Boone to pay for and install 1 central handwashing station and 11 hand sanitizer stations located throughout Downtown Boone. The DBDA also partnered with Cultural Resources and the library to offer additional public restrooms during the pandemic.

2. Send a utility bill insert to the community to communicate the upcoming opportunities. Have first insert by Fall 2020.

This was changed to: The Board discussed that instead of a utility bill insert they expressed their interest in supporting the Downtown businesses and decided to purchase and deliver reusable face masks with the new logo.

Design Task Changes

1. Update website in Coordination with White Blaze marketing to make events easier to find. With a goal of increasing site visits by 10% by January 2021.

This was changed to: The DBDA worked to use social media as well as website updates to promote downtown businesses during the pandemic as well as updates regarding COVID regulations.

Economic Development Strategy **Downtown Boone is the starting point for all adventures**

Goal: Downtown Boone is where adventures begin offering retail, dining and entertainment adventures right along with information on how to access trails from downtown or where to access trails and other outdoor recreational opportunities that ultimately lead them back to downtown.

No changes were made to this strategy.

Downtown Boone Development Association- Economic Development Implementation Plan - 2020-2021

Economic Positioning/Vision: Downtown Boone serves as the concierge to an elevated experience for both locals and visitors. Home to the largest University in western North Carolina, Appalachian State University, tucked against the backdrop of the Blue Ridge mountains, downtown is the first-place destination for Boone residents after home and work and the beginning point for all adventures!

Mission: The Downtown Boone Development Association's mission in part is to promote the historic preservation, protection and use of Boone's traditional downtown area, including the area's commercial, civic, and religious enterprises and residences. To encourage property owners to maintain, improve and beautify downtown properties.

Implementation Strategy: Boone is a designated NC Main Street community. Town of Boone has charged Downtown Boone Development Association with the administration of the Main Street program at the local level. The agency uses the Main Street America™ model of establishing economic development strategies and applying the Main Street Four-Point Approach® to downtown revitalization: Organization, Promotion, Design and Economic Vitality, to implement a plan that achieves measurable results.

DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
Economic Development Strategy: Downtown Boone provides a concierge experience. Goal: Downtown Boone welcomes all – both locals and visitors- providing an elevated experience. Objective: By providing the most welcoming atmosphere Downtown Boone will increase downtown sales by 5% by year 2022.	Action: (add measurable(s) to all actions) 1. Pull together all “hospitality” type of businesses and share the plan for being the Most Hospitable downtown in the state and brainstorm on collaborative ways in which to give a “concierge experience” – to be drafted by June 30, 2020 2. Provide a welcoming online experience by updating the Downtown Boone Website to make it easier to find downtown businesses To be completed by July 1, 2020.	Action: 1. Create a LOCAL itinerary and promote a LOCAL “day/night” out every quarter through 2021 beginning March 2020. 2. Partner with local schools, afterschool programs, Parks and Rec and downtown business to set a field trip itinerary that can be used by a variety of school groups. Host at least 1 field trip in 2020 using the itinerary.	Action: 1. Collaborate with Town Manager and Public Works to develop a timeline for sidewalk improvements. Goal is to complete 5,000 square feet of sidewalk by December 2020. 2. Develop a plan to update the Queen Street Stairs into a unique and inviting pathway to additional parking. Draft plan to be completed by December 2020.	Action: 1. Continue to host service based classes, lectures and webinars for free for Downtown Businesses. Hold at least 3 opportunities by March 2021. 2. Develop a parking committee to brainstorm unique solutions to help locals find parking.
Economic Development Strategy: Downtown Boone is a third-place destination: Goal: Downtown is the first-place locals go to gather after home and work. Objective: To increase downtown as the place for locals to gather by 50 new people who regularly shop, dine and are entertained downtown by year 2022.	Action: 1. Organize a series of focus group discussions on where there are currently 3rd place gathering spots in Boone, and in downtown and where they see potential for additional 3rd place gathering places. 2. Coordinate with Cultural Resources Department to develop a calendar of events and unified communication stream of information about events.	Action: 1. Partner with Cultural Resources and Public Library to develop additional opportunities for people to gather in downtown. Creating at least 1 new opportunity in 2020 2. Send a utility bill insert as a way to communicate the upcoming opportunities. Have first insert by Fall 2020.	Action: 1. Update website in Coordination with White Blaze Marketing to make events easier to find. Consult with White Blaze to develop a measurable for this. 2. Reach out and/or research local marketing resources to see about partnering for a mobile app to promote downtown.	Action: 1. Meet with parking staff to enable them to become ambassadors for downtown. Have at least 2 parking staff attend 4 DBDA Board meetings by the end of 2020 2. Offer service based trainings that locals are eligible and encouraged to attend. Develop at least 2 opportunities with 1 implemented during 2020.

Boone – 2021-2022 Resource & Partnership Identification

Economic Development Strategy: Downtown Boone is the starting point for all adventures. Goal: Downtown Boone is where adventures begin offering retail, dining and entertainment adventures right along with information on how to access trails from downtown or where to access trails and other outdoor recreational opportunities that ultimately lead them back to downtown. Objective: Retain 5% of those coming into Boone seeking adventure for one additional day.	Action: 1. Hold a meeting with all downtown retail/dinning/cultural & entertainment entities, to determine what “adventures” are currently being offered and what “adventures” could be offered to both local and visitors alike. 2. Partner with TDA, Public Works and other entities to develop a trail map that includes the Downtown Area.	Action: 1. Continue to build-out website to include trails that begin downtown, retail/dinning “adventures”. Additions to be made by December 2020.0 2. Partner with Cultural Resources to develop a story walk adventure for the downtown area. Begin collaboration by Spring 2020.00	Action: 1. Brainstorm new ways to use logo and logoed items to incentivize Downtown as the starting point. 2. Develop a two phase wayfinding signage plan that incorporates the anticipated Howard Street Construction as well as permanent signage.	Action: 1. Measure/track the number of nights folks stay and whether they decided to stay one extra day or night –for downtown businesses from January 2020-Dec. 2021. (I.E. task- Develop a tool or work with TDA to measure or continue to measure increase of downtown sales.) 2. Talk with ASU/local partners and hotels to see if visitors in town for business could be offered a discount rate or same rate to stay for the weekend. Reach out to hotels and ASU by Fall of 2020.
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Economic Development Strategy:

Goal:

Objective:

Organization

Organization Action/Project:							
Completed ✓	Task	Name of Person Responsible	In-House-Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed

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