

Downtown Advisory Board
Of the Downtown Improvement Board
July 28, 2016 – 9:00a.m.
AGENDA
(Bowden Blding 120 Church St. Room 1)

- 1) Call to order:
- 2) Review of the Minutes from June 23, 2016:
- 3) Mission Statement Review:
 - a) WHAT IS THE MISSION OF THE DIB?
 - b) DAB to collectively curate a revised and relevant mission statement.

Current Bylaw stated purpose: (note the Bylaws are not being altered)

“Section 2 Purpose and Objective. The Downtown Improvement Board was established in April, 1972 by the Florida Legislature (Chapter 72-655, as amended 76-466 and 80-582) to correct downtown Pensacola commercial blight, preserve property values; encourage economic development; attract commercial and residential re-investment into urban core, and beautify downtown Pensacola through proper maintenance, aesthetic and technical design and redevelopment measures. The overall objectives of the Board are specifically itemized in the state charter and include the following:”

DIB 's current mission statement

The Pensacola Downtown Improvement Board exists to continue the removal of commercial blight, enhance property values, encourage economic development, attract commercial and residential development into the urban core, and beautify Downtown Pensacola.

Possible revised mission statement

To be the advocate and steward, for the promotion and place making of Downtown Pensacola to ensure it is an attractive, safe, memorable and dynamic place to invest, live, shop, work and play.

New concept – a DIB Vision Statement

Downtown Pensacola is diverse and vibrant; it is the political, cultural, business and financial capital of Escambia County. Downtown Pensacola is an active pedestrian-friendly place, a social and visual focal point for the community, providing opportunities for living, dining, entertainment, exploration, shopping and personal services, as well as providing areas for hosting community events. Downtown Pensacola is a model for progressive urban growth and is the central location for cultural and civic facilities, welcoming to visitors and a source of community pride for residents and businesses.

- 4) Next steps
 - a) Goals
 - b) Strategies

Minutes of the
Downtown Advisory Board

June 23, 2016 – 9:00a.m.

- 1) The meeting was called to order at 9:05.
- 2) Mr. Sonnen began with an overview of the Bylaws Section 2, Purpose and Objective. This brought a discussion of how to better form the DIB Mission Statement to reflect the current purpose and goals. A review of the Goals and Objectives as set out in 2013-2017 was reviewed with the key points being noted to focus as a part of the DIB mission. Those key points are as follows:
 - *Increase visits to Downtown
 - *Improve community awareness of the economic impact of the DIB
 - *Beautify Downtown Pensacola
 - *Support Historical Activities
 - *Support Performance & Visual Arts venues
 - *Public Art
 - *Transportation concerns (Safety driven)

The meeting was then opened to public discussion. With many ideas being expressed. A key point of discussion was whether or not the DIB should be doing events, or concentrating on beautification which would then encourage other organizations to bring events to the district. The potential of working with other event organizers to expand on their events, essentially enhancing their already planned event and to diversify the events we sponsor or assist with. The question brought up several times was what is the goal of any particular event? Would it be to drive numbers/heads downtown or sales/retail driven as something to consider when approaching a project? Essentially the discussion turned to a simple comment that we should strive to be a marketing head for Downtown in general. After reviewing examples from other cities, the DAB/DIB would like to focus on the areas of a friendly and safe, clean and green, vibrant and fun place to work and shop/visit with well built and maintained public spaces. A secondary focus would be retail events that encourage visits to Downtown and encouraging downtown living. There should also be some focus on being a member driven organization with community outreach.

To summarize;

The DAB priority is on reviewing the DIB mission, Goals and Strategies for the next 1-3 years. They will focus on topics of Beautification and Marketing. The DAB will also serve as the location for new ideas and topics to be heard and directed to the appropriate existing or new committee. They would work closely with the other committees to ensure their activities were supporting the Goals and Strategies

The meeting was adjourned at 10:00am.

Downtown Mission Statements

Downtown Ventura is a unique urban neighborhood spanning 25-blocks of retail, office, residential and entertainment/cultural uses. The District is managed by the Downtown Ventura Partners, a California nonprofit mutual benefit corporation established in 2008. In the spring of 2014, the District was renewed until 2019 with 85% of voters in favor.

The mission is to promote Downtown Ventura as a vibrant commercial and cultural destination. This is achieved through strategic capital improvements, enhanced maintenance and security, effective marketing and promotions, historic preservation education, and effective administration. This includes:

1. A clean, safe, well-lit, and inviting appearance, both day and night;
2. Appealing storefronts occupied with an eclectic variety of inviting and interesting retail and service businesses;
3. Activities that will attract and benefit area residents, businesses and visitors;
4. Historic architecture preservation and adaptive reuse that offers visual unity and quality experiences;
5. A healthy mix of retail, restaurant, entertainment and service businesses and to be known as having a reputation for welcoming and supporting new businesses, and;
6. Creative and lively places where people will shop, enjoy, remember and return.

Mission statement "The Mission of the Downtown Development Committee is the revitalization of **Downtown Lockport** through the implementation of the Downtown Master Plan to enrich the life of the community, connecting the past with the present for the future."

The Sanford Community Redevelopment Agency exists to revitalize and enhance the Sanford Downtown CRA District by strengthening economic vitality and livability.

CRA VISION STATEMENT

- A unique and vibrant place to live, work, play and visit.

CRA MISSION STATEMENT

- Revitalize and enhance the CRA District by strengthening economic vitality and livability.

CRA GOALS

- Aggressively pursue redevelopment/revitalization to enhance economic vitality and livability
 - Integrate the downtown-waterfront in function, activity and transportation
 - Improve CRA district conditions in both physical and social quality while preserving historical significance
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Downtown Tipp City Partnership (DTCP) is a 501(c)3 non-profit organization and a National Trust for Historic Preservation and Heritage Ohio organization. The DTCP is the leading advocate for downtown business and property owners. We directly serve the business owners, property owners, and residents of downtown Tipp City, but our work also impacts the surrounding community and visitors. A healthy, active, economically strong town

center supports stable property values, good schools, and civic involvement throughout the City, not just in the downtown area.

Mission Statement

The Downtown Development Authority works to assure the long-term economic stability of downtown **Decatur** by maintaining the small town character of the district and supporting values that assure Decatur is a great place to live, work, play, invest and do business.

Downtown Springfield, Inc., a volunteer-driven, not-for-profit organization formed in 1993, works to preserve, promote and enhance Springfield's historic central business district. Its mission is to help make downtown Springfield an ideal place to shop, work, visit, invest, and live.

To accomplish this mission, Downtown Springfield, Inc., focuses on four primary strategies:

- To provide an interesting, exciting, and user-friendly environment for tourists and visitors.
 - To become the retail, service, and entertainment hub for downtown employees, residents, and adjacent neighborhoods.
 - To develop downtown as the dining, arts, and entertainment hub for the city and surrounding region.
 - To make downtown the location of choice for employers, including large and small businesses, organizations, associations, and state government offices.
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The purpose of the Downtown Development Authority and Main Street Program is to stimulate and sustain economic development in **Downtown Dahlenega** by encouraging cooperation and building leadership; by advancing a positive image of downtown and promoting it as an exciting place to live, shop, and invest; by sustaining and improving the appearance of downtown; and by strengthening and expanding the economic base of downtown.

To inform, promote, and unite the downtown community.

Downtown Omaha, Inc. is a nonprofit, privately funded corporation dedicated to helping the downtown community continue to be a viable, healthy, growing segment of Omaha.

DOI has been an important resource for the Downtown Omaha community for more than three decades. The organization was formed as a business group to discuss retail, parking, promotion, and downtown development issues in the late 1960's. This group of business leaders officially incorporated the organization in December 1968.

At the forefront of transforming the face of Downtown Omaha, DOI continues to promote the vitality of the downtown area – for office and government use and for retail, restaurant, entertainment, lodging, and residential use. Successful growth and development of the Old Market, Gene Leahy Mall, Heartland of America Park, numerous residential properties, hotel facilities, the new arena and convention center, the First National Bank project, and other corporate building projects have boosted the popularity of Downtown Omaha, making it an attractive destination to live, work, and visit.

Business and residential membership of DOI has grown with these successes. This has allowed DOI to continue to be a strong promoter of the downtown area, ensuring that Omaha citizens and visitors have a great experience in Downtown Omaha!

The Downtown Advisory Commission (DAC) will serve the citizens of **Naperville** by acting as an advisory body to facilitate visioning, planning and coordination of the diverse elements of the downtown core to promote the continued synergistic development and vitality of the whole for the enjoyment and benefit of all.

Lakeville MN Mission Statement: To create a unique "downtown" business environment which blends the cultural historical, and economic opportunities of a rapidly growing community situated in a major metropolitan area.

Boise ID - Mission Statement To be the steward for the promotion and operation of downtown Boise as an attractive, safe and vibrant place in which to work, shop, live and play. DBA Vision Downtown Boise is diverse and vibrant; it is the political, business and financial capital of the state. Downtown Boise is an active pedestrian-friendly place, a social and visual focal point for the community, providing opportunities for living, dining, entertainment, shopping and personal services, as well as providing areas for hosting community events. Downtown Boise is a model for progressive urban growth. Downtown Boise is the central location for cultural and civic facilities, welcoming to visitors and a source of community p

The mission of the **Downtown Memphis** Commission (DMC), formerly known as the Center City Commission, is to improve the economy of Memphis and Shelby County by coordinating an aggressive public/private program to promote the redevelopment and economic growth of the Central Business Improvement District, the area referred to as "Downtown".

New Orleans

Mission

To drive the development of Downtown New Orleans and be the catalyst for a prosperous, stimulating, innovative heart of the Crescent City.

We do this by:

- Cultivating economic development in such industries as bioscience, the arts, digital media and tourism
- Ensuring Downtown is clean and safe
- Serving as the voice and advocate for Downtown's future
- Promoting Downtown as a world-class destination for residents and visitors

Vision

Downtown New Orleans will be celebrated as the vibrant hub of America's beloved city and the engine for the

region's economy. Historic and contemporary buildings glow with new residences and retail as Downtown becomes a magnet for a population involved in industries of the mind such as bioscience, the arts and digital media. Streets bustle with neighbors and visitors alike participating in the arts, music, dining, shopping and daily business of Downtown. People from around the world are drawn to a dynamic, seductive Downtown where the unique cultural mosaic of New Orleans comes into focus.

Excerpt from Business Improvement Districts and the Shape of American Cities

Re: Downtown Development District of New Orleans (the first such organization in the nation it states)

Our vision is of a downtown that is clean, safe and vibrant both day and night. It is a city within a city that has something for everyone. There is a bounty of beautifully restored historic building, a thriving residential neighborhood, a bustling entertainment district, a prosperous and eclectic retail mix and a diverse business base made up of both entrepreneurial enterprises and corporate headquarters. It is the cultural center of our community and impresses visitors as a fascinating, well-managed, and well maintained city that is proud of its cultural diversity and rich history.