

DRAFT - Downtown Council Strategic Work Plan Executive Summary

Mission - The Downtown Council of Kansas City is committed to creating a vibrant, diverse and economically sustainable Downtown.

Greater Downtown Area Plan Goals

1. Create a Walkable and Connected Downtown
2. Double the Population Downtown
3. Increase Employment Downtown (Attract New Businesses)
4. Retain and Promote Safe, Unique and Authentic Downtown Neighborhoods
5. Promote Sustainability

ECONOMIC DEVELOPMENT

Implement strategies to achieve density in a healthy, diverse Downtown economy

URBAN ENVIRONMENT

Ensure Downtown is clean, safe, green, attractive and well designed

MEMBERSHIP & MANAGEMENT

Develop an inclusive, broad-based membership that represents the diversity of Downtown

MARKETING & COMMUNICATIONS

Expand marketing efforts to promote business growth, attraction and retention

COMMUNITY DEVELOPMENT

Working to build a stronger, more resilient community through sustainable development and economic opportunity

#8 DTC Strength
#7 Requires more focus
Political Advocacy

- Track major Downtown initiatives
- Proactively advocate 2018-2019 legislative agenda
- Conduct PAC process state & local elections
- Ongoing engagement with elected officials
- Coordinate with other KC regional civic organizations
- Continue collaboration with higher education institutions to locate/expand Downtown campus'

#2 DTC Strength
#3 Requires more focus
#2 LT & #5 LT priorities
Downtown Development Group

- YMCA, transition DTCCDI development resources to project
- Continue project management:
 - DCSC ownership
 - Contractor management
 - Property management
 - Provide organizational & fiscal management services
- **Attract new Downtown amenities**
- **Attract more retail**
- *Research future opportunities*

#7 DTC Strength
#1 Requires more focus
#1 ST, #1 LT & #3 LT priorities
Business Retention & Attraction Committee

- Select 2018 Urban Hero Award recipients
- Produce high quality quarterly business recognition events
- Utilize CoStar and other data sources
- Conduct business 'meet and greets' with short term lease companies

New - Business Attraction Initiative

- **Increasing Downtown workforce**
- **Attract large & midsize corporation headquarters**
- *Implement independent phases of "Major Business Attraction Strategy"*
- *Streamline city regulatory environment*
- *Downtown Office Summit*
- *Conduct impact analysis of 16 new hotels*

#9 DTC Strength
#11 Requires more focus
LaunchKC

- Implement year 5
- Expand fundraising base
- Provide administration & fiduciary management
- Lead marketing campaign
- Continue expanding venture capital funding pool
- *Initiate addition of "accelerator"*
- *Support Civic Council study for Innovation Technology Center*

#1 DTC Strength
#10 Requires more focus
Downtown & River Market CIDs

- Facilitate board goals & priorities
- Deliver services per annual plan
- Maintain professional management and line staff
- Maintain & procure required equipment
- Coordinate safety & maintenance service provision with KCPD, Public Works, Parks and others
- Leverage CID's investment with additional revenues sources
- Continue Full Employment Council internship program
- Continue Central Library service delivery under contract
- Implement PIAC/TIF capital improvements
- Manage 'Grand Blvd of the Americas' flag program
- Manage City landscaping contract
- Contemporize CID organization structure, employee handbook & training syllabus
- Provide streetcar ambassador services

#5 DTC Strength
#2 Requires more focus
Open Space Task Forces

- Advocate for Washington Square Master Plan to be a high Parks Department, neighborhood and stakeholder priority
- *Develop concepts for 10th & Main transit center*
- *Participate in city RFP/Q process to develop programming partnerships at Barney Allis Plaza*
- *Advance larger public space projects*

#5 DTC Strength
#2 Requires more focus
#3 ST priority
Infrastructure Committee

- Evaluate, prioritize, recommend and monitor all Downtown capital infrastructure investments
- Develop annual capital improvements recommendations to GDAP for City PIAC process
- Strategic planning and prioritization of potential catalyst projects
- Track current PIAC allocations for verification of completion and additional fund availability
- Co-chair and participate on GDAP Imp. Committee
- **Create greater connectivity through infra & trans imprv**

New - Transportation & Parking Initiative

- *Retain DTC seat on KCMO Parking & Transportation Commission*
- *Interface with city public works/transportation, MoDOT*
- *Conduct reviews of traffic pattern proposed changes*
- *Communicate traffic revisions*

#11 DTC Strength
#9 Requires more focus
Membership

- Continue to implement membership recruitment and retention efforts
- Identify missing major companies
- Produce Annual Luncheon
- Proactively engage DTC membership in developing a more representative leadership
- Produce member orientation session

#12 DTC Strength
#5 Requires more focus
#2 ST priority
Downtown Research

- Issue 2nd year "State of Downtown Report"
- Maintain and expand creative business mapping initiative
- Track residential development
- Track major developments and commercial activity
- Maintain retail database
- Collect and publish information on Downtown benchmarks
- Continue mySidewalk study of fiscal and economic impacts of investments Downtown
- Respond to data requests
- **Design and facilitate RFP/Q process and lead development of new 10-year Downtown strategic plan.**
- *Participate in GDAP via metrics*

#NA #NA
Downtown Council Management

- Facilitate BOD, Executive & Nominating Committees
- Provide legal & fiduciary management
- Provide fund accounting for six plus corporations
- Conduct financial audits
- Provide payroll management
- Conduct strategic planning
- Provide constituent services
- Facilitate DTC leadership development
- Manage resources of Library District TIF
- Collaboration with civic organizations:
 - #1 - KC Area Transit Authority
 - #2 - Streetcar Authority
 - #3 - KC Area Development Council
 - #4 - KCMO Parling & Transportation Commission
 - #5 - EDCKC
 - #6 - VisitKC
 - #7 - GKC Chamber of Commerce
 - #8- Civic Council
 - #9 - Neighborhood Organizations
 - #10 - Municipal Arts Commission
 - #11 - Artist Sector Industry Council
- *Build grant identification & writing capacity*

#3 DTC Strength
#8 Requires more focus
Website Social Media PR & Communications

- Conduct media relations activities to present positive messaging on Downtown
- Manage website and social media content
- Produce DTC/CID e-newsletters and annual reports
- Produce collateral materials, Downtown retail directory, dining guides, parking maps
- Pursue NTDF grant opportunities
- Promote Downtown housing and living
- Promote Streetcar
- Promote Kauffman Center for the Performing Arts
- Promote annual tour of residential properties and other "Downtown Dazzle" weekend events
- *Enhance the constituent/customer experience*

#4 DTC Strength
#11 Requires more focus
Art in the Loop Foundation

- Continue to provide leadership and management services
- Implement annual Art in the Loop Project along the KC Streetcar route, at Downtown parks and other public spaces
- Continue to partner with KCMO Office of Culture and Creative Services and the Municipal Art Commission
- Actively participate on the Arts Industry Sector Council
- Coordinate and support partnerships with local arts organizations
- *Activate public spaces through strong programming*

#6 DTC Strength
#6 Requires more focus
#4 ST priority
Human Services Committee

- **Provide property management to the Downtown Community Services Center (DCSC)**
- **Continue DCSC endowment campaign**
- **Participate in annual Point in Time homeless survey**
- **Participate in metrowide CID Homeless Summit**
- **Support Greater Kansas City Coalition to End Homelessness**

#4 Requires more focus
#5 ST & #4 LT priority
New - Housing Initiative

- **Increasing residential growth**
- **Promote new residential development**
- *Engage with City initiated Affordable Housing Policy*
- *Review, comment advocate for effective, sustainable implementation of said policy*
- *Promote the development of market rate through workforce housing*

Legend

Red = DTC Strength
Purple = Area requires more focus
Dark Blue = Short and Long Term Priorities
Blue = New Initiatives

	<ul style="list-style-type: none">• <i>Participate in streetcar expansion planning & implementation</i>			
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