**ECONOMIC DEVELOPMENT**
Implement strategies to achieve density in a healthy, diverse Downtown economy.

**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.

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**URBAN ENVIRONMENT**
Ensure Downtown is clean, safe, green, attractive and well designed.

**#9 DTC Strength**
- 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

**#4 DTC Strength**
- Provide organizational structure, employee handbook & training programs
- Provide streetcar ambassador services

**#5 DTC Strength**
- 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

**#3 DTC Strength**
- Track major initiative projects
- Coordinate project delivery strategy
- Ensure Downtown is clean, safe, green, attractive and well designed
- Provide organizational structure, employee handbook & training programs
- Continue expansion of venture capital funding pool

**New - Business Attraction Initiative**
- 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

**#11 DTC Strength**
- Launch KC Initiative
- Payroll tax?
- Provide administration & fiduciary management
- Lead marketing campaign
- Continue expanding venture capital funding pool
- Initiate addition of "accelerator"
- Support Civic Council study for Neighborhood Organizations
- Support KC Area Development Corporation with board of directors
- Continue to provide leadership and management services
- Continue to partner with KCMA Office of Culture and Creative Services and the Municipal Arts Commission
- Actively participate on the Arts Industry Sector Council
- Coordinate and support partnerships with local arts organizations
- Promote the development of market rate through workforce housing

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

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**Legend**
- Red = DTC Strength
- Purple = Area requires more focus
- Dark Blue = Short and Long Term Priorities
- Blue = New Initiatives
- Participate in streetcar expansion planning & implementation