

PROPOSED IMPROVEMENT	GOAL	SPECIFIC ACTION	COST	ESTIMATED DATE
Downtown Development Director & Staff (1)	Coordinate development and marketing activities.	Oversee marketing, funding sources, short-term and long-term planning, etc.	\$1,512,000	2025
Planning Studies (2)	Plan for further growth and development of the district	Hire consultants to perform professional planning and/or design studies.	\$100,000	2025
Financial Administration Fee (3)	Provide professional financial oversight of CBD-TIFA Fund	Compensate City General Fund for admin. time to process payables; budget prep; bill, collect & record capture revenue; calc. debt service; annual audit, etc.	\$156,000	ongoing
Parking Expansion (4)	Create 100 new parking spaces.	New off-street surface parking lots near the perimeter of the CBD.	\$3 million	2025
Parking Lot Repair & Improvement (5)	Resurface, restripe, improve drainage, landscaping, & lighting of existing parking.	Ongoing maintenance of existing facilities as needed.	\$250,000	2025
Street & Public Area Lighting (6)	Extend decorative street lighting in CBD, improve lighting in public areas, improve electric supply.	Re-paint light poles, add up to 80 new light fixtures, provide for Christmas light electric supply, fix inoperative lights.	\$500,000	2025
Downtown Beautification (7)	Improvements in common public areas, i.e. landscaping, flowers, irrigation, banners, etc.	Plant and maintain flower borders in downtown, irrigation of public landscape areas, additional banner sets for downtown, new flower boxes, alley streetscape improvements, additional street trees in CBD. Riverwalk development.	\$500,000	2025
Marketing Materials (8)	Retain and attract new businesses, visitors and events.	Create, print and distribute marketing materials for recruitment, parking, events, Revolving Loan Fund, etc.	\$15,000	2025
Improved Signage (9)	Erect new directional signs to downtown, expanded parking signs.	Erect 4 new downtown entrance signs, expand parking system signs, install 20 enclosed downtown maps.	\$250,000	2025

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Underground Utility (10)	Bury all public utility along street and alley rights-of-way. Also repair and upgrading of water and sewer lines.	Bury electric, phone and cable wires currently in public street right-of-way.	\$500,000	2025
Additional Street Furniture (11)	Install street furniture in public right-of-way.	Install public benches, trash receptacles, town center kiosk.	\$30,000	2025
Improved Access to City Parks (12)	Provide walkway from CBD to Island Park.	Purchase right-of-way and construct stairway and walkways.	\$300,000	2025
Sidewalk Repair & Improvement (13)	Repair and replace sidewalk.	Repair and replace broken or damaged sections of sidewalk in the district.	\$100,000	By 2025
Sewer Life Station (14) Done.				
Street & Alley Improvement (15)	Improve street and alley conditions.	Repair and resurface damaged or weathered streets and alleys within the CBD.	\$150,000	By 2025
Art in Public Places (16)	Add art to public places.	Strategically place art in the CBD.	\$75,000	By 2025
Art, Music or Cinema Festival (17)	Hold art and/or music festival.	Hold an annual art and/or music festival to promote artistic appreciation as well as attract visitors to the CBD.	\$175,000	By 2025
Historic or Distressed Properties (18)	Purchase of historic or distressed properties.	Purchase historic or distressed property for the purpose of improving or restoring for future use.	\$200,000	By 2025
Matching Funds for Grants (19)	Apply for grants to fund improvements and activities.	Use TIFA funds as source of match for grant funds.	\$500,000	ongoing
Existing Bond Debt (20)	Retire bond debt by 2012.	Make annual payments on existing bonds.	\$692,200	Thru 2012
			8505200	(see Note)

Note: The total estimated cost exceeds the projected revenue for the district. Additional funds may be available through grants or other sources that may be identified in the future.