

Perry DDA Program Work Plan for CY 2016 – FY 2017

GOAL	STRATEGY/ EXPLANATION	TIME FRAME	ONGOING	RESPONSIBILITY	COST
1) Maintain and update downtown building/business inventory	Maintain and update list of buildings, businesses		X	Program manager, Community Development	
2) Promote Opportunity Zone and other development incentives	Encourage business recruitment, retention		X	DDA, economic development director, program manager	
3) Prepare business recruitment plan/packet	Use information for business recruitment	9/15/16		Economic development director, program manager, DDA	
4) Implement branding initiative	Brand community		X	DDA/MS, GNFA, city, CVB, Chamber, PDMA	
5) Promote local revolving loan fund, find additional funds	Offer financing for new, expanding businesses		X	DDA	\$25,000 (reserve)
6) Promote and recruit members for BOOST program, award funds	Offer micro-grants from crowd funding		X	DDA serves as pass-through agency for grants	(\$5,000)
7) Outreach - educational programs for businesses, BOOST promotional materials	Partner with Chamber to offer workshops on customer service, etc.	5/30/16		DDA, Chamber	\$400
8) Conduct annual review of mission and vision statements, bylaws and audit	Keep clear and current	6/30/16		DDA and program manager	\$3,200
9) Keep board members familiar with mission, vision statements	Keep clear and current, posted on agendas		X	Board members, program manager to include mission statement on monthly meeting agendas	
10) Keep annual work plan on file with DCA and review at every board meeting (STANDARD 3)	Ensure board focuses on accomplishing annual work plan goals		X	Program manager and board members	
11) Ensure new board members receive state-mandated training	Ensure board complies with state law	12/31/16		Program manager and board members	\$600
12) Conduct parcel assessment	Assess district properties	2/22/16		Program manager, economic development dir	
13) Professional fees for engineer, architectural drawings for alley acquisition/improvement project	Eliminate redevelopment obstacles	6/30/16		Program manager, economic development director and City	\$15,000