

DOWNTOWN FUND
FUND NO. 006
ACCOUNT NO. 1801

DESCRIPTION

The Downtown Fund provides financial support under California law for the promotion and administration of the downtown area.

MISSION

Make Downtown Merced the vibrant urban center for the city and the region, a friendly place to live, work, shop, dine, and celebrate.

GOALS

- ◇ Implement and update the strategies and action items contained in the Merced Downtown Strategy. (City Council goals B)

OBJECTIVES

***PERFORMANCE
MEASUREMENTS/INDICATORS***

- | | |
|--|---|
| 1. Carry out an effective advertising campaign to position and promote Downtown. | Contract with professional advertising agency. |
| 2. Provide opportunities to increase communication between businesses. | Hold quarterly meetings, publish quarterly newsletters and encourage businesses to contribute. |
| 3. Create a superior and welcoming public and physical environment. | Draft and adopt Downtown design guidelines including changes to land use patterns and signage by the end of FY 04-05. |
| 4. Provide staff support to Downtown Steering Committee. | Hold meetings quarterly to set work plan priorities. |

2004-2005 BUDGET HIGHLIGHTS

This budget is basically similar to previous years.