

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***

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| 1. Carry out an effective advertising campaign to position and promote Downtown. | Send out RFP for advertising services for FY 05-06. Contract with professional advertising agency for services to include radio and print ads. |
| 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 05-06. |
| 4. Provide staff support to Downtown Steering Committee. | Hold meetings quarterly to set work plan priorities. |
| 5. Maintain a strong visual presence in the core while expanding visual identification to non-core areas of Downtown | Work with vendors that provide banners and other exterior branding tools to visually identify the entire downtown area. |

2005-2006 BUDGET HIGHLIGHTS

This budget is substantially similar to previous years.