

Rochester Downtown Development Corporation

2009 WORKPLAN

GOAL: Maximize the impact of Downtown as a marketable economic asset to advance the competitive advantage of the Greater Rochester region.

STRATEGIC ELEMENTS

- ***Strengthen RDDC*** – (1) Continue to aggressively increase member base; (2) Engage RDDC leadership to accomplish strategic elements and maximize community influence; (3) Continue to meet with members one-on-one regarding current issues, initiatives, and any assistance needed relative to expansion and/or retention; (4) Reexamine RDDC’s dues structure; (5) Use the Repositioning Rochester Series to strengthen organization’s prominence; and, (6) Refresh communications collaterals.
- ***Downtown Advocacy*** – (1) Continue to work closely with the City to recommend a new downtown parking system and management structure; (2) Identify the top priority public improvements necessary to support the new downtown development pattern; (3) Support RDDC stakeholders by aggressively advocating for services and programs that impact downtown interests; (4) Use convening role to target downtown and community economic issues; and, (5) Share RDDC’s resources to develop seamless linkages with other organizations and resource channels.
- ***Leadership on High Impact Projects*** – (1) Work closely with the City and its consultants to continue to move the redevelopment of the Midtown block; (2) Press for movement forward of at least two components of the Renaissance Square project (MCC, transit center), and provide advocacy support where needed; (3) Work with the Mayor to explore the potential for significant educational uses downtown; (4) Promote new downtown housing, and focus efforts to improve the environment for downtown living; and, (5) Continue to work with the City and County to evaluate the viability of a new downtown Business Improvement District.
- ***Market Tracking and Business Environment Issues*** – (1) Rationally address the need to add to downtown’s parking supply and recommend a better parking management strategy; (2) Track and publicize downtown office and residential markets, investment, and development activity; and, (3) Continue leadership role in Sector 5, and direct involvement in downtown’s neighborhood and business associations.
- ***Marketing Downtown*** – (1) Maintain, refresh and advertise **www.rochesterdowntown.com**, downtown’s massive website; (2) Maintain strong media relations; (3) Utilize website to aggressively market downtown living, business, and entertainment options; and, (4) Schedule briefings as appropriate with federal, state, and local political representatives on downtown development progress and concerns.
- ***Perception of Safety*** – (1) Continue to optimize the “Red Shirts” Safety Team under contract with Downtown Special Services, Inc.; and, (2) Work closely with the Rochester Police Department to assure appropriate deployment of police resources, maximizing safety downtown.