OUR MISSION

- Maintain the public realm
  - Safe
  - Clean
  - Green
  - Active

- Promote and advocate for Downtown businesses and residential communities
CLEAN & GREEN TEAM
PEDESTRIAN AMENITIES COMMITTEE
IMPROVED PUBLIC REALM MAINTENANCE GOALS:

- Community Improvement Funds collaborative project with City Planning and Public Works
  - Fix sidewalks, curblines, and tree beds
  - Update street and landscaping

- Seasonal employees
  - 2 Clean Team in Old Market
  - 2 Clean Team in Central Business District
  - 2 Green Team on plantings
SAFE AND SECURE TEAM
SECURITY COMMITTEE
IMPROVED SECURITY PROGRAMMING:

- **1 Frontline Officer** on Friday and Saturday nights in the summer months
- **1 additional officer during major events** (CWS, Summer Arts Festival, etc.)
- **Good Neighbor Advocacy**
- **Improve lighting and security measures at key locations**
- **Late Night Escort Service** (not “that” kind...)
VIBRANT PUBLIC SPACES
ACTIVATION COMMITTEE
IMPROVED EVENTS AND COMMUNICATIONS GOALS:

- **Passive activation**
  - Tables and chairs to be put out and removed on specific days (Food Truck Rallies, weekends, sunny days, major event days)
  - Public art, seating, trash cans, sidewalk enhancements

- **Direct activation: EVENTS**

- **Visibility of the Downtown Ambassadors**
  - Brochures, signage, and uniform shirts

- **Communications & Promotions**
  - Printed newsletters, an annual report, regular public meetings, and HOA presentations.
ISSUE-ORIENTED ADVOCACY
RESPONDING TO GROWTH & A MORE DENSE DOWNTOWN

- Capitol District/Entertainment District
- Transit projects
- Gene Leahy Mall infrastructure issues
- Homelessness issues
- Riverfront and North Downtown development
- Lagging Old Market infrastructure issues
EXAMPLES
EXAMPLES
OUR MISSION: TO PROMOTE A CLEANER, GREENER, SAFER, MORE ACTIVE DOWNTOWN THAT ATTRACTS AND RETAINS BUSINESS, EMPLOYEES, RESIDENTS, AND VISITORS.