

2010-2011 FY Goals and Objectives
Main Street Monroe/Downtown Development Authority

Goal #1

Provide a clean environment downtown through physical, functional and visual enhancements.

Objectives:

- Façade Grant Program
- Infrastructure improvements
- Parking lots
- Aesthetics
- Wayfinding signage

Goal #2

Create an inviting physical and financial environment to retain and attract businesses.

Goal #3

Promote downtown information and amenities to residents, businesses, partnerships and the region.

Objectives:

- Develop tourism materials
- Increase local communication
- Expand on Buy Local
- Support community events
- Develop promotional items