

## **RESOLUTION TO ADOPT THE DDA'S ELEVATE PROGRAM TO SUPPORT PLACEMAKING IN THE DDA DISTRICT**

Whereas, In July 2020 the DDA Board adopted guiding values including connected community with streets as civic space and a vibrant and thriving local economy. Placemaking is an important strategy to achieve these values;

Whereas, Beginning in FY 2024 the DDA Board adopted a budget that included TIF dollars for a public art program;

Whereas, On April 1<sup>st</sup>, 2024 City Council passed a resolution directing the City Administrator to implement new processes and programs to support placemaking, including encouraging initiatives that create destination corridors for visitors and investment;

Whereas, In support of both DDA and City Council priorities, the DDA Board recommends adopting the attached *Elevate* Program Framework to establish program priorities, provide clear direction to staff, and guide decision-making;

RESOLVED, The DDA Board adopts the attached program framework to guide the implementation of the *Elevate* Program;

RESOLVED, That the DDA Executive Director is authorized to implement this program and bring forth any resolutions that require the action of the DDA Board to execute the program.