



Legislation Text

File #: 24-1079, **Version:** 1

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 1st, 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.