

STRATEGIC INTERNAL POLICIES											
Strategy 1		Finalize & implement Urban Renewal criteria					Timeline			Timeline	
1.1	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013		
Finalize & Implement Urban Renewal Criteria & Process	RURA will review, finalize and implement the criteria & establish a process for decisionmaking.	RURA ¹	City of Redmond		H	○					
Strategy 2		Adjust the allocation plan					Timeline			Timeline	
2.1	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13		
Adjust Urban Renewal Allocation Plan for Downtown	Adjust the allocation plan to include additional monies for the Redevelopment Tool Kit and create a fund for property acquisition.	RURA	City of Redmond		H	○					
Strategy 3		Develop policies for assembling property for redevelopment					Timeline			Timeline	
3.1	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13		
Adopt Property Acquisition Policy	Adopt policy for the acquisition of property for redevelopment.	RURA	City of Redmond		H	○					
Strategy 4		Create staff position to manage Urban Renewal Districts					Timeline			Timeline	
4.1	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13		
Create Urban Renewal Staff Position	RURA will create a job description, conduct a search, and hire an Urban Renewal Director. The position will be complementary to City staff.	RURA	City of Redmond	RURA	H	●					
Strategy 5		Create staff position to manage parking					Timeline			Timeline	
5.1	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13		
Create Parking Coordinator Staff Position	As parking management strategies are implemented, it will be necessary to fund and staff a Parking Coordinator.	City of Redmond		City of Redmond	L				●		

Comments: These projects are designed to address policies and administration of the Redmond Urban Renewal Agency. See the Action Plan Update on Pg. 8 and the Parking Plan in Section 5.

- Project phasing: Ongoing process
- Project phasing: Limited duration

¹ Redmond Urban Renewal Agency

PLANNING PROJECTS & CODE UPDATES											
Strategy 1 Adopt Newly Developed Architectural Design Standards											
1.1	Action	Project Lead	Partners	Funding	Priority	Timeline 2006-09			Timeline 2010-2013		
Adopt New Architectural Standards	The standards have been approved by DURAC; with the next steps of finalizing the review process and incorporating them into the code remaining.	City of Redmond	Planning Commission		H	●					
Strategy 2 Adopt Design Standards for Downtown											
2.1	Action	Project Lead	Partners	Funding	Priority	Timeline 2006-09			Timeline 2010-2013		
Update Conditional Uses	Begin discussion limiting conditional uses in the C-2 zone including automobile sales & service, drive through services, commercial laundry, large commercial bakery, equipment rental services and funeral homes.	City of Redmond	Planning Commission	DLCD Code Assistance Program	H	●	●				
2.2	Action	Project Lead	Partners	Funding	Priority	Timeline 2006-09			Timeline 2010-2013		
Update Dimensional Standards	Review existing dimensional standards and update code to include new standards for height, intensity of use, setbacks, lot coverage, street frontage	City of Redmond	Planning Commission	DLCD Code Assistance Program	H	●	●				
2.3	Action	Project Lead	Partners	Funding	Priority	Timeline 2006-09			Timeline 2010-13		
Update Zoning Code	Revisit and modify Zoning Code requirements for off-street parking and new development in downtown.	City of Redmond	Planning Commission	DLCD Code Assistance Program	H	●	●				
Strategy 3 Create Detailed Land Use Recommendations											
3.1	Action	Project Lead	Partners	Funding	Priority	Timeline 2006-09			Timeline 2010-2013		
Create Land Use Plan	Initiate process to develop a develop a land use plan for the Downtown Urban Renewal District that designates best locations to cluster and concentrate various land uses.	City of Redmond	RURA RDP REDD	RURA	H		●				

PLANNING PROJECTS & CODE UPDATES (cont)											
Strategy 4		Evaluate and update codes related to parking				Timeline			Timeline		
4.1	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13		
Develop Residential Parking Zone Process	A residential Parking Zone (RPZ) Program will be established on commercial blocks adjacent to residential parking.	City of Redmond	RURA		H				●		
4.2	Action	Project Lead	Partners	Funding	Priority	2006-09					
Develop Uniform Design Standards for Parking Lots	Redmond will establish and adopt design standards for surface parking lots. They will relate to: surface quality, location/orientation of pedestrian pathways, landscaping, signage, striping, and lighting.	City of Redmond	RURA		H		●	●			
Strategy 5		Implement Downtown Transportation study				Timeline			Timeline		
5.1	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13		
Downtown Transportation Study	At the completion of the reroute project, the City will conduct a downtown transportation study.	City of Redmond	RURA	TGM Program City of Redmond	H				●		

Comments: The projects listed here are addressed in greater detail on Pg. 11 of the Action Plan and Section 5 of the Parking Plan.



Project phasing: Ongoing process



Project phasing: Limited duration

PARKING										
Strategy 1		Review enforcement activities to ensure time zones are honored				Timeline		Timeline		
1.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-2013		
Begin Parking Enforcement Program	City will begin enforcement program during peak days and seasons when availability of parking is observed to be constrained.	City of Redmond		City of Redmond	H	●		●		●
1.2	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13		
First Time Violations	Issue warning notices for first time parking offenders.	City of Redmond		City of Redmond	H	●		●		●
1.3	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13		
Subsequent Violations	Issue parking tickets following issuance of parking warning.	City of Redmond		City of Redmond	H	●		●		●
Strategy 2		Negotiate shared use agreements with private parking lot owners				Timeline		Timeline		
2.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13		
Agreements For Private Lots	Negotiate shared use agreements with private parking lot owners.	City of Redmond	Property Owners RURA	City/RURA	M	●				
2.2	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13		
Improve Private Lot Signage (see also 4.2)	Update parking signage in lots and on-street.	City of Redmond	RURA	City/RURA	M		●			
2.3	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13		
Explore Incentives for Shared Lots	The City will develop incentives such as encouraging shared agreements for signage, landscaping, sidewalk improvements, leases, etc.	City of Redmond	Property Owners RURA	City/RURA	M	●				

PARKING (cont)													
Strategy 3		Re-stripe existing on-street parking				Timeline			Timeline				
3.1	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Create Detailed Parking Study	Analyze parking generators, both existing and potential, and develop a detailed parking plan based on findings.	City of Redmond	RURA RDP	City/RURA			●						
Strategy 4		Re-stripe existing on-street parking				Timeline			Timeline				
4.1	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Re-stripe Existing On-Street Stalls	Stripe existing on-street parking to mark individual stalls in all zones.	City of Redmond	RURA	City/RURA				●					
4.2	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Marketing and Communications	Implement marketing materials that indicate available parking options.	City of Redmond		City/RURA			●						
4.3	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Signage	The city will establish a consistent signage package that incorporates uniformity, off-street lot locations, private lot locations.	City of Redmond		City/RURA			●						
4.4	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Wayfinding	The city will create directional signage on the roadways directing customers to specific facilities.	City of Redmond	ODOT	City/RURA			●						
Strategy 5		Parking inventory and analysis				Timeline			Timeline				
5.1	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Update Parking Inventory	Conduct a parking inventory every two years.	City of Redmond		City of Redmond			●		●		●		

PARKING (cont)									
Strategy 6		Replace on-street parking signs				Timeline		Timeline	
6.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13	
Replace On-Street Signs in Zone 1	Replace on-street parking signs, particularly in Zone 1. Signs will be uniform in appearance and height and indicate a 2-hour time limit.	City of Redmond		City of Redmond	H		●		
Strategy 7		Identify and acquire future public off-street parking locations				Timeline		Timeline	
7.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13	
Provide Future Public Off-Street Lots	The City will identify strategic areas within each parking zone for locations of future public parking lots.	City of Redmond		RURA	L		◐		
Strategy 8		Develop a structured parking facility in Zone 1				Timeline		Timeline	
8.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13	
Develop Parking Structure	As demand increases, develop structured parking facilities.	City of Redmond		RURA	L		◐		
Comments: Parking management activities listed here are excerpted from Redmond Parking Study, Section 5 - Implementation.									

- ◐ Project phasing: Ongoing process
- Project phasing: Limited duration

REDEVELOPMENT TOOL KIT									
Strategy 1		Flexibility and streamlining in permitting				Timeline		Timeline	
1.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-2013	
Streamlined Permitting	The City of Redmond will offer Streamlined permitting for meeting specific criteria.	City of Redmond	RURA		H	☐			
Strategy 2		Flexibility in meeting parking requirements				Timeline		Timeline	
2.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13	
Flexible Parking Requirements	Develop a parking district fund.	City of Redmond	RDP		H	☐			
Strategy 3		Free Design Assistance				Timeline		Timeline	
3.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13	
Free Design Assistance	A tool consisting of 15 hours of professional architectural design assistance will be offered.	RURA	City of Redmond RDP	RURA	H	☐			
Strategy 4		Update the Façade Loan Program				Timeline		Timeline	
4.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13	
Update Façade Program	The current interest rate of 2% will be lowered during the term of the highway reroute to 0% with a 10-year repayment term.	RURA	RDP City of Redmond	RURA	H	☐			
4.2	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13	
Sign Grant with Loan	A special add-on program program of \$2500 grant for signage will be offered in conjunction with a \$25,000 loan.	RURA	RDP City of Redmond	RURA	H	☐			

REDEVELOPMENT TOOL KIT (cont)

Strategy 5							Timeline			Timeli		
Waiver or reduction of System Development Charges							2006-09			2010-13		
5.1	Action	Project Lead	Partners	Funding	Priority							
System Development Charge Adjustment	Grant or defer SDC charges associated with redevelopment following review by city staff.	City of Redmond	RURA RDP	RURA	H		☞					
Strategy 6							Timeline			Timeline		
Grant, loan and other assistance programs							2006-09			2010-13		
6.1	Action	Project Lead	Partners	Funding	Priority							
Grant Program	Offer outright grants to help fill small project gaps.	RURA	RDP City of Redmond	RURA	L		☞					
6.2	Action	Project Lead	Partners	Funding	Priority							
Interest Rate Buy Down	Off buy down of loan rates on commercial redevelopment projects.	RURA	RDP City of Redmond	RURA	M		☞					
Strategy 7							Timeline			Timeline		
Grant, loan and other assistance programs (cont)							2006-09			2010-13		
7.1	Action	Project Lead	Partners	Funding	Priority							
Subordinate Debt Program	Take a subordinate debt position on redevelopment projects.	RURA	City of Redmond RDP	RURA	M		☞					
7.2	Action	Project Lead	Partners	Funding	Priority							
Forgivable Debt	Offer a loan program that converts to a grant if certain performance criteria are met.	RURA	RDP City of Redmond	RURA	M		☞					
7.3	Action	Project Lead	Partners	Funding	Priority							
Grants or No-Interest Loans for Upgrades	Offer grants or no-interest loans for seismic and/or ADA upgrades.	RURA	RDP City of Redmond	RURA	M		☞					
Strategy 8							Timeline			Timeline		
Streetscape Improvements as part of specific redevelopment projects							2006-09			2010-13		
8.1	Action	Project Lead	Partners	Funding	Priority							
Streetscaping with Redevelopment	Offer streetscape improvements associated with a redevelopment project as an incentive.	RURA	City of Redmond RDP	RURA	H		☞					
Strategy 9							Timeline			Timeline		
Optioning downtown 'opportunity site' properties for redevelopment							2006-09			2010-13		
9.1	Action	Project Lead	Partners	Funding	Priority							
Optioning Opportunity Sites	Purchase options on opportunity sites that are of strategic or opportunistic importance.	RURA	City of Redmond RDP	RURA	H		☞					

REDEVELOPMENT TOOL KIT (cont)										
Strategy 10	Creation of Vertical Housing Development Zones on behalf of developers						Timeline		Timeline	
10.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13		
Vertical Housing Development Zones	The City will make an application to Oregon Housing & Comm. Services on behalf of a developer to create a VHDZ district, allowing a 10-year tax abatement for housing above retail	City of Redmond	OHCS RURA		H	🕒				



Comments:

- 🕒 Project phasing: Ongoing process
- Project phasing: Limited duration

CAPITAL IMPROVEMENT PROJECTS									
Strategy 1		Redmond Hotel alley upgrades				Timeline		Timeline	
1.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13	
Redmond Hotel Alley	As the Historic Redmond Hotel is sold and refurbished, the City will take the opportunity to complete the proposed alley upgrades.	City of Redmond	City of Redmond	RURA	H		●		
Strategy 2		Complete the downtown plaza				Timeline		Timeline	
2.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13	
Downtown Plaza	Complete the downtown plaza.	RURA	City of Redmond	RURA	H		●		
Strategy 3		Implement streetscape improvements on Antler, Evergreen and Highland				Timeline		Timeline	
3.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-2013	
Streetscape on Antler, Evergreen and Highland	Implement streetscape improvements between 5th Street and the reroute on Antler, Evergreen and Highland.	RURA	City of Redmond ODOT	RURA	H		◡		
Strategy 4		Complete curb extensions and repairs on 5th/6th Street from Black Butte to Highland				Timeline		Timeline	
4.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-2013	
Curb Extensions and Repairs	Following the reroute and implementation of recommendations in the Transportation/Circulation Study, consider street and sidewalk improvements on 5 th and 6 th .	RURA	City of Redmond ODOT	RURA	H			◡	

CAPITAL IMPROVEMENT PROJECTS (cont)																			
Strategy 5		Complete streetscape improvements on Forest				Timeline			Timeline										
5.1	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013										
Streetscape on Forest	Complete streetscape improvements on Forest between 7th and 8th Streets.	RURA	City of Redmond	RURA	H														
Strategy 6		Alley upgrades between 6th/7th and Black Butte/Cascade				Phase I			Phase II										
6.1	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013										
Alley Upgrades	As redevelopment occurs, upgrade the alley between 6th/7th and Cascade/Deschutes to complete the alley improvement project.	RURA	City of Redmond	RURA	H														
Strategy 7		Pedestrian-scale lighting along the Glacier couplet				Timeline			Timeline										
7.1	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13										
Pedestrian Lighting on Glacier	As the residential neighborhood along the Glacier couplet transitions to commercial uses, pedestrian-scale lighting will be installed.	RURA	City of Redmond	RURA	M														

Comments: These projects are designed to address policies and administration of the Redmond Urban Renewal Agency. See the Action Plan Update on Pg. 8 and the Parking Plan in Section 5.

-  Project phasing: Ongoing process
-  Project phasing: Limited duration

BUSINESS DEVELOPMENT

Strategy 1	Product Readiness					Timeline			Timeline			
1.1	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013			
Form Property Improvement Team	This group includes RDP and City representatives to manage the tasks outlined below.	RDP	City		H	●						
1.2	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013			
Inventory and Assess Vacant Properties	Inventory vacant properties to determine which are ready for occupants.	RDP	Chamber COCC		H	●						
1.3	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013			
Inventory and Assess Other Key Properties	Inventory properties where a change in occupancy is desirable. Assess whether a change in tenant can be made.	RDP	Chamber COCC		H	●						
1.4	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013			
Contact Key Property Owners	Identify key property owners and begin a dialogue about property improvements and tenants.	RDP	Chamber COCC		H	●						
1.5	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013			
Prepare Game Plan for Priority Properties	Identify a select number of properties, in cooperation with owners, for improvement.	RDP	RURA City of Redmond		H	●						
1.6	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013			
Prepare Property Fact Sheets	From item 1.1 through 1.5 above, prepare property marketing sheets.	RDP	Chamber		H	●						
1.7	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013			
Develop Downloadable Data	Maps, leading downtown businesses, marketplace data and other opportunities will be available on the web.	RDP	Chamber		H	●						
1.8	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013			
Identify Property Improvement Incentives	Assist property owners to identify the best incentives available from the Redevelopment Tool Kit.	RDP	Chamber		H	●						
1.9	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013			
Organize Property Improvement Recognition Program	Formally recognize property owners who reinvest and make positive improvements.	RDP	Chamber		H	●						

BUSINESS DEVELOPMENT (cont)

Strategy 2	Customer Attraction and Expansion					Timeline			Timeline				
2.1	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Create a Brand Identity	Lead the effort to develop a brand identity for downtown Redmond to be incorporated into marketing materials.	RDP	Downtown Stakeholders		H	●							
2.2	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Create Marketing Collateral Materials	Prepare a mix of marketing and promotional materials.	RDP	Chamber Expo Center Eagle Crest COVA		H	●	↻						
2.3	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Develop and Collaborative Marketing Initiatives	Facilitate cooperative marketing projects.	RDP	Chamber Expo Center Eagle Crest COVA		H	●	↻						
2.4	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Develop Downtown Redmond Website	Develop a website specific to downtown that communicates its identity to businesses, residents and visitors.	RDP	Chamber		H	↻							
2.5	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Produce Regular Downtown Promotions	Work to organize one downtown promotion per month. These will vary from visitor promotions to community-wide activities.	RDP	Chamber		H	●							
2.6	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Develop a Shop Local Campaign	Educate local residents and businesses about the value of shopping locally. Provide incentives and track the results.	RDP	City of Redmond Chamber		H	●							
2.7	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Target New Residents	Redmond's housing expansion is an opportunity to grow a loyal customer base. Marketing and welcome campaigns will target new residents.	RDP	City of Redmond Chamber Redmond Economic Dev.		H	↻							
2.8	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Expand Store Hours	As the number of downtown shops grows, consistent business hours will be agreed to and promoted.	RDP	City of Redmond Chamber Redmond Economic Dev.		H	↻							

BUSINESS DEVELOPMENT (cont)													
Strategy 3	Business Retention and Expansion					Timeline			Timeline				
3.1	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013				
Establish a Business Development Team	Create a Business Development Team made up of downtown to sell Downtown Redmond's opportunities.	RDP	Chamber		H	●							
3.2	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013				
Promote Opportunities	Promote the findings of the Retail Market Analysis through the media in business networking meetings.	RDP	Chamber		H	●							
3.3	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013				
Organize Business Assistance Program	Organize a local peer assistance group to be in regular contact with downtown businesses.	RDP	Chamber COCC		H		●						
3.4	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013				
Assist Existing Businesses	Assist existing businesses with expansion and diversification of merchandise mix.	RDP	Chamber COCC		H	☺							
3.5	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013				
Respond to Business Owner Survey	Assist existing businesses expand and diversify their merchandise mix based on identified opportunities.	RDP	Chamber COCC		H	●		●					
3.6	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013				
Relocation Assistance	Integrate recruitment efforts with RURA and the City of Redmond to offer incentives for businesses that can locate downtown.	RDP	RURA City of Redmond		H	☺							
3.7	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013				
Business Recognition Program	Institute a monthly business recognition program.	RDP	Chamber		H	☺							
3.8	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-2013				
Business- to - Business Marketing Program	Encourage downtown businesses to be familiar with others, not only to help cross-marketing to customers but also to purchase from one another.	RDP	Chamber		H	☺							

BUSINESS DEVELOPMENT (cont)										
Strategy 4	Business Attraction					Timeline		Timeline		
4.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13 b		
Focus on Downtown Vacancies	Focus on filling storefront vacancies within the core area using the targeted business list.	RDP			H	☺				
4.2	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13		
Create Referral Network	Create a referral network with realtor/brokers, economic development agencies, developers and business leaders.	RDP	Chamber City of Redmond		H	●				
4.3	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13		
Cluster Retail in the Core Downtown Area	An effort will be made to cluster complementary, compatible businesses to increase foot traffic and sales.	RDP	Chamber City of Redmond		H	●				
4.4	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13		
Create a Business Ombudsman Position	Redmond would benefit from a single person serving as the coordinator for small business prospects.	RDP	Chamber City of Redmond		H	●				
4.5	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13		
Develop Business Recruitment Campaign	RDP will lead the targeted recruitment campaign for up to three key opportunities outlined in the Market Analysis and Business Development Plan.	RDP	Chamber City of Redmond		H	●				

BUSINESS DEVELOPMENT (cont)													
Strategy 4	Business Attraction (cont)					Timeline			Timeline				
4.6	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Active Manage the Business Development Process	Managing prospects and following through on the needs and interests of serious business people in a timely, competitive fashion is key.	RDP	Chamber City of Redmond		H	●							
4.7	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Develop Downloadable Data	Make data, maps, existing businesses, planning information and other business recruitment materials readily available on the web.	RDP	Chamber City of Redmond		H	●							
4.8	Action	Project Lead	Partners	Funding	Priority	2006-09			2010-13				
Create a Comprehensive Database	Keep a current database of economic indicators to track and promote downtown Redmond's vitality and progress.	RDP	Chamber City of Redmond		H	●							
Comments:													

- 🔄 Project phasing: Ongoing process
- Project phasing: Limited duration

PARTNERING, COMMUNICATIONS & MARKETING									
Strategy 1		Create a Project Management Team for downtown				Timeline		Timeline	
1.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-2013	
Project Management Team	A small team made up of representatives from RURA, City, Redmond Downtown Partnership, Chamber and Redmond Econ. Dev. Inc. will be created.	City of Redmond	RURA City of Redmond Redmond Downtown Partnership Chamber Redmond Econ. Dev.	na	H	●			
Strategy 2		Finalize marketing and communications pieces				Timeline		Timeline	
2.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13	
Business Development Brochure	Finalize and distribute through partners, the business recruitment brochure.	RDP	Chamber	RDP	H	●			
2.2	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13	
Developers Handbook	Finalize and distribute the developers handbook.	City of Redmond	RDP	RURA	H	●			
2.3	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13	
Design Standards Guide	Package and distribute the Design Standards Guide.	City of Redmond	RDP	City	H	●			
Strategy 3		Create and distribute marketing piece with Redevelopment Tool Kit information				Timeline		Timeline	
3.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13	
Redevelopment Tool Kit Information	Create a marketing piece for the Redevelopment Tool Kit.	RURA	RDP City of Redmond	RURA	H	●			
Strategy 4		Create a developers database				Timeline		Timeline	
4.1	Action	Project Lead	Partners	Funding	Priority	2006-09		2010-13	
Developers Database	Create a database of developers who specialize in mixed-use downtown projects.	RURA	RDP City of Redmond		H	●			
Comments:									

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- Project phasing: Limited duration