

# 2019 Business Objectives

Item	Owner	Budget Value	Target Date
Residential Marketing Campaign	Economic Development & Marketing	\$26,000	Q1-Q4
Downtown Community Improvement Plan (Façade)	Business Improvement Association	\$25,000	Q1-Q4
Community Improvement Plan	Development Commissioner	\$20,000	Q1-Q4
Mission to Asia (SOMA)	Development Commissioner	\$10,600 (SOMA Reserve)	Q4
Economic Development Strategy Review	Development Commissioner	\$10,000 (ED Reserve)	Q4
Downtown Revitalization	Development Commissioner /Others	\$2,000	Q2
Hwy 3 Business Park - Determine start of Clearview Dr Construction	Development Commissioner	2018 Budget	Q1-Q4
Enhanced External Communications – Review of existing and future	Development Commissioner/SLT	\$0	Q2
Branding – Wayfinding Signage & Ongoing	Marketing Coordinator	\$30,000	Q1 – Q4