



Downtown District Task Force July 2015 RECOMMENDATIONS

Task Force Statement of Purpose:

The purpose of the City of Mission's Downtown District Task Force is to identify actions and partnerships that will provide greater opportunities to strengthen the growth and economic vitality of Mission's Downtown District.

The Downtown District Task Force Recommends that:

The downtown Mission businesses and property owners form a Business Association to attract new visitors, new businesses and to raise the profile of the area.

The City form a Business Improvement District to create a sustainable funding source for future improvement and promotion of the district.

The City develop a long-term and comprehensive marketing plan to promote the district.

City staff add website content and printed materials that guide prospective business owners through the process of establishing their business in Mission.

The Mission community including City staff, elected officials, business owners and volunteers continue to support community events that bring positive attention and increased visits to Mission.

City staff implement the remaining recommendations of the 2014 Johnson Drive Parking Task Force.