

City of Ithaca DDA Goals & Insight

Revised June 14, 2021

DDA Goals

- Land use- in progress
- No vacancies- only 2 downtown retail spaces available
- Signage near express way for downtown businesses
- New programs – Utilize Churches (kids’ night out, meet the merchants)
- More merchant involvement with event planning/promo
- North alley rehab- from Barden’s warehouse to Emerson St.
- Parking – ample parking for new apartments
- Utilize grant opportunities – seek college students
- Splash Park- attract people to Ithaca
- Disc golf course- attraction to Ithaca
- Attract lodging – hotel/bed & breakfast
- Keep district attractive – send letters to downtown businesses

Threats

- Loss of opportunity – facade grants
- Non participation from merchants
- No TIF capture – City General fund contribution
- Population loss
- Lack of housing
- Downtown parking
- People forget what the DDA does – include with water bill

Strengths

- Courthouse/County seat
- Public transportation
- Only bowling alley in the county
- School systems
- Local grocery store
- Vibrant – considering economy - industrial/higher income
- Community “Unity” pride
- New ice cream shop
- Hearthstone Oven/Apple Barrel
- Restaurants – A variety of eateries
- Vacant buildings being utilized
- Gaining new businesses – retail shopping/antique store/coffee shop
- Self-Serve Lumber – open 7 days /TSC/Ellens Equipment/ZFS
- Downtown apartments- all are rented
- Newsletters – communication through constant contact, website, facebook etc.

- Reciprocate promotional events with IPC, Chamber and neighboring communities.
- Completed sidewalks through community
- US-127 Bike path
- Soccer field/Parks – partner with local campgrounds
- Snow removal

Opportunities

- Fine dining
- New revenue – PEV - wired for electric cars (long term)
- ZFS Inc – 2 more phases, increase in people
- Vacant retail space/apartments- still more opportunity for downtown apartments
- Self-funded programs
- Low-cost website advertising
- Rehab/Repurpose Elementary Schools (if closed) – childcare, juvenile facility etc.

Weaknesses

- Tough economy – retailers not willing to match grant dollars
- Effects of Covid on businesses
- More merchant involvement
- Funds/Small funding source
- Evening activities/Fine dining
- Lodging accommodations
- Lack of volunteers with today's busy environment
- Identity/Branding – “Hometown” who are we?
- No camping
- Lacking programs – Ladies Day, Mens night, window dressing, DYI events, SBDC informational meetings etc.
- Stamped concrete maintenance – City absorbs cost