

# City of Ithaca DDA Programs & Activities

Revised June 14, 2021

## Programs & Activities for 2021

- DDA Billboard-promoting 2 businesses
- Farmers Market
  - Changed market day to Tuesday's from 2pm to 6pm
  - No vendor fee again this year
  - Promote through advertising and collaborating with the Gratiot farmers markets
  - Variety of entertainment (artist, demonstrations, music)
  - Fall/Halloween event
- Lady's Day – Mother's Day weekend event
  - Pop-ups/sidewalk sales
  - Merchant participation
  - Photo opportunity
  - Involve local churches
- Beautification – downtown mural/window painting/decorating
- Art Expo Banners – downtown lampposts
- US-127 Motor Tour
  - Promote downtown businesses
  - Involve merchants
  - Capitalize on fundraisers (50/50 raffle, merchandise sales)
- Recognize new businesses in the DDA district
  - Welcome packets
  - Ribbon cuttings with Gratiot Area Chamber of Commerce
  - Promote through advertising
- Partner with IPC to plan and implement successful fundraisers, events and activities
  - Rock the Block
  - City wide garage sales/sidewalk sales/craft show
  - Golf outing/downtown events

## Potential Activities

- Create new or bring back previous programs and activities
  - Art exhibit – coordinate with school and local artists
  - Meet the merchants
  - Christmas shopping with IPC Hometown Christmas event
  - Bike path /Jailhouse Trail event
  - Storefront window display contests
  - Scavenger Hunt

## Downtown Development Goals

- Ithaca DDA branding/logo/theme
- Utilize grant opportunities (use for murals, sound system, electric message board etc.)
- Cross promotion with other organizations
- Campaign for fundraiser projects
- Better signage for downtown businesses- near the business route
- Potential for future PEV station