

# City of Ithaca DDA Programs & Activities

Revised June 13, 2022

## Programs & Activities for 2022

- DDA Billboard-promoting 2 businesses
- Farmers Market
  - Changed market day to Tuesday's from 2pm to 6pm
  - Reinstated vendor fee of \$10 per week or \$100 seasonally per space
  - Promote through advertising and collaborating with the Gratiot Farmers Markets
  - Variety of entertainment (artist, demonstrations, music)
  - Coordinate with IPC for a Fall/Halloween event
- Beautification – downtown mural/window painting/decorating
- Art Expo Banners – downtown lampposts
- Fund raising – Businesses sponsoring fall decorating for the downtown lampposts
- US-127 Motor Tour
  - Promote downtown businesses through presence
  - Advertise businesses through donations for drawing give-a-ways
  - Involve merchants
  - Dash plaques for cruisers- souvenir from Ithaca
- 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/quilt show
  - Golf outing/downtown events
  - Fall/Halloween event
  - Networking events for local business owners

## Potential Activities

- Create new or bring back previous programs and activities
  - Art exhibit – coordinate with school and local artists
  - Live music at Memory Park at lunch time
  - Christmas shopping/elf on the shelf hunt with IPC Hometown Christmas event
  - Bike path /Jailhouse Trail event
  - Storefront window display contests
  - Scavenger Hunt- looking for clues inside businesses
  - Events planned at the future light canopy

## Downtown Development Goals

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