



GOAL 5

Position the DRA as reliable, responsive, representative, and mission- directed

Why this matters:

Downtowns are never done. They are evolving, dynamic, and comprised of ever-changing stakeholder constituencies. The DRA, an urban place management organization, must adapt to meet the needs of today's Downtown and should deploy an approach that pro-actively influences stakeholders' awareness and knowledge regarding its purpose and initiatives. In both the Organizational Assessment and strategic planning processes, stakeholder perceptions about the role and relevance of the DRA were identified as an organizational threat. The strategies proposed would help to correct misperceptions and assume ownership of a renewed direction for the DRA.

Key Objectives:

- Work with key stakeholders to build awareness of the revised mission and role of DRA for today's Downtown.
- Transition current Membership / Sponsorship fund development model to an Investor / Friends model for private contributions.
- Build a DRA Board of Directors that represents the diversity of stakeholders of Downtown Raleigh.
- Develop a set of quantitative and qualitative metrics that can be used to measure outcomes associated with this plan specifically, and the health of Downtown generally.
- Champion implementation of the City of Raleigh's Downtown Plan.

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IMPLEMENTATION

PARTNERSHIPS

FY19 FY20 FY21

5.1	Work with key stakeholders to build awareness of the revised mission and role of DRA for today's Downtown.			
5.2	Demonstrate efficacy and value in service delivery to drive renewal of the MSD contract with the City of Raleigh and an enhanced scope where appropriate.			
5.3	Build a DRA Board of Directors that represents the diversity of stakeholders of Downtown Raleigh.			

PROJECTS

5.1	Following the adoption of the FY19-FY21 DRA Strategic Plan, align organizational resources and capacities with plan implementation.			
5.2	Develop a set of quantitative and qualitative metrics that can be used to measure outcomes associated with this plan specifically, and the health of Downtown generally.			
5.3	Produce new "About DRA" collateral, including the use of short videos and other mediums to build greater awareness of the mission of the DRA, its strategic priorities, and its key initiatives.			

PROGRAMS

5.1	Transition current Membership / Sponsorship fund development model to an Investor / Friends model for private contributions.			
5.2	Seek out grants, philanthropic support, and other revenue sources that align with the organization's mission and key programmatic priorities.			

POSITIONING

5.1	Remain vigilant in pursuit of the organization's mission, never losing sight of the many types of stakeholders whom have an interest in Downtown.			
5.2	Champion implementation of the Downtown Plan.			