

DOWNTOWN DIRECTOR PLAYBOOK

MONTH

1 PLAN STRATEGY

- Establish time commitment and implement time blocking
- Establish program goals and outcomes
- Select education and training options
- Obtain buy-in and commitment from community partners
- Create list of downtown businesses
- Categorize businesses based on tier chart
- Create Trello board for implementation
- Develop presentation for communication plan



MONTH

2 COMMUNICATE PLAN

- Communicate plan to businesses
- Obtain buy-in and commitment
- Work with businesses to create implementation timeline
- Perform tech audits using time-blocks
- Obtain sales, social and web metrics for baseline
- Provide access to education/training platform



MONTH

3 IMPLEMENTATION

- Coaching call with Playbook team to go over strategy planning
- Create calendar for the next 6 months and use time blocking to plan out business meetings
- Hold first business meetings to go over strategy plan, identify customer personas and set goals



ONGOING

GOAL TRACKING

- As part of a 12 month program, goal tracking should be done at least semi-annually to show progress towards goals and adjust strategy accordingly

