



**Aledo Economic Development Corporation (AEDC)
Commercial Program of Work
5 Year Plan (2012 -2016)**

Action Items	Resources	Timeline	Funding
<u>MARKETING</u>			
Aggressive Marketing Program (Partnerships with Developers/Investors/Businesses – Bailey Ranch, Parks of Aledo, Aledo Businesses, Regional Advertising)	AEDC, Partnerships	2012, 2013	AEDC, Private
Ribbon-cutting/Celebrations (FM 1187/Aledo Trail, Parks of Aledo, New Business Openings, Water/Sewer Projects)	Council & AEDC	2013, 2014	City, AEDC, Private
Expand Local Events (Support Retail/Restaurant, Offer Matching Event Marketing Grants, Use Community Center)	AEDC, City Staff	2012-2016	AEDC
AI SD Marketing (Part of City's Economic Vitality)	AEDC, AISD	2012-2016	AEDC, AISD
DBD as a Destination (Market Local Railroad History & Unique Shops)	AEDC, Businesses	2012-2016	AEDC, Private
Attract/Expand Business (Market/Advertise Lease Space/Commercial Site Locations & Availability)	Brokers, Developers Partnerships, AEDC	2012-2016	AEDC, Private
New Office Development (Increase Daytime Population & Support Existing Businesses)	Brokers, Developers Partnerships, AEDC	2012-2016	AEDC, Private

More Convenience Goods & Services	AEDC, Businesses	2012-2016	AEDC, Private
Expand Farmer's Market (Assist with Marketing)	AEDC, City Staff	2012, 2013	AEDC, Private
Retention of Businesses (Encourage retention of businesses during the Highway Widening Project)	AEDC, Businesses Chamber	2012-2014	AEDC, Private

DESIGN

DBD & Aledo Trail Grounds Design (Design DBD in Phases, as Funds are Available, Engineering Assistance Needed)	Master Planning	2012-2016	City, AEDC, Private
Public Art (DBD, Aledo Trail, Downtown Parks – Add Sculptures, Historic Clock, Murals, Streetscapes, Plantings)	AEDC, Consultant	2012, 2013	AEDC
Plan & Install North Entryway Sign	AEDC, Engineering	2012, 2013	AEDC
Plan & Install Civic Pride Signs	AEDC, Engineering	2013 & 2014	AEDC
Additional Kiosk Signs	AEDC	2012, 2013	AEDC
Create Viable Business Areas (Connectivity, Pedestrian Oriented - Maverick, Old Annetta Rd., Robinson Ct. to the Post Office & Other Business Areas on Elm and Oak Street. Rename Maverick, Old Annetta & Robinson)	Council & AEDC	2013	AEDC, City
Sidewalks & Connectivity, Pedestrians (As Funding is Available, Use Both Public & Private Funds)	City, AEDC, Businesses	2013-2016	AEDC, City, Private
Parking to Support Local Businesses (Add when DBD Land Uses Change, & As Both Public & Private Funding is Available)	City, AEDC, Businesses	2013-2016	AEDC, City, Private
Commercial Design Standards (Improve Attractiveness of Businesses)	City & AEDC	2012, 2013	AEDC, City
Façade and Sign Grants (Matching Grants to Improve Attractiveness of Businesses)	AEDC, Private	2012-2016	AEDC, Private
Cluster Retail & Restaurant (For Critical Mass & Pedestrian Oriented)	AEDC, Private	2012-2016	AEDC, Private
Improve Adjacent Streetscapes (Create & Improve FM 1187's Image/Link DBD to Aledo Trail)	AEDC, Private	2013-2016	AEDC, Private