

City of Ithaca DDA Programs & Activities

Revised June 12, 2023

Programs & Activities for 2023

- DDA Billboard-promoting 2 businesses
- Farmers Market
 - Changed market day to Tuesday's from 2pm to 6pm
 - Waived the vendor fee for the 2023 season
 - 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
- Support IPC's plans for successful fundraisers, events and activities through promotion
 - 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 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
- Better signage for downtown businesses
- Potential for future PEV station