


FRASER DDA 2024 - 2025 WORKPLAN

Area		Action Items	PRIORITY (P1, P2, P3)	BUDGET IMPACT	CORE STRATEGY	CUSTOMER BASE	KEY PARTNERS	SUCCESS =	24	2025					2026				2027			
DDA Policy Priorities									Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Finance & Investment Policy	Establish preliminary framework for the policy to include project outcomes preferred by the DDA. (i.e. affordable housing goals, commercial spaces, public infrastructure etc.).	Consider a facilitated meeting of the DDA board to discuss priorities and to help build the policy document.	P1	Cost to hire outside consultants	#VALUE!	DDA Constituents	Town of Fraser	Completed and approved F&I Policy														
		Adopt specific policies and procedures to guide decision-making and actions. Clear policy guidelines will empower staff to confidently implement programs.																				
	Consider incentives to attract development that meets the DDA vision.	TIF incentives, consider sales tax rebates, tap fee deferrals, or fee reductions in collaboration with the Town (if allowed).				Political Leadership/Funders	Local Developers: Town of Fraser															
	Consider financial impacts and ability to fund investments (TIF rebate v. finance or up front cash).	Up front cash reserved for operating expenses, programs, reimbursement agreements with developers vs up front cash.																				
		Consider formal application process to aid in decision making. What specific information does the developer need to provide? What information is required for the DDA to make a decision?				Develop a process to assess new requests and create a feedback loop for refinement.																
		Develop processes to receive requests, analyze and consider requests for DDA participation.					Work with the Town of Fraser to establish guidelines for the DDA's involvement in land use code updates, downtown development standards, and project review/ input.															
							Establish a process for final approvals for new projects and investments by the DDA.															Property Owners
							Work with the Town to consider streamlined development review for projects that support the downtown/ DDA vision.															
	Maintain flexibility and seek to update the policy as needed and as conditions change.	Establish schedule for annual policy review (more if necessary) and determining if revisions are needed.				#VALUE!																
		Create a process for making the revisions and establish an approval process.																				
Event Support Coordination Policy	Work with the business and property owners on existing and future local events.	Consider starting or encouraging/ supporting an "annual" or "bi-annual" event that becomes a tradition and draws residents and visitors	P3	Sponsorship budget.	#VALUE!	DDA Constituents	WP&F Chamber of Commerce	Established policy and able to receive and respond to event requests														
		Create an event schedule and revisit frequently.																				#VALUE!
	Consider opportunities to sponsor events that are beneficial to the downtown district and consider a sponsorship budget for events.	Identify potential event sponsors who reinforce the vision of the DDA and the culture of Fraser. Define the DDAs own sponsorship criteria/ budget.			#VALUE!	Visitors																
	Consider staff time and volunteer requirements needed to operate and manage events.	For each event, create a project schedule with time commitments and assignment of tasks.																				
Property Acquisition Policy	[This may be rolled into the F&I Policy.]		P3	No direct budget impact.	#VALUE!	DDA Constituents	Town of Fraser	Establish a policy to include acquisition priorities (may include easements and rights of way).														
	Complete a preliminary inventory of needs including easements to extend infrastructure.	Develop a plan and budget to expand the infrastructure.				#VALUE!																Political Leadership/Funders
	Develop an inventory of potential properties that may be of interest to the DDA or private investors.	Develop ranking criteria for assessing properties. For example 1) consistency with vision, 2) site readiness, 3) return on investment, 4) owner engagement			#VALUE!																	
		Set up meetings and visioning sessions to work with site property owners on how to use sites in ways that fit the DDA's vision.				#VALUE!																
	Establish a communication and tracking process to ensure partner and owner engagement/ collaboration.	#VALUE!																				
	Consider budget requirements and ability to fund.					Develop a long-term strategy for levels of funding based on varying levels of DDA funds.	#VALUE!															

[illegible]

CORE STRATEGIES SUMMARY

Downtown Fraser is....



WHERE BUSINESS, SPIRIT, AND CREATIVITY ARE INTERTWINED

Unlock the vibrancy of Downtown Fraser by fostering the arts, supporting locally owned businesses, and preserving the unique mountain charm that defines our community.



WHERE MOUNTAIN DREAMS ARE WITHIN OUR MEANS

Expand and diversify local housing options to make Fraser the perfect place to call home for those seeking community, nature, art, and adventure. Keeping Fraser affordable and accessible will maintain a prosperous, diverse, and eclectic community.



WHERE THE RIVER FLOWS THROUGH NATURE'S HEART

Enhance access to the Fraser River, preserve and sustain environmental resources, and leverage Fraser's natural beauty and charm to create distinctive experiences in downtown Fraser.



WHERE EVERY JOURNEY IS CONNECTED

Improve connectivity and encourage multi-modal transportation across the downtown area by supporting infrastructure that optimizes parking and promotes walking, biking, and alternative options.



WHERE THE SOUL OF FRASER THRIVES

Be the heart of Fraser and a source of pride for the community. Enhance quality of life. Incorporate dynamic public spaces in developments that can be used for gatherings and events. Promote public events and happenings.