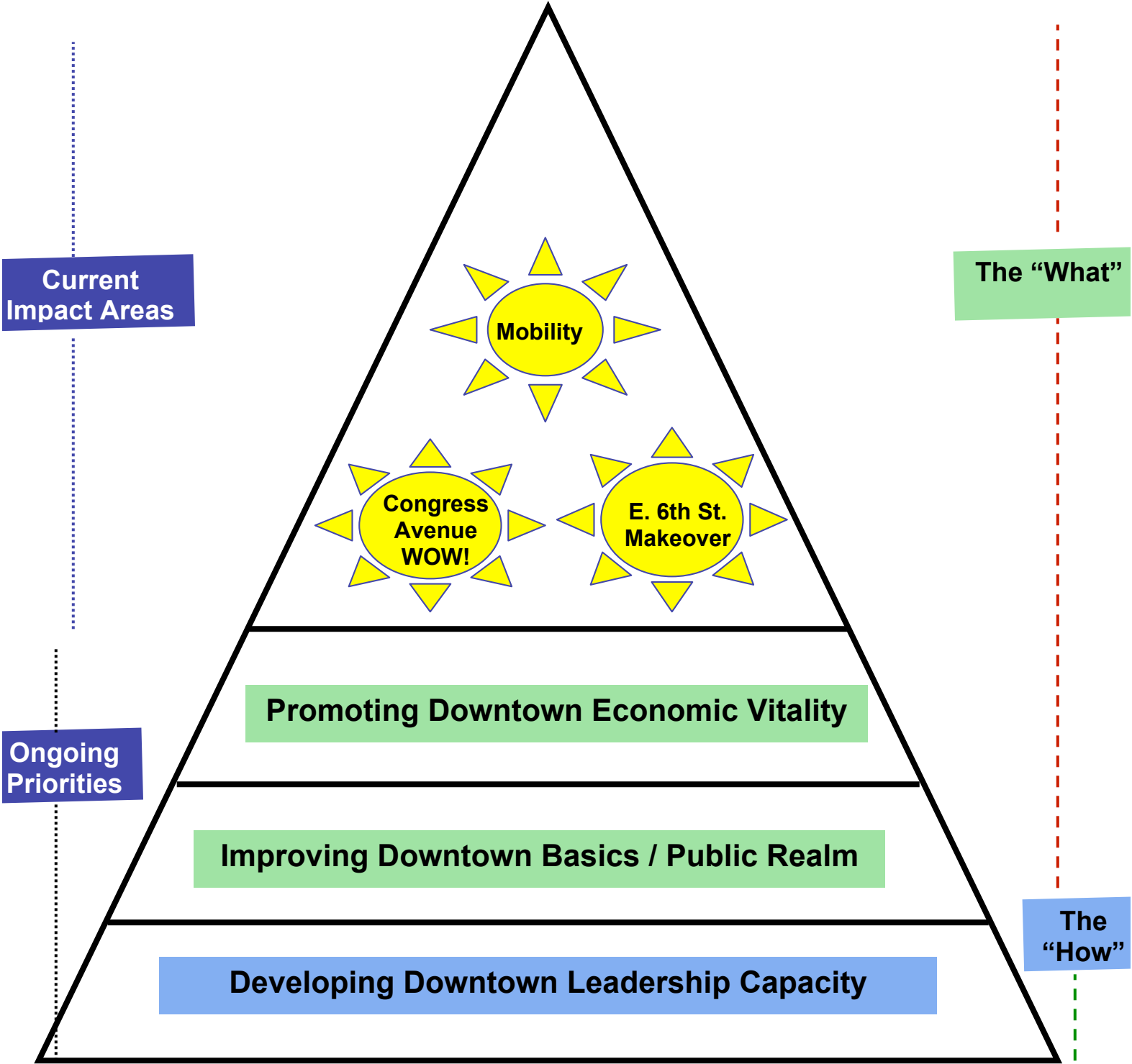


DAA Strategic Priorities 2009-2013
“Big Picture Visual”



**Current
Impact Areas**

The “What”

**Ongoing
Priorities**

**The
“How”**

Promoting Downtown Economic Vitality

Improving Downtown Basics / Public Realm

Developing Downtown Leadership Capacity

Mobility

**Congress
Avenue
WOW!**

**E. 6th St.
Makeover**

Current Impact Areas

Name	Priority
Mobility	Monitor and influence transportation ingress, egress, and circulation in Downtown Austin through active participation in transportation planning.
Congress Avenue WOW!	Lead the effort to create a Vision of Downtown Austin that is shared by Downtown Property Owners and other key stakeholders. That vision will include a specific " <i>Vision of the Downtown Austin Experience</i> " that will be manifest on Congress Avenue.
East 6 th Street Makeover	Lead the transformation of the E. 6th Street area into a safe, appealing, economically vital and historically significant asset to Downtown (in keeping with "Sixth Street Austin's" vision).

Ongoing Priorities

Name	Priority
Promoting Economic Vitality	Ensure that downtown development and redevelopment continues to prosper and improve.
Improving Basics / Public Realm	Ensure that the basics (the natural environment, the built infrastructure, and the cleanliness and safety of the area) continue to improve.
Developing Downtown Leadership Capacity	Develop the capacity of people and organizations, including by not limited to the DAA, to enhance the value and vitality of Downtown Austin.