

	Item #	Priority #	Strategic Focus	Responsible Organization	To be completed by:	Cost per 2008 Quote	Related Council Strategic Priority	Related City Strategic Plan	Project Update	Staff Identified Priorities
A.1	City Centre Board - Review Organization and Mandate	1	Process	City of Merritt	2008		Now #6: Downtown Revitalization Plan		Council currently reviewing the City Centre Improvement Plan. Staff report coming forward on Nov. 5 with suggestions for new tourism collaboration structure. Options available for additional staff report on additional City Centre board if required.	Now
B.9	Communication / Marketing Plan	1	Promotion	City Centre Board	2009		Revitalization Plan, Next Communications Strategic Plan and Next Marketing Strategy		A staff report will follow on Oct. 29th on current marketing activities and audiences with discussion for direction on future activities.	Now
C.1	Gateways	2	Place	City of Merritt	2011 (one per year)	\$15,000-\$20,000	Now #6: Downtown Revitalization Plan		In 2017 a new banner was installed at the Voght archway highlighting downtown ahead. \$12,000 was allocated in 2019 for the Voght Street archway repairs, staining and lights.	Now
C.3	Legacy Square	1	Place	City of Merritt and Walk of Stars	2008		Now #6: Downtown Revitalization Plan		The Legacy Square in Downtown Merritt has been completed, but recent conversations with community members have brought up additional pieces in the original design which were not finalized. These include a granit Coyote statue and a fountain salmon. Additional signage to identify "Spirit Square" and wood chainsaw carvings could also be added to the public space.	Now
C.4	North Entry Enhancement	2	Place	City of Merritt	2010		Now #6: Downtown Revitalization Plan		The City of Merritt is currently exploring options for a Voght Street Corridor Traffic Study. The City of Merritt has received funding for entrance signage and is currently working with the Merritt Chamber for a new sign at DeWolf Way including a community map and business listings.	Now
C.5	Concept Plan for Heritage Plaza (adjacent CIBC)	2	Place	City of Merritt / City Centre Board	2010	\$10,000-\$20,000	Now #6: Downtown Revitalization Plan		The City of Merritt is currently reviewing opportunities for a downtown park/plaza. Land acquisition funds would be required during budget discussions in 2020.	Now
C.20	Community Trail / Walkway Plan	1	Place	City of Merritt / Trail Committee / Rotary	2010		Now #6: Downtown Revitalization Plan	Parks, Recreation and Culture Master Plan	City staff are currently reviewing grant opportunities for additional trails connecting to pre-existing City trail. The City of Merritt has applied for a trail coordinator for the Nicola Valley.	Now
C.21	Consolidated Building Needs Program	1	Process	City Centre Board	2009		Now #6: Downtown Revitalization Plan		The City of Merritt has created an inventory of all facilities and event venues which will be released in 2020 on the Tourism Merritt website.	Now
C.24	Improve Access to Museum	1	Place	Museum / City of Merritt	2009		Now #6: Downtown Revitalization Plan		Additional signage was created directing visitors through the Wayfinding signs as well as separate signs the Nicola Valley Museum places at the Railyard mall. Additional museum signage with City support has been requested by the Merritt Library.	Now
C.25	Public Washrooms	2	Place	City of Merritt	2010		Now #6: Downtown Revitalization Plan		Public Washroom have been discussed at a May 2019 Council Meeting as a priority. Funding from the \$100,000 allocated for downtown revitalization could be used for downtown washrooms. Example images from other communities are included.	Now
D.3	Development Incentives for Downtown	2	Process	City of Merritt	2009 / 2010		Revitalization Plan and Next Development Cost Charges		The City of Merritt is currently looking into Revitalization Zone options.	Now
D.5	Coordinate Marketing with Hotel/Motel Association	2	Process / Partners	City Centre Board / Hotel Association	2009		Now #6: Downtown Revitalization Plan		Staff report and presentation to follow on Nov. 5 on MRDT and collaboration options with the Merritt and Nicola Valley Destination Marketing Society.	Now