

	Item #	Priority #	Strategic Focus	Responsible Organization	To be completed by:	Cost per 2008 Quote	Related Council Strategic Priority	Project Update	Staff Identified Priorities

#### Marketing and Communications Plan

B.9	Communication / Marketing Plan	1	Promotion	City Centre Board	2009		Now #6: Downtown 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
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#### Place and Space

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 granite 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.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.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

#### Coordinate with Local Partners

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
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