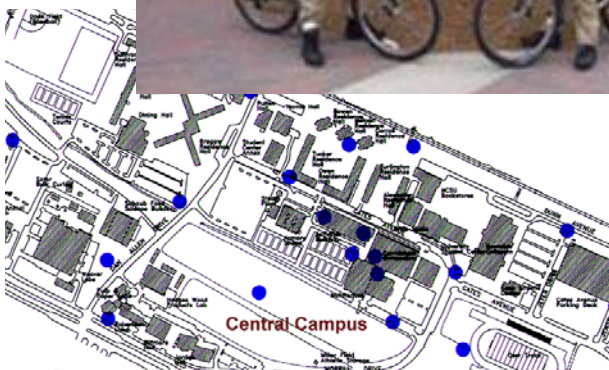


Safety and Security



Potential “Action Agenda” Examples:

- ▶ “Beat Cop”
- ▶ “Ambassadors”
- ▶ “Business Watch” Program
- ▶ Collaboration with NC State
- ▶ Security Cameras
- ▶ Prescriptive Lighting

■ Maintenance & Management



Potential “Action Agenda” Examples:

- ▶ Refuse & Recycling Services
- ▶ Streets & Sidewalks “Litter Patrol”
- ▶ Graffiti Patrol
- ▶ Landscaping Maintenance
- ▶ Parking Area Maintenance
- ▶ Parking Management

Marketing & Promotion

Potential “Action Agenda” Examples:

- ▶ Identity & “Branding”
- ▶ Décor
- ▶ Public Art
- ▶ Directories and Brochures
- ▶ Informational Signage & Kiosks
- ▶ Advertising
- ▶ Events



Hillsborough Street Priorities?

Business Development

Potential “Action Agenda” Examples:

- ▶ Incentives (i.e., Façade Improvements)
- ▶ Space Available “Hot Sheet”
- ▶ Market Analysis
- ▶ Business Recruitment



Hillsborough Street Priorities?

Advocacy



Potential “Action Agenda” Examples:

- ▶ Public Relations
- ▶ Communications
- ▶ Stakeholders Engagement
- ▶ Partnerships
- ▶ Supplemental Funding