

## Encourage Economic Opportunities

**Objective 1. *Facilitate an environment to encourage business prosperity and economic opportunities.***

- Action 1. Explore Urban Renewal Agency opportunities for Caveman Plaza.\*\*\*
- Action 2. Create kayak whitewater park in river.\*\*
- Action 3. Parklet Infrastructure Plan.\*\*
- Action 4. Expand Building Renovation Grant Program.\*\*
- Action 5. Designate a portion of the Tourism Lodging Tax to fund projects and promotions.\*

**Objective 2. *Enhance commercial district to create quality shopping and dining experiences.***

- Action 1. Alley activation and beautification.\*\*\*
- Action 2. Create a permanent plaza downtown.\*
- Action 3. Support establishment of Downtown Merchant Association.\*