



RIVER CITY COMPANY

WORKING TO KEEP DOWNTOWN WORKING

Post-Covid Economic Recovery Plan



River City Company is launching a 2-phase, multi-prong approach to help rebuild Downtown Chattanooga's economy after the COVID-19 economic disruption. Phase 1 includes short-term actionable strategies to help stabilize and open up Downtown as the city begins to transition out of the pandemic crisis. Phase 2, which will be developed during Phase 1 and in consultation with downtown stakeholders, will include a 24-month strategic plan.

PHASE 1

- **Programming & Activation**

To lead and partner with a wide variety of local programming partners to regularly activate a variety of downtown public and private spaces in a safe, creative, welcoming, and inclusive manner.

- **Marketing & Communications**

To develop a comprehensive marketing plan, campaigns, and programs to support local businesses, highlight upcoming events, raise awareness, and welcome people back downtown.

- **Business Support**

To support existing and new Downtown businesses downtown by partnering with industry experts and partner organization to provide technical resources, assistance, and valuable connections.

- **Prepare for a Hybrid & More Remote Workforce**

To provide technical support and resources to property and business owners as they adapt to new and alternative workforce models and help them reposition their spaces.

PHASE 2

- River City Company will have a full 24-month plan in the late summer/early fall of 2021.

PROGRAMMING & ANIMATION

GOAL: To lead and partner with a wide variety of local programming partners to regularly activate a variety of downtown public and private spaces in a safe, creative, welcoming, and inclusive manner.

- Partner with other major event organizers and downtown stakeholders.
- Public and private spaces will be regularly programmed.
- Activities, artists, and events will be rotated to various locations for daily activation.
- Where feasible, vacant storefronts will be activated.



MARKETING & COMMUNICATION

GOAL: To develop a comprehensive marketing plan, campaigns, and programs to support local businesses, highlight upcoming events, raise awareness, and welcome people back downtown.

- Create marketing campaigns to highlight Downtown as home to people of all ages, backgrounds, cultures, and religions.
- Implement a community cash program, the Chattanooga Express Card, to directly infuse money into downtown.
- Provide technical assistance for the SPROUTS Program Playbook, which walks merchants through a step-by-step process of how to expand their businesses into the streets.



BUSINESS SUPPORT

GOAL: To support existing and new Downtown businesses by partnering with industry experts and partner organization to provide technical resources, assistance, and valuable connections.

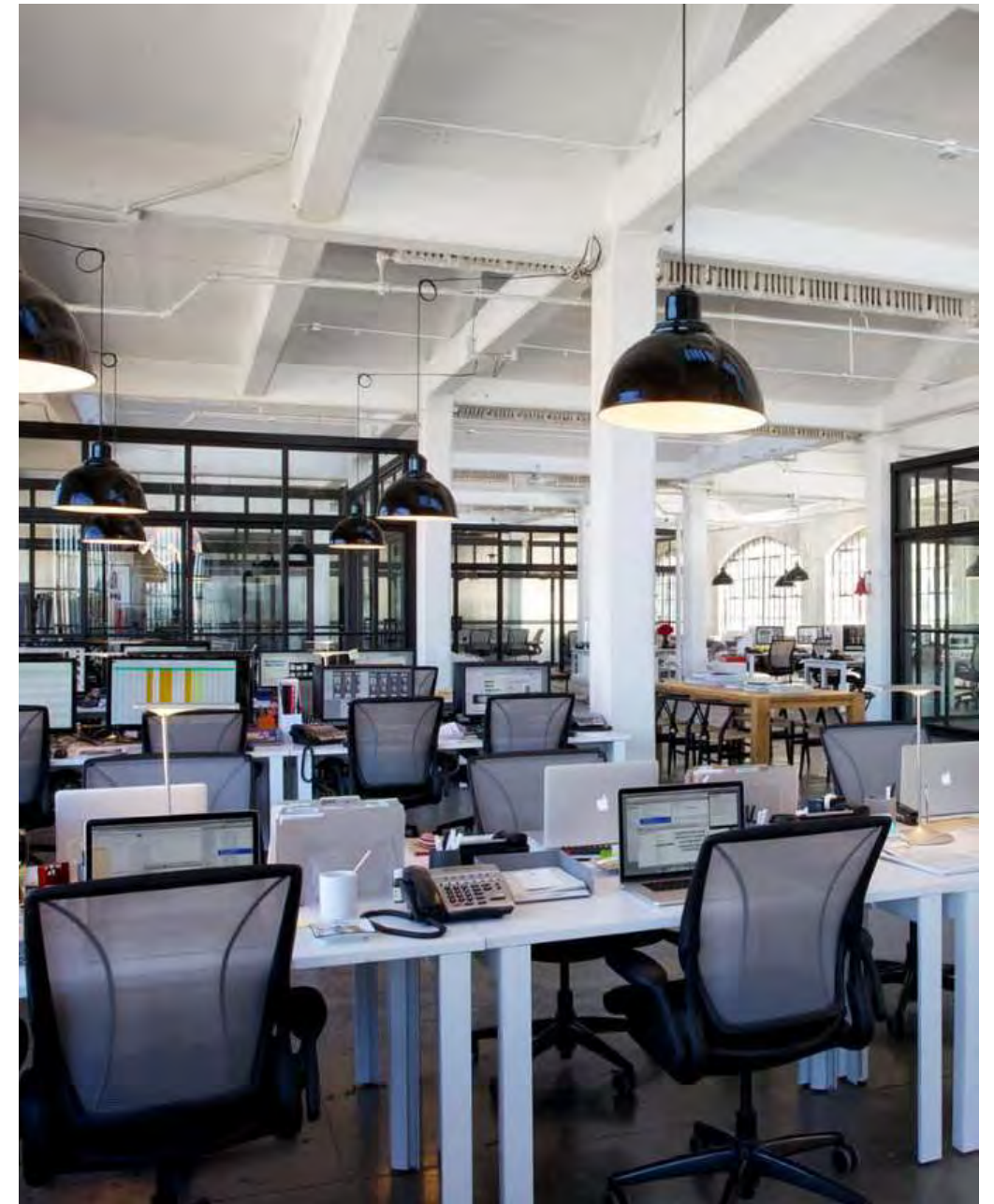
- Provide technical and financial resources via door to door campaign.
- Support recovery of the hospitality and tourism industry through addressing worker shortages.
- Research alternative parking programs and communication tactics to enhance downtown parking.
- Explore reactivation of partnership programs with UTC.



PREPARING FOR A MORE HYBRID & REMOTE WORK FORCE

GOAL: To provide technical support and resources to property and business owners as they adapt to new and alternative workforce models.

- Create a technical resource team and list to aid on the redesigning of office spaces and buildings, including strategic facility assessments and space programming, as well as concepts for how downtown office spaces could be repositioned.
- Develop and maintain commercial property rates by downtown district allowing downtown stakeholders to understand rates as spaces begin to adjust and reflect a post-COVID economy.





**For More Information
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