

# 2021 Board & Committee Priorities



A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy. A successful strategy builds on an inherent strength or characteristic that can be nurtured and grown.

[A 2014 study](#) notes the benefits that flow from better connected arts and innovation clusters. "While many of the variables linked to arts clusters are incredibly place specific," they write, "the arts are linked to broad measures of innovation and development ...suggesting the arts can play a larger role in economic development irrespective of metro size or geographic boundaries of city and neighborhood."

The Momentum Committee will be asked to finish work started in 2019 by conducting these steps:

- Review other A&E-strong neighborhoods and list what they have that we don't
- List the A&E buildings, events, organizations and activities in our neighborhood
- Review the DSI website -- is the A&E message clear?
- Catalog and create a strategy to increase our arts & entertainment partnerships - SAA with Art Alley, SAAC for Levitt AMP SPI
- Suggest how we can ramp up our marketing as an Arts & Entertainment district
- Help other DSI committees understand this focus

All committees will launch their 2021 work while asking themselves:

- How do we ramp up Arts & Entertainment in this activity?

**ARTS & ENTERTAINMENT is our Transformation Strategy.**

2021 DSI Priorities

Organization

Arts & Entertainment Transformation Strategy

Finance: 501c3 & Surplus

Board Fundraiser

Friends of the Market Street Dinner

2021 Annual Dinner Masquerade Ball

Design

Legislative Package (Open Container, Noise, Parklet, Sidewalk)

Outdoor Seating Permanent Expansion

Window Art Project

Lighting Design Guidelines

FIDO Installation

Open Streets/Pop Up Bike Lane

Adopt a Street

Economic Vitality

Plan for Year-Round Market

Commercial Kitchen

Growing Our Own (First Floor Tenants)

Playbook for Upper Story Conversions

Adding Programs to Farmers Market

Supporting State Offices & UIS Hub

Promotions

Marketing Campaign

Refreshed Holiday Walks

Rep the City

Levitt AMP Springfield

Walk [Your City] Campaign

Organization

Arts & Entertainment  
Transformation  
Strategy

Finance: 501c3 &  
Carryover Strategy

Board Project  
Fundraiser

Friends of the Market  
Street Dinner

2021 Annual Dinner  
Masquerade Ball

Momentum on  
Main Street  
Committee  
Chair: David Lee

Chair: Tony  
Schuering, DSI  
Treasurer

Chair: Blake Pryor

Chair: Katherine  
Dinges Cadagin

Co-Chairs: Destiny  
Nance Evans &  
Lauren Nevius

*Aligning all of our work  
to differentiate us and  
grow our strengths*

*Ensuring our ability to  
attract funds needed to  
do the work*

*Kickstarter-type event  
to launch one of this  
year's Programs*

*Supporting the costs of  
managing and growing  
the Old Capitol  
Farmers Market*

*Biggest annual  
fundraiser to support  
DSI's work*

Design

Legislative Package  
(Open Container, Noise,  
Parklet, Sidewalk)

Chair: Brian  
Wojcicki, DSI  
President

*Initiatives to position  
downtown as a  
destination coming out  
of COVID*

Outdoor Seating  
Permanent Expansion

Chair: Tony Tolliver



*Making outdoor  
seating for bars and  
restaurants permanent*

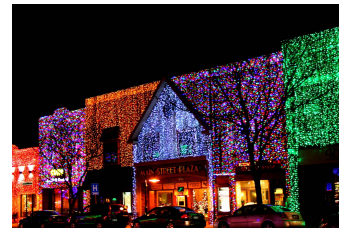
Window Art Project

Chair: Erin Svensen

*Making vacant  
buildings more  
beautiful thanks to HS  
artists*

Lighting Design  
Guidelines

Chair: Matt Price



*Enhancing the  
downtown experience  
through lighting*

FIDO Installation

Chair: Erin Svensen

*Family-friendly small  
sculpture installation*

Open Streets/Pop Up  
Bike Lane

Co-Chairs: Graham  
Prellwitz & Josh  
Sabo

*Emphasizing the  
pedestrian/bicycle experience*

Adopt a Street

Chair: Paul Kmett

*Three clean-up days a  
year*

Economic Vitality

Plan for Year-Round Market

Chair: Kendra Boesdorfer

*Increasing year-round access to Market farmers with year-round location*

Commercial Kitchen

*Creation of kitchen to grow Market vendors' products*

Adding Programs to Farmers Market

*Adding programs for kids and food-insecure families*

Growing Our Own (First Floor Tenants)

Chair: Josh Flanders

*Work to attract local entrepreneurs to first floor spaces*

Supporting State Offices & UIS Hub

*Partnering to encourage public sector investments*

Playbook for Upper Story Conversions

*Grant-funded guidebook and education on adding more upper story apartments*

Promotions

Marketing Campaign

Refreshed Holiday  
Walks

Rep the City

Levitt AMP Springfield

Walk [Your City]  
Campaign

Chair: Cathy  
Schwartz

Chair: Linda  
Renehan

*Creating a brand  
around Arts &  
Entertainment*

*Enhancing the Holiday  
Walks experience (the  
most expensive event  
with the biggest ROI for  
our members)*

*Launching the brand  
ambassador program &  
experience menu for  
locals under age 25*

*Nine committees and  
multiple organizations  
working to bring our  
community together  
through the power of  
free, live music*

*Pilot wayfinding  
program so people  
choose to walk  
downtown*