

2024 STRATEGIC WORK PLAN

MUNCIE DOWNTOWN DEVELOPMENT



OUR VISION

We are the heart, soul and passion fueling DWNTWN development. We're writing the story for today and for our tomorrows.

OUR MISSION

Connecting our community and cultivating a vibrant downtown.



OUR FOOTPRINT

Wysor Street to the north, Victor Street to the south, Liberty Street to the West, and Madison Street to the east.

Extension Arms include Ball State University and Minnetrista.

2024 PRIORITY

Strategic re-alignment to include a refresh of messaging and communication tools for who we are as an organization, who we serve and how best to be in partnerships within our community in order to make a bigger impact on developing a vibrant DWNTWN

FOCUS AREAS



MEANINGFUL RELATIONSHIPS

Business Owners | Property Owners | Residents | Visitors | City



DEVELOPMENT

Downtown Business | Connectedness | The Pulse | Perception | The Hub



DOWNTOWN EXPERIENCE

Vitality | Quality of Place | Quality of Opportunity | Safety | Events



PARTNERSHIPS

Support | Funding | Volunteers | Team Players | Leadership

OVERALL OBJECTIVE



To become the hub where people find their place!

