

## Activities performed in 2019 and planned for 2020

Physical Public Improvements – To create a more attractive and appealing environment

Place making improvements

Other initiatives as appropriate

Enhanced Maintenance – To maintain Santa Fe Drive's unique character and ambience

Trash and graffiti removal

Sweeping, power washing

Landscaping

Tree watering and irrigation upkeep

Power washing

Other efforts as appropriate

Safety – Keeping Santa Fe Drive safe and inviting

Working to ensure the Santa Fe Drive corridor remains safe by working collaborate with RNOs, residents and businesses.

Economic Development – To attract more visitors, customers, and businesses to Santa Fe Drive

Communications and public relations efforts

Business attraction and support

Special events and promotions

August first friday event

Other efforts as appropriate