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### **Strategic Plan Survey**

BATON ROUGE, LA (March 21, 2023) – The Downtown Development District (DDD) is excited to share the first step of its strategic planning process with the launch of its public survey. The strategic plan will help identify the DDD office's priorities over the next five years.

The public, whether a downtown resident, visitor, business/property owner, or worker, is encouraged to complete the survey to help identify ways the DDD can best serve our stakeholders and entire community. Survey Link: <https://www.surveymonkey.com/r/ebrrddd>

The survey results will be utilized to determine the potential projects and initiatives that will enhance downtown's attractability, economic stability, and vibrancy. It aims to ensure the Downtown Development District is best meeting the needs of the community, while also meeting its mission to develop and enhance the district, using community-driven master plans and economic incentives to aid private-sector and nonprofit philanthropic organization development efforts.

*"Developing a strategic plan for the next five years is a critical step in how we direct our office's efforts. It is important that the public is included in this process, as downtown is the heart of our community and impacts our collective success."* Whitney Hoffman Sayal, Executive Director

The survey was developed in collaboration with LaFargue, LLC, the planning consultant engaged in the development of the strategic plan.

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