



Strategic Plan

Economic Development and Real Estate Investment

- 1) **Facilitate private and public sector real estate redevelopment and economic development within the corridor**
 - Engage stakeholders to facilitate a shared vision for the Corridor that includes a wide range of mixed-use developments and affordable housing options (including workforce housing) that support a sustainable economic environment.
 - Advocate for continued public and private sector re-development and economic growth, that contributes to the BRC becoming a unique destination in Raleigh.
 - Connect property owners, developers, brokers, tenants and stakeholders to facilitate continued economic development and prosperity.
 - Using research, data and relationships, be recognized as the authority on the economic and real estate environment within the Corridor.
 - Engage both private and public sector stakeholders to identify redevelopment opportunities and facilitate investment.

Transportation Infrastructure Investment

- 2) **Develop and implement a strategy for the creation of multimodal transit and pedestrian systems throughout the Corridor that links the major institutional assets, enhances connectivity and connects the corridor with the City and County.**
 - a. Partner with our private and public sector stakeholders to develop and advocate for a fully integrated plan for installation of sidewalks, bike lanes, and greenways that improve pedestrian and cyclist safety and enhance connectivity throughout the Corridor.
 - b. Partner with our private and public sector stakeholders to develop and advocate for a fully integrated multimodal transportation system to be developed and deployed throughout the corridor, to include but not limited to:
 - Bus
 - Bike
 - Greenways and Greenways connectors
 - Light and Commuter Rail

Operations/Administration

3) Be recognized as the primary advocacy and marketing voice for the interests of the corridor.

- Continue building the necessary communications tools needed to market the Corridor as a distinct destination in Raleigh and a region with significant development opportunity.
- Advocate publicly for the continued public and private sector investment in the Corridor and become the recognized authority on issues confronting the Corridor and its stakeholders.
- Advise public policy decision makers on issues relevant to the corridor.
- Support an equitable and inclusive ecosystem, enabling all people to participate and reach their full potential.
- Promote equitable access and opportunity, recognizing the need to address systemic and institutional inequities, especially in matters of race.
- Lead our sector in making the changes we want to see in society.

4) Investigate and develop sustainable funding options that support the Alliance's mission and annual operations and programs.

- Engage the Board and stakeholders to develop, then evaluate and build consensus for, a corporate structure that supports the accomplishment of the Alliance's mission and goals.
- Research a range of funding tools, such as a BID, TIF, or Special Assessment District, and membership/alliance structures (or a hybrid) to evaluate the potential for sustainable funding and community support needed to support the annual operation of the organization.
- Continue building the management systems needed to sustain the effective operation of the organization.
- Identify and build a shared brand that unites the interests and needs of the Corridor's stakeholders in a way that supports continued investment and economic development.

Amended and Adopted 7/9/20