



downtown  
frederick  
PARTNERSHIP

PHOTO CREDIT: BRODIE LEDFORD

WE LOVE

# DOWNTOWN FREDERICK

## THE VISION

The hub of culture, commerce and government, our urban downtown with a small town feel is vibrant, walkable, welcoming to all and economically vital. We are the heart of a county that features nationally recognized companies, three colleges, a topnotch educated workforce and great amenities.

Downtown Frederick is a real place. We value our beautiful architecture and history-lined streets, our neighborhood character and characters, our friendly independent businesses and our year-round events that attract residents and visitors alike. We retain our history while embracing new ideas. We work together to make our community better and we take pride in what we do.

The people who live here and work here make us exceptional, reflecting a diversity of ethnicities, lifestyles, ages and incomes. Empty nesters, families with children and young people at the beginning of their careers all call Downtown Frederick home. Already vital today, Downtown Frederick will continue to be a stronger, better, greener, more attractive place to work, shop, dine, play and build a life.

DOWNTOWN FREDERICK PARTNERSHIP—STRATEGIC PLAN THROUGH 2025

# WORK

## DOWNTOWN



**Actively cultivate new entrepreneurs, develop new businesses, grow new jobs, increase access to resources and support business growth**

### ACTIONS

- Better support retail business growth and cultivate new retail entrepreneurs by assessing existing business development activities, clarifying committee goals and developing implementation strategies with a DEI lens

PHOTO CREDIT: MIKE HALL



PHOTO CREDIT: SEAN REEL



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# LIVE

## DOWNTOWN

**Make Downtown Frederick an even better place to live**

### ACTIONS

- Continue the Streetscape Planning Process
- Implement the Ambassador Program
- Pursue redevelopment of the Seventh Street Fountain Park as a northern anchor



# PLAY

## DOWNTOWN

**Create unique experiences that bring people to connect, shop, eat and enjoy Downtown Frederick**

### ACTIONS

- Make Downtown a Destination
- Implement Placemaking Projects

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## MISSION

Enhance, promote and preserve the vitality, livability and diversity of Downtown Frederick, a national Main Street community

## GUIDING PRINCIPLES

Our work is **community driven**, built on local assets and guided by local voices

We approach our work **comprehensively** with a focus on **quality implementation**

We seek to find **innovative** solutions

We work to make Downtown Frederick more **accessible**

We approach our work with **equity** in mind

We know that consistent, **incremental** actions lead to greater success

We work to support available, **affordable commercial space and housing**

**Historic preservation** is at the core of our economic development approach

**Partnership** is not only a part of our name – it is how we work

## BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

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Morgan Stanley  
Wealth Management

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*Vice President  
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**CARLO SERIO**  
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Downtown Frederick  
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Visit Frederick

## STAFF

**KARA NORMAN,  
AICP**  
Executive Director

**LEEANN CREWS**  
Associate Director

**CHRISTINE  
VAN BLOEM**  
Marketing Manager

**JADE DUNHOUR**  
Events Manager

"HEALING BOUQUET" MURAL BY GERALUZ



PHOTO CREDIT: MICHAEL MASON