

Recommendations

1. there should be a new grant program created to allocate HOT funds to directly assist small and local businesses in specifically identified geographic districts around the city to *improve* common public spaces in their district and to *market* their district for tourism (WHAT IS ACVB DOING ALREADY?)
2. the grant program should be administered by a NGO or advisory board comprised of stakeholders in tourism and small business development including hotel operators, AVCB, COA, non-profit and for profit small / local business representatives (LETS DISCUSS HOW TO DO THIS)
3. the grant program should define what business districts exist currently, what type of entities are eligible to receive funding, and what the process is for a new business district entity to be recognized as eligible for funding
 - Entities eligible to receive funding should be non-profit, should represent a majority (>50%) of businesses in the district, and the district should have clear geographic boundaries (LETS DISCUSS WHAT TYPES OF ENTITIES WOULD BE ELIGIBLE)
4. the grant program should allocate funds based on scoring that takes into account the districts current level of tourism, local economic impact, local cultural impact, location (proximity to DT) and diversity