

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

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CHRISTINE VAN BLOEM
Marketing Manager

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Events Manager



downtown
frederick
PARTNERSHIP

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.

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



PLAY

DOWNTOWN

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

ACTIONS

- Make Downtown a Destination
- Implement Placemaking Projects

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

PHOTO CREDIT: SEAN REEL

