



IMPACT IMD: STRATEGY | FY 2025-2026

OUR MISSION: Supporting the district as a leader in patient care and medical research utilizing our diversity & unique assets while driving Inclusive economic growth.

OUR VISION: To be a catalyst for change. Serving the greater good by bringing people and resources together to create value that no single entity can create alone.

WE VALUE: Compassion, Collaboration, Equity, Diversity & Inclusion. Creating Transparency In The Workplace.

		IDENTITY	COLLABORATION	INNOVATION	COMMUNITY
PILLAR		A distinctive District that makes a great first impression. A welcoming environment that people know by the logo, slogan, and mention of the name.	Creation of alignment through open approaches in which like minds collide forming trust and generating supportive and uncommon joint initiatives.	A Medical Neighborhood supporting startups, biotech and needs of the medical community with Economic solutions that make the District a better place to live, work, learn and play.	An Urban Neighborhood that works together to create economic development and job creation along with “Organized serendipity” that surprises and delights visitors.
GOAL		<ul style="list-style-type: none">• Communication that creates followers<ul style="list-style-type: none">• IMD Communication• Partner Communication• Improving IMD Wayfinding<ul style="list-style-type: none">• Walkways• Biking• Branding and Co-branding• Creating new and innovative ways to become a destination site<ul style="list-style-type: none">• Storytelling• History	<ul style="list-style-type: none">• Knowledge hub for Training and Workforce Development opportunities<ul style="list-style-type: none">• Events and Conferences• Convener of District Community Councils• A Trusted source of truth for Governmental issues affecting the IMD and HC partners• Advance sustainability throughout the IMD to promote long-term environmental and economic resilience• Partner on shared challenges that impact the IMD’s future	<ul style="list-style-type: none">• Foster growth through multiple forms:<ul style="list-style-type: none">• Programmatic –New services or initiatives that meet community/industry needs• Tech Forward – Implement new tools, platforms• Place-Based – Improve spaces to support access and collaboration• Ecosystem – Strengthen networks to unlock shared value among IMD partners• Invest in ideas that create long-term benefits for future generations	<ul style="list-style-type: none">• Giving Back<ul style="list-style-type: none">• Ensuring the IMD is a place where you can Work, Live, Learn and Play• Engage the community through opportunities for active participation• Identify funding for the reinvestment and growth of the IMD Community• Enhance the landscape of the IMD to create a vibrant and welcoming environment for all
TACTIC		<ul style="list-style-type: none">• Implement Phase II of Wayfinding and Brand Signage plans• Implement strategic marketing plan to include CTA Train Wrap and Inbound social media campaign and speaking engagements• Build Media Asset Library - central source of photos and graphics for media and partner use• Launch a Pilot Ambassador Program• Improve IMD Resources for "Getting Around"	<ul style="list-style-type: none">• Host at least 3 Signature Events with Strategic Partners to include:<ul style="list-style-type: none">• Partnering with new healthcare focused organization• Expanding scope of Youth Opportunities Fair to include broader education level• Development-focused event for Real Estate• Build a strategic approach to finding, applying for, and managing grants• Advance Harrison Roadway Design and Engineering project	<ul style="list-style-type: none">• Improve Common Spaces at IMDC properties to foster engagement• Enable tech forward environment:<ul style="list-style-type: none">• Implement SMS Communications to the Community• Improve tenant communication and experience through use of technology.• Digitize IMD Application Processes• Pursue Life Science Laboratory Renovations	<ul style="list-style-type: none">• Commence construction of 2023 W Ogden Triangle Park• Advance Wellness Trail efforts• Establish IMD Foundation to care for the community

Foundational Optimization = Strengthening Core Functions of the Commission