IMD STRATEGY | FY 2026-2027

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.

PILLAR	IDENTITY	COLLABORATION	INNOVATION	COMMUNITY
	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	Establish IMD as a highly visible and easily navigable district with measurable growth in awareness at the city, state, and national levels.	Advance IMD Development through high-impact strategic partnerships and coordinated activation of assets.	Leverage data and infrastructure to drive measurable innovation and accelerate and inform IMD development.	Deliver a vibrant, activated IMD that increases engagement, and investment while strengthening community connection.

TACTICS	**Implement Connectivity Improvements**
	• Wayfinding / signage project
	
	Execute Strategic Marketing Plan
	• Co-branding
	• Newsletter
	• Photo contest
	• Ribbon cutting
		Activate Assets and Engage Stakeholders
		• Vacant land activation via RFI for Activations
		• Stakeholder Alignment via an IMD All-Council Event
		• Advance Harrison Street Corridor construction planning and funding support
			Deploy Data to Support Development Decisions
			• Geolocation study
			  • Foot Traffic Insights/User Patterns
			  • Market Intelligence
			
			Position Lab Assets for Redevelopment
			• Lab Renovations
				Enhance IMD Public Spaces
				• Complete Construction of 2023 W. Ogden
				• Wellness Trail concept design
				Activate and Maintain a Welcoming IMD Environment
				• Launch Pilot Ambassador Program
				• Demolition of Vacant Property

Foundational Optimization = Strengthening Core Functions of the Commission