

Strategic Diversity Plan

Metrics - SMART Goal #2

SMART Goal 1: By August 15, 2021, the Downtown Tucson Partnership will develop a diversity plan for 2021-2022, which outlines SMART goals, action steps and key participants, as demonstrated by the ability to present the plan to organizational shareholders for review and discussion.

METRICS:

- **Strategic Diversity Plan complete and approved by DTP board.**

SMART Goal 2: By November 30, 2021, the Downtown Tucson Partnership will identify specific measures/metrics that will be used to evaluate the effectiveness of the overall DEI initiative, as demonstrated by the ability to incorporate those measures/metrics into standard data generation practices.

METRICS:

- **Metrics created and adopted by Social Justice Committee.**

SMART Goal #3: By December 15, 2021, the Downtown Tucson Partnership will launch an annual curated partnership program investing (monetary and in-kind) in a diverse roster of downtown events and develop a calendar of DTP-sponsored events focused on goals outlined in the action plan.

METRICS:

- **Partnership program application, process, marketing, and timeline established.**
- **Program funding confirmed.**
- **Five culturally diverse events/programs funded through program and hosted downtown.**

SMART Goal #4: By December 31, 2021, the Downtown Tucson Partnership will develop and implement a strategy for increasing Board diversity, as demonstrated by the ability to communicate the specific steps of this strategy to key community stakeholders.

METRICS:

- **Diversity Recruitment Strategy created and implemented by DTP Board.**
 - **Demographic analysis of board on a yearly basis.**
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SMART Goal #5: By May 15, 2022, the Downtown Tucson Partnership will develop a strategy to recruit more diverse businesses to Downtown Tucson, as demonstrated by ability to communicate the specific steps of this strategy to key community stakeholders.

METRICS:

- **Demographic analysis of business owners on a yearly basis.**
- **Recruitment process targeting diverse business owners established and implemented.**

SMART Goal #6: By July 15, 2022, the Downtown Tucson Partnership will facilitate a community assessment, as demonstrated by the creation of an assessment process, and the implementation, compilation and summarization of the assessment results.

METRICS:

- **Community Assessment complete.**