



# **MAIN STREET ADVISORY BOARD 2013-2014 WORK PLAN**

## ECONOMIC RESTRUCTURING PROJECTS

Goals/Objectives	Project/Activity	Person Responsible (& person overseeing)	Estimated Cost (if applicable)	Deadline	Status	Measurement of Success
Improve business mix	Continue business recruitment program for specific sectors identified through consumer surveys & gap analysis		N/A	Ongoing	Materials developed; program initiated	Two or more businesses recruited in first 9 months
Downtown business development	Develop more practical resources for entrepreneurship and econ. gardening; begin youth entrepreneurship programs		N/A	Discovery: Fall 2012 Implement: Spring 2013	Contacting Navarro College & CISD	Est. of credit programs and/or internships in entrepreneurship w/NC and CISD
Awareness, business development	Develop a business welcome/recruitment packet to include development process		\$300	Summer 2012	Online, complete: printed, in-progress	Printed packet for distribution
Traffic generation	Analyze market potential for museum of national/int'l appeal		N/A	Summer 2014	Planning	
Business assistance	Continue technical assistance/education for businesses, in partnership with SBDC		Costs covered by SBDC, if available	N/A	Ongoing; 3 completed, 1 sched'l'd	Continuing series of seminars and consulting opportunities

## DESIGN PROJECTS

Revised 8/29/13

Goals/Objectives	Project/Activity	Person Responsible (& person overseeing)	Estimated Cost (if applicable)	Deadline	Status	Measurement of Success
Historic restoration	Conduct downtown building and business inventory utilizing database of Univ. Wisconsin; distribute info about ordinances and incentives during survey		N/A	Fall 2013	Data collection complete	Database with complete info on all 220 downtown properties
Education	<b>Begin public education program to raise awareness of preservation best practices, while highlighting success stories</b>		\$300 for printing	Dependent upon commencement of block captain network	Awaiting block captains; securing rights to material	32 tracts distributed
Education	<b>Organize "Preservation Series" of ed. Programs to cover windows, paint and signage</b>		\$300 for refreshments	February-March 2014	Planning	Three well attended programs
Education	<b>Loft tour to show investors/public potential for downtown properties</b>		\$300 for refreshments	February/March 2014	Planning	

## ORGANIZATION PROJECTS

Revised 8/29/13

<b>Goals/Objectives</b>	<b>Project/Activity</b>	<b>Person Responsible</b>	<b>Estimated Cost (if applicable)</b>	<b>Deadline</b>	<b>Status</b>	<b>Measurement of Success</b>
Recognition of stewardship	Restart the downtown awards program	Organization	\$200	Continual	Ongoing	Awards presentation ceremony
Partnerships	Formalize relationships with downtown community partners like Chamber of Commerce, VOICE, Derrick Days, Preservation Foundation, Board of Realtors, etc.	Staff	N/A	Continual	Complete	Inclusion of partners in all MS communications, events, etc. and vice versa
Partnership	Ex officio from MS on Chamber board and ex officio from Chamber on MS board		N/A	Continual	Complete	Ex-officio members identified and appointed to boards

## PROMOTIONS PROJECTS

Revised 8/29/13

Goals/Objectives	Project/Activity	Committee Member(s) overseeing project / activity:	Estimated Cost (if applicable):	Deadline: (Date or ongoing)	Status: (planning, in progress, completed)	Measurement of Success:
Awareness; Main Street –Specific Promotional activity.	<b>Plan attractive events &amp; activities for the downtown area.</b>	Staff	\$1000 Advertising (estimate)	Ongoing	In Progress	Year round Events and Activities calendar.
More Sustainable organization; partnerships.	<b>Establish – working relationship with the Downtown Merchant’s Association (DMA).</b>		\$0	On Hold	In Progress	Member of Merchant’s Association at each meeting; open communication between committee and Assoc.
Awareness; Main Street –specific promotional activity.	<b>Activate and oversee the Downtown Block Captain Network.</b>		\$0	On Hold	On Hold till relationship w/ DMA is established; partner with them.	Functioning Block Captain Network.
Awareness; Business Development; Partnerships.	<b>Reinstate and continue the Welcome New Downtown Business Program.</b>	Steve H.	\$100 For Cakes	On Going	In Progress	All new businesses welcomed w/in 6 wks