

SAMPLE WORK PLAN OVERVIEW

Kruppopolis Downtown Association Goals, Objectives, and Activities for 2005-06

THE MISSION OF THE KRUPPOPOLIS DOWNTOWN ASSOCIATION IS TO PROMOTE, IMPROVE AND PRESERVE DOWNTOWN AS THE HEART AND SOUL OF THE COMMUNITY.

ORGANIZATION

Goal: Provide leadership and encourage a cooperative spirit to support a well-funded, action-oriented organization.

Objectives:

- Increase communication with stakeholders
 - *quarterly newsletter
 - *board walk-about
 - *business after hours
 - *monthly report to City
 - *monthly column /article in newspaper
 - *maintain website with timely information
- Encourage more participation and involvement from business and property owners
 - *actively seek out and invite stakeholders to become committee members
 - *write thank you cards
 - *hold annual banquet and awards dinner
 - *develop volunteer databank
- Seek out stable and sustainable funding sources
 - *implement yearly membership campaign
 - *corporate sponsor and major property owner one-on-ones
 - *City

PROMOTION:

Goal: Promote downtown as the historic, social, cultural, and economic center of the community.

Objectives:

- Market a positive image of downtown
 - *Produce a business directory
 - *Goods and Services campaign
- Identify and increase the existing customer base and create new markets
 - *New resident goodie bag
 - *Major employer/employee week
 - *Friday night concerts/extended store hours
- Increase awareness of our history
 - *Treasure Hunt w. clues based on downtown history
 - *Historic details contest
- Continue successful promotions
 - *Halloween scavenger hunt

- *Easter egg hunt
- *Holiday open house
- *Student art exhibit
- Provide support for “other organizations” downtown events
 - *Summerfest (Lions Club)
 - *Christmas Parade (Lions Club)
 - *Summer concerts (City)

DESIGN:

Goal: Provide a clean, inviting, and safe district that capitalizes on our historic features.

Objectives:

- Work with property owners and merchants on the elements of good design
 - *create a maintenance brochure
 - *develop design guidelines
 - *put on a "facade renovation and good design" seminar
 - *revise sign ordinance
 - *formally recognize good design projects
 - *research and provide financial and other design incentives for building rehabilitation
 - *host a window display seminar
 - *develop a program for temporary displays in vacant windows
- Improve and maintain pedestrian connections and amenities
 - *create a plan to upgrade and standardize planters, trash receptacles, etc.
 - *improve crosswalks (including timing)
 - *create more pedestrian-oriented lighting
 - *install a kiosk
 - *continue flower basket program
 - *Spring and fall clean up days

ECONOMIC RESTRUCTURING

Goal: Strengthen and broaden downtown’s economic base

Objectives:

- Compile market data and develop useable market profile information
 - *go through the “Step by Step Downtown Market Analysis” booklet
 - *identify current market data that already exists
 - *create comprehensive building/business database
- Develop and coordinate a recruitment plan for downtown
 - *develop protocol for potential business contacts with City, Chamber, and EDP
 - *develop a one page spec sheet using market data for potential new businesses
- Develop a business education program.
 - *highlight the college’s business education seminars in newsletter
 - *mystery shopper program
- Develop financial incentives to encourage investment in the district
 - *research what other communities have in place

**denotes activities*