



# **Florence Main Street Program**

## **Strategic Plan**

**June 2009**

The Program is dedicated to stimulating economic development in the Main Street area, encouraging cooperation and leadership in the business community, improving the appearance and enhancing the historic character of the area.

Our vision for downtown Florence is an economically vibrant community which embraces our history, encourages innovation and maintains our hometown character.

## **Goals, Objectives and Priorities 2009 - 2011**

### **GOAL 1: ATTRACT MORE PEOPLE TO MAIN STREET TO PROMOTE ECONOMIC AND SOCIAL ACTIVITY**

#### **Objective 1.1 Encourage a quality business environment that supports a balanced mix of businesses**

- 1.1.1 Implement the Market Opportunities on Main Street Plan
- 1.1.2 Continue participating in the implementation of the Redevelopment Plan

#### **Objective 1.2 Promote business and property investment opportunities on Main Street**

- 1.2.1 Monitor data and update the Main Street Market Analysis as necessary
- 1.2.2 Continue conducting surveys and focus groups to collect market data
- 1.2.3 Implement the Market Opportunities on Main Street Plan
- 1.2.4 Work in cooperation with the Downtown Redevelopment Commission and other groups

#### **Objective 1.3 Continue to produce quality events as well as nurture new opportunities**

- 1.3.1 Implement the 2008-2010 Marketing Plan
- 1.3.2 Continue to produce the Tour of Historic Florence and Florence Multicultural Festival
- 1.3.3 Identify partnerships that will assist with activities and events

#### **Objective 1.4 Expand tourism and marketing**

- 1.4.1 Continue to sustain and expand funding and operations for the Florence Visitor Center
- 1.4.2 Identify new opportunities to market the Florence Visitor Center and Main Street
- 1.4.3 Maintain an open dialogue with the Town of Florence on tourism and marketing opportunities

#### **Objective 1.5 Actively market downtown businesses and historic sites to residents and visitors**

- 1.5.1 Continue to leverage Main Street's website as well as other marketing collateral to reach residents and visitors

### **GOAL 2: IMPROVE THE PHYSICAL AND SOCIAL IMAGE OF MAIN STREET TO HELP MAKE IT A DESTINATION**

#### **Objective 2.1 Create a vibrant downtown**

- 2.1.1 Support higher density opportunities
- 2.1.2 Support redevelopment activities on Main Street

#### **Objective 2.2 Actively participate in the implementation of the Streetscape Plan**

- 2.2.1 Develop a plan to ensure strong communication between the business and property owners and the overall construction process
- 2.2.2 Determine if additional promotions will be needed before, during and after construction and implement accordingly
- 2.2.3 Implement the downtown kiosk program

**Objective 2.3 Encourage quality signage, building projects and rehabilitations on Main Street**

- 2.3.1 Partner with the Town to develop and implement a comprehensive gateway and way finding plan
- 2.3.2 Partner with the Town to administer the Commercial Rehabilitation Program
- 2.3.3 Continue to manage the façade improvement program
- 2.3.4 Create a checklist for building projects and signage that links individuals to pertinent agencies and resources.

**Objective 2.4 Define Main Street’s market niche**

- 2.4.1 Establish Downtown’s identity to assist with branding the area

**GOAL 3: STRENGTHEN COMMUNICATION WITH STAKEHOLDERS, PARTNERS AND THE COMMUNITY TO BUILD AWARENESS OF THE MAIN STREET PROGRAM AND ITS VALUE FOR REVITALIZATION OF THE MAIN STREET DISTRICT**

**Objective 3.1 Continue to utilize the electronic media as a valuable communication tool to disseminate information about the program and the Town to residents, investors, and visitors**

- 3.1.1 Evaluate the effectiveness of promotional materials to enhance marketing and communication with stakeholders and partners
- 3.1.2 Evaluate the effectiveness of using social media such as Twitter and Facebook to enhance communication

**Objective 3.2 Continue to support a balanced, diversified communication plan**

- 3.2.1 Send a newsletter three times per year to all stakeholders and supporters
- 3.2.2 Ensure that the Annual Meeting is of high quality and well attended
- 3.2.3 Continue to leverage the Main Street’s power point presentation and update as needed
- 3.2.4 Develop and implement an annual business visitation program by Board and staff
- 3.2.5 Compile Main Street’s Annual Report and distribute accordingly

**Objective 3.3 Use local, regional and state media to leverage public relation opportunities**

- 3.3.1 Strive to distribute a press release per quarter focused on the successes of Main Street businesses and projects
- 3.3.2 Annually distribute a press release targeted on the accomplishment and benchmarks regarding the Main Street Organization
- 3.3.2 Continue to nominate projects/people for local, state and national awards

**GOAL 4: INCREASE SUPPORT AMONG STAKEHOLDERS, PARTNERS AND THE COMMUNITY FOR THE ORGANIZATION AND ITS PROJECT ACTIVITIES.**

**Objective 4.1 Recruit and retain new members to build a strong foundation for the organization**

- 4.1.1 Promote the vision for downtown
- 4.1.2 Maintain a strong membership program

- 4.1.3 Develop and implement a plan to recruit volunteers to serve on the Board, Committees and task forces

**Objective 4.2 Diversify the budget**

- 4.2.1 Mail out membership renewals on a regular basis
- 4.2.2 Continue to recruit new paid memberships
- 4.2.3 Continue to sustain and expand funding provided through the Professional Services Contract.
- 4.2.4 Create and implement a fundraising plan that makes sense for Main Street
- 4.2.5 Continue to explore grants and other funding
- 4.2.6 Explore the pros, cons and benefits of obtaining a 501(c)3 non profit tax status

**Objective 4.3 Continue to foster an entrepreneurial approach**

- 4.3.1 Continue to strengthen and increase cooperation between the Town, Chamber and other key partners
- 4.3.2 Continue to take advantage of training opportunities to strengthen leadership
- 4.3.3 Explore the pros, cons and benefits of having the Main Street Program become a Community Development Corporation