

# ORGANIZATION COMMITTEE CHECK LIST

## ***I. Funding***

1. Assist Board with planning of annual drive.
2. Plan fundraising events to supplement the budget.
3. Create & control inventory for promotional merchandise.
4. Develop budgets & budgetary procedures.

## ***II. External Communications Public Relations for the Organization***

1. Speaker's bureau
2. Newsletter
3. Main Street column
4. Radio show
5. Program brochure
6. Updates to City & County governments
7. News articles, press releases
8. Complete media list
9. Promote workplans
10. Slide show

## ***III. Internal Communications***

1. Meeting minutes
2. Committee reports
3. Main Street Mixers
4. Annual report
5. Annual meetings
6. Compiles workplans

## ***IV. Volunteer Recruitment***

1. Just ask (peer-to-peer)
2. Information booth at events
3. Speaking engagements
4. Local media
5. Program brochure
6. Nominations for Board

## ***V. Volunteer Orientation***

1. Discover their interests
2. Train on their roles
3. Use training slides & videos
4. Volunteer handbook
5. Educate on Main Street concepts & programs

## ***VI. Volunteer Retention***

1. Notes from chairs – Thank you's
2. Recognition in newspaper or newsletter
3. Annual birthday party
4. Nomination for state awards

## ***VII. Volunteer Training***

1. Coordinate participation at State trainings, both locally & out-of-town
2. Develop Board & Committee handbooks
3. Develop job description for Board, Committees, etc.
4. Develop evaluations for Program Manager/Executive Director

# PROMOTION COMMITTEE CHECK LIST

## ***I. Assessment & Planning***

1. Develop position statement (See ER Committee activity)
2. Identify local targeted market segments
3. Evaluate current promotional program
4. Create comprehensive annual calendar of promotion & budget (See image, special events & retail sales below)

## ***II. Image Development – creating positive impressions of Downtown***

1. Slogans, graphics, & jingles
2. Street banners (see Design Committee activities)
3. Buttons, balloons, hats & tee-shirts
4. Downtown directory
5. Annual joint advertising campaign
6. Formal annual evaluation process for image development activities

## ***III. Special Events – reinforcing Downtown’s image and generating pedestrian traffic Downtown***

1. Heritage festivals
2. Holiday celebrations
3. Farmer’s markets & other agriculture themes
4. Cultural displays & demonstrations: art, music, dance, & acting
5. Social & athletic themes
6. Ingredients: music, food, activities for children, something for free, & overlapping activities.
7. Logistics: traffic & parking; security & safety; restrooms & trash; utilities & equipment; insurance & royalties
8. Underwriting & sponsorships (prizes/ awards)
9. Advertising media: radio, TV, print
10. Notification: block captions, information tree, flyers & posters

11. Business support: window displays; interior decorations
12. Memorabilia: buttons, hats, tee shirts, etc.
13. Formal evaluation process

## ***IV. Retail – increasing sales***

1. Discount sales
2. Seasonal merchandise movers
3. Cluster businesses & cross promotions
4. Window displays & interior decorations
5. Advertising media: radio, TV, print
6. Notification: block captions, information tree, flyers & posters
7. Drawings & prizes
8. Business evaluation forms

## ***V. Christmas***

1. Open house
2. Santa
3. Ceremonies
4. Street entertainment & food
5. Parade
6. Windows & decorations
7. Advertising
8. Home tour

## ***VI. Tourism***

1. Downtown walking tour
2. Motor coach tours
3. Special events (See above)
4. Country Fair tie-ins
5. RAGRAI

## ***VII. Measuring Promotion Success***

1. Percentage of sales increases
2. Vehicular & pedestrian traffic counts
3. Roof-top pictures
4. Ticket sales & drawings
5. Concessions & give-a-ways
6. Business Evaluations

# DESIGN COMMITTEE ACTIVITIES CHECK LIST

## ***I. Photo Inventories***

1. Current slides and prints
  - Exteriors
  - Interiors - first & upper floor (especially vacant buildings)
  - Befores / Afters / In-progress
2. Historic photo collection

## ***II. Building Information Inventory***

1. Assessor's information (owner, date, value, square footage)
2. Amenities (heat type, loading dock? elevator?)
3. Use / Condition (especially upper floors)

## ***III. Public Improvements***

1. Space / Amenities Inventory (lights, trash containers, drinking fountains, benches/seating, vending machines, pay phones, trees/plantings)
2. Parking Inventory / Survey
  - Number of stalls and locations
  - Percentage of occupancy
  - Turnover
3. Public Improvements Program
  - Streetscapes
  - Clean-up day

## ***IV. Design Assistance***

1. Follow-up/Implementation
  - Revise proposals
  - Locate contractors
  - Locate suppliers
  - Develop cost estimates
  - Assist with labor
  - Assist with incentive applications
2. Design Tool Kit
  - Main Street Iowa Design Directory
  - Awning samples
  - Paint samples
  - Drawing supplies (colored pencils, markers, paper, scales, straight edges, light table)
3. Technical Information: Resource Library
  - Preservation Briefs
  - Preservation Technotes
  - NMSC building file
  - Product information

## ***V. Historic Preservation***

1. Certified Local Government/ Historic Preservation Commission
  - Formation
  - Development
  - Interaction
  - Representation
2. Historic Research / Survey
  - Windshield survey
  - Sanborn maps
  - National Register nomination

## ***VI. Ordinances / Guidelines / Plans (with city and/or country)***

1. Review
2. Revise
3. Develop

## ***VII. Incentives – Formation and/or Marketing***

1. Local (grants, loans, tax abatement, tax increment financing)
2. State (Main Street Link Investments, H.R.D.P., C.L.G., Grants, Planning for Preservation Grants)
3. Federal (Community Development Block Grants, H.O.M.E. Investment Tax Credits, National Preservation Loan Fund, Preservation Services Fund, Inner Cities Venture Fund, I.S.T.E.A.)

## ***VIII. Design Education and Awareness***

1. Slide shows
2. Speaking appointments
3. Newsletter
4. News releases
5. Awards / Recognitions
6. Workshops / Demonstrations

## ***IX. Window Displays/Visual Merchandising***

1. Workshops
2. Contests

# ECONOMIC RESTRUCTURING/ BUSINESS IMPROVEMENT COMMITTEE ACTIVITIES CHECK LIST

## ***I. Downtown Assessment***

1. Base Data Collection
  - Past surveys
  - Information ISU (Retail Trends Analysis)
2. Building Inventory
  - Partner with Design Committee
  - Assessor's information (owner/date/value/square footage)
  - Photographs (historic/current)
  - Current use and availability
  - Local contact (property manager)
3. Business Inventory
  - List all businesses
  - Categorize by type
4. Develop Position Statement
  - Partner with Promotion Committee (statement identifying Downtown's market, available goods and services, customer's attitudes)
5. Conduct Market Analysis
  - Summarization secondary information
  - Determine primary market area
  - Select survey format (mail, phone, intercept)
  - Gather, tabulate and evaluate surveys
  - Present findings

## ***II. Business Retention***

1. Business Directory
2. Block Captain Program
3. Educational Seminars & Workshops
4. Newsletter Articles
5. Business Transition Support Packets
6. Enterprise Team
7. Incentives
8. Business Call Program

## ***III. Business Expansion***

1. Focus Groups
  - Business
  - Customer
2. Market Feasibility Studies
3. Business Plans & Projections

## ***IV. Business Recruitment***

1. Assemble Recruiting Packet
  - Market data
  - Available building information
  - Community data
2. Create Recruitment Teams
3. Develop Incentive Package
  - Local grants
  - Local governmental incentives
  - Low-interest loans
  - State incentives

## ***V. Real Estate Development***

1. Clustering Strategies
  - Determine existing clusters
  - Create list of complimentary businesses
2. Pro-forma Analysis
3. Adaptive Reuse Studies
4. Incentives (see above)
5. Community Initiated Development (CID)
  - Form group of local investors
  - Identify properties
  - Develop proposals