



Florence Main Street Program

Strategic Plan

April 2008

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 (2008-2010)

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

2008/09 Priorities:

- 1.1.1 Update the Business Enhancement Committee work plan
- 1.1.2 Actively participate in the update of the Redevelopment Plan
- 1.1.3 Develop a plan to increase business retention services offered by the Program

Objective 1.2 Promote business and property investment opportunities on Main Street

2008/9 Priorities:

- 1.2.1 Complete the Main Street Market Analysis and present the findings to the Town
- 1.2.2 Develop key business development strategies and outline an implementation plan
- 1.2.3 Cooperate with the Downtown Redevelopment Commission and other groups
- 1.2.4 Compile Main Street's Annual Report and distribute accordingly

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

2008/09 Priorities:

- 1.3.1 Update the Promotion Committee work plan to include additional promotional opportunities and identify new partnerships
- 1.3.2 Continue to produce the Tour of Historic Florence and Florence Multicultural Festival

Objective 1.4 Expand tourism and marketing

2008/09 Priorities:

- 1.4.1 Develop a proposal to the Town seeking management responsibility for the Florence's Visitor Center
- 1.4.2 Develop a Marketing Plan
- 1.4.2 Discuss plans for tourism marketing and development with the Town of Florence

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

2008/09 Priorities:

- 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 Support higher densities in the Main Street District

2008/09 Priorities:

- 2.1.1 Ensure that higher density is addressed in the updated Redevelopment Plan

Objective 2.2 Actively participate in the implementation of the Streetscape Plan.

2008/09 Priorities:

- 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

2008/09 Priorities:

- 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

2008/09 Priorities:

- 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 website as a valuable communication tool to disseminate information about the program and the Town to residents, investors and visitors.

2008/09 Priorities:

- 3.1.1. Evaluate the use of electronic programs (such as email blasts, e-invitations, flyers and newsletters, etc) to enhance marketing and communication with stakeholders and partners.

Objective 3.2 Continue to support a balanced, diversified communication plan by utilizing a variety of venues.

2008/09 Priorities:

- 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 Consider adding an “In the News” page on the website.
- 3.2.5 Develop and implement a more formal Business Retention Program.

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

2008/09 Priorities:

- 3.3.1 Strive to distribute a press release per quarter focused on the successes of the 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 Continuously recruit new members to build a strong foundation for the organization

2008/09 Priorities:

- 4.1.1 Promote the vision for downtown
- 4.1.2 Maintain a strong membership program
- 4.1.3 Recruit volunteers to serve on the Board, Committees and task forces

Objective 4.2 Diversify the budget

2008/09 Priorities:

- 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 opportunities and evaluate Main Street's willingness and need accordingly
- 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 to how Main Street operates

2008/09 Priorities:

- 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