



Downtown Tupelo Main Street Association
2012 Work Plan

MISSION STATEMENT

“To sustain and enhance the downtown experience”

ORGANIZATION

Group Purpose: support the DTMSA Staff by Raising Money and Developing Organization Capacity

Goal

Increase DTMSA Membership

Objective

Develop a membership Drive (Allie)

Task

- Create a new brochure by end of November
- Identify membership benefits
- Board Members submit 10 membership leads
- Mail out Membership Packets January 1st
- Call Campaign February (Board Members call 10 leads they submitted)

Objective

Add 1 NET new member per month

Task

- Continue to contact 5 new businesses a month to join (Allie)
- Staff visit each member and educate on Main Street Principals, benefits, and volunteer opportunities
- Develop membership handout for existing members for education

Goal

Evaluate Events on an ongoing basis

Objective

Develop an event scorecard

Task

- Event Chairs complete Scorecard within 2 weeks of event date

Goal

Recruit and Train Volunteers

Objective

Put together a Volunteer Program

Task

- Solicit volunteers through meetings, emails, Facebook, E-news or a volunteer only party
- Create a plan to approach businesses about letting their employees volunteer on company time in exchange for in kind sponsorship
- Provided a training session a few days before an event and before their shift begins

Objective

Recognize and Thank Volunteers

Task

- Always follow up and Thank Volunteers for their time
- Volunteer Only Party (budget \$1000 or pay for with Tips from events)
- Take photos of volunteers at work to give to them later

Goal

Execute work plan

Objective

Ensure all committees meet on a regular basis

Task

- Communicate with committee chairs on a regular basis
- Committees communicate with each other
- Follow the 4 points of Main Street
- Train Executive Committee on the Todd Barham Approach

DESIGN

Group Purpose: Educate others about good downtown design; Provide good design advice; Plan Main Street's future growth by shaping regulations; and motivate others to make positive changes.

Goal

Education and Communication on technical assistance

Objective

Make it easy for downtown businesses and residents to work with the Design Committee

Task

- Provide Approval on any and all submitted downtown designs
- Create a 1 page checklist to help members through the process (Brandon/Allie)

Objective

Provide design assistance as necessary to move pending submitted designs through the approval process

Task

- Have monthly design committee meetings that are open for businesses and residents to present their design and receive guidance
- Educate all property and business owners on process

Goal

Complete Draft of new Downtown Overlay District Design Code/ Handbook

Objective

Offer a guidebook to businesses and residents who plan to improve their property

Task

- Design Committee will create a set of standards that work with the 2025 City Comprehensive Plan through a course of several workshops
- Present Guidebook Board for adoption (digital download from website)

Goal

Beautification

Objective

- Court Street Park – Complete Signage and Ribbon Cutting
- Better Directional Signage
- Underground Power lines

Task

- Research what it will take to complete beautification projects
- Put together a successful Fundraiser to pay for the Beautification Projects
- Build relationships with CDF, City Government, MDOT, etc..
- Proactively educate the community about the Main Street Project

Goal

Educational Seminars

Objective

Provide Businesses and residents with the tools they need to make good design decisions

Task

- Re-evaluate the seminars from 2011
- Pick new seminar topics, Schedule meeting dates, and Invite people to attend

Goal

Assist Economic Restructuring on Renovation Corporation

Goal

Work with Economic Restructuring to complete Main Street Master Plan

ECONOMIC RESTRUCTURING

Group Purpose: to identify new market opportunities for the traditional commercial district, find new uses for historic commercial building and stimulate investment in property.

Goal

Educate and Market Downtown Real Estate to Realtors and General Public

Objective

- Hold an information and communication meeting with area commercial realtors about downtown real estate
- Provide Information about available properties
- Provide retail sales per square foot downtown
- Rental rates per square foot for retail and office space

Task

- **Update Business and Building Inventory** (Main St. Staff)
- Collect Retail Sales Data (DT Merchants)
- Determine total square footage of retail space (Property Owner)
- Determine total square footage of office space (Property Owner)
- Determine total square footage of residential space (Property Owner)
- Add available properties to website (Staff)

Goal

Downtown business retention initiative

Objective

Develop strategy for staff and board members to visit each month

Task

- Conduct 25 downtown business retention visits

Goal

Implement Market Assessment and Placemaking Strategies

Goal

Main Street Master Plan – working with Design Committee

Objective

Public Education and Buy In of Main Street Master Plan

Task

- Develop a strategy for public input and education
- Document and publicize a strategy for implementation
- Develop strategies for communication and progress of the project
- Develop strategy for public participation

Emerging Initiatives:

Implementation of top priorities from Board Retreat

- Renovation Corporation – Design Committee Assist
- Real Estate Liaison
- Fill Empty Building

PROMOTION

Group Purpose: promote downtown as the center of commerce, culture, and community life for residents and visitors alike.

Goal

Develop a strategy for volunteer coordination

Objective

Event specific

Task

- Supervise volunteers at events
- Works with organization to assist with recruiting

Goal

Evaluate Events

Objective

Scorecard implementation strategy

Task

- Event Chair completes event scorecard within 2 weeks of each event

Goal

Event Communication with the public

Objective

Special Event Calendar

Task

- Post Main Street and Downtown Events to the Main Street Website Calendar

Goal

Generate More Activity at the Farmers Market

Objective

Special Event at the Farmers Market

Task

- Evaluate the activities from 2011 and continue to build on what worked
- Music – live or canned every week

Goal

Consistently promote all Main Street Events

Objective

Special Events Promotion Plan

Task

- Re-evaluate checklist for Event Chairs (Daphene)
- Implement checklist for all events

Goal

Generate public awareness of assets Downtown

Objective

Downtown Directory

Generate Marketing Dollars for Main Street

Task

- Sell advertisements

Goal

Add Additional Downtown Events

Task

- Blue Christmas without you
- Create Major Events around Christmas and New Year's Eve
- Tornado Tour
- Quality of Life
- Restaurant Week

BUSINESS PROMOTIONS

Group Purpose:

Goal

Downtown Employee Outreach

Objective

Educate Downtown Employees about events and what we have to offer

Task

- Increase E-news Subscribers
- Survey
- Downtown Giveaways

Goal

Educate Downtown Tupelo Main Street Members

Objective

Comprehensive List of Businesses

Task

- Committee Members go visit members and discuss: signing up for E-news, accepting Downtown Dollars, and Small Business

Goal

Event Communication with the public

Objective

Master Calendar of Events

Task

- Post Main Street and Downtown Events to the Main Street Website Calendar
- Follow Promotion Checklist for all events

Goal

Promote and Sell more Downtown Dollars to keep money local

Objective

Downtown Dollar's Campaign

Task

- Re-evaluate current plan (Daphene)

Goal

Hospitality Training

Objective

Educate Downtown Employees about what is offered so they can be a Spokesperson for Downtown

Task

- Let Service Industry (restaurants, stores, gas stations, etc...) know that training is available through the CVB

Goal

Promote shopping local – ongoing activity

Objective

Small Business

Task

- E-news
- Newspaper Advertisements
- Word of Mouth

MARKETING

Group Purpose: Create an image for Downtown that includes: environment, attitudes, activities, and quality.

Goal

Develop Annual Marketing Plan

Objective

Marketing and Advertising Roadmap for Main Street Events

Task

- Update current plan (Daphene)

Goal

Develop Printed Collateral

Objective

- Develop and Produce Retail Restaurant Guide with map
- Develop and produce a timeless “rack card” piece
- Historical walking Tour

Task (Daphene/Josh)

- Get pricing for plaques and make Main Street Office the example of what businesses can purchase for their building
- Design, Print, and Distribute Guide

Goal

Develop and Implement Cooperative Marketing Plan for Members

Objective

Additional Benefit for Members to Promote Downtown as a Destination

Task

- Re-evaluate current plan (Daphene)