

# Villages @ Mt. Hood

## Main Street Work Plan 2009-2011

### VISION:

- ? THE VILLAGES @ Mt. Hood works together productively and collaboratively; are economically healthy; environmentally sound; and area safe place to live, work and raise children.
- ? The villages @ Mt. Hood is an internationally recognized year-round, world class recreational area enjoyed by visitors and residents.
- ? The members of the communities celebrate their diverse backgrounds.
- ? The communities offer events and activities geared toward families.

### GOALS:

- ? The Villages @ Mt. Hood have a thriving, year-round, sustainable, and eco-friendly economy that serves its residents and visitors alike.
- ? The Villages @ Mt. Hood have the recreational, transit, educational, community and public facilities to support a healthy community.
- ? We have a system to provide secondary and post-high school opportunities for the youth and adult populations of our communities.
- ? Our area has a sense of community, is safe, accessible, resourceful, beautiful, fun and maintains a village atmosphere.

### WORK PLAN:

A work plan is one of the board's best tools for managing both the program's projects and its budget. At the beginning of every year, the Board should require each committee to develop a work plan and submit it to the board for approval.

### Committee Work Plan:

**Organization:** Involves building a Main Street framework that is well represented by business and property owners, citizens, public officials, the Chamber of Commerce, and local economic development organizations; with everyone working together to renew downtown. A strong organization provides the stability to build and maintain a long-term effort.

- ? Task force Development and Training
  - o Recruit members from each community to serve on Main Street Task Force
  - o Training and orientation
- ? Committee Development and Training
  - o Recruit members from each community to serve on Main Street committees, projects, and special events/activities
  - o Provide training and leadership to committee/volunteers
  - o Develop a volunteer recognition program

- ? Education and Outreach on Village's Main Street Program
  - o Develop guidelines for producing Main Street materials
  - o Develop a business outreach strategy
  - o Compile press release(s)
- ? Identify Funding Resources
  - o Develop strategy identifying funding resources/opportunities
  - o Local Option Room Tax
    - ✍ Resource options for room tax as a resource for funding Main Street projects
    - ✍ Meet with Clackamas County Tourism to discuss options
    - ✍ Develop guidelines
    - ✍ Prepare outreach materials and make presentation(s) to BCC and public
    - ✍ Present – promote - pass
- ? Develop and Manage Financial Policies and Procedures
  - o Develop organizational budget
  - o Manage finances
  - o Develop guidelines for reporting finances to board, stakeholders, and public
- ? Foster and Maintain Relationship with Partners
  - o Provide informational presentations to local service, civic, and business meetings (i.e. Chamber, Kiwanas, Rotary, etc.)
  - o Organize annual meeting of stakeholders
  - o Reach out to representatives from adjacent development projects; inform and educate on Main Street program

**Promotion:** Creates excitement in downtown. Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street encourages customer traffic. Promotion involves marketing an enticing image to shoppers, investors, and visitors.

- ? Build Strategic Marketing Plan/Campaign
  - o Develop printed material regarding the Village's Main Street Program mission, goals, and objectives
  - o Develop and promote Main Street link on local website(s)
  - o Coordinate publishing of all informational/promotional materials with TDC, Mt. Hood Chamber, etc.
  - o Develop materials for distribution to prospective businesses and/or visitors (i.e. Resource guide, available property info, downtown profile, etc.)
  - o Develop brand/logo in conjunction with existing efforts underway
- ? Support Existing Events, Activities and Tourism Efforts Throughout the Village's Region
  - o Provide committee/volunteer support as needed

- ? Plan for/Create New Opportunities/Events Throughout the Village's Region
  - o Identify opportunities for events and activities
  - o Coordinate event/activity logistics, marketing, etc.
- ? Annual Stakeholder Event
  - o Work with Organization Committee to develop event
  - o Coordinate logistics and promotion of event

**Design:** Enhances the attractiveness of the business district. Historic building rehabilitation, street and alley clean-up, colorful banners, landscaping, and lighting all improve the physical image of the downtown as a quality place to shop, work, walk, invest in, and live. Design improvements result in a reinvestment of public and private dollars to downtown.

- ? Consult with County on developing design standards and sign codes for the Villages, using the Government Camp model
- ? Promote aesthetic improvements and historic preservation
  - o Inventory buildings and identify resource materials for technical assistance (design, historic preservation, grant sources, etc.)
  - o Enhance aesthetic character of public spaces and infrastructure within Main Street district
  - o Hold workshop with State Historic Preservation Office
- ? Work with regional efforts on improving signage for communities throughout the Villages region
- ? Support and expand upon existing physical imaging efforts
  - o Make property owners aware of assistance and resources available
  - o Hold workshops on façade improvements

**Economic Restructuring:** Involves analyzing current market forces to develop long-term solutions. Recruiting new businesses, creatively converting unused space for new uses, and sharpening the competitiveness of Main Street's traditional merchants are examples of economic restructuring activities.

- ? Complete retail business inventory
- ? Develop a conceptual business retention/recruitment strategy
- ? Inventory vacant storefront and identify business opportunities
  - o Develop list of available properties listing property details (i.e. square footage, use, rent, etc.)
  - o Develop simple, one-page brochure for distribution
  - o Using info contained in market analysis identify businesses that fit the 'mix' in Main Street district
  - o Prepare materials and send to target businesses
- ? Encourage and promote pedestrian oriented businesses in downtown