

## The Main Street Four Point Approach: A Matrix for Guiding Action Strategy Development

<i>Organization</i>	<i>Design</i>	<i>Economic Restructuring</i>	
<u>Partnerships</u> - Identification of - Inter-Organizational Liaisons	<u>Buildings</u> - Design Guidelines - Façade Improvement Program	<u>Trade Area Information</u> - Socio-Econ / Psychographic Profile - Trade Area Definition - Customer Survey - Business / Property Inventory - Data Management / Evaluation	<u>General Image</u> - Combat Negative Perceptions - Define the "Brand" - Market "Top-of-Mind" Awareness
<u>Volunteer Development</u> - Recruit New Members - Training - Recognition	<u>Physical Improvements</u> - Inventory of Current Conditions - Prepare Streetscape Plans	<u>Business Retention</u> - Business Owner Survey - Business Site Visits - Business Roundtables - Expansion Opportunities	<u>Special Events</u> - Activities to Bring People Downtown - Annual Events Calendar
<u>Communications</u> - Public Relations Campaigns - Generate Public Awareness - Media Relations - Intra-Community Communications	<u>Planning &amp; Zoning</u> - Consistency with Comprehensive Plan - Adequacy of Local Zoning Ordinance	<u>Business Recruitment</u> - Market Leakage Analysis - Prospect Development - Recruitment Process - Location Strategy	<u>Retail Promotions</u> - Get People Into Stores - Annual Promotional Calendar
<u>Fundraising</u> - \$ Tabulation of Action Plans - Long-Term Financial Plan - Annual Fundraising	<u>Parking &amp; Transportation</u> - Survey Existing Parking Assets - Analyze Space Utilization - Evaluate Enforcement - Develop Management Strategy	<u>New Economic Uses</u> - Anchor Building Identification - Community Initiated Development	
<u>Governance</u> - Nomination of Board & Officers - Board & Committee Training - By-Laws Management	<u>Visual Merchandising</u> - Window Displays - Internal Displays - Overall Curb Appeal	<u>E-Commerce</u> - Current E-Commerce Situation - Develop Web Strategies - Enhance Business E-Commerce	
	<u>Graphics Utilization</u> - Banners - Welcome Signs - Wayfinder Systems - Public Amenities	<u>Financial Incentives</u> - Grant Programs - Loan Programs - Tax Credits	

## The Elm Street Five Point Approach: A Matrix for Guiding Action Strategy Development

<b>Sustainable Organizations</b>	<b>Design</b>	<b>Neighbors and Economy</b>	<b>Image &amp; Identity</b>	<b>Safe, Clean &amp; Green</b>
<u>Partnerships</u> - Identification of Partners - Inter-Organizational Liaisons	<u>Buildings</u> - Design Guidelines - Design Assistance - Façade Improvement Program - Historic Preservation	<u>Neighborhood Profile</u> - Socio-Econ / Psycho. Profile - Resident Surveys - Business / Property Inventory - Data Management / Evaluation	<u>General Image</u> - Combat Negative Perceptions - Define the "Brand" - Enhance the Overall Perception - Generate Public Awareness	<u>Crime Prevention</u> - Block Watch - "Safescapes" - Street Lighting Levels
<u>Volunteer Development</u> - Recruit New Members - Training - Recognition	<u>Streetscape Improvement</u> - Inventory of Current Conditions - Prepare Streetscape Plans	<u>Housing Options</u> - Enhanced Homeownership - Gentrification Issues	<u>Neighborhood Events</u> - Activities to Engage Neighbors - Annual Events Calendar - Local Awards Programs - House Tours	<u>Nuisance Properties</u> - "Neglected Spaces"
<u>Communications</u> - Intra-Community Information	<u>Planning &amp; Zoning &amp; Code</u> - Consistency with Comp. Plan - Adequacy of Local Zoning Ord - Code Enforcement	<u>Enhanced Employment</u> -	<u>Public Relations</u> - Public Relations Campaigns - Media Relations	<u>The Natural Environment</u> - Enhanced Public Spaces - Community Gardens - Urban Forestry
<u>Fundraising</u> - \$ Tabulation of Action Plans - Long-Term Financial Plan - Annual Fundraising		<u>Economic Connections</u> - Business District - Third Places	<u>Graphics Utilization</u> - Street Signs - Welcome Signs - Public Amenities - Neighborhood Murals	<u>Lot Landscaping</u>
<u>Governance</u> - Nomination of Board & Officers - Board & Committee Training - By-Laws Management	<u>Traffic</u> - Traffic Calming	<u>Community Institutions</u> - Neighborhood Schools - Churches - Community Centers		<u>Neighborhood Resources</u> - Tool Libraries
		<u>Financial Incentives</u> - Grant Programs - Loan Programs - Tax Credits		

# INTEGRATED MAIN STREET/ELM STREET APPROACH

