

## 6-12 Month Work Plan for Newly Designated NC Main Street Communities & Downtown Associate Community programs

*This plan is designed to provide the downtown development organization in a newly designated North Carolina Main Street community or a Downtown Associate Community program, with general activities in each of the Four Points® of the Main Street philosophy defined below. These activities will allow the organization to maintain momentum as they go through their initial year in the respective program, while they complete the orientation, reconnaissance, visioning and planning activities with the NC Main Street & Rural Planning Center (NCMS&RP Center). It will serve in lieu of a formal plan of work until the organization has developed their vision and mission statements, at which point in time, they will go through a formal work planning process for the organization. That work plan will economic development strategies, develop objectives, goals, actions and tasks that meet the organization’s vision, mission and budget. Each year, the organization should take the time to hold a retreat and go through the work planning process.*

*The NCMS&RP Center is available to offer direction and assistance on these activities.*

ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
<i>Building Human and Financial Resources, through public/private partnerships, to achieve a common vision.</i>	<i>Selling a positive image of downtown based on the authentic, creative assets of the community.</i>	<i>Improving the physical aspects of downtown.</i>	<i>Strengthening the existing economic assets; expanding and diversifying the economic base.</i>

**Organization: *Building Human and Financial Resources, through public/private partnerships, to achieve a common vision.***

Completed ✓	Activity (in order of importance/implementation)	Responsibility	In-House- Outsource	Cost / Time	Partners / Assistance	To Be completed
	Coordinate all events and activities between the organization and NC Main Street & Rural Planning Center. (orientation, reconnaissance, vision forum, planning activities, etc.)					
	Attend NC Main Street managers’ meetings, conference, basic trainings, orientation and other trainings that may					

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	be offered by NC Main Street & Rural Planning Center.					
	Using the NC Main Street organizational checklist as a guide, ascertain which items need to be addressed. All items which exist as documents should be in both paper and electronic format in one secure location with back-up.(See checklist for more information)					
	Develop job descriptions for a general board member, each executive committee member, committee chairs, committees AND executive director (template available from NCMS&RP)					
	Identify most stable sources of income for organizational operations and look for tools to further stabilize and develop the budget.					
	Create a list of current and potential partners for the organization and identify where the opportunities lie to develop a partnership.					
	Develop a coordinated and comprehensive communications plan for the organization including a PR plan (see NCMS&RP for template) annual meeting and report, PowerPoint to tell the MS story on a local level, etc.					
	Develop a board member notebook and new board member orientation and training program.					
	Provide NC Main Street with required annual statistics, program assessment survey, budget and salary survey information and other information as requested.					

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**Promotion: *Selling a positive image of downtown based on the authentic, creative assets of the community.***

Completed ✓	Task (in order of importance/implementation)	Responsibility	In-House- Outsource	Cost / Time	Partners / Assistance	To Be completed
	Compile list of all promotional activities and events that take place downtown, with dates and what organization is responsible.					
	Develop a checklist of procedures for holding events downtown to facilitate the process for those who wish to hold their event downtown.					
	Assist local partners in measuring the economic impact of their events held in downtown					
	Assist, as applicable, in marketing events and activities held in downtown for community partners.					

**Design: *Improving the physical aspects of downtown.***

Completed ✓	Task (in order of importance/implementation)	Responsibility	In-House- Outsource	Cost / Time	Partners / Assistance	To Be completed
	Locate National Register documentation (nomination application and supporting materials), send copy to NC Main Street & Rural Planning Center.					
	Issue a press release for an "all call" for historic photos of the downtown business district.					
	Work with other resources to locate historic images of the downtown business district.					
	Compile photographic documentation of all buildings, storefronts and lots, including any details of architectural significance.					
	Assist property and business owners with design services through the NCMS&RP Center (MS only)					

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	Conduct a Clean & Safe Assessment of Downtown (NCMS&RP Center has template/information.					
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**Economic Vitality: *Strengthening the existing economic assets; expanding and diversifying the economic base.***

Completed ✓	Task (in order of importance/implementation)	Responsibility	In-House- Outsource	Cost / Time	Partners / Assistance	To Be completed
	Track your Economic Vitality activity for public and private investment, business development, building redevelopment, volunteer hours and promotional activity. (See NCMS&RP tracking form)					
	Develop and maintain a complete database on all businesses downtown with contact info, hours, goods/services provided etc. (See NCMS&RP template)					
	Develop and maintain a complete building inventory with property owner contact info, physical address(es) of the building, square footage-by floor if applicable, occupancy info-for sale/lease, condition of building, tax parcel number, etc. (See NCMS&RP template)					
	Working with the NCMS&RP staff, complete business and consumer surveys per instructions					
	Work with NCMS&RP staff to order ESRI data.					
	Obtain maps of the downtown district, including maps of downtown national or local historic districts.					