

# SESSION 3:

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ALIGNING THE WORKPLAN WITH DISTRICT  
ECONOMIC TRANSFORMATION STRATEGIES



# SESSION 3 GOALS

1. Workplan Expectations
2. Submission Timing/Delivery
3. Outcomes
4. Four Points Projects
5. Project Implementation Plans
6. Finalizing Community Samples
7. Learn from Others

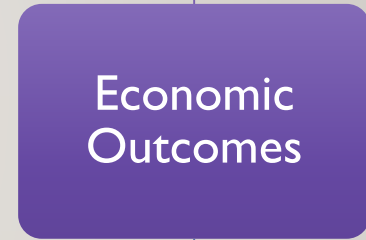


# Today's Presentations – Work Flow and Tasks

1. Identify



2. Establish



3. Implement



# ANNUAL WORK PLANS - NEW FLOORING

At minimum, should include...

- Economic Transformation Strategies (2)
- Capacity-Building Strategy (1)
- Expected Outcomes
- MainStreet Four Points Projects
- Project Implementation Plans
  
- Supports Accreditation!

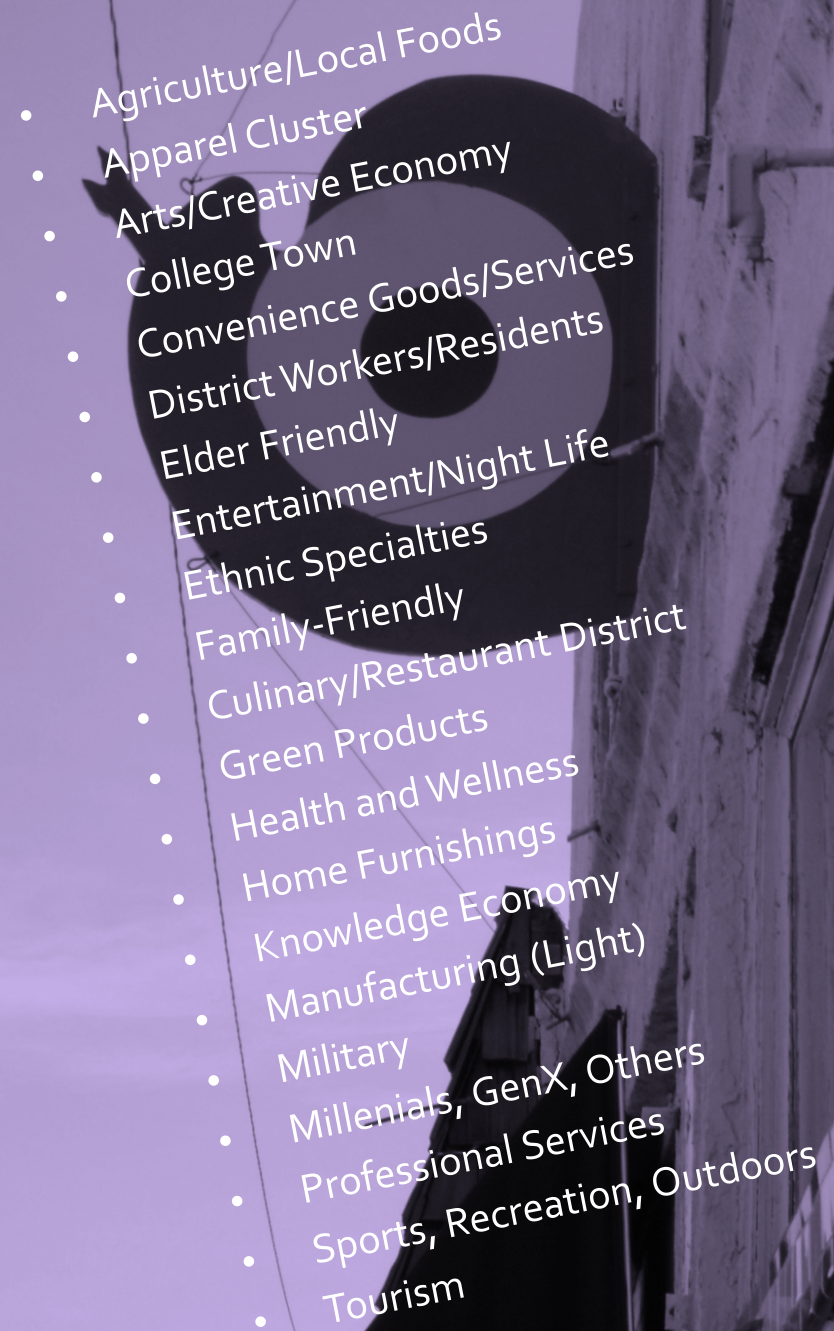
Timelines:

- Draft by 11/1
- NMMS feedback, 12/1
- Upload by 12/15



# Classifications from National Main Street Center

- Customer-based strategies
- Product-based strategies
- Catalyst strategies

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- Agriculture/Local Foods
  - Apparel Cluster
  - Arts/Creative Economy
  - College Town
  - Convenience Goods/Services
  - District Workers/Residents
  - Elder Friendly
  - Entertainment/Night Life
  - Ethnic Specialties
  - Family-Friendly
  - Culinary/Restaurant District
  - Green Products
  - Health and Wellness
  - Home Furnishings
  - Knowledge Economy
  - Manufacturing (Light)
  - Military
  - Millennials, GenX, Others
  - Professional Services
  - Sports, Recreation, Outdoors
  - Tourism

# OUTPUTS VS. OUTCOMES

OUTPUTS (what we do)		OUTCOMES (what changed? what was the impact?)		
Activities (what we do)	Participation (who we reach)	Short Term KNOWLEDGE	Medium Term ACTIONS	Long Term CONDITIONS
Training Workshops Meetings Service Deliv. Product Dev. Assess Facilitate Map Partner	Participants Clients Agencies Stakeholders Customers Partners	Learning Awareness Knowledge Attitudes Skills Opinion	Behaviors Practices Decisions Policies	Economic Social Civic Environmental

# IDENTIFYING OUTCOMES

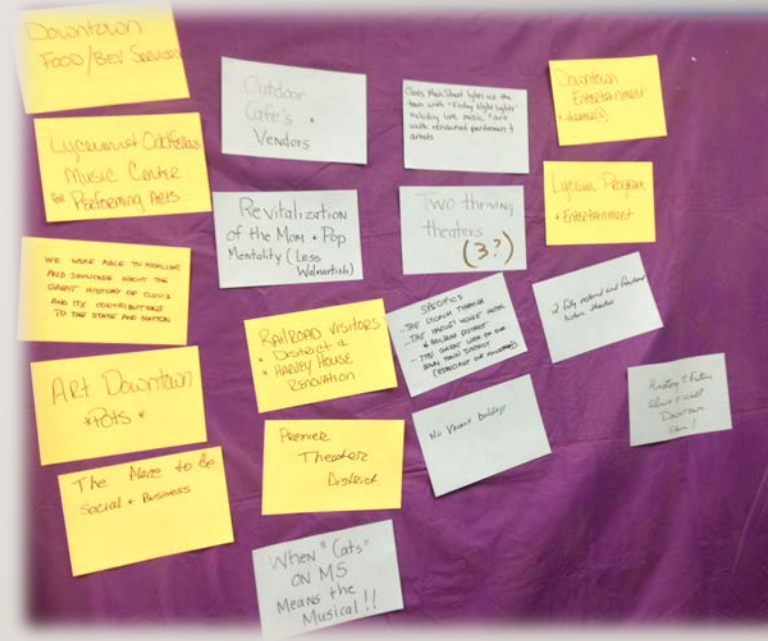


- Be concise!
- Dispense with formalities
- **IMPACT:** What is the public “value”?
- Why would I fund it?
- Can you measure it?  
Document it?



# IDENTIFYING FOUR POINTS PROJECTS

- Develop project lists for each point (2-4)
- Connected to current plans, opportunities?
- Where (and how) do your current projects fit?
- Does it tie directly to the ETS strategy?
- Connected to desired outcomes?
- Does it change the economic conditions?
- Are you leveraging your assets, focusing your resources?
- Can it be achieved in a year?

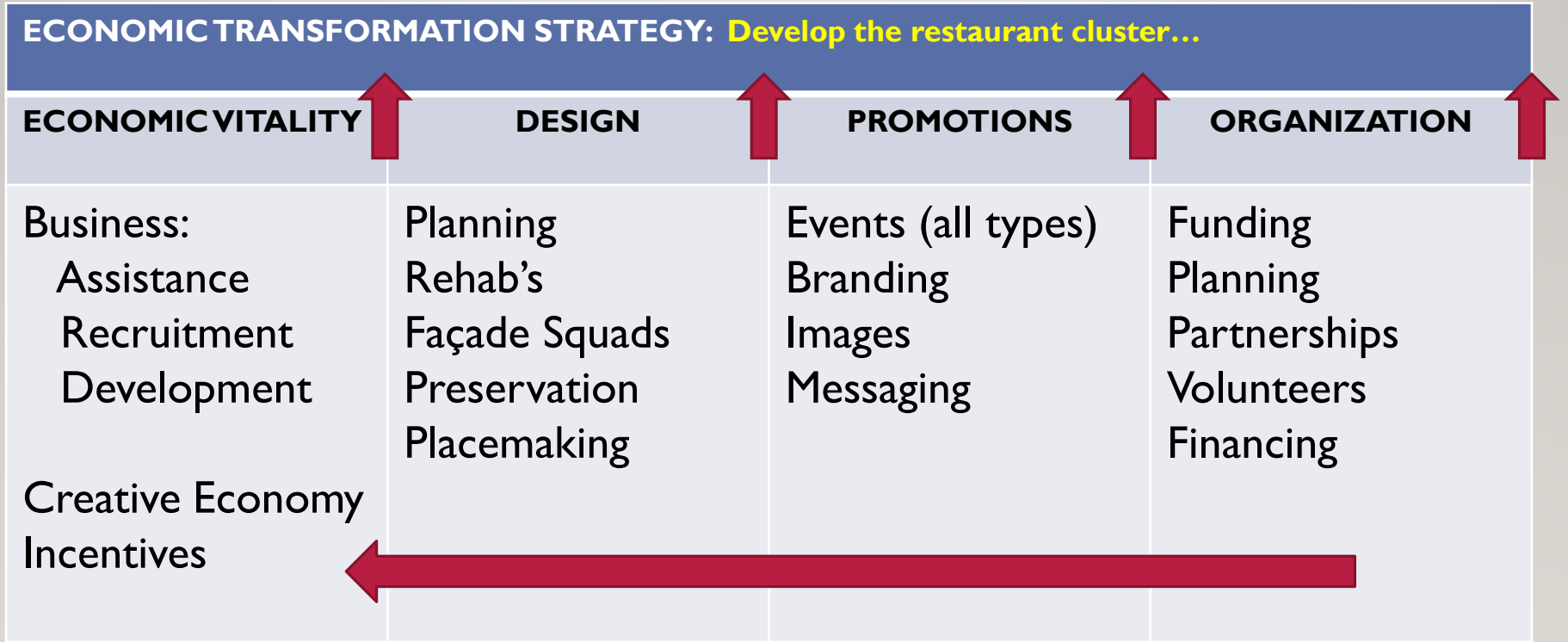


**Do they align with the Ten Standards?**





# ALIGNING THE MAINSTREET FOUR POINTS PROJECTS



# THE CAPACITY-BUILDING STRATEGY

Generally, tasks that \*must\* happen to build organizational capacity, improve or sustain operations, and manage resources:

- Board Development
- Compliance
- MOU's / Contracts
- Strategic Planning
- Human Resources
- Operational Processes
- Policies
- Systems/Tools
- Bylaws



# SAMPLE PROMOTION ACTIVITY IMPLEMENTATION PLAN

**Project:** Produce a business directory

**Completion date:** 7/15/2013

**Chair:** Amber

Phone: 555-5000    Email: AmberPromo@mainstreet.com

**Committee Members:** Sheila, Alex, Tina, David, Rahim, Arturo

<i>Task</i>	<i>Responsibility</i>	<i>Timetable</i>	<i>Cost</i>	<i>Revenue</i>	<i>Progress</i>	<i>Comments</i>
Gather, review sample directories	Committee	By 1/15				Request from DC MS, NMSC
Decide content, format, distribution	Committee	30-Jan				Discuss at meeting
Gather business names/contacts	Scott	30-Jan				
Decide how to fund	Committee	30-Jan		\$5,525*		*Revenue based on 85 biz @\$65 ea
Obtain volunteer graphic designer	Sheila	30-Jan	\$0*			*May need to pay designer
Draft biz info letter, sign up	Amber	6-Feb				Scott to print; committee to sign & mail
Hold meeting to discuss w/businesses	Tina, Arturo	3-Mar	\$45			
Meet w/design firm to discuss concept	Committee	15-Mar				Scott will coordinate
Preliminary concepts from designer	Design Firm	30-Mar				Sheila to coordinate
Draft, review & finalize copy	Sheila, Scott	15-Apr				
Provide copy, photos to designer	Scott	1-May				
Get printing bids	Rahim	30-Apr				
Provide final corrections to designer	Sheila	20-May				
Print directory	Rahim	6/15-6/20	\$7,500			
Inform board, committees	Amber, Sheila	By 7/15				Present inventory @ July board meeting
Write & distribute media release	Sheila, Scott	15-Jul				
Distribute copies to each business	Rahim, Tina	15-Jul				
Distribute remaining copies	Scott	15-Jul				

TOTAL:

\$7,500    \$5,525

# FINAL EXERCISE

1. Quickly identify OUTCOMES for your ETS (5 min).
2. Identify 2-4 PROJECTS in each of the Four Points. Refer to samples in binder if needed. PA's can assist (20 min).
3. Identify capacity-building actions not related to ETS (5 min).
4. Review: cross-reference with the Ten Standards (5 min)
5. Transfer info to the chart pads, post. Take a stroll along the “Walk of Fame” – learn from others! (5 min).



6. Return to your seat for final wrap-up (5 min).

# PLANNING: IT'S NOT JUST FOR GEEKS

Small Business > Business Communications & Etiquette > Effective Communication & Organizations

## The Effects of Lack of Planning in an Organization

by Kevin Johnston, studioD



You can take your company down dead ends if you don't plan.

While it is tempting to let your business grow "organically" and respond to changes in customer tastes and market trends, this unplanned approach can hurt your business. Developing concrete plans helps you guide your company in a positive direction and prevents going down any expensive roads that lead to nowhere. Several risk areas can threaten your business if you do not have plans in place to monitor problems and stop them in the early



## Negative Impacts:

- Overbudget/cost overruns
- Poor quality
- Customer dissatisfaction
- Schedule failures
- Wasted time
- Project failure
- Frustration
- Low team morale
- Lost business
- Loss of Accreditation

**Plan the Work and Work the Plan!**