TRANSFORMATION STRATEGY WORK PLAN  
FY23

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| **Organization Name:** *Main Street Anytown*  **Town, State:** *Anytown, State* | | **Date:** *MM/DD/YYYY*  **Completed by:** *Main Street Manager/Board Director* | |
| **Vision:***Staunton is a vibrant and vital central commercial district with secondary nodes; Wharf and Central Avenue, maintaining historic character and creating an environment for small business to thrive, supporting both residents and visitors.* | | | |
| **Transformation Strategy #1:***Community Serving* | | **Transformation Strategy #2:***Placemaking* | |
| **Goal 1** | **Goal 2** | **Goal 1** | **Goal 2** |
| *Attract businesses that cater to all residents. i.e., grocery, pharmacy, etc.* | *Strategically develop Central Avenue and the Wharf with residents in mind.* | *Develop downtown masterplan including streetscape, parking, sidewalk, and wayfinding strategy to connect the Central business district to Central Avenue (branding opportunity) and the Wharf.* | *Offer diverse amenities, services, restaurants, and retail with locals and visitors in mind.* |
| **Lead:** *Ms. Main Street* | **Lead:** *Mr. Broadway* | **Lead:** *Mx. Pine* | **Lead:** *Mrs. Maple* |
| **Annual Responsibilities**  *First Saturday: Monthly shopping event to showcase local businesses.*  *Alive @ Five: Build community by raising funds for Main Street.*  *Façade Grant: Award 5 grants during the fiscal year.*  *Newsletter: A monthly publication released on the 1st of every month.*  *Social Media:**Update weekly highlighting events and programming to grow audience by 200 new followers while educating about organization.* | | | |

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| **Transformation Strategy #1:** *Community Serving* | | | | | |
| **Goal 1:** *Attract businesses that cater to all residents. i.e., grocery, pharmacy, etc.* | | **Define Success:** *Increase service businesses that cater to residents by 3.* | | | |
| **Partners:** *City of Anytown, Chamber of Commerce, property owners* | | | | | |
| **Task** | **Volunteer Responsible** | **Staff Responsible** | **Due Date** | **Progress** | **Budget** |
| *1. Update building inventory* | *Mary Smith* | *Bob Smith* | *October* | *In Progress* | *$0* |
| *2. Create a list of vacant or underutilized spaces for service businesses including a small grocer.* | *Ann Jones* | *Bob Smith* | *November* | *In Progress* | *$0* |
| *3. Develop an incentives package. Identify needs and advocate for more resources* | *Jim Start* | *Bob Smith* | *December* | *In Progress* | *$250* |
| *4. Identify willing owners.* | *Bill Trent* | *Bob Smith* | *January* | *Completed* | *$0* |
| *5. Conduct a walking audit of the district to assess opportunities.* | *Josh Morgan* | *Bob Smith* | *March* | *In Progress* | *$0* |
| *6. Establish a business start-up process to make your community business friendly for start-ups* | *Ann Jones* | *Bob Smith* | *April* | *Not Started* | *$0* |
| *7. White-box vacant spaces for pop-ups to show proof of concept.* | *Mary Worth* | *Bob Smith* | *May-June* | *Not Started* | *$1500* |
| *8.* |  |  |  |  |  |
|  | | | | **Total** | *$1750* |
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| **Transformation Strategy #1:** *Community Serving* | | | | | |
| **Goal 2:** *Strategically develop Central Avenue and the Wharf with residents in mind* | | **Define Success:** *Brands established for nodes and drawing 200 new resident visits each month.* | | | |
| **Partners***: City of Anytown, Planning Department, Zoning Department, property owners* | | | | | |
| **Task** | **Volunteer Responsible** | **Staff Responsible** | **Due Date** | **Progress** | **Budget** |
| *1. Survey residents on vision for nodes to establish brand themes.* | *Mary Smith* | *Bob Smith* | *October* | *In Progress* | *$100* |
| *2. Hold public meetings on suggested brands for nodes.* | *Ann Jones* | *Bob Smith* | *November* | *In Progress* | *$0* |
| *3. Develop a personality and brand voice for each node.* | *Jim Start* | *Bob Smith* | *December* | *In Progress* | *$0* |
| *4. Create a brand story and brand name for destinations.* | *Bill Trent* | *Bob Smith* | *January* | *Completed* | *$0* |
| *5. Pick brand look, logo, and color palette.* | *Josh Morgan* | *Bob Smith* | *March* | *In Progress* | *$500* |
| *6. Build effective branding communications strategy.* | *Ann Jones* | *Bob Smith* | *April* | *Not Started* | *$0* |
| *7. Tell compelling stories* | *Mary Worth* | *Bob Smith* | *May-June* | *Not Started* | *$200* |
| *8. Integrate brands with organization marketing and launch.* | *Ann Jones* | *Bob Smith* | *April* | *Not Started* | *$300* |
| *9.* |  |  |  |  |  |
|  | | | | **Total** | *$1100* |

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| **Transformation Strategy #2:** *Placemaking* | | | | | |
| **Goal 1:** *Develop downtown masterplan including streetscape, parking, sidewalk, and wayfinding strategy to connect the Central business district to Central Avenue (branding opportunity) and the Wharf.* | | **Define Success:** *Awarded a grant to match City funding for downtown masterplan.* | | | |
| **Partners:** *City of Anytown, Grant Funder, State Transportation Department, City Public Works* | | | | | |
| **Task** | **Volunteer Responsible** | **Staff Responsible** | **Due Date** | **Progress** | **Budget** |
| *1. Research grant opportunities for master planning* | *Mary Smith* | *Bob Smith* | *October* | *In Progress* | *$0* |
| *2. Apply for master planning grant.* | *Ann Jones* | *Bob Smith* | *November* | *In Progress* | *$200* |
| *3. Announce the award of grant. Thank partners.* | *Jim Start* | *Bob Smith* | *December* | *In Progress* | *$0* |
| *4. Issue an RFP for master plan.* | *Bill Trent* | *Bob Smith* | *January* | *Completed* | *$0* |
| *5.Establish committee to review RFPs and award contract.* | *Josh Morgan* | *Bob Smith* | *March* | *In Progress* | *$0* |
| *6.* |  |  |  |  | *$0* |
| *7.* |  |  |  |  | *$0* |
| *8.* |  |  |  |  | *$0* |
|  | | | | **Total** | *$200* |
| **Transformation Strategy #2:** *Placemaking* | | | | | |
| **Goal 2:** *Offer diverse amenities, services, restaurants, and retail with locals and visitors in mind.* | | **Define Success:** *Activated 1 underutilized space for students.* | | | |
| **Partners:** *College Administration and Student Leadership, City of Anytown, Public Works, property owners, Arts Council* | | | | | |
| **Task** | **Volunteer Responsible** | **Staff Responsible** | **Due Date** | **Progress** | **Budget** |
| *1. Host of meeting with College Student Leadership to engage students in a downtown project.* | *Mary Smith* | *Bob Smith* | *October* | *In Progress* | *$0* |
| *2. Work with student committee to design project.* | *Ann Jones* | *Bob Smith* | *November* | *In Progress* | *$0* |
| *3. Identify property and owners for project.* | *Jim Start* | *Bob Smith* | *December* | *In Progress* | *$0* |
| *4. Assemble project and launch.* | *Bill Trent* | *Bob Smith* | *January* | *Not Started* | *$750* |
| *5. Share a compelling story about the project and building community with the students.* | *Jim Start* | *Bob Smith* | *December* | *In Progress* | *$0* |
| *6.* |  |  |  |  | *$0* |
| *7.* |  |  |  |  | *$0* |
| *8.* |  |  |  |  | *$0* |
|  | | | | **Total** | *$750* |