

Arcadia Main Street Program

Strategic Plan

2009

Purpose: The Arcadia Main Street Program, Inc. is a non-profit organization with roots dating back to the 1980's when the National Trust for Historic Preservation formed the Main Street Program with the State of Florida as well as other States. Historic preservation is the key focus of the Main Street Program as well as the improvement all aspects of the downtown area. Improving economic management, strengthening public participation, historic preservation and making downtown a focal point for the entire community is top on the priority list. Making downtown a fun and interesting place to visit is just as important as recruiting new business, rehabilitating buildings and expanding parking.

Each designated Main Street Program is encouraged to use a Four Point Approach in building a cohesive Program. The following is the strategic plan with set goals for the upcoming 2009 year.

DESIGN

The Purpose of the Design Committee is to encourage quality building rehabilitation, signage and public improvements of the downtown area. It is the goal of the Design Committee to make the downtown area an aesthetically appealing environment for local residents and visitors.

For the 2009 year the Design Committee will:

1. Continue to maintain plantings around the Palm Trees in the downtown area.
2. Continue to maintain the Welcome sign at Oak Street and Hwy 70 East.
3. Host one downtown Community Clean -Up per year.
4. Conduct a Parking/Inventory Survey of downtown.
5. Encourage design guidelines for historic buildings, by reviewing codes, ordinances and regulations

MEMBERSHIP:

The purpose of the Membership Committee is to build consensus and cooperation among many groups, business and individuals who have a role in the revitalization process of the downtown area. This committee will also encourage members to participate in the activities set for the by the program, thereby increasing the likelihood of membership renewals.

For the 2009 year the Membership Committee will:

1. Be cheerleaders for the downtown area, spreading the word of what the Program is all about.
2. Double to current membership of approximately 100 members.
3. Host quarterly "Main Street Mixers" to encourage networking among members.
4. Continue to publish the "Main Street Message" to keep all members informed of the activities of the Program.
5. Maintain the Main Street web site.

PROMOTIONS:

The purpose of the Promotions Committee is to market the downtown area and its assets to customers, potential investors, new businesses, local citizens and visitors through events and activities.

During the 2009 year the Promotions Committee will:

1. Continue to promote the downtown through events: Watermelon Festival, Fall Festival, Tour of Homes and Main Street Market.
2. Develop a brochure promoting events, Arcadia's history and downtown members.
3. Work with the Membership Committee to encourage the use of the web site for information regarding activities and events.
4. Encourage and promote more retail business in the downtown area.

ECONOMIC DEVELOPMENT:

The Economic Development Committee is responsible for improving the economic base of the downtown by strengthening existing business, recruiting new businesses.

For the 2009 year the Economic Development Committee will:

1. Collect information for a building and business inventory.
2. Include vacant buildings on the Main Street Web Site.
3. Develop a business recruitment package.