

# Four Point Approach: A Matrix for Developing an Action Strategy

## Organization

Building consensus and cooperation among the groups that play roles in the downtown.

- ⇒ **Partnerships**
- ⇒ Identify participants
- ⇒ Organize effort

## Volunteer Development

- ⇒ Establish committees
- ⇒ Recruitment

## Communications

- ⇒ Public relations campaign
- ⇒ Public support
- ⇒ Media relationships

## Funding

- ⇒ Action Plan
- ⇒ Financial Plan
- ⇒ Fund-raising Campaign

## Design

Enhancing the physical appearance of the business district

## Building

- ⇒ Design Guidelines
- ⇒ Facade Improvement Program
- ⇒ Property Inventory

## Physical Improvements

- ⇒ Inventory existing downtown improvements
- ⇒ Analyze for effectiveness
- ⇒ Establish goals and objectives
- ⇒ Incremental implementation plan

## Planning and Zoning

- ⇒ Downtown focused comp plan
- ⇒ Appropriate land use provisions
- ⇒ Mixed use development
- ⇒ Pedestrian friendliness

## Parking and Transportation

- ⇒ Survey existing parking resources
- ⇒ Survey & assess space use
- ⇒ Evaluate enforcement policies & regulations
- ⇒ Identify problem areas
- ⇒ Develop management strategy

## Visual Merchandising

## Graphics

## Economic Restructuring

Strengthening the existing economic base of the business district while diversifying it.

## Market Information

- ⇒ Conduct a business inventory
- ⇒ Delineate trade area
- ⇒ Define customers
- ⇒ Calculate potential sales
- ⇒ Determine best business mix

## Business Retention

- ⇒ Program of retention
- ⇒ Business owner survey
- ⇒ Educational survey
- ⇒ Resource Library
- ⇒ Business expansion

## Business Recruitment

- ⇒ Recruitment plan
- ⇒ Location strategy
- ⇒ Recruitment packet
- ⇒ List of prospects

## New Economic Uses

- ⇒ **Financial Incentives**
- ⇒ Low interest loan pool

## Promotions

Marketing the unique characteristics to shoppers, investors, new businesses, tourists and others

## Retail Sales

- ⇒ Develop promotional calendar
- ⇒ Organize through committees

## Special Events

- ⇒ Develop events calendar
- ⇒ Organize through committees

## Image

- ⇒ Campaign to combat negative image
- ⇒ Establish market identity
- ⇒ Define image