

Main Street Program – Economic Development Implementation Plan – January 2016 – December 2016

Economic Positioning/Vision:

Mission: Dedicated to promoting economic revitalization, supporting local businesses, and preserving the natural and historic heritage of the Village of Ortonville by using the 4-point Main Street Approach.

Implementation Strategy: As a designated MSOC Community, Ortonville uses the National main Street Center's Four-Point Approach which includes: organization, promotion, design, and economic vitality to implement a downtown/village center revitalization initiative.

DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
<p><u>Objective:</u> Growth of Business Development</p> <p><u>Goals:</u> 1. Fill Vacancies 2. Retain Businesses</p> <p><u>Strategies:</u></p>	<p><u>Tactics:</u> 1. Get funding for a Business Plan Contest 2. Recruit volunteers to help with tasks 3. Grant Requests: Levitt pavilions Grant Request and Mi Council for Humanities Request</p>	<p><u>Tactics:</u> 1. 10 Reasons to move your business to Downtown Ortonville 2. M-15 Banner, i-75 billboards 3. During events: "What do you want to see here?" window display 4. Welcome Wagon Brochure: list businesses, map 5. <i>Christmas Window Promotion - workplan</i></p>	<p><u>Tactics:</u> 1. Clean gateway by A&W 2. Flower plantings @ Y in road 3. Downtown Staging: full of opportunity and seasonal displays in vacant storefronts 4. Trees - trim or remove as necessary 5. Historic Preservation 6. <i>Parklet Pop-up during events and upon request - workplan</i> 7. update Building Database 8. Parking</p>	<p><u>Tactics:</u> 1. Baseline Data collection from businesses (send to a third party accountant?) 2. Why open a business here? 3. <i>Collect and analyze market data from MSOC (Leakage Analysis from One Stop Shop) - workplan</i> 4. List of incentives from property owners on website 5. Pop-up Businesses - seasonal 6. <i>Publish Downtown Dashboard - workplan</i></p>
<p><u>Objective:</u> Expand Work of ODDA</p> <p><u>Goal:</u> 1. have at least one - two volunteers for each action plan 2. expand DDA Board by one - two more people 3. Start a Board member schedule, with date commitments for future members and future officers</p> <p><u>Strategy:</u></p>	<p><u>Tactics:</u> 1. <i>Local Outreach - workplan</i> 3. Monthly - Top 5 volunteer needs 4. Volunteer Coordinator 5. Committees - Projects 5. Recruit from outside DDA zone for new board members</p>	<p><u>Tactics:</u> 1. <i>Information presentations targeted for different groups (Vlg Council, general public, merchants) - workplan</i> 2. Marketing Piece for Volunteers to put in stores. 3. Identify volunteer opportunities for events 4. Welcome Wagon Bag: inform/recruit volunteers 5. Ad in church bulletins</p>	<p><u>Tactics:</u> 1.</p>	<p><u>Tactics:</u> 1. <i>Focus Groups (combine with presentations) - workplan</i> 2. <i>business surveys by DDA Board Members - BBE</i> 3. Surveys at events</p>
<p><u>Objective:</u> If we do this and nothing else, we will be successful - "What" overview</p> <p><u>Goal:</u> "What" with measurables</p> <p><u>Strategies:</u> "How" Overview</p>	<p><u>Tactics:</u> "How" Action Steps</p>	<p><u>Tactics:</u></p>	<p><u>Tactics:</u></p>	<p><u>Tactics:</u></p>

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ORGANIZATION

PROMOTION

DESIGN

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