

## The Main Street Four Point Approach: A Matrix for Guiding Action Strategy Development

Organization	Design	Economic Restructuring	Promotion/Marketing
<b>Partnerships</b> <ul style="list-style-type: none"> <li>• Identification of</li> <li>• Inter-Organizational Liaisons</li> </ul>	<b>Buildings</b> <ul style="list-style-type: none"> <li>• Design guidelines</li> <li>• Face improvement plan</li> </ul>	<b>Trade Area Information</b> <ul style="list-style-type: none"> <li>• Socio-economic/psychographic profile</li> <li>• Trade area definition</li> <li>• Customer survey</li> <li>• Business/property inventory</li> </ul>	<b>General Image</b> <ul style="list-style-type: none"> <li>• Combat negative perceptions</li> <li>• Define the “brand”</li> <li>• Market “Top-of-Mind” awareness</li> </ul>
<b>Volunteer Development</b> <ul style="list-style-type: none"> <li>• Recruit new members</li> <li>• Training</li> <li>• Recognition</li> </ul>	<b>Physical improvements</b> <ul style="list-style-type: none"> <li>• Inventory of current conditions</li> <li>• Prepare streetscape plans</li> </ul>	<b>Business Retention</b> <ul style="list-style-type: none"> <li>• Business owner survey</li> <li>• Business site visits</li> <li>• Business roundtables</li> <li>• Expansion opportunities</li> </ul>	<b>Special Events</b> <ul style="list-style-type: none"> <li>• Activities to bring people downtown</li> <li>• Annual events calendar</li> </ul>
<b>Communications</b> <ul style="list-style-type: none"> <li>• Public relations campaigns</li> <li>• Generate public awareness</li> <li>• Media relations</li> <li>• Intra-community communications</li> </ul>	<b>Planning &amp; Zoning</b> <ul style="list-style-type: none"> <li>• Consistency with comprehensive plan</li> <li>• Adequacy of local zoning ordinance</li> </ul>	<b>Business Recruitment</b> <ul style="list-style-type: none"> <li>• Market leakage analysis</li> <li>• Prospect development</li> <li>• Recruitment process</li> <li>• Location strategy</li> </ul>	<b>Retail Promotions</b> <ul style="list-style-type: none"> <li>• Gent people into stores</li> <li>• Annual promotion calendar</li> </ul>
<b>Fundraising</b> <ul style="list-style-type: none"> <li>• \$Tabulation of action plans</li> <li>• Long-term financial plan</li> <li>• Annual fundraising</li> </ul>	<b>Parking &amp; Transportation</b> <ul style="list-style-type: none"> <li>• Survey existing parking assets</li> <li>• Analyze space utilization</li> <li>• Evaluate enforcement</li> <li>• Develop management strategy</li> </ul>	<b>New Economic Uses</b> <ul style="list-style-type: none"> <li>• Anchor building identification</li> <li>• Community initiated development</li> </ul>	
<b>Governance</b> <ul style="list-style-type: none"> <li>• Nomination of board &amp; officers</li> <li>• Board &amp; committee training</li> <li>• By-laws management</li> </ul>	<b>Visual merchandising</b> <ul style="list-style-type: none"> <li>• Window displays</li> <li>• Internal displays</li> <li>• Overall curb appeal</li> </ul>	<b>E-Commerce</b> <ul style="list-style-type: none"> <li>• Current e-commerce situation</li> <li>• Develop web strategies</li> <li>• Enhance business e-commerce</li> </ul>	
	<b>Graphics Utilization</b> <ul style="list-style-type: none"> <li>• Banners</li> <li>• Welcome signs</li> <li>• Wayfinder systems</li> <li>• Public amenities</li> </ul>	<b>Financial Incentives</b> <ul style="list-style-type: none"> <li>• Grant programs</li> <li>• Loan programs</li> <li>• Tax credits</li> </ul>	