



## 2013-2014 Work Plan

### ORGANIZATION COMMITTEE

- Continue to develop a broad support base and maintain a volunteer membership database.
- Continue promoting Main Street Morgantown as an organization. This can be done through presentations with the assistance of audiovisual tools or through institutional advertising.
- Work in conjunction with other Main Street Morgantown committees.
- Recognize volunteers and others that excel in downtown revitalization efforts at an awards/volunteer breakfast.
- Monitor work plans for all committees quarterly.
- Garner support for public funds for financial support.
- Create active partnerships with Commissions, WVU, community and civic organizations.
- Write grants for special projects.
- Promote organization during Main Street Morgantown special events.
- Facilitate a Main Street Morgantown Annual Meeting and prepare an Annual Report.
- Update and improve the web site **downtownmorgantown.com** quarterly.
- Nominate MSM for State Main Street Awards.
- Continue supporter visitation program.
- Promote Morgantown as one of the National Trust's "Dozen Distinctive Destinations" and winner of the Great American Main Street Award.
- Host public forums.
- Review MSM bylaws and make revision and corrections.
- Host ribbon cutting and welcome baskets for new businesses.
- Plan and implement a major fund raising event.
- Promote MSM on Facebook and Twitter
- Request CDBG funds.
- Work with the Morgantown/Monongalia Task Force on Homelessness.
- Assist in the coordination of a Town/Gown initiative

### PROMOTION COMMITTEE

- Continue to develop an annual calendar of traffic building events such as street fairs or festivals, image campaigns and sales promotions.
- Continue with a marketing campaign to highlight downtown parking facilities and programs.
- Produce and distribute business rack cards and update directory kiosks.
- Promote downtown Morgantown and the Historic Wharf District to regional and local customers.
- Target cooperative efforts with WVU and downtown (i.e. Parent's Perks Program, Mountaineer Week and Student Alumni Club incentives Town/Gown).
- Write a CVB Innovative Grant as needed.
- Contribute to a conference packet to promote downtown/Wharf District businesses.
- Work with the Design Committee to continue a year-round banner program.
- Provide businesses a calendar of events occurring in the downtown.
- Create an annual budget for promotional events and advertising.
- Maintain an accurate system of tracking that evaluates the value of advertising and promotional events.
- Continue utilizing the branding identity "*Shop it. Dine it. Love it. Local.*" in all advertising and promotions.
- Facilitate customer intercept surveys during special events.
- Market downtown electronically, beyond the web page (i.e. facebook.com, twitter).
- Develop a new summer event with the cooperation of the Organization Committee.
- Participate with the CVB to include the downtown in travel packaging.

### DESIGN COMMITTEE

- Continue to interface with other commissions or committees dealing with design or beautification issues.
- Develop and implement a Wayfinder Sign system to link Downtown, the Wharf District and the WVU campus
- Improve existing green space areas in the downtown.
- Maintain and promote audio historic walking tour through MSM app and podcasting.
- Continue to assist in the redevelopment of the Riverfront and the Wharf District.
- Assist City officials with a Downtown Strategic Plan Update.
- Create a downtown monitor plan for downtown trash (aesthetic inventory analysis) and work on other issues such as litter and recycling.. Arrange for additional trash receptacles.
- Provide sign, façade, and security camera grants.
- Garner Support for TE funding for to be used for streetscape
- Provide design input on the continuation of the High Street streetscape project.
- Expand Streetscape project to additional streets for example Walnut Street.
- Promote design assistance to building and property owners.
- Develop and implement a holiday decorating program and purchased decorations for the 100 Block of High Street.
- Continue to work with the City on the development of design standards.
- Work with properties owners and businesses on façade renovations and signage.
- Work with the City and building owners on improved exterior lighting.
- Improve attractiveness of vacant lots.
- Continue year -round banner program.
- Provide design education for property owners.
- Expand Street Tree Lighting Program.
- Seasonal pole lighting program
- Utility Box painting/mural program

### ECONOMIC RESTRUCTURING

- Continue to update building inventory survey, first floor visual business survey, and business retention survey to assist in monitoring economic activity and updating downtown demographics. All this information will be developed into a demographic package for distribution to all interested parties.
- Maintain low interest loan pool/grants to encourage building rehab and new development. This activity will assist the Design Committee in implementing their design guidelines.
- Enrich liaisons with realtors, building owners and managers.
- Continue to recruit new businesses.
- Organize and host MSM quarterly Business After Hour events.
- Work closely with the Parking Authority to implement recommendations from parking consultant and to look for other parking opportunities.
- Facilitate small business opportunity seminars.
- Assist with Riverfront/Wharf development.
- Continue to provide sign, façade, and security camera grants and request funds for a mobile camera.
- Continue distribution of business information/retention piece "On the Town".
- Assist City officials with a Downtown Strategic Plan and begin implementation.
- Continue to update business recruitment marketing collateral.
- Continue stewardship of Morgantown Market Place.
- Enhance and promote "How to open a Business in Morgantown 101".
- Develop program to promote downtown venues i.e. Morgantown Market Place, Met Theatre, History Museum, etc.
- Develop Retail Incentive Program.
- Special promotion shuttles.
- Hospitality zone promotions.
- WIFI hotspot program.