

Cle Elum Downtown Association 2018 Work Plan

Objectives	Goals	Strategies	Actions/Measures
<p>DESIGN COMMITTEE</p> <p>Enhance the pedestrian environment and encourage visual improvements through good design compatible with historic features</p>	<ul style="list-style-type: none"> • Engage community in good downtown district practices through community partnerships • Enhance usability, safety and enjoyment of historic district 	<ul style="list-style-type: none"> • Educate others about good design • Maintain and evaluate an inventory of buildings, parking and public improvements • Encourage quality improvements to private properties and public spaces • Help in planning and shaping regulations for downtown growth • Encourage historic surveys and preservation 	<ul style="list-style-type: none"> • Work with City on Historic Plaque Program • Promote walkability and needed infrastructure for downtown including parklets • Provide support for the EV Committee effort to create and maintain a database of properties, buildings, businesses.
<p>ECONOMIC VITALITY COMMITTEE</p> <p>Strengthen and diversify economic vitality in the district while maintaining balance with heritage</p>	<ul style="list-style-type: none"> • Downtown Assessments • Business Assistance (retention and recruitment) • Maintain pertinent databases 	<ul style="list-style-type: none"> • Maintain Building and Business inventory 	<ul style="list-style-type: none"> • parking/traffic assessments • Create and maintain a downtown database of properties, buildings and business. • Downtown Building Assessment results to each property owner • Work with Chamber of Commerce to improve business assistance resource library and business workshop series
<p>ORGANIZATION COMMITTEE</p> <p>Attract people and money to assure financial needs are met and the board, staff, and volunteer staffing is effective.</p>	<ul style="list-style-type: none"> • Maximize B&O Tax Incentive Program • Promote community understanding of mission/goals • Increase membership base 	<ul style="list-style-type: none"> • Raise money for projects and administration • Manage staff & volunteer recruitment, supervision, and incentives • Promote the Main Street program (Public Relations) • Manage Finances 	<ul style="list-style-type: none"> • Build committee leadership and volunteer structure • Recommend board and officer candidates and provide for leadership succession • Plan an annual report and meeting to create awareness of goals and progress • Communicate mission and vision to community through media and community meeting opportunities • Continue development of brochure and contents • Develop a package of information for new and prospective business
<p>PROMOTION COMMITTEE</p> <p>Promote downtown as the center of commerce, culture, and community for residents and visitors</p>	<ul style="list-style-type: none"> • Reinforce image through Special Events • Support Retail health and growth • Support tourism through industry partnerships and special projects • Recruit new volunteers 	<ul style="list-style-type: none"> • Generate pedestrian traffic through special events based on heritage, holidays, farmers markets, cultural displays. • Encourage special promotions, advertising, cooperative promotions 	<ul style="list-style-type: none"> • Place periodic media advertising to increase awareness of downtown resources • Support Design Committee effort in promoting and recruiting volunteers for cleanup events. • Downtown Clean-up – Organize a April community cleanup • Coordinate Summer Flower Basket and planters and Christmas Tree Lighting programs / recognition signage