

Beautiful Downtown Lewiston 2016 Planning // Re-aligning with Main Street Approach

Point	Focus	Level of Priority	Main Goal(s)	Potential Project(s)
ORG	Volunteers	High	Volunteers who are passionate about downtown; leadership development and board development	Volunteer job descriptions for all committees; recruit 1-2 new passionate and skilled volunteers per committee; quarterly Main Street 101 coffee trainings
	Partners	High	Keep retention high; ask existing Partners to increase their level of giving (more money, event sponsorship); keep good relationships with community partners and city	Partnership dues increase (5 or 10%); include sponsor menu in dues envelope and follow up; continue quarterly updates to city council; invite key partners to attend events
	Fundraising	Mid-High	Don't add new fundraising events; sell more tickets for PiR; keep promotions profitable through sponsorship	Untapped potential of individual giving (Friends); updated Sponsorship Menu can include specific items (like bike racks) in addition to events
	Communication & PR	High	New ED needs to get into the community immediately; continue utilizing newsletter and other media sources to tell our story	Board introduce new ED (one-on-one) to key stakeholders
PROMO	Branding/Image	Medium	Maintain current branding – social media, website, newsletter, My Downtown, etc.; keep promoting positive image of downtown	Use YouTube to promote projects, events, and businesses – free and easy (mini documentaries)!
	Business Promotions	Medium	Focus on making special events work for businesses (Vintage Lewiston, Hometown Pep Rally, Art Walk)	In the future, when there is a stronger business mix, do more intentional business promotions
	Special Events	Medium	No new events, maintain and continue improving existing events (quality over quantity)	

ER	Existing Businesses	Low (ED's 1-on-1 HIGH priority though)	New ED continue prioritizing one-on-one interaction with businesses and promoting businesses to the public; decrease tenant turnover	ED evaluate needs of businesses on one-on-one basis (marketing, transition planning, etc.); work with landlords to encourage them to be picky about businesses they lease to
	Business Recruitment	High	Attract ideal businesses to compliment business mix; continue recruiting brewery	List of our top priority businesses – share with property owners and even offer to make poster for vacant window; peer to peer “invitations” (Mike Haines example)
	Entrepreneurship	Medium	Provide services and connect start-ups to resources	Maintain partnerships with other economic development orgs doing entrepreneurship development; co-hosting workshops
	Use of Space	High	Increase number of upper floor housing options; break down barriers keeping properties from being developed (code changes, blight); utilize vacant spaces	Inventory vacancies and buildings uses (including residential numbers); continue promoting upper floor; work with Mr. Bennett to change code to benefit property owners trying to make improvements
DESIGN	Buildings	High	Funding for façade grant program down the line; keep historic preservation as a priority; see notes above about use of space	Update and make usable format for design guidelines on website (potentially hire someone to create at some point); see note above about working with Mr. Bennett this year
	Public Areas	Medium	More public areas downtown; more green space, places for kids to play; continue adding whimsical/functional elements to downtown	Push Parks & Rec to create green spaces downtown (not currently part of master plan, but needs to be); tactical urbanism for new market/concert space
	Design Assistance	Low	Refer property owners to experts (city does this a lot already)	
	Strategic Planning	Medium	Make Lewiston vibrant for 8 year olds and 80 year olds	Bring in a consultant at some point in the future, or work with university students