

100 IDEAS FOR YOUR DOWNTOWN REVITALIZATION ACTION PLANS

BUSINESS DEVELOPMENT

- Offer quarterly Entrepreneur training (google business, quick books, marketing, etc)
- Create a Revolving loan fund
- Create a business incubator
- Create benchmark file for each building
- Coordinate cooperative advertising campaign to local and surrounding communities
- Hold open house(s) for empty building
- Hold open house(s) for existing businesses
- Launch social media campaign promoting existing downtown businesses
- Launch social media campaign promoting existing empty available buildings
- Hold a “big idea” contest for adults w/cash or free rent prize
- Hold a “big idea” contest for students w/cash, scholarship or free rent prize
- Develop city food truck & pop up policies
- Create a downtown food truck & pop up park
- Renovate one building with commercial grade kitchen for restaurant incubator/shared space
- Utilize one empty, renovated building for common co-working space until sold
- Have at least one conversation/meeting with each downtown building owner to discuss status, vision, plans or needs
- Host a meeting where a designer gives ideas for EXTERIOR improvements
- Have local leaders work in various “business of the day” and document on social media.
- Have local students work in various “business of the day” and document on social media.
- Create website to promote downtown activities, history, businesses, available buildings, etc.
- Create #hashtag campaign for downtown revitalization
- Launch a podcast or blog capturing interviews with locals about their memories of downtown, former businesses, vision for downtown or buildings, etc.
- Research regional, state and local foundations, agencies and philanthropists for potential financial assistance of downtown efforts

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BUSINESS DEVELOPMENT (Continued)

- Recruit business professional services from nearby cities to share downtown office space on daily or weekly basis
- Create a documentary or video of annual revitalization campaign from start to finish each year
- Develop a “ghost walk” for a fundraiser
- Create a “visit City XYZ” marketing campaign directed to outside visitors
- Create a “enjoy City XYZ” marketing campaign for locals
- Create a summer camp for young/youth age entrepreneurs
- Create a small business boot camp for entrepreneurs
- Create contest for most “interesting” window display and let the community choose the winner
- Host year end “academy awards” for local businesses (voted on by locals & outside judges) No losers...just announce winners. Best storefront, best food, kids choice, most friendly, coolest sign, best marketing, favorite hangout, prettiest landscaping, etc.
- Host a downtown tailgate party before home football or basketball games
- Free snow cones, lemonade or popcorn one afternoon a quarter
- Research space as a potential antique store, bed & breakfast, or AirBnB location
- Host a partner program where a non downtown business puts signs in empty downtown buildings and promote downtown businesses in non-downtown empty buildings.
- Host a breakfast for local elected officials, realtors, investors in renovated AND non-renovated downtown building(s)
- Secure the services of an Interior Designer to assess the existing buildings and give their advice on best use and design of the INTERIORS of the buildings
- Hold a workshop for existing businesses, existing building owners and potential building owners with Architects, Contractors and Interior Designers to discuss the process of renovating aging buildings
- Develop a list of aspirational businesses and a short list of targets that are located in nearby cities or in the region
- Develop a downtown business "advisory board" made up of existing businesses, local officials and volunteers to keep momentum and focus on downtown improvements

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COMMUNITY DEVELOPMENT

- Develop public alley walkways
- Create patio parks behind buildings
- Hold fundraiser for downtown criss cross lights
- Publish calendar of downtown events w/local artists or photographers depicting historical buildings
- Publish social media calendar of downtown events
- Develop one pocket park each year
- Host street dance w/vendors
- Host holiday events and photo ops in a renovated or cleaned out building (Cupid, St. Patty, Easter Bunny, Uncle Sam, back to school, Turkey Trot, Santa, Etc.)
- Hold mural art contest & create postcards with entries
- Provide branded souvenir masks, tool belts, t-shirts, bandanas, caps, etc. to volunteer workers
- Give quarterly updates to civic groups on status of downtown revitalization projects
- Create a community garden
- Create a community “share a book” station
- Create a community “veterans” memorial pocket park/bench/flagpole
- Host outdoor movies in the summer (projected onto the side of a building)
- Create oral legacy files of stories of each building
- Host downtown toddler parade with mini floats, small bikes, wagons, etc.
- Host a “hug a dog day” downtown in partnership with local animal shelter
- Hold downtown scavenger hunt or mystery game
- Host downtown farmers markets and/or arts & crafts fairs
- Host an “City XYZ's got Talent” program at a downtown location
- Hold piano and dance recitals in a renovated building to get people to see the interior.
- Create a common space that can hold a stage for outdoor mini-entertainment hub

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DEMOLITION & CLEAN UP

- Create “demo day” task force
- Arrange for heavy equipment and debris trucks for demo days
- Hold workdays for volunteers to clean up alleys
- Tear down one substandard building
- Clean up one vacant lot
- Identify two areas of neglect
- Clean out & repair the second story of one building per year for office or housing space
- Utilize local incarcerated volunteers, youth groups, civic groups, etc. to complete small half day projects or quarterly clean-up projects
- Have a volunteer window washing day each spring and fall
- Paint one building exterior in spring and fall
- Have “skills” Olympics contests for local tradesmen and volunteers
- Rent a power washer and have a heavy duty “we sparkle” cleanup day

RESTORATION & RENOVATION

- Order visual renditions of two old “hard to sell” buildings
- Dedicate plaques for historical buildings
- Create investment group to purchase and renovate one building
- Create non-profit association to purchase and renovate one downtown building
- Have a contractor do an estimate on work needed for all building upgrades
- Develop files of history & condition of each downtown property
- Create a facade matching grant program
- Create a quarterly “new sign” lottery for local businesses
- Repair substandard sidewalks
- Create new ramps on sidewalks
- Create themed art contests and place in windows of empty buildings
- Have a photographer take a photo of each building that will be placed in a presentation for city officials, potential investors, renters, etc.
- Honor the history of each building with a social media video series & podcast

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BEAUTIFICATION & LANDSCAPING

- Matching benches for each block
- Planter boxes in second story windows
- Fundraiser for benches
- Quarterly Clean Up Days with volunteers & non-profit organizations
- Paint contest for Main Street trash cans
- Facade grant program
- New parking stripes project
- Create a themed art contest for local artists to be displayed in empty building windows
- Create one new downtown mural with a professional mural artist
- Create one new permanent Instagram/hashtag backdrop photo opportunity
- Program for matching downtown flower boxes and annual flowers
- Welcome to downtown billboard or mural