

Organization

- ❖ *Continuously develop ways to publicize, promote, and educate the public about Pikeville Main Street and increase visibility of the program.*
 - *Develop & publish the Main Street Newsletter (quarterly), mail to downtown businesses. (insert in Chamber Newsletter)*
 - *Create Main Street website (on City website) & update often*
 - *Create a Pikeville Main Street Facebook page*
 - *Radio*
 - *Promote the Positive Attributes of our downtown to potential businesses*
- ❖ *Develop a fundraising program that utilizes a wide range of sources including public & private sectors to ensure long term continuation of the program.*
 - *Re-introduce Main Street Membership to the businesses*
 - *Conduct a community wide mailing to launch a special effort to recruit individuals*
 - *Ensure that events and special projects generate profit for the organization*
 - *Continuously research grant opportunities to identify appropriate funding sources for program activities and projects.*
 - *Conduct one special fundraising event that will generate a high profit for the organization. (Hillbilly Days)*
- ❖ *Develop a strong volunteer base and provide training and recognition of volunteers.*
 - *Involve the public in volunteer activities by reaching out to the local schools, groups, and businesses*
 - *Hold an annual meeting that includes awards & recognition*
- ❖ *Continue long term development of downtown*
 - *Maintain regular communication with downtown property & business owners*
 - *Coordinate a meet & greet event for the downtown businesspeople*

Design

- ❖ *Provide design assistance and encourage building improvements.*
 - *Provide design education on topics such as window displays through the Pikeville Main Street Newsletter*
 - *Develop & Implement a Façade Improvement Grant Program*
 - *Encourage window decorating during the holidays*
- ❖ *Improve Public Spaces*
 - *Submit work orders to UMG for any areas in need of attention such as landscaping, trash, etc*
 - *Oversee and implement the purchase and installation of streetscape amenities (ex. Bike racks, banners, trash cans, etc. could be funded through CDBG)*
 - *Raise awareness of accessibility issues as they relate to downtown*
 - *Participate in Pride*
- ❖ *Encourage Preservation of Historic Resources.*
 - *Work to highlight at least one historic building per quarter in the Main Street Newsletter from the Downtown Historic Walking Guide*
 - *Participate in Historic Preservation Month (www.preservationnation.org)*
 - *Research grants for available funding for Historic Buildings*
 - *Become a member of Preservation America & Preservation Kentucky*

Promotion

- ❖ *Raise Awareness of Downtown Events and Businesses*
 - *Create an online directory that lists downtown businesses, historic buildings, and a full calendar of events.*
 - *Visit downtown businesses regularly to keep them informed of events and activities*
 - *Ensure increased promotion through radio, tv, and newspaper of events to increase attendance at downtown events*
- ❖ *Market Downtown to Visitors*
 - *Explore development of a new image campaign that will draw visitors to downtown (ex. Print materials: general downtown card to be distributed through Pikeville/Pike County Tourism; Online Marketing, etc.)*
 - *Work with local hotels to develop lobby displays and other creative ways to promote Downtown Pikeville*
- ❖ *Develop a well-coordinated program of retail activities in Downtown Pikeville.*
 - *Encourage downtown businesses to coordinate holiday open houses & sales*
 - *Coordinate a program to encourage business owners to stay open late at least one night per week during the holiday season*
- ❖ *Coordinate special events to present downtown as a place to have a good time and enjoy our beautiful downtown*

Economic Restructuring

- ❖ *Develop and implement business retention and recruitment tools.*
 - *Work with Economic Development Director to update recruitment material*
 - *Continue efforts to recruit new businesses in conjunction with the Economic Development Director*
 - *Develop special outreach effort to downtown property owners to facilitate productive use of vacant space*
- ❖ *Develop and maintain baseline data of building and business inventory.*
 - *Maintain a list of current downtown businesses as well as a list of known vacancies.*
 - *Provide information on available downtown space to potential new tenants*
 - *Collaborate with area economic development organizations to maximize resources and share information on available space and potential new tenants*
- ❖ *Develop opportunities to strengthen existing downtown businesses.*
 - *Work with City and Board to develop guidelines, mechanics, and criteria for disbursement of CDBG Downtown Improvement Funds (if funded)*
 - *Regularly visit downtown businesses to discuss relevant business issues and share information on Pikeville Main Street projects and activities*
 - *Develop and implement a Downtown Business of the Year Award*
 - *Identify downtown's strengths and weaknesses and analyze business community needs on an ongoing basis*