

## **PORT ANGELES DOWNTOWN ASSOCIATION**

### **Work Plan**

**2012**

**The mission of the Port Angeles Downtown Association is to develop and promote a healthy and prosperous Downtown.**

#### **ORGANIZATION**

**Goal:** PROVIDE EFFECTIVE LEADERSHIP IN DOWNTOWN AND INCREASE INVOLVEMENT IN THE ORGANIZATION FROM THE MEMBERSHIP AND THE COMMUNITY.

**Objective:** INCREASE AND STABILIZE FUNDING

##### **Activities:**

1. Continue tracking new businesses particularly upper levels & provide to City for PBIA assessments & keep directory information current.
2. Continue to expand the use of the B&O tax credit program.
3. Explore other fundraising opportunities.
4. Work on updating the bylaws.

**Objective:** IMPROVE ALL CHANNELS OF COMMUNICATION

##### **Activities:**

1. Collect Activity Sheets from Committees on a regular basis. Remake/simplify activity sheets and provide training on how to use them as a tool for the committee.
2. Emphasize Board members visibility & involvement to businesses, the community, and other organizations.
3. Continue monthly newsletter, Annual and Quarterly membership meetings, and "How Sweet It Is!" & work to increase attendance.
4. Provide annual report to membership, and make available on the website.

**Objective:** BETTER OVERALL COMMUNITY INVOLVEMENT

##### **Activities:**

1. Expand recognition of those businesses making extraordinary effort through Business of the Month award.
2. Write at least one monthly press release to PDN & KONP of positive downtown achievements, awards, contributions or other positive news.
3. Increase the recognition of volunteers who make extraordinary efforts.
4. Implement a system for tracking volunteer hours including board members.
5. Expand the volunteer base by encouraging involvement from both members and the community.
6. Expand Youth Volunteer program and complete implementation of their organization structure.
7. Reach out to Peninsula College Interns, faculty and students to develop mutually beneficial educational opportunities.

**Objective:** MAINTAIN VISIBILITY AS A NATIONALLY RECOGNIZED MAIN STREET™ PROGRAM

**Activities:**

1. Continue leveraging the Main Street program for the benefit of the community and association.
2. Instruct and involve board members in using educational materials to inform membership and other organizations about the Main Street Approach, Downtown events and services.

**PROMOTION**

**GOAL:** TO PROMOTE DOWNTOWN AS THE CENTER OF COMMERCE, CULTURE, AND COMMUNITY LIFE FOR RESIDENTS & VISITORS.

**Objective:** EDUCATE THE PUBLIC AND MEMBERS ABOUT WHAT'S DOWNTOWN.

**Activities:**

1. Create yearly promotions & events calendar for all PADA activities.
2. Provide press releases about Downtown activities.
3. Establish interactive promotions that encourage discovery of what downtown offers.

**Objective:** MARKET A POSITIVE IMAGE OF DOWNTOWN.

**Activities:**

1. Develop articles for *Destination Downtown* insert combining current activities.
2. Expand promotion of "Downtown Dollars."
3. Tie promotions into events, conferences, etc. occurring Downtown.
4. Develop an image campaign.

**Objective:** CONTINUE AND STRENGTHEN PROMOTIONS.

**Activities:**

1. Evaluate current promotions for consolidation or expansion.
2. Partner with other organizations on promotions held in Downtown and throughout the community.
3. Facilitate complementary promotions for community and cultural events.

**DESIGN**

**Goal:** CREATE A VISUALLY ATTRACTIVE DOWNTOWN THROUGH GOOD DESIGN COMPATIBLE WITH HISTORIC FEATURES AND THE WATERFRONT

**Objective:** DEVELOP AND BEGIN IMPLEMENTING A PLAN FOR VISUAL ENHANCEMENT

**Activities:**

1. Promote education and development of window displays.
2. Develop a plan to design and purchase banners and brackets.
3. Continue efforts to place additional streetscape furnishings in key locations.
4. Develop plan to further design usability of fountain plaza.

**Objective:** CREATE A PEDESTRIAN FRIENDLY ENVIRONMENT

**Activities:**

1. Design and install historic photos on electrical boxes.
2. Develop a Historical Walking tour including historic building plaques.
3. Continue current holiday lighting program with expansion into Gateway, Lincoln corridor and waterfront with emphasis on conservation.

**Objectives:** ESTABLISH A MAINTENANCE PROGRAM

**Activities:**

1. Continue "clean sweep" in May.
2. Continue the façade and signage program.
3. Develop an exterior maintenance plan for buildings.

**Objective:** EXPAND COMMUNITY INVOLVEMENT IN DOWNTOWN DESIGN ACTIVITIES

**Activities:**

1. Develop Power Point presentation about design activities and take to service clubs.

### **ART ON THE TOWN**

**Goal:** TO BRING AN ONGOING AND CHANGING PRESENCE OF ARTWORK TO DOWNTOWN PORT ANGELES.

**Objective:** ENSURE THE INTEGRITY OF ART WORK AND BENCHES IS MAINTAINED ON THE WATERFRONT

**Activities:**

1. Work with the City through completion of construction documents and during the construction of the waterfront project to maintain integrity of the placement of existing benches and artwork to satisfy agreements with the donors.

**Objective:** CONTINUE MAINTAINENCE PROGRAM

**Activities:**

1. Continue the cleaning and washing of the art work.
2. Continue providing painting and repair of permanent art work.

**Objective:** PROMOTE ART ON THE TOWN

**Activities:**

1. Continue art opening weekend.
2. Continue art walks.
3. Develop marketing material for Art on the Town.

**Objective:** CONTINUE YEARLY ART SOLICITATION PROGRAM

**Activities:**

1. Review and update prospects and entry forms.
2. Review and update mailing list.
3. Review entries and work with artists and City on placement.
4. Install new artwork and relocate existing as needed.

## **BUSINESS DEVELOPMENT**

**GOAL:** ESTABLISH DOWNTOWN AS A BUSINESS DESTINATION

**Objective:** DEVELOP AND IMPLEMENT A RECRUITMENT AND RETENTION PLAN

**Activities:**

1. Partner with the city to develop a business recruitment / retention plan.
2. Continue to update member packets for new and existing members.
3. Explore avenues to develop a revolving fund to aid existing businesses.

**Objective:** DEVELOP AN EDUCATIONAL PROGRAM OF GOOD BUSINESS PRACTICES.

**Activities:**

1. Personal visits to businesses to encourage and support business efforts.
2. Provide opportunities for businesses to network with each other.
3. Continue creation of a wellness program for downtown employees.
4. Create and implement the Seagull Brigade to educate downtown residents and workers about downtown cleanliness and its effect on business.

**Objective:** MAINTAIN A SYSTEM TO PROVIDE INFORMATION ON AVAILABLE DOWNTOWN PROPERTIES.

**Activities:**

1. Maintain Downtown building inventory, including changes in property owners.
2. Work with real estate companies and property owners to update webpage highlighting available properties.
3. Continue to communicate with property owners through email and letters when appropriate.

**Objective:** PARTNER WITH OTHER AGENCIES TO PROMOTE ENVIRONMENTALLY FRIENDLY PRACTICES.

**Activities:**

1. Educate businesses on workplace appearance through effective planning and management of resources and trash.
2. Continue to work with the city to promote energy efficiency programs.
3. Work with City to develop a recycling program in downtown.

## **PARKING MANAGEMENT**

**GOAL:** POSITIVELY IMPACT DOWNTOWN PARKING

**Objective:** FACILITATE IMPLEMENTATION OF A DOWNTOWN PARKING STRATEGY

**Activities:**

1. Continue to educate businesses, employees, and the community about parking.
2. Work with the City to include move to evade clause to parking ordinance.
3. Create a template for building owners to include in lease agreements with regard to employee parking and develop a plan to implement its use.
4. Continue to update the Parking Development and Management Plan including parking requirements as needed.
5. Continue to maintain parking lots per contract with the City.
6. Study feasibility of adding hours of enforcement to parking signs.
7. Create a plan to monitor parking usage throughout the year.

