

PORT ANGELES DOWNTOWN ASSOCIATION

Work Plan

2009

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

1) ORGANIZATION:

Goal: TO PROVIDE EFFECTIVE LEADERSHIP IN DOWNTOWN AND INCREASE INVOLVEMENT IN THE ORGANIZATION

Objective: INCREASE AND STABILIZE FUNDING.

Activities:

1. Work with the City on development of a business license for Downtown.
2. Continue membership drive for businesses out of the Downtown.
3. Continue to work with City to ensure PBIA dues are current and correct.
4. Continue tracking new businesses particularly upper levels & provide to City.

Objective: IMPROVE ALL CHANNELS OF COMMUNICATION

Activities:

1. Increase Board members visibility to businesses and the community.
2. Update informational packet for new businesses.
3. Produce and distribute Destination Downtown insert.
4. Continue monthly newsletter.
5. Continue general membership and Annual meetings.
6. Provide State Main Street™ quarterly reports to the Board & City.

Objective: BETTER OVERALL COMMUNITY INVOLVEMENT

Activities:

1. Continue recognition of those businesses making extraordinary effort.
2. Continue recognition of volunteers who make extraordinary efforts.
3. Provide personal contact and invitations to general membership meetings.

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

Activities:

1. Increase promoting the Main Street program.
2. Work on a complete power point presentation for membership and organizations.

2) ECONOMIC RESTRUCTURING:

GOAL: MAKE DOWNTOWN A DESIRABLE PLACE TO ESTABLISH AND MAINTAIN A BUSINESS

Objective: DEVELOP AND IMPLEMENT A MARKET PROFILE, RECRUITMENT PLAN, AND PACKAGE.

Activities:

1. Develop a business recruitment/retention plan.
2. Continue development of market analysis.
3. Explore business options for Downtown.
4. Update member packets for new and existing members.

Objective: DEVELOP A RETENTION PROGRAM INCLUDING EDUCATION OF GOOD BUSINESS PRACTICES.

Activities:

1. Personal visits to businesses to encourage and support business efforts.
2. Provide articles on business topics.
3. Invite new members to board meetings.

Objective: DEVELOP AND MAINTAIN A SYSTEM TO PROVIDE VACANCY AND SALES INFORMATION ON DOWNTOWN PROPERTIES.

Activities:

1. Maintain Downtown inventory.
2. Keep list of property owners updated.
3. Contact real estate persons/ building owners for current rental rates and purchase cost.

3) PROMOTION:

GOAL: MARKET DOWNTOWN AS AN ACTIVE RETAIL, BUSINESS, AND SOCIAL CENTER

Objective: EDUCATE THE PUBLIC ABOUT WHAT'S DOWNTOWN.

Activities:

1. Create yearly events calendar for all PADA activities.
2. Provide press releases about Downtown activities.
3. Establish a Scavenger Hunt for residents to become acquainted with Downtown.

Objective: MARKET A POSITIVE IMAGE OF DOWNTOWN.

Activities:

1. Develop articles for Destination Downtown insert combining current activities.
2. Expand promotion of "Downtown Dollars" to debit cards.
3. Tie into events, conferences, etc. occurring Downtown.

Objective: CONTINUE AND STRENGTHEN EXISTING PROMOTIONS.

Activities:

1. Expand number of special events and image promotions.
2. Partner with other organizations on events held in Downtown.
3. Facilitate complementary promotions for community and holiday events.

4) DESIGN

GOAL: ENCOURAGE VISUAL IMPROVEMENTS THROUGH GOOD DESIGN COMPATIBLE WITH HISTORIC FEATURES AND WATERFRONT.

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

Activities:

1. Continue to update streetscape design and possibilities.
2. Work with City to expand public enhancements particularly the Waterfront
3. Promote education and development of window display classes.

Objective: CREATE A PEDESTRIAN FRIENDLY ENVIRONMENT

Activities:

1. Expand banner program to rehab old banners.
2. Continue the street bench and trash receptacle plan.
3. Continue holiday lighting program for street trees.
4. Rehabilitate existing holiday pole and skyline decorations.
5. Complete concrete planter replacement program with City and winter planting.
6. Expand Art on the Town /Public Art projects and marketing
7. Continue Art and Gallery Walk – Second Weekend.

Objective: REVIEW AND REVISE BUILDING CODE REQUIREMENTS

Activities:

1. Continue to work with City to develop an informational packet of City requirements for new businesses.
2. Work with building inspector for continuing emphasis on usage of building code for conservation of historic structures.

Objective: ESTABLISH A MAINTAINENCE PROGRAM

Activities:

1. Develop a list of maintenance items for public areas and for business and property owners.
2. Continue “Clean Sweep”.
3. Expand the façade renovation program for dollar match up to \$300 per façade.
4. Work with the City for removal of vacated or amateur signage, excluding “ghost signs”.

5) 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. Review and update the Parking Development and Management Plan including parking requirements and the increase of in lieu of fee.
3. Continue annual maintenance of striping, and permit marking on lots.