

MAIN STREET COMMITTEE
'PORTLAND MAIN STREET CONNECT'
WORK PLAN

Purpose: to advocate for and create vibrant people centered places to live, work, and play; a community driven process bringing a diverse group of passionate persons who are invested in, and are proactive participants in the revitalization process of our historic downtown community

Intro and background: this committee was formed on June 17, 2019 to participate in the National Main Street approach, and to establish our Main Street focus for revitalization of this community's downtown district. The initial meeting was convened at the offices of the Jay County Development Corporation, 118 South Meridian Street, Portland, IN

The committee shared thoughts and perceptions of what it means to be a part of this committee's endeavors: establishing an identity, identification of 4 committees/chairs (identified as the 4 pillars: Design, Organization, Promotion, and Economic Vitality)

Mission Statement: The mission of Portland Main Street Connect is to breathe new life into the economy, appearance, and image of downtown Portland.

Vision Statement: Portland Main Street Connect recognizes the importance of establishing a variety of unique, vibrant thriving businesses thereby creating THE place for people to gather and to connect. Our work will be focused on accomplishing this

through enhancing the visibility of our downtown amenities – historical, cultural, and a strong infrastructure for housing opportunities

Main Street Committee Goals/Objectives/Tasks: (12 months – 18 months)

Organization

Goal 1: Provide leadership, increase involvement, and activity in the district.

Objective 1: Create a database of buildings, stakeholders, and businesses in the district.

Task: completion of data information for all categories (Chamber Members, business owners, government officials) within the defined district

Objective 2: Provide multiple access points for involvement as a business, new business, during planning, and participating in events.

Task: identify access points - contact information, purpose

Goal 2: Increase district investment through participation of time, talent, treasure.

Objective 1: Core group of members attend weekly meeting

Economic Vitality

Goal 1: Support small business owners in the district.

Objective 1: Partner with the Design Committee on local resources and educate on programs and process. TIF, Historic District and Preservation, Façade Programs, and IN Landmarks

Objective 2: Partner with JJCL, SBDC, and others for seminars on start-up and best practices.

Design

Goal 1: Create a collaborative identity.

Objective 1: In the next 12-18 months, lead quarterly thematic initiatives – such as flags, window clings, downtown banners, Christmas themes, etc.

Task: create logo

Objective 2: Work with the Revitalization Plan on way finding signs, uniform business signs, and government way finding.

Task: educate and understand expectations, guidelines of applicable entities

Goal 2: Promote Façade Revitalization in the District

Objective 1: Educate on the guidelines, funding, and process.

Task: summary of current programs to share with core group and applicable entities

Promotion

Goal 1: Material development on Portland Main Street Connect organization and communication plan.

Objective 1: Business startup info and road map to starting a business.

Task: gather and outline information provided through Chamber (JAG – Jay Advisory Group); coordinate with plan provided through Craig Frazee

Objective 2: Hold a Town Hall Meeting and make face to face contact with those in the district.

Task: To be determined

Goal 2: Identify and Plan 1st Portland Main Street Connect event.

Objective 1: Create awareness and intro into Main Street programming

Task: provide information on ‘Marketing Your Business’ presentation located at John Jay on August 29th through Business Round Up and other media opportunities

Objective 2: Highlight Portland Main Street Connect brand and downtown assets and opportunities.

Task: To be determined through work plan process

Resources:

- **identify revenue sources; establish operational budget, join National Main Street Network, attend trainings through Indiana Main Street Program and National Main Street Network – approach The Portland Foundation and other possible options for ancillary funds or identified funding for specific purposes, Jay County Tourism, Jay Chamber of Commerce, Small Business Development Group**

Constraints:

'Nay sayers'

Communicating the focus on downtown while engaging key stakeholders who may be located in the perimeter of the downtown, and those in the rural areas or outside of downtown

Comparison to other nearby towns rather than focusing on our amenities and qualities

Expressions of 'nothing changes' along with a negative attitude toward change

Accountability: at present, accountable to each other on the Portland Main Street Committee, 4 committees/chairs, 1 sub-committee/chair; those person(s), entities will be realized as develop plan; National Main Street Approach, reporting to Indiana Main Street

Strategy: to initiate this work plan thereby sanctioning the Portland Main Street Connect to actively move forward in identified goals and objectives

Approved September 9, 2019