



# Paris Main Street 2019- 2020 Strategic Plan



## 2019 Main Street Advisory Board Members:

- Glee Emmite, Chair
- William Walker, Vice Chair
- Carolyn Patterson, Secretary
- Kari Daniel
- Laurie Redus
- John Brazile
- Kaydee Tate

- Main Street Coordinator, Cheri Bedford
- City Manager, Gene Anderson
- Council Liaison, Clayton Pilgrim
- VCC Liaison, Becky Semple

Vision: Our community will have an economically diverse and thriving downtown area that is a destination for locals and visitors.

Mission: The Paris Main Street program will inspire and energize a vibrant downtown community as the social, cultural, economic, and historic heart of our great city.





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These Action Sheets were developed to help guide the MSAB to carry out three community transforming strategies they felt were important to the revitalization of downtown Paris. In July of 2019 Paris Main Street Advisory Board began to review the work plan and remove completed projects and begin a discussion on work plan session in early 2020 to make updates. There is a lot of action and investment in downtown Paris now based on the implementation of capital improvements to water and sewer and the Toole Design Firm recommendations and implementation for downtown and the Paris Comprehensive plan adopted by council in end of 2018.



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### 1. Downtown image is appealing:

Downtown has the potential to draw people from all different cultural backgrounds and from surrounding counties. It has a history as the economic, social and cultural center, and positive image is important to the economy of the community. We want people to feel safe, have fun, eat, shop and play in downtown.

A. Clean and Well Maintained Business District: Visual impact and Improvement

### 2. Improved business environment:

We want to foster a business climate in downtown that is thriving through supporting the creation of new business, and helping existing business and building owners by becoming advocates for them in the community and developing partnerships and programs to promote independent business. We are identifying barriers to development and be advocates for change.

Increased occupancy

Support Business

### 3. Strong downtown Brand:

We understand the downtown is the heart of the community. We are actively pursuing ways to inform visitors, tourist, civic groups and residents all downtown has to offer with its design, promotion, organization, and economic vitality.

Quality Events that are planned with a purpose to meet our vision and mission statement

Develop partnerships with Arts community

Improved outreach efforts through all news outlets and social media

Brand development for downtown and independent businesses

Program development & Volunteer recruitment.



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Transforming Strategy #1 Downtown is Visually Appealing	Clean Presentable downtown	Joint project with Design
Project/Goal	Downtown Assessment	
Budget/Timelines	January	
Person Responsible	TOOLE Design Plan, Cheri And City Staff, Webinar	
Action Items	<p>Increase awareness of what others are already doing: Park's, main street, flowers, planters, sidewalks, owners, windows</p> <p><b>Organize Walking Tour of Downtown Area</b></p> <ul style="list-style-type: none"> <li>○ See block assessment sheet from Main street</li> <li>○ Determine areas of need(window displays- consider merchant training display training)</li> <li>○ Consider potential elements-art trees, flower banners, flags, etc.</li> <li>○ Reach out to volunteer groups after needs are determined</li> <li>○ Review Roger Brooks webinar-</li> </ul> <ul style="list-style-type: none"> <li>● <b>Downtown Restroom Signage</b> <ul style="list-style-type: none"> <li>○ Establish signage throughout downtown detailing restroom location</li> </ul> </li> </ul>	



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<b>Transforming Strategy # 2</b> IMPROVE DT BUSINESS ENVIRONMENT	<b>Increase occupancy</b>
Project	<b>DowntownTX.org</b>
Budget	
Person Responsible	<b>Cheri/HPC volunteers/ORG Ctee</b>
Action Items	<ul style="list-style-type: none"><li>● <b>Review properties in database.</b><ul style="list-style-type: none"><li>○ quarterly</li></ul></li><li>● <b>Ask Main Street network for input on increasing occupancy</b></li><li>● Keep Council abreast of Issues in quarterly report</li></ul>



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<p><b>Transforming Strategy # 2</b>  <b>IMPROVE DT BUSINESS ENVIRONMENT</b>  <b>Transforming Strategy #3</b>  <b>STRONG DOWNTOWN BRAND</b></p>	<p><b>Support Business</b></p>
<p>Project</p>	<p><b>Develop Programs to Support Downtown Businesses</b></p>
<p>Budget</p>	<p><b>TBD</b></p>
<p>Person Responsible</p>	<p><b>Main Street Board/Glee Emmite- PDA Chair/ Cheri Bedford Main Street</b></p>
<p>Action Items</p>	<ul style="list-style-type: none"> <li>● <b>Research information related to effects of \$\$ spent locally -Report to stakeholders</b> <ul style="list-style-type: none"> <li>○ <a href="https://www.amiba.net">https://www.amiba.net</a></li> </ul> </li> <li>● <b>Meet with LCoC, PDA, PEDC, and Main Street to discuss current retail outlook</b></li> <li>● <b>Look for seminars to help local businesses Ongoing</b> <ul style="list-style-type: none"> <li>○ <b>offer to businesses- research times that work for everyone</b></li> </ul> </li> <li>● <b>Keep City Council abreast of issues affecting downtown building and business owners</b> <ul style="list-style-type: none"> <li>○ Organize meetings with City staff, agencies, and downtown business and property owners to inform of city lead projects and get feedback from property owners</li> <li>○ Report to council</li> </ul> </li> </ul> <p><u>Develop Timelines:</u></p>



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TRANSFORMING STRATEGY 2 IMPROVE DT BUSINESS ENVIRONMENT	Increase Occupancy and Support Business
Project	<b>Continued Utilization of Texas Main Street Design Resources</b>
budget	
<b>Person Responsible</b>	<b>Cheri Bedford/ HPC</b>
Action items	<ul style="list-style-type: none"><li>● <b>Educate Downtown Business and Property Owners about availability of design services</b><ul style="list-style-type: none"><li>○ <b>Technical Assistance, Renderings, etc.</b></li><li>○ <b>annual newsletter of projects</b></li><li>○ <b>restoration briefs</b></li><li>○ <b>Update Website with resources</b></li></ul></li></ul>



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<b>Transforming Strategy #2 Improved Downtown Business Environment</b>	support business
Project	<b>1. Texas Downtown Association Presidents Award- Start in January</b>
Budget	<b>\$95 per entry for TDA President awards</b>
Person Responsible	<b>Lead: Main Street Advisory Board</b>
Action Items	<ul style="list-style-type: none"><li>● <b>Place on agenda for February to begin the process of nominations and assignments</b></li><li>● <b>Review list of categories</b><ul style="list-style-type: none"><li>○ check <a href="http://texasdowntown.org">texasdowntown.org</a> for president awards categories</li><li>○ Review all previous nominations submitted</li><li>○ potential submissions</li><li>○ Assign nomination process to board members</li></ul></li><li>● <b>Actively promote on social media and press finalist and winners-</b><ul style="list-style-type: none"><li>○ develop a media strategy- TDA offers several images for winners to use on their websites facebook pages etc-</li><li>○ Report to Council</li></ul></li></ul>





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<b>Transforming Strategy #2 Improved Downtown Business Environment</b>	support business
Project	<b>2. 50 year Texas Treasure Business Awards- Application on THC website</b>
Budget	<b>NO charge for TTBA-</b>
Person Responsible	<b>Lead: Promo ctee Chair- Nominee’s and board member for each nomination</b>
Action Items	<ul style="list-style-type: none"><li>● <b>Review all previous nominations submitted</b><ul style="list-style-type: none"><li>○ check THC for application information</li><li>○ <b>Develop list of potential submissions</b></li><li>○ <b>Assign nomination process to board members</b></li></ul></li><li>● <b>Place on agenda for March to begin the process of nominations and assignments</b></li><li>● <b>Recognize nominees at Council/ host an awards ceremony</b></li><li>● <b>Actively promote on social media</b><ul style="list-style-type: none"><li>○</li></ul></li></ul>



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<b>TRANSFORMING STRATEGY 2</b> IMPROVE DT BUSINESS ENVIRONMENT	<b>Support Business</b>
Project	<b>Develop Venue information packets for public spaces or private meetings downtown in commercial district. Promote ARTS.</b>
budget	
Person Responsible	Carolyn Patterson/Promotion Ctee
Action items	<ul style="list-style-type: none"><li>● <b>Be event ready-</b><ul style="list-style-type: none"><li>○ <b>Develop a spreadsheet( or collect those already developed from Parks or Chamber)</b><ul style="list-style-type: none"><li>▪ <b>Farmers Market</b></li><li>▪ <b>Plaza</b></li><li>▪ <b>Bywaters</b></li><li>▪ <b>Community Room</b></li><li>▪ <b>Council Chambers</b></li><li>▪ <b>Library room</b></li></ul></li><li>○ <b>Prepare information sheets on uses of buildings/Promote Arts</b><ul style="list-style-type: none"><li>▪ <b>Loft at 123</b></li><li>▪ <b>Gibraltar</b></li><li>▪ <b>Galleries &amp; Historic Museums</b></li><li>▪ <b>PCT</b></li><li>▪ <b>Suite 129</b></li></ul></li></ul></li></ul>



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<b>TRANSFORMING STRATEGY 2</b> IMPROVE DT BUSINESS ENVIRONMENT	<b>Support Business</b>
Project	<b>Develop Events to Drive Downtown Business Traffic</b>
budget	
Person Responsible	John Brazile Main Street, PDA
Action items	<ul style="list-style-type: none"><li>● <b>Analyze existing retail-based events get economic impact data ( survey)</b><ul style="list-style-type: none"><li>○ how much event cost</li><li>○ how many people came in store</li><li>○ how many dollars spent</li></ul></li><li>● <b>look at possibilities for events that bring traffic into stores- joint with EV</b></li><li>● <b>Determine downtown marketing needs-after hour's businesses, etc.</b></li></ul>



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<b>TRANSFORMING STRATEGY 2 IMPROVE DT BUSINESS ENVIRONMENT</b>	<b>Increased Occupancy</b>
Project	<b>Develop Communication Plan for Downtown Opportunities</b>
budget	Printing costs in house
Person Responsible	Cheri Bedford/HPC
Action items	<ul style="list-style-type: none"><li>● <b>DowntownTX.org- need to advertise</b></li><li>● <b>Share with Realtors™, potential developer audiences, and promote through available avenues (print/online etc).</b></li><li>● <b>Train Board members to be advocates for HP and remind them of incentives available</b></li><li>● <b>vacant property tours May, preservation month (\$500)</b></li></ul>



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<b>TRANSFORMING STRATEGY 2 IMPROVE DT BUSINESS ENVIRONMENT</b>	<b>Increase Occupancy</b>
Project	<b>Understand Reasons for Downtown Vacancies/Obstacles to Utilization</b>
budget	
Person Responsible	Set up meetings with City Staff.
Action items	<ul style="list-style-type: none"><li>● <b>Determine Occupancy Rates by floor/Renovations Completed/Lofts/Fire Suppression are based on usage type</b></li><li>● <b>Determine existing business mix</b><ul style="list-style-type: none"><li>○ retail/services/storage/</li></ul></li><li>● <b>Ask ORG ctee to set up a meeting to Report results to downtown building owners/Council /CM</b></li></ul>



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<b>TRANSFORMING STRATEGY 2</b> IMPROVE DT BUSINESS ENVIRONMENT	<b>Support Business</b>
Project	<b>Create Safer Downtown Environment through Traffic Calming</b>
budget	
Person Responsible	City Staff, Main Street Advises
Action items	<ul style="list-style-type: none"><li>● <b>Work with TxDOT/City Engineer to review current strategies</b><ul style="list-style-type: none"><li>○ Invite city engineer to meeting to share current plans for water and sewer.</li><li>○ Toole Design firm</li><li>○ Adding parallel Parking</li></ul></li></ul>



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<b>Transforming Strategy # 3 Strong Downtown Brand</b>	<b>Volunteer Recognition</b>
Project	<b>Develop system for volunteer tracking and volunteer recognition</b>
Budget	<b>Minimal- Postage/post cards/ Sign up Genius fee \$109 per year</b>
Person Responsible	<b>Laurie/ April- ORG Ctee</b>
Action Items	<ul style="list-style-type: none"><li>● <b>Develop Sign-in Process for all Events</b></li><li>● <b>Sign up genius- update email and users</b></li><li>● <b>work with organizations to provide thank you gift support</b></li><li>● <b>Give free passes to events for volunteering</b></li><li>● <b>Mail Thank You cards to all volunteers/sponsors within 30 days of event</b><ul style="list-style-type: none"><li>○ <b>Main Street Postcards that should be signed by all board members.</b></li></ul></li></ul>



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TRANSFORMING STRATEGY 3 Strong Downtown Brand	Messaging
Project	Business Maps/ brochures ( Annually January ) 2/3 done
budget	\$1000
Person Responsible	<b>PDA/Main Street Board/Cheri &amp; Glee</b>
Action items	<ul style="list-style-type: none"><li>● <b>Update existing map of downtown businesses</b><ul style="list-style-type: none"><li>○ collect spreadsheet of existing business</li><li>○ do a walk about to see any changes to current maps</li><li>○ update any information on owners tenants</li><li>○ meet with Paris News</li><li>○ check event schedule</li><li>○ get printed</li></ul></li></ul>





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<b>TRANSFORMING STRATEGY 3 Strong Downtown Brand</b>	<b>Events</b>
Project	Downtown Events Messaging
budget	\$0
Person Responsible	Facebook group. Cheri, Kari, Robin, Glee, Will, Kaydee, Laurie
Action items	<ul style="list-style-type: none"><li>● <b>Research all communication/publicity tools for downtown events</b><ul style="list-style-type: none"><li>○ <b>Develop relationships with individuals who market for events</b></li><li>○ <b>Social Media presence, Instagram, Facebook, Twitter, Newspaper, radio, regional news outlets</b></li></ul></li></ul>



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<b>TRANSFORMING STRATEGY 3 Strong Downtown Brand</b>	<b>Brand Development Retailers Civic spaces</b>
Project	Visual Merchandising on Store fronts Civic Spaces
budget	TBD
Person Responsible	Glee Emmite Board Chair/ PDA
Action items Retailers:	<ul style="list-style-type: none"><li>• Check with Main Steet on Visual merchandising class</li><li>• Review Roger Brooks videos for training</li></ul>
Civic:	Civic Space for downtown: Burn out, alley, downtown sidewalk Music venue, chairs, activities, ( see roger brooks videos)