



Paris Main Street 2017-2018 Strategic Plan



2017/2018 Main Street Advisory Board Members:

Glee Emmite, Chair
Cody Kelley, Vice Chair
Frances Read, Secretary
Shelly McDowell
Laurie Redus
April Coward
John Brazile

Main Street Coordinator, Cheri Bedford
City Manager, John Godwin
Council Liaison, Cleonne Drake
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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In 2016, Texas Main Street State Coordinator Debra Drescher met with the Paris Main Street Advisory Board to update the work plan utilizing the National Main Street Centers Refresh for downtown revitalization. The Main Street board developed a list of objective. After several months of review and in partnership with the Texas Main Street office, the goals were organized into the following work plan. This plan contains three community transforming strategies important to the revitalization of downtown.



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. The Market Square has seen tremendous success over the past few years, and the board believes the space could be utilized in diverse ways and times. Our goal is to make the #1 place where the public can purchase locally grown produce, engage as a community, and foster an artistic climate by providing an outlet for unique original art.

Revitalize Market Square: Make the Space more utilized and in diverse ways and times

B. Clean and Well Maintained Business District: Visual impact and improvement should be noticeable

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 also have a goal to identify 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 | Laurie- ORG/Glee Design | |
| Action Items | <p>Increase awareness of what others are already doing: Park's, main street, flowers, planters, sidewalks, owners, windows</p> <p>Organize Walking Tour of Downtown Area</p> <ul style="list-style-type: none"> ○ See block assessment sheet from Main street ○ Determine areas of need(window displays- consider merchant training display training) ○ Consider potential elements-art trees, flower banners, flags, etc. ○ Reach out to volunteer groups after needs are determined ○ Review Roger Brooks webinar- <ul style="list-style-type: none"> ● Downtown Restroom Signage <ul style="list-style-type: none"> ○ Establish signage throughout downtown detailing restroom location | |



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| Transforming Strategy #1 Downtown Is visually appealing | Clean and Maintained downtown |
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| Project/Goal | Revamp existing mural at Market Square- (DONE) Lena Spencer to start in March of 2018 |
| Budget/Timelines | \$3,600 Fundraised by Main Street Advisory Board |
| Person Responsible | Cheri Bedford/ Glee design ctee |
| Action items | <ul style="list-style-type: none">○ Find a mural artist for the Farmers Market 1980 mural○ Speak with property owner○ Set up timelines |



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| TRANSFORMING STRATEGY 1 Downtown Is visually appealing | Revitalize Market Square |
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| Project | Market Square as a Destination |
| Budget/timelines | Ongoing- TBD |
| Person Responsible | Market square Ctee/ <u>Promotions</u> |
| Action items | <ul style="list-style-type: none">● Explore options for Food Trucks Need someone to go and collect names and numbers● Explore entertainment/ event options(music, arts, kids, Nonprofits) In progress: there are two volunteers who coordinate with Cheri on events/music<ul style="list-style-type: none">● Develop social media strategies & assign a group of individuals who are good at posting. |
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| Transforming Strategy #1 Downtown is visually appealing | Revitalize Market Square |
| Project | Determine Areas of Need, Challenge and Potential Growth with current market facilities * this should be considered in future development of use plan as well |
| Budget/Timelines | |
| Person Responsible | Market Manager (CHERI) |
| Action items | <ul style="list-style-type: none"> ○ Research traffic and use patterns- End of Season (November 2017) ○ Develop vendor guidelines as changes needed- <ul style="list-style-type: none"> ■ vendor meeting in November 2017 ○ review regulations such as food handlers/state licensing ○ track local vendors/ vendors who come from outside Lamar county ○ vendors \$\$ review monthly = use for reports to attract other vendors ○ track attendance of patrons - ○ Report findings to Main Street for report to Main Street Advisory Board/ Council ○ Develop Survey (either on Survey monkey or at market) asking Market Patrons (via Facebook) what they would like to see <i>(this was done at the Market a few month back, only three responses came in 1. Better restroom, 2. Kids play area that fits the Market. 3. More produce vendors- this was in May , and there really wasn't many veggies because it was still early in the season).</i> |



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



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| <p>Transforming Strategy # 2 IMPROVE DT BUSINESS ENVIRONMENT Transforming Strategy #3 STRONG DOWNTOWN BRAND</p> | <p>Support Business</p> |
| <p>Project</p> | <p>Develop Programs to Support Downtown Businesses</p> |
| <p>Budget</p> | <p>TBD</p> |
| <p>Person Responsible</p> | <p>Main Street Board/Glee Emmite- PDA Chair/ Cheri Bedford Main Street</p> |
| <p>Action Items</p> | <ul style="list-style-type: none"> ● Research information related to effects of \$\$ spent locally -2017/2018 Report to stakeholders <ul style="list-style-type: none"> ○ https://www.amiba.net ● Meet with LCoC, PDA, PEDC, and Main Street to discuss current retail outlook ● Look for seminars to help local businesses Ongoing <ul style="list-style-type: none"> ○ offer to businesses- research times that work for everyone ● Keep City Council abreast of issues affecting downtown building and business owners <ul style="list-style-type: none"> ○ Organize meetings with City staff, agencies, and downtown business and property owners to inform of city lead projects and get feedback from property owners ○ Report to council <p><u>Develop Timelines:</u></p> |



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



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| Transforming Strategy #2 Improved Downtown Business Environment | support business |
| Project | 1. Texas Downtown Association Presidents Award- January 2018 |
| Budget | \$75 per entry for TDA President awards |
| Person Responsible | Lead: Promo ctee Chair- Nominee's and board member for each nomination |
| Action Items | <ul style="list-style-type: none">● Place on agenda for February to begin the process of nominations and assignments● Review list of categories<ul style="list-style-type: none">○ check texasdowntown.org for president awards categories○ Review all previous nominations submitted○ potential submissions○ Assign nomination process to board members● Actively promote on social media and press finalist and winners-<ul style="list-style-type: none">○ develop a media strategy- TDA offers several images for winners to use on their websites facebook pages etc-○ Report to Council |
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| Transforming Strategy #2 Improved Downtown Business Environment | support business |
| Project | 2. 50 year Texas Treasure Business Awards- Application on THC website |
| Budget | NO charge for TTBA- |
| Person Responsible | Lead: Promo ctee Chair- Nominee’s and board member for each nomination |
| Action Items | <ul style="list-style-type: none"> ● Review all previous nominations submitted <ul style="list-style-type: none"> ○ check THC for application information ○ Develop list of potential submissions ○ Assign nomination process to board members ● Place on agenda for March to begin the process of nominations and assignments ● Recognize nominees at Council/ host an awards ceremony ● Actively promote on social media <ul style="list-style-type: none"> ○ |



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



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



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



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



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| TRANSFORMING STRATEGY 2 IMPROVE DT BUSINESS ENVIRONMENT | Support Business |
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| Project | Create Safer Downtown Environment through Traffic Calming |
| budget | |
| Person Responsible | Cheri Bedford/ Cody Kelly- Work with Riley Triggs THC, City Engineer, Carla Easton |
| Action items | <ul style="list-style-type: none">● Work with TxDOT/City Engineer to review current strategies<ul style="list-style-type: none">○ Invite city engineer to meeting to share current plans for water and sewer.○ Potential traffic calming measures.○ Survey downtown business owners. |



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| Transforming Strategy # 3 Strong Downtown Brand | Volunteer Recognition |
| Project | Develop system for volunteer tracking and volunteer recognition |
| Budget | Minimal- Postage/post cards/ Sign up Genius fee \$109 per year |
| Person Responsible | Laurie/ April- ORG Ctee |
| Action Items | <ul style="list-style-type: none">● Develop Sign-in Process for all Events● Sign up genius- update email and users● work with organizations to provide thank you gift support (DQ gave all festival of pumpkin volunteers a free mini blizzard 2017)● Give free passes to events for volunteering● Mail Thank You cards to all volunteers/sponsors within 30 days of event<ul style="list-style-type: none">○ Main Street Postcards that should be signed by all board members. |



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



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| TRANSFORMING STRATEGY 3 Strong Downtown Brand | Messaging |
| Project | kiosk in downtown |
| budget | PDA is budgeting this |
| Person Responsible | PDA/THC |
| Action items | <ul style="list-style-type: none">● Partner with PDA to install Kiosks<ul style="list-style-type: none">○ Determine how to manage Kiosk information/ quarterly information on map○ determine locations○ work with City and building owners for plan○ what items to include/ parking etc |



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| TRANSFORMING STRATEGY 3 Strong Downtown Brand | messaging |
| Project | Trail de Paris |
| budget | TBD |
| Person Responsible | John Brazile, Main Street Board- |
| Action items | <ul style="list-style-type: none">● Develop signage to connect downtown to NETT<ul style="list-style-type: none">○ Visit with Trail ED to get signage on trail to link cyclists to downtown |



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| TRANSFORMING STRATEGY 3 Strong Downtown Brand | Events |
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| Project | research best ways to let all Paris know what is happening downtown |
| budget | \$0 |
| Person Responsible | Cheri Bedford |
| Action items | <ul style="list-style-type: none">● Research all communication/publicity tools for downtown events<ul style="list-style-type: none">○ Develop relationships with individuals who market for events○ Social Media presence, Instagram, Facebook, Twitter, Newspaper, radio, regional news outlets |



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| TRANSFORMING STRATEGY 3 Strong Downtown Brand | Brand Development Retailers Civic spaces |
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| 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">• Check with Main Steet on Visual merchandising class• Review Roger Brooks videos for training |
| Civic: | Civic Space for downtown: Burn out, alley, downtown sidewalk Music venue, chairs, activities, (see roger brooks videos) |