Program Area 1

Organizational Development
Organization

Private/Public Partnership Development

Volunteer Development
- Recruitment
- Orientation / Training
- Recognition

Long-Term Sustainability
- IRS 501(c)3 Status
- Neighborhood Imp. District
- Tax Increment Financing
- Neighborhood Assistance Pro.
- Income Generating Events
- Fee For Service Efforts

Governance
- Nominations
- Leadership Development
- Board & Committee Training
- Vision / Mission Review
- Strategic Plan Review-Update

Intra-Community Communications
- Organization Web Site
- Newsletter
- Annual Report
- Church Bulletins
- Press Kits

Community Advocacy
- Vacant Property Inventories
- Anchor Building Inventories
- Real Estate Intervention
  - + Land & Property Acquisition

Program Area 2

Physical Improvements
Design

Building Improvements
- Façade Programs
- Private Property Landscaping
- Housing Rehab Programs
- Code Compliance Programs

Streetscape Improvements
- Sidewalk Improvements
- Public Space Amenities

Infrastructure Improvements
- Streets & Right of Ways
- Water and sewer Lines

Visual Merchandising
- Window Displays
- Store Layout
- Interior Merchandising
- Front Porches & Yards

Graphics
- Logo Development
- Street Banners
- Gateway Signage

Parking & Transportation Issues
- Street Patterns
- Ped. Safety / Friendliness
- Trail Connectivity
- Parking Supply-Demand
- Transit Issues
- "Complete Streets" Efforts
- Safe Routes to School

Planning, Zoning & Code Issues
- Comprehensive Plan Issues
- "Target Area" Master Plan
- Appropriate Zoning
- Form-Based Zoning
- Building & Rehab Codes
- Code Enforcement

Program Area 3

Asset Development & Enhancement
Economic Restructuring

Human Asset Development
- Socio-Economic Groups
  - Enhancing Wealth / Income
- Life-Skills Development
- Enhanced Employment Efforts
- Social Service Intervention

Institutional Asset Development
- Neighborhood Schools
- "Third Place" Enhancement
- Churches
- Community Centers
- Social Service Agencies

Economic Asset Development
- Existing Business Retention
  - Direct Business Assistance
- New Business Recruitment
- Business Clustering Efforts
- Entertainment Districts
- College Town Districts
- Service Center Districts
- Hospitality Hubs
- Health Center Hubs

Informational Resource Development
- Market Assessment Information
- Market Anaylsis
- Trade Area Information
- Neighborhood Information
  - + Quantitative Data
  - + Subjective Information
- Information Packages
  - + Developers Information
  - + Neighborhood Info Packages

Real Estate Asset Development
- Vacant Property Inventories
- Anchor Building Inventories
- Real Estate Intervention
  - + Land & Property Acquisition
  - + Commercial Property Dev.
  - + Housing Development
- Brownfields Development
- Project Financing

Technology Development
- E-Commerce Plans
- Wi-Fi Services
- Neighborhood E-Connections

Program Area 4

Community Marketing
Promotion

Identity Development
- Business District
  - Business Info Sessions
- Residential Neighborhood
  - Neighborhood Events

Transitional Marketing
- Transitional Advertising
- Public Relations Efforts
- Media Briefings
- Press Releases
- Real Estate Info Sessions
- Speakers Bureau

General Image Development
- Market Position Statement
- Top-of Mind Awareness Ads
- Image Building Events
- Speakers Bureau

Special Events
- Fairs
- Festivals
- Parades
- Seasonal Activities
- Heritage Events
- Neighborhood Events

Retail Promotions
- Sidewalk Sales
- Joint Promotions / Advertising
- Coupon Programs
- Loyalty Programs
- Business Cluster Promotions
- Buy Local Programs

Program Area 5

Safe, Clean & Green

Safety Issues
- Block Watch Programs
- "Safescape" Programs
- Street Lighting Levels
- Ambassador Programs
- Enhanced Police Presence
- Weed & Seed Efforts
- Nuisance Property Programs
- Nuisance Bar Programs
- Surveillance Cameras

Clean Issues
- On-Street Litter Removal
- Accumulated Trash Removal
- Abandoned Vehicle Removal
- Graffiti Removal
- Anti-Graffiti Programs
- Snow Removal Programs

Public Space Green Issues
- Community "Greenprints"
- Community Gardens
- Passive Parks
- Playground Enhancement
- Street Tree Maintenance
- Master Gardner Programs

- Primarily Main Street
- Primarily Elm Street

Program Block
- Program Element 1
- Program Element 2
- Program Element 3
- Program Element 4
- Program Element 5