MAIN STREET TRANSFORMATION STRATEGY IMPLEMENTATION

Desired Future State/Transformation Strategy Vision

	OVERARCHING GOALS													PARKING LOT	FOUR POINTS											
	Goal 1				Goal 2					Goal 3					Economic Vitality			Design			Promotion			Organization		
PROJECT/ PROGRAMMING	Measure of Success	Measure of Success	Measure of Success	Measure of Success	Measure of Success	Measure of Success	Measure of Success	Measure of Success	Measure of Success	Measure of Success	Measure of Success	Measure of Success	Measure of Success		1. Support existing economic base	2. Promote strategic use of space + development	3. Assemble resources	1. Promote physical improvements	2. Preserve + enhance existing historic fabric	3. Encourage planning + best practices	1. Position district as center of activity	2. Market district assets	3. Enhance positive image	1. Promote the revitalization effort	2. Foster community engagement	3. Encourage investment in revitalization
TOTAL																										