

ECONOMIC RESTRUCTURING COMMITTEE – MAIN STREET CANAL WINCHESTER 2008 PLAN OF WORK

Goal: To enhance the overall economic vitality of downtown Canal Winchester

Objectives:

- **Understand the marketplace (market analysis)**
- **Retention and Expansion**
- **Property Development**
- **Communication with Elected officials**

Objective 1: To gain an understanding of the marketplace served by downtown CW

Project:

- **Maintain Commercial Building and Business Inventory of downtown**

Tasks:	Person Responsible	Start Date	End Date	Budget	Acct#
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- Gather, input and present data
John Garrett ongoing

Anticipated Results: Commercial Building and Business Inventory of downtown kept current.

Project:

- **Gather, analyze, and distribute demographic data**

Tasks:	Person Responsible	Start Date	End Date	Budget	Acct#
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- On hold into 2008

Anticipated Results: Greater knowledge of who we are, what we have available and what we want to be.

Project:

- **Create/Maintain available property evaluation and assessment package**

Tasks:	Person Responsible	Start Date	End Date	Budget	Acct#
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- Gather, input and present data
Village Dev. Dept ongoing
- Form consensus with Village Old Town Cmte, community members and property owners to identify property uses
Village Old Town Committee ongoing
- Work with Village to draft legislation to create living document of properties that have been evaluated for development/use
Village Old Town Committee ongoing

Anticipated Results: A plan for future development of available properties updated as necessary.

Objective 2: To develop a comprehensive retention & expansion program for downtown CW

Project:

- **Identify MSCW incentives**

Tasks:	Person Responsible	Start Date	End Date	Budget	Acct#
○ Two, two hour committee meetings	Bob Garvin		Done		
Anticipated Results: Incentives identified					

Project:

- **Work with Promotions committee in marketing downtown**

Tasks:	Person Responsible	Start Date	End Date	Budget	Acct#
○ Combined Promotions and E.R. committee mtg.	Garvin, Meuser	ongoing			Salary
Anticipated Results: Strong focus on direction of marketing and more creative ideas.					

Project:

- **Conduct business seminars with Chamber of Commerce**

Tasks:	Person Responsible	Start Date	End Date	Budget	Acct#
○ Class on business development by SEFCCC	Bob Garvin	ongoing			
Anticipated Results: Having at least one seminar and businesses taking advantage of local free training to better their business.					

Project:

- **Maintain and Update “One Stop Shop” brochures on opening a business in CW**

Tasks:	Person Responsible	Start Date	End Date	Budget	Acct#
○ Yearly update of material	Garvin, Garrett, Meuser, Strayer				
Anticipated Results: Updated Brochures					

Objective 3: To encourage property development and reinvestment in downtown CW

Project:

- **Promote CRA and evaluate effectiveness with Village**

Tasks:	Person Responsible	Start Date	End Date	Budget	Acct#
○ Committee training	Bob Garvin	ongoing			
Anticipated Results: Understanding of CRA.					

Project:

- **Work with Design Committee on education of guidelines**

Tasks:	Person Responsible	Start Date	End Date	Budget	Acct#
○ Get Design committee put together	Bob Garvin	ongoing			
Anticipated Results: Chair of committee and committee up and running.					

Objective 3: To encourage property development and reinvestment in downtown CW (continued)

Project:

- **Work with Village on Zoning strengths, constraints, and opportunities**

Tasks:	Person Responsible	Start Date	End Date	Budget	Acct#
○ Committee meeting with CRA	Bob Garvin	ongoing			

Anticipated Results: Committee educated.

Project:

- **Work with Village regarding zoning ie residential above retail or service businesses**

Tasks:	Person Responsible	Start Date	End Date	Budget	Acct#
○ Work with Village	Bob Garvin	ongoing			

Anticipated Results: Issues addressed.

Objective 4: Communicate with Village officials about the Main Street Program

Project:

- **Meet individually with council and Program Manager once during the year**

Tasks:	Person Responsible	Start Date	End Date	Budget	Acct#
● Meeting	Bob Garvin	ongoing			

Anticipated Results: Better knowledge about the Main Street and building support from elected officials.

- **Meet individually with Mayor and Program Manager at least four times during the year**

Tasks:	Person Responsible	Start Date	End Date	Budget	Acct#
● Meeting	Bob Garvin	ongoing			

Anticipated Results: Better knowledge about the Main Street and building support from elected officials.