

# HARRISONBURG DOWNTOWN RENAISSANCE

## 2010-2011 Objectives and Strategies

**Objective #1:** Create a welcoming downtown and open community through appropriate projects and events

### **Strategies:**

#### 1. Public projects

- a. Support the development of additional parking resources (13)
- b. Support the implementation of the next phases of streetscape improvements (14)
- c. Advocate for a bikeable downtown (16)
- d. Work with the Downtown Dining Alliance to obtain and market WIFI downtown (18)
- e. Create the proposed park as a community place and entertainment venue (20)
- f. Support a JMU direct bus route (20)
- g. Promote crosswalks as a priority with streetscape improvements (22)
- h. Support public art (22)

#### 2. Community events

- a. Continue to review and revise special events (14)
- b. Utilize cross promoting events with partner organizations (18)
- c. Focus on smaller niche events (18)
- d. Continue to partner with First Fridays Downtown event (18)
- e. Support public performances (22)

**Objective #2:** Strengthen, retain and attract new businesses

### **Strategies:**

#### 1. Business recruitment

- a. Provide support for opening the Friendly City Food Coop downtown with sufficient resources and memberships (10)

- b. Develop a resource kit for promoting downtown to potential new businesses (15)
  - c. Work with the Chamber of Commerce and Economic Development Department to identify specific businesses to recruit downtown (15)
  - d. Revisit sales gap analysis to identify which businesses to attract and to define saturation levels (20)
2. Business strengthening and retention
- a. Develop a business resource packet for current downtown businesses (15)
  - b. Offer educational events or series of speakers for businesses (21)
  - c. Attend upcoming Harrisonburg Summits with a business focus (21)
  - d. Become more involved with the Chamber of Commerce (21)
  - e. Work with lending sources and local banks to develop a loan consortium with flexible repayment terms (22)
  - f. Investigate funding opportunities for sustainable marketing (22)

**Objective #3:** Partner with Harrisonburg Children's Museum to move renovation project forward

**Strategies:**

- 1. HDR assistance
  - a. Include museum's events on HDR website and in newsletter (12)
  - b. Auction a specific exhibit or project at Renaissance Night (15)
  - c. Invite a museum representative to HDR board meetings for regular updates (18)
  - d. Have a museum message or promotional display at every HDR event (21)
- 2. HDR support
  - a. Offer Promotions Manager's services to museum's marketing committee (19)
  - b. Assist the museum with their fundraising events (19)
  - c. Direct larger donors toward museum project (20)