

MAIN STREET KENT

2009 Work Plan

Organization

Anderson Turner

Public Relations/External Communications

Continue E-Mail Blast with updated e-mail list

Record Courier Newspaper column

Record Courier On-Line Advertising

More frequent updates on website

Facebook, Twitter, etc...

Organization

Anderson Turner

Internal Communications

Monthly Meetings with Committee Chairs

Monthly Committee Updates on our website

Should be up and running by mid-summer.

Organization

Anderson Turner

Re-Branding

Currently working with KSU Graphic Design Graduate Student

Deadline for completion is early June

Unveiling of new logo, etc. at Heritage Festival

Organization

Anderson Turner

Capital Campaign

Official Kickoff will be July 4th – Heritage Festival

Main Street Funding Model – 1/3 Government, 1/3 Sponsorships, 1/3 Fundraising Events

Goal: \$200,000 total per year for five years

Promotion

Richele Charlton

Art & Wine Festival – June 6th , 1:00 p.m. – 9:00 p.m.

Name change to: Masterpieces on Main

Moved to June because of events in September

Much improved art show/more wineries

Wineries will be permitted to sell bottles of wine

Promotion

Richele Charlton

Heritage Festival – July 4, 2009

Work with KUSO to plan the event

Will have booth to kickoff fundraising campaign and educational handouts on Main Street

Booths in the middle of the street

Promotion

Richele Charlton

Tree City Triathlon (Downtown Party) – August 1st

In partnership with Kent Parks & Rec. and Triathlon committee
Will provide entertainment and food on the Home Savings
Plaza after the race

Promotion

Richele Charlton

Sherlock Holmes 'Round the Town Clue Hunt: The Alphabet Mystery- September 26, 2009

Fundraiser for Main Street and Promotion for downtown
businesses

Teams will signup to compete in a timed event

Prizes will be given to the team with the best time

Possibly Sherlock Holmes tie-in with stores and restaurants

Promotion

Richele Charlton

Ghost Walk – October 24/

Family Halloween Event – October 31

Continue success of Ghost Walk and Family Halloween Event

Promotion

Richele Charlton

Christmas Carnival – November 28, 2009

Retail event to kick off the Christmas Shopping season

Possibly a parade, kids games, Santa, etc.

Will also kick-off group advertising for Christmas shopping

Promotion

Richele Charlton

Promotional Events and Group Advertising

Will continue to advertise all downtown events through posters, web site and e-mail update

Will promote downtown Kent at all local festivals and the homecoming parade

Design

Ron Burbick/Doug Fuller

Design Guidelines

Partnership between City of Kent & the Burbick Foundation

Voluntary guidelines

Design

Ron Burbick/Doug Fuller

Cigarette Containers

Currently utilizing a container at select locations

Will request grant funding from Christensen Foundation to purchase containers for the remainder of downtown

Design

Ron Burbick/Doug Fuller

Main Street Sweeper

Purchased sweeper from KSU

Can be used to clean the sidewalks including cigarettes in between the grates

Insurance issues – currently plan to work with Coleman Professional Services

Hope to have it running by May or June

Design

Ron Burbick/Doug Fuller

Graffiti Eradication

Purchase materials for volunteers to clean graffiti as it happens

Coordinated by a local volunteer

Design

Ron Burbick/Doug Fuller

Christmas Lights

Research on new Christmas Lights

Fundraising to purchase new Christmas Lights – may not be completed until 2010

Economic Restructuring (with Chamber of Commerce)

Brian Bialik/Jack Crews

Web-Based Marketing

Project will be in three phases – 1) training on “free” web-based marketing for existing businesses 2) KSU students will assist businesses with developing their own websites and 3) upgrade of the Main Street web site to include e-commerce

Kickoff will be a dinner on May 19th and a breakfast on May 20th sponsored by Main Street Kent for the downtown business owners

Economic Restructuring (with Chamber of Commerce)

Brian Bialik/Jack Crews

Heritage Ohio Pilot Project – “Retail is in the Details”

Originally applied for grant funding for assistance for entrepreneurs

Chosen as a pilot project with no cost to Main Street Kent

National consulting company will bring in experts in merchandising and marketing to help existing businesses

Volunteer businesses will be analyzed and given a report with recommendations

Will be completed this summer in time for the students to return

Economic Restructuring (with Chamber of Commerce)

Brian Bialik/Jack Crews

Webinar Series – Breakfast Meetings

National Main Street offers these webinars on various topics to assist downtown businesses – i.e. storefront design

May develop into a monthly breakfast training sessions

Economic Restructuring (with Chamber of Commerce)

Brian Bialik/Jack Crews

Retail Retention, Expansion and Recruitment

On-going work to encourage stable economic base in downtown

Research on various assistance programs – façade, rent-assistance, etc.

Meetings with property owners – retail on first floor, service businesses and non-profits on second and third floors

Meetings with students to continue to bridge the gap between the university and downtown

Entrepreneurship handbook