

Erie Downtown Partnership Five Year Revitalization Strategy 2010 – 2014

OBJECTIVES	PROJECTS	10	11	12	13	14	Responsible Person/Committee
1. Increase individual membership	Create financial incentives for individual memberships which create basic level of value.	X	X	X	X	X	Staff and Membership Development Committee
	Create “welcome” package which is delivered in person for businesses who locate in the District.	X	X	X	X	X	Staff and Membership Development Committee
2. Create beneficial partnerships with private and public groups	Develop/continue relationships with VisitErie, Chamber, ECCA, EMTA, SBDC, etc....	X	X	X	X	X	Staff and Board of Directors
	Meet regularly with the City and all appropriate Authorities.	X	X	X	X	X	Staff and Board of Directors
	Remain aware of possible changes in leadership in public/private groups which may affect Partnerships relationships.	X	X	X	X	X	Board of Directors
3. Encourage greater communication	Continue with e-mail/hard copy newsletters on a minimum of quarterly basis.	X	X	X	X	X	Staff
	Create incentives for property owners to distribute to commercial/residential tenants.	X	X	X	X	X	Staff and Membership Development Committee

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	Continue to maintain and upgrade web page.	X	X	X	X	X	Staff
	Hold General Membership Meetings twice annually with additional meetings as needed.	X	X	X	X	X	Staff
	Analyze use of “Block Captain/EDP Block Ambassador” to convey info.		X	X	X	X	Staff
	Begin scheduling one-on-one visits with members.		X	X	X	X	Staff
4. Become known as the “Go To” Organization for existing and new members	Take advantage of active/earned media as well as press releases and promotional opportunities.	X	X	X	X	X	Staff and Board of Directors
	Claim the Market with high profile visible successes to fill leadership void.	X	X	X	X	X	Staff and Board of Directors
	Publicize strengths/education of the staff and how those may be used by membership.	X	X	X	X	X	Staff

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	Utilize and assist the City of Erie with their Disaster Plan if needed within Partnership Boundaries.	X	X	X	X	X	Staff with City of Erie
5. Implement Master Plan by creating/supporting a Retail Cluster around Perry Square	Work with the City of Erie to locate sources and community support to implement angled parking recommendation.	X	X				Staff, Board of Directors, Development Committee
	Research opportunity to hire a professional retail developer as a consultant/partner.	X					Staff, Board of Directors, Development Committee
	Create and continually update marketing material in support of recruitment efforts.	X	X	X	X	X	Staff and Development Committee
	Locate opportunities to fund incentives to locate/re-locate to Retail Cluster.	X	X	X	X	X	Staff and Development Committee
6. Create a higher second floor occupancy rate	Create the environment where second floors become valuable to renovate even with code challenges.	X	X	X	X	X	Staff
	Look for /create new funding opportunities to offset the cost of second floor development.			X	X	X	Staff

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	Research opportunities/need for luxury student housing for second floors.			X	X	X	Staff
7. Create a better economic climate	Assist businesses with issues regarding retention. Actively recruit appropriate businesses.	X	X	X	X	X	Staff and SBDC Consultant
	Support transportation improvements to 12 th Street Corridor and recruit new business specializing in “convenience goods”.	X	X	X	X	X	Staff, City, Redevelopment Authority, PaDOT
	Continually update business and vacancy inventories.	X	X	X	X	X	Staff
	Investigate the possibility of creating a Retail &/or Restaurant Incubator			X			Staff
8. Market a positive image of Downtown	Commission a series of image building ads in local media	X	X	X	X	X	Staff and Marketing Committee
	Write monthly letter to the Editor	X	X	X	X	X	Staff and Marketing Committee

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9. Create successful events	Change leadership from President to Assistant Main Street Manager / Event Coordinator.	X	X	X	X	X	Staff
	Create events which meet the need of all of our members and reaches out to all populations/ages.	X	X	X	X	X	Staff and Special Event Committee
	Work with members to create an all-inclusive event calendar to minimize scheduling conflicts.	X	X	X	X	X	Staff
	Evaluate the current event schedule and amend as necessary to meet goals.	X	X	X	X	X	Staff and Special Event Committee
	Create an evaluation process for each event or promotion.	X	X	X	X	X	Staff
	Continue to locate sponsorship dollars to offset financial burden of events.	X	X	X	X	X	Staff
10. Remove/abate impediments to Development	Continually review Planning, Zoning, Code issues and make recommendations as necessary.	X	X	X	X	X	Staff and Design Committee

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11. Improve the visual look and feel of the District	Hold workshops on visual merchandising with continued support from contest.		X		X		Staff and Design Committee
	Continue working to secure Façade Grant funding to implement program.	X	X	X	X	X	Staff
	Maintain adequate sidewalk cleaning.	X	X	X	X	X	Staff
	Create/implement a program to fill vacant storefronts.	X	X	X	X	X	Staff and Design Committee
	Create better way finding signage to parking areas. Make parking lots aesthetically interesting.	X	X	X	X	X	Staff and Parking Authority
	Encourage accurate Historic Building improvements.	X	X	X	X	X	Staff and Design Committee
12. Support and Implement completed and approved Master Plans	Encourage and support Pedestrian friendly streetscape initiatives.	X	X	X	X	X	Staff

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	Create Gateways where appropriate.	X	X	X	X	X	Staff
	Encourage and support proposals for Perry Square and Griswold Park.	X	X	X	X	X	Staff
13. Misc	Ensure all paper/computer files are backed up at an offsite location.	X	X	X	X	X	Staff
	Assess physical location of offices and make any changes as necessary.	X	X	X	X	X	Staff and Facilities Committee
	Retain Key Staff.	X	X	X	X	X	Executive Committee
	Continually assess alternative funding opportunities for projects/programs which support this Five Year Revitalization Strategy.	X	X	X	X	X	Staff