

**Standard #2 Program Work Plan for 2016-2017**

<b>#</b>	<b>Task</b>	<b>Activity</b>	<b>Status</b>
<b>1</b>	Façade Grant Program	Work to introduce to owners of buildings downtown to increase awareness Research best practices	Ongoing
<b>2</b>	Increase relations with Merchants and Main Street	Educate as to what the advantages of joining Main Street	Ongoing
<b>4</b>	Provide merchants with assistance	Façade and window frontage/display window	Ongoing
<b>5</b>	Designing new website	Update the MS website with relevant information to increase awareness of MS and its affairs	In progress
<b>6</b>	Recruit businesses for vacant buildings	Businesses needed such as men's clothing store, show store, other family Update map of downtown vacancies	Ongoing
<b>7</b>	Staff support to the purchasers of the old Ace Hardware location to remodel for opening	Help owners with façade grant and information on other \$\$ programs	In progress
<b>8</b>	Enhance Farmers Market	Work with local extension agency to crease awareness of farmers market Educate on importance of fresh fruits & veggies	In progress
<b>9</b>	Find grants and funding to create art work in CBD	Research and apply for grants to secure funding for various activities	In progress
<b>10</b>	Directional signage	Continue to provide and notify business owners of info on directional signage	Ongoing
<b>11</b>	Complete remodel for opening of Elbert Hotel	Securing all necessary components for opening in early 2017	In progress
<b>12</b>	Volunteer Staff	Establish relations with other individuals and organizations expand collaboration	Ongoing
<b>13</b>	Execute more downtown events	Work to create more events that will create more traffic and awareness downtown	Ongoing
<b>14</b>	Work toward becoming a GEM	All activities to enhance points for this designation	Ongoing
<b>15</b>	Quarterly Newsletter	Create awareness	Ongoing
<b>16</b>	Continue to work with business retention		In progress