

GOALS AND OBJECTIVES

For fiscal year 2008-2009

I. Organization

1. Adopt a comprehensive strategic plan by October 15, 2008 and re-visit the plan in February and July to update and allow for flexibility.
2. Develop a comprehensive benchmarking program, consisting of at least a business directory, updated semi-annually; an ownership directory, updated annually; sales tax revenues, updated quarterly; and property values.
3. Create a committee structure within the board, per the by-laws of the organization; at least one committee for each of the four points of Main Street, with a board member on each committee, preferably serving as the chair person.
4. Develop and maintain strong internal controls for financial purposes, including an internal budget process; beginning in September and then updated in February, working closely with the Town Board and its administration.
5. Develop and maintain a program involving property and business owners, and other interested stakeholders. The program will provide a flow of 75 volunteers to provide labor for the organization's needs as well as possible revenue streams.
6. Define the duties of a suitable program manager, hire and manage a competent individual.
7. Develop a regular communication tool allowing the Main Street Board to communicate quickly and regularly with its stakeholders.

II. Design

1. Provide technical assistance to three businesses and three property owners in maintaining their buildings and land appropriately.
2. Working with the ER committee, develop a below market revolving loan pool of at least \$500,00 to be used by property owners for major rehabilitations to their property.

3. Assist the Town administration with continued streetscape improvements including the highest level of cleanliness and well maintained public investments, more consistent signage, possibly two cross-street banner(s), fifteen additional pieces of street furniture, a banner program with 27 banners, and the addition of one information kiosk.
4. Manage and improve the flower basket program, increasing the number of baskets by 50% per year.
5. Develop an “adopt-a-pot” ground level flower pot program with at least 25 pots the first season.

III. Promotion

1. Develop an annual, comprehensive program of five promotions, that provide opportunities for social interaction, drawn on the areas culture and heritage, with locals, tourists and the downtown stakeholders; each with its own appropriate marketing plan.
2. Maintain a high quality, current, accurate, and informative web site that receives at least 2,000 primary hits per year.
3. Create and maintain 500 quality packets of information to attract tourists, including a first class brochure providing information on opportunities for tourists to interact with available events and activities in downtown Gardnerville.
4. Coordinate five regional events to build brand and knowledge to highlight downtown Gardnerville.

IV. Economic Restructuring

1. Working with the Organization Committee, develop a revolving loan pool of at least \$500,000 to assist them with their efforts to renovate existing buildings through adaptive re-use.
2. Define downtown Gardnerville’s market strengths and overall niche.
3. Develop business and property investment opportunities in downtown for both existing businesses as well as new businesses.