



— MAIN STREET —
ELIZABETHTON

YEAR 4 WORK PLAN: JULY 2023 – JUNE 2024

TRANSFORMATIONAL STRATEGIES

- Create an active and vibrant downtown district focused on a dining, entertainment, and shopping for the local community and beyond.
- Create a family-friendly, mountain recreation, town to support outdoor based economic development and business recruitment.

OBJECTIVES

- 1) Elevate downtown awareness
- 2) Enhance downtown experience for the community
- 3) Sustain program growth
- 4) Build and grow pet friendly initiative
- 5) Connect with outdoor recreation resources
- 6) Support sustainable and entrepreneurial ecosystem
- 7) Develop placemaking spaces for community
- 8) Embed thematic elements in all program areas:
 - a. Heritage, Outdoors/Mountains, Home, Welcoming/Friendly



YEAR 3 WORK PLAN: JULY 2022 – JUNE 2023

COMMITTEE BREAKDOWN

PROMOTION

- **2023-2024 ACTION ITEMS**
 - Launch Old Soul ~ New Stories Documentary
 - Create Old Soul ~ New Stories Tagline Campaign
 - Develop & Install Kiosk Maps
- **ONGOING**
 - Update and Print Marketing Materials
 - Downtown Trifolds
 - Tourism Rack Cards
 - Main Street Brochure
 - Maintain Website
 - Downtown Calendar
 - Business Directory
 - News Releases
 - Home Page
 - Send Monthly Newsletter to Members and Downtown Businesses
 - Promote Annual Events Calendar and Increase Attendance:
 - Sues on the Loose
 - First Fridays
 - Firefly 5K Walk/Run (fundraiser)
 - Main Street Block Party (fundraiser)
 - Barktoberfest (fundraiser)
 - Halloween Trick-or-Treating
 - Christmas Open House
 - Small Business Saturday
 - Holiday Sip & Shop
 - Christmas Parade (fundraiser)
 - Holiday Wrap-up
 - Strategize Monthly Social Media and Increase Reach
 - Partner with Tourism to Market Outdoor Recreation Amenities (ex. NETTA, MTM, TCC)
 - Share Successes and Accomplishments Through Local Media Outlets (ex. Daytime Tri-Cities, Tom Taylor)



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MERCHANTS

- **2023-2024 ACTION ITEMS**

- Build Pet Friendly Amenities Downtown (partnership with City of Elizabethton and Friends of the Elizabethton-Carter County Animal Shelter)
 - Ex. Waste and Hydration Stations
- Increase Merchant Committees Participation

- **ONGOING**

- Create Merchant Baskets for New Businesses
- Coordinate Ribbon Cutting Ceremonies (partnership with Elizabethton Chamber)
- Create Opportunities for Connection, Collaboration, Brainstorming, and Feedback at Monthly Meetings

ECONOMIC VITALITY

- **2023-2024 ACTION ITEM**

- Create Relationships with Perspective Restaurant Owners
- Recruit Evening Dining Opportunities

- **ONGOING**

- Support Businesses and Connect to Resources:
 - Local and Regional Grant Assistance
 - Façade Grants
- Track Statistics for Benchmarking:
 - Downtown Housing
 - Downtown Businesses/Occupancy Rate
 - Job Growth
 - Private Investment and Public Infrastructure Projects
 - Sales Tax Records
- Target “Unoccupied/Unavailable” Properties
- Develop Relationships with Building Owners and Identify Additional Opportunities
- Partner with Regional Economic Development and Tourism Efforts (ex. NETTA)
- Support Active & Vibrant Downtown Activities Through Connection & Communications with Stakeholders/Partners



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ORGANIZATION

- **2023-2024 ACTION ITEMS**

- Create a New Business Guide
- Grow Corporate Sponsorship
- Showcase Members Outside District (Ex. Website, Social media, etc.)
- Strategize a Plan for Staff Support & Growth
- Increase Volunteer Commitments From Members
- Increase Main Street Presence Downtown

- **ONGOING**

- Connect New Businesses with Rules and Regulations
 - Sell and Distribute Canopy Signs
 - Connect City Staff with New Merchants
- Recruit Main Street Members
- Utilize Sponsorship Guidelines
- Identify and Maintain Key Stakeholder Relationships
 - City of Elizabethton
 - Carter County government
 - Chamber of Commerce
 - Financial Institutions
 - Elizabethton City Schools
 - Milligan University
 - Tennessee College of Applied Technology (TCAT)
 - East TN State University (ETSU)
 - Northeast State Community College
- Attend Educational Programs and Professional Development Trainings (ex. Main Street NOW Conference, TN Main Street Manager Meetings)
- Support Annual Fundraisers:
 - Firefly 5K Run/Walk
 - Main Street Block Party
 - Barktoberfest
 - Christmas Parade
- Research Grant Opportunities



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DESIGN

- **2023-2024 ACTION ITEMS**
 - Increase Public Art Opportunities
 - 2024 Mural Designs: Nature, Heritage, Welcoming/Friendly
 - Plan For Interactive Family Spaces
 - Identify Design Recommendations and Advocate for Wayfinding Signs
 - Research Wayfinding Signage Needs and Locations
 - Partner with City of Elizabethton for Parking Signage
 - Collaborate with City Staff Regarding Implementation of Mobility Study
- **ONGOING**
 - Maintain Annual Landscaping Contract
 - Planters, Triangle, Flower Beds, Breezeways
 - Enhance & Maintain Seasonal Decorations
 - Christmas Wreaths, Fall Triangle Decorations
 - Support Active Sidewalks and Streetscapes
 - Breezeway Enhancement Phases
 - Sidewalk Fencing to support Expanded Outdoor Dining
 - Explore New Downtown Sound System
 - Research Downtown Enhancement Opportunities
 - Recommend Design Standards and Guidelines
 - Identify Tactical Urbanism Enhancement Opportunities
 - Tweetsie Trail Connections
 - Pet Amenities
 - Bike/Pedestrian Amenities