

# Bridgeville Downtown Master Plan: Implementation Strategy Board

| Strategies  | First Steps 2015/2016   | Next Steps 2016-2018   | Long Term 2018-2022  | Goals   |
|---|---|--|--|---|
| <b>Economic Development:</b><br>Capitalize on Bridgeville's Potential | <ul style="list-style-type: none"> <li>• "Open Late" campaign</li> <li>• Peer-to-peer learning opportunities</li> <li>• Small business counseling</li> <li>• Distribute market analysis and recruit key leakage categories</li> </ul>   | <ul style="list-style-type: none"> <li>• "Open Late" monthly events</li> <li>• Shared downtown retail incubator/accelerator</li> </ul>   | <ul style="list-style-type: none"> <li>• Cultivate visitor awareness</li> <li>• Consider "Main Street Challenge" retail development incentive</li> <li>• Re-evaluate market assessment</li> </ul>  | Downtown Bridgeville will succeed as a multi-use downtown with shopping, dining, offices, and increased residential units.  |
| <b>Design and Planning:</b><br>Enhance Bridgeville's Quality of Life  | <ul style="list-style-type: none"> <li>• Tree planting at gateway corridors</li> <li>• Sidewalks and crosswalks</li> <li>• Vacant building visual treatments</li> <li>• Component facade grants</li> <li>• Explore Facade Master Plan Funding</li> </ul>                        | <ul style="list-style-type: none"> <li>• Curb extensions and shade trees</li> <li>• Complete Bike Trail Connections</li> <li>• On-going visual treatments for vacant buildings</li> <li>• Overall facade grants</li> </ul>                         | <ul style="list-style-type: none"> <li>• On-going visual treatments for vacant buildings as needed</li> <li>• Overall facade grants as needed</li> </ul>   | Building on quality public investments, Bridgeville will continue to create a welcoming downtown through improved parks and open spaces, walkable and bikeable streets, and historic architecture. The corridors leading to downtown will achieve a level of design quality that compliments the downtown area. |
| <b>Branding and Marketing:</b><br>Maximize Bridgeville's Message      | <ul style="list-style-type: none"> <li>• Adopt brand</li> <li>• Incorporate new brand in all collateral</li> <li>• New banners</li> <li>• Create branded merchandise</li> <li>• Brochures</li> <li>• Festival collateral</li> </ul>   | <ul style="list-style-type: none"> <li>• Program downtown events</li> <li>• Continue short-term brand launch initiatives</li> <li>• New/additional banners</li> <li>• New/additional brochures</li> <li>• Phase 1 wayfinding signage</li> </ul>    | <ul style="list-style-type: none"> <li>• On-going creative downtown programming</li> <li>• Install phase 2 wayfinding system</li> <li>• Update and new/additional banners</li> <li>• Additional merchandising collateral</li> <li>• Website upgrade/constant digital presence</li> </ul> | Bridgeville will launch an aggressive messaging program that builds community pride while distinguishing itself as the destination of choice on the way to the beach.   |
| <b>Promotion:</b> Highlight Bridgeville's Unique Assets               | <ul style="list-style-type: none"> <li>• Develop Promotions Committee</li> <li>• Sales-oriented event</li> <li>• Calendar of Events</li> <li>• Social media campaign</li> <li>• Web site</li> <li>• Business cards</li> <li>• Rocking Chairs</li> <li>• Welcome Mats</li> </ul> | <ul style="list-style-type: none"> <li>• New events 3</li> <li>• Engage merchants with Festival</li> <li>• Volunteer program</li> <li>• T-shirts</li> <li>• Initiate Farmer's Market</li> </ul>  | <ul style="list-style-type: none"> <li>• Evaluate events (add/delete)</li> <li>• Develop volunteer base</li> <li>• Additional events</li> <li>• Fundraising event</li> <li>• Farmer's Market as a draw</li> </ul>  | Bridgeville Economic Development in conjunction with other organizations, will promote the downtown area through events that generate retail sales and raise awareness of its unique cultural and historic assets.  |
| <b>Organization &amp; Implementation:</b><br>Getting the Job Done     | <ul style="list-style-type: none"> <li>• Board of Directors</li> <li>• Set up committees or task teams</li> <li>• Board Training</li> <li>• Four Point Training</li> <li>• Formulate work plans with committees/task teams</li> </ul>   | <ul style="list-style-type: none"> <li>• Adopt By-Laws</li> <li>• Apply for 501(c)3 designation</li> <li>• Create membership program</li> <li>• Organizational policies and processes in place</li> <li>• Financial sustainability plan</li> </ul> | <ul style="list-style-type: none"> <li>• Long-term financial strategy</li> <li>• Create strong partnerships</li> <li>• Update program of work</li> <li>• Rotate Board members</li> <li>• Grow capacity of organization</li> </ul>  | Bridgeville will build strategic partnerships with organizations and individuals that are committed to bringing the vision of the Downtown Master Plan to fruition.   |