



QUARTERLY REPORT

APRIL, MAY, JUNE 2016

APRIL

Hosted Cotee River SeaFest with over 10,000 visiting downtown New Port Richey over the three day time period.

MAY

1. Updates were/are being made to the NPR Main Street Web existing site. Recommendation is to have anew web site created which will be more interactive, have a calendar for ALL city wide events, not just Main Street events, have photos and videos, a blog which will updated twice weekly and an area showcasing our city's history.
2. Started promoting NPR Main Street on social media. Early May posts received between 95 and 1,200 views while early June posts varied between 700 and 7,000. NPR Main Street Facebook page received 15,481 views the week of June 13th and increased page likes by 69 to 4,319 followers.
3. Updated vendor rules and regulations to better align with the city and took steps to insure event vendors are informed about the rules.
4. Met with three individuals who were looking to open business in the downtown area.
5. Attended the National Main Street Conference. Brought back contacts for downtown light pole flags, information on marketing, budgets, visioning, special events and recruiting volunteers.
6. Started the ongoing downtown questionnaire; asking what three things one likes best about New Port Richey and what one thing they feel is needed downtown.
7. Hosted WEST PASCO BUSINESS ASSOCIATION satellite group chapter meeting to promote the Tampa Bay Multi Media Center, New Port Richey Main Street and doing business downtown.
8. Spoke at the Holiday Rotary promoting NPR Main Street and Doing business downtown and at the Gulf Harbors Calusa Club meeting promoting downtown New Port Richey.
9. Initiated budget review and research for moving forward with more detailed budget process for 2017.

JUNE

1. Started promoting New Port Richey with live Facebook videos. Videos are having a reach of between 2500 and 4500, with actual views of the videos between 1,000 and 2,000.
2. New Port Richey Main Street Promotions Committee planned/organized KIAFest bringing over 20,000 to downtown. This event was partially planned prior to my starting, fireworks and band contracts were completed. Credit needs to be given to the Board of Directors and The Promotions Committee for having the groundwork laid well ahead of time for this event.
3. Assisted other downtown businesses with the event permitting process and assisted individuals looking to open businesses in the downtown area. (Dulcet August Concert in Sims Park and Second Fridays downtown)
4. Completed Downtown wayfinding map with businesses, retail, entertainment, activities and points of interest. One does not need to be a Main Street member to be listed on the map. We are printing 1000 at a time so that the map can be updated often with new businesses.
5. New Port Richey Main Street through the Economic Vitality Committee has contracted for a marketing video highlighting all the positive things about New Port Richey. This video is going into production in the next week, music is being chosen this week.

DESIGN COMMITTEE:

The Design Committee is in place and now functioning well with subcommittees working on various projects. The Design Committee created the following Vision and Mission Statements:

Vision:

To help the city of New Port Richey become one of the most appealing and desirable areas to live work and play in the State of Florida by 2024. The celebration of 100 years anniversary as a City.

Mission:

To provide Urban Design advice to city administrators, downtown business owners and residents to help them select and to present projects with high standard design elements to enhance physical appearance of buildings and places to appeal to residents and visitors to make them feel comfortable and welcome.

MAIN STREET OFFICE:

1. President Bob Smallwood and KC Quaretti attended the Florida Main Street Quarterly conference for revised Main Street approach training.
2. President Bob Smallwood and KC Quaretti attended the City Works conference in Winter Haven, FL.

3. David Dorsey and KC Quaretti attended a National / Florida Main Street Board Building Webinar.
4. Volunteered at the Summertime in the City Sims Park Event hosting a booth for the Parks and Recreation department.
5. The New Port Richey Main Street office is working toward being a New Port Richey information hub, not only for downtown businesses but for our citizens as well.
6. Protocol has been established for all phone and in person inquiries:
If an inquiry cannot be answered immediately their number is taken and they will be called back within a prescribed time period. Example: call in the morning, answered by noon or call in the afternoon, answered before close of business. If the answer cannot be found they will still be called back to let them know we are researching their question and will have an answer within 24 hours.

If the caller is inquiring about an event hosted by another organization we do not just refer them to that organization, we ask if they would like us to call and get the information and then call them back.
Example: Elementary school called asking who they could donate fresh produce to. We made calls and organized a delivery time and gave that information along with contact information to the Elementary school.
7. Main Street office is promoting all city events on the New Port Richey Main Street Facebook page.