



MAIN STREET

New Port Richey, FL

**Proposed
WORK PLAN FOR
2017-2018**



Main Street Update

In it's 27 years of existence, the New Port Richey Main Street Organization and the city of New Port Richey have gone through numerous growth and evolutionary changes. In it's beginning, NPR Main Street was a fully funded program, tasked with implementing the four tenets of the National Main Street program in the city

Those four tenets are:

- Organization/membership
- Design
- Promotion
- Economic restructuring

The mid 2000's saw reductions in funding for NPR Main Street, creating the need for profit generating events to fund the non-profit program. Main Street was successful in generating necessary funds to keep the program solvent, promoting 4-5 annual events that became very successful, generating funding for the program, bringing pedestrian traffic into the city, and allowing NPR Main Street to function as a marketing and promotions department for the city since there was no formal advertising program in place at that time

The real estate melt down and ensuing recession that began in 2007 affected Main Street just as it did the city, and the businesses of the downtown. Throughout this down cycle, NPR Main Street fought to maintain it's presence and continued to hold award winning events in spite of the dire financial climate

Admittedly, this resulted in the Main Street program becoming reliant and focused on events over all other facets of the program, since the income generated was absolutely necessary for day to day operations and to fund design projects like the downtown mural project, bridge bench painting etc.

In the 2016-2017 year, NPR Main Street faced additional challenges operating without a signed MOU and the loss of city funded office space and funding for our executive director.

Main Street Today

Amazingly, as we go into the 2017-2018 fiscal year, New Port Richey Main Street is in a very good place. We have a new executive director, Nancy Brotko, our own office space on Main Street in the heart of downtown, and a board focused on finally retooling the program to be more effective and accountable.

We have developed a clear concise work plan for our organization, along with a draft of an MOU that outlines Main Street's relationship with the city of New Port Richey.

Once the MOU is signed, Main Street can continue to make the commitments necessary to move the organization forward.

Our board for 2017-2018 is comprised of the following officers and directors:

President: Stephen Schurdell

Vice President: Robert Smallwood

Secretary: Pat Ammons

Treasurer: David Dorsey

Board members:

Doug Ferris

Anne Moore

Jose Cardenas

Mario lezzoni

Debbie Leone

Mainstreet has 9 of it's 11 board positioned filled, and is accepting nominees and vetting candidates to fill the vacant positions

Work Plan

NPR Main Street is requesting a work session with the city manager, and council members on Tuesday October 31st 2017.

Items for discussion include:

- **Develop a plan for coordinating Main Street projects and events with existing and proposed city events.**

Although the NPR Main Street organization coordinates date requests with the Park and Recreation staff, Main Street is often not aware of city sponsored events and third party events until we see the advertising in place. By coordinating our efforts NPR Main Street will be able to create “support” events for city events, designed to carry and transfer the flow of attendees to the downtown district and other retail businesses in the city

- **Develop a plan for interaction between city personnel and NPR Main Street for the smooth implementation of NPR Main Street projects (Bike racks, historical banners etc.).**

Over a year ago, NPR Main Street commissioned an artist to create two pieces of functional urban art to be installed and displayed in the city. Completed over a year ago the pieces have yet to be installed, due in a large part to NPR Main Street’s lack of experience in dealing with city staff and departments. One of NPR’s proposed projects for this fiscal year is the purchase and installation of pole banners to identify historical buildings in the city. The first phase of this project will include the purchase and placement of 19 banners. We are requesting instruction on how to route that project through the city departments to ensure the design is acceptable, and to determine what codes and regulations are in place for this type of display.

Work Plan

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- **Review and analysis of each of NPR Main Street's large events, to determine their importance, cost, impact and benefit to the city and residents of New Port Richey.**

As stated previously, it seems that there have been significant changes in the city's approach to events, with more large quality events being presented by the city throughout the year. As a result, we feel there is less need for a significant number of large NPR Main Street hosted events. The large events that Main Street will focus on in 2017-2018 are:

Main Street Holidays

Cotee River Seafood & Blues Festival

KIA Fest Main Street Blast

- **Open discussion with council members to receive recommendations for the type and size events that they would like Main Street to organize and promote.**

Some events in the planning stages are:

Veteran's open house (11/11/2017)

Burgers & Brews (Railroad Square)2018

Gavel & Grapes (Railroad Square) 2018

These events will have limited or no road closures, and will not involve direct alcohol sales by NPR Main Street. Additionally NPR Main Street welcomes suggestions from the city manager and council members on how large and small events can be structured and adjusted to best comply with the city's overall plan and approach to downtown business flow and revitalization

Work Plan

(Continued)

An important matter at this work session will be to forge an agreeable, clear MOU for NPR Main Street and the city for the 2017-2018 year. With face to face, open discussion we should easily be able to draft a document that is acceptable to the city and NPR Main Street's board.

Respectfully submitted to City Manager Debbie Manns on October 17, 2017 for distribution to City Council members.



Stephen Schurdell

President, NPR Main Street