



NEW PORT RICHEY  
**MAIN  
STREET**

# 2020-21 Work Plan



The physical environment of downtown:

Hardscape

Public Space

Green Space

Parking

Building Facades

Window Decor

Historic Preservation

Public Art

Regulatory Environment

Clean and Safe



## The physical environment of downtown:

Overall effort- City, CRA, Partners, Property & Business Owners

- Master Plan for Hwy 19 and Downtown
- Grand Blvd Streetscape/Trail Design
- Railroad Square Streetscape Design
- Nebraska Avenue Parking lot Renovation
- Gloria Swanson Parking lot Renovation
- Hacienda Hotel Walk of Fame and Landscaping
- Entry Feature at Main Street and US Hwy 19
- Boat Ramp property assemblage
- Banners with new brand
- Alley Master Plan



## The physical environment of downtown:

Overall effort- City, CRA, Partners, Property & Business Owners

- Façade Grants
- Building renovations
  - Pasco Eye Institute Building
  - The Commons on Grand
  - Kangaroos
  - Dulcet
  - Hacienda Hotel
- Construction
  - Keiser University
  - Parking Garage



## The physical environment of downtown:

Overall effort- City, CRA, Partners, Property & Business Owners

- Sign Ordinance Revisions
- Outside Display Ordinance Revisions
- Historic Preservation
  - City HP Board seeking Certified Local Government Designation
  - Support of Historical Museum
  - Historic Museum Exhibits & Activities
- Public Art
  - CAC goals
  - Potentially more murals



The physical environment of downtown:

**Main Street's part**

- Create seasonal and holiday banner designs
- Conduct window decorating contests
- Develop proposal for sculpture in Sims Park
- Propose change of mural rules to allow more than just history and nature
- Facilitate Historic Downtown Walking Tours



The physical environment of downtown:

**Main Street's part**

- Participate in Master Planning Charrettes
- Conduct “Arts’s in the Air” custom banner project
- Promote Branded A-Frame sidewalk signs
- Field Trips to Winter Garden, Hyde Park
- Refurbish old pots for re-installation
- Update downtown map and distribute



The economic environment of downtown:

# Business Recruitment Business Retention



## The economic environment of downtown:

Overall effort - City, CRA, Partners, Property & Business Owners

- Master Plan for Hwy 19 and Downtown
- Business Recruitment
  - Marketing & P.R. Master Plan
  - Economic Development packet materials
  - Rent subsidy grants
  - Interior build out grants
  - Recruitment grants
  - Marketing support for merchants
  - Online listings
  - Support of NPR Main Street



## The economic environment of downtown:

Overall effort - City, CRA, Partners, Property & Business Owners

- Business Retention
  - Support of NPR Main Street
  - Marketing support
    - Social media
    - Downtown website
    - Downtown advertising campaign
    - Downtown Dining and Shopping guide - online and print
  - Special events (Promotion)
  - Retail events (Promotion)



The economic environment of downtown:  
**Main Street's part**

- Conduct “Mornings on Main”
- Conduct “Mixers on Main”
- Conduct “Lunch and Learn”
- Conduct Ribbon Cuttings
- Promote “Small Business Saturday”
- Promote “Cyber Monday”
- Conduct Zip Code Surveys



The economic environment of downtown:  
**Main Street's part**

- Visits with merchants
- Investigate possibility of “1MillionCups” tool
- Field Trips to Winter Garden, Hyde Park, etc.
- Maintain connection to EDC
- Maintain downtown inventory of businesses and vacancies



The economic environment of downtown:  
**Main Street's part**

- Maintain Online Listings - For Lease and For Sale
- Participate in Master Planning Charrettes
- Maintain Online & print Dining, Shopping & Services Guide
- Explore Arts District concept (Madison to Adams)



The image of downtown:

Image Creation

Special Events

Retail Events

Heritage Events



## The image of downtown:

Overall effort - City, CRA, Partners, Property & Business Owners

- Master Plan for Hwy 19 and Downtown
- Marketing the downtown
  - Marketing and Public Relations Plan
    - Advertising - broadcast, print, & social media
  - Brand rollout and extension
  - Pole Banners
  - Dining and Shopping Guides
  - Table tents
  - Events posters
  - Downtown Web Page
  - Participation with TDC



# The image of downtown: Special Events Calendar

## Weekly events



## Monthly Events



## Annual Events



## Holiday Street Parade





# The Image of downtown: Main Street's part

## Retail Events



DOWNTOWN  
DESSERT STROLL



Classes such as  
“Drink This, Eat That”

## Monthly Events

“Finally Friday”  
Downtown  
Street Party

Classic Car Show

## Annual Events

Vegan Food Festival  
Carnivore Food Festival  
4<sup>th</sup> of July Golf Cart Parade

Assist with

Chalk Art Festival

KiaFest



FOURTH of JULY  
NEW PORT RICHEY



COTEERIVER  
SEAFEST  
SEAFOOD & BLUES FESTIVAL



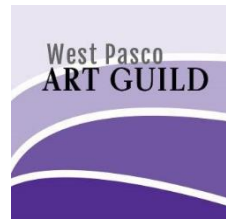
Organization - Bringing all the stakeholders to the table and running a non-profit

- Non-profit Management
  - Reports for Florida Department of State/FMS
  - Maintain financial records
  - Training for Executive Director
    - National & State Conferences
    - Quarterly Manager's Meetings
- Maintain an office downtown
- Adoption of revisions to Bylaws
- Adopt "Policies and Procedures Manual"



Organization - Bringing all the stakeholders to the table and running a non-profit

- Stakeholders
  - Recruit Liaisons from stakeholder groups





Organization - Bringing all the stakeholders to the table and running a non-profit

- Fundraising

- Conduct 2 Wine Strolls
- Conduct Dessert Stroll
- Conduct Pub Crawl
- Host Annual FMS/FT Conference
- Conduct Vegan Festival (might be Fall 2021 due to COVID)
- Conduct Carnivore Festival (Spring 2021)
- Facilitate Historic Tours with partners
- Conduct 4<sup>th</sup> of July Golf Cart Parade
- Sell Swag
- Increase Investors





Organization - Bringing all the stakeholders to the table and running a non-profit

- Marketing the organization
  - Website
  - Social Media
  - Press Releases
- Investors
  - 10% increase
  - Annual Investors Meeting - October
- Volunteers
  - Volunteer recognition
  - Appreciation Parties - Fall and Spring