

2021 Kingsville Main Street (KMS) Action Plan

Program & Partnership Strategy	Create a stronger KMS program that is effectively organized to strategically and effectively shepherd downtown into its growth phase.			
	Organization	Design	Promotion	Economic Vitality
<p>Measurable outcome: KMS will have volunteer and staff leadership capable of moving the program forward with harmonious goals and complete articulated projects.</p> <ul style="list-style-type: none"> - Encourage 1 or more 501(c)3's - Create at least 2 community group adoption projects - Real-estate partners at least (1) 	<p>1. Action: A fully-trained, knowledgeable board is in place that has an orientation to their roles and responsibilities.</p> <p>a. Timeline - whenever a new board member is selected and once annually as a group</p>	<p>1. Action: Work under the Visual Improvement Strategy</p> <p>a. Timeline - under Visual Improvement Strategy</p>	<p>1. Action: Work actively with downtown organizations, and Economic Development Council in support of their downtown events and projects.</p> <p>a. Timeline –invite Board (organizations & EDC) to each KMSAB meetings & hold joint meeting yearly</p>	<p>1. Action: Work under the Vacancy Reduction Strategy with introducing Better Block techniques (pop-ups)</p> <p>a. Timeline - under Vacancy Reduction Strategy</p>
	<p>2. Action: Create a Board manual that includes at least this report, a copy of the Downtown Vision Plan, statements of purpose, and district map.</p> <p>a. Timeline - whenever a new board member is selected and updated annually</p>	<p>2. Action: Create volunteer groups such as Boy Scouts and students for downtown clean-up and improvement projects throughout the year. Participate in events that engage downtown.</p> <p>a. Timeline - ongoing</p>	<p>2. Action: Support downtown by promoting and communicating what is happening. Invite KMSAB members to accompany City staff on visits to downtown merchants and other outreach activities.</p> <p>a. Timeline - ongoing</p>	<p>2. Action: Reach out to new downtown business owners to assist them in getting established and encourage them to participate in downtown activities.</p> <p>a. Timeline - ongoing</p>

Visual Improvement Strategy	Visually improve downtown, beginning with interim steps, that will lead to physical improvements, business developments, and reinvestment.			
	Organization	Design	Promotion	Economic Vitality
<p>Measurable outcome:</p> <p>There will be noticeable visual improvement in both public spaces and private properties and a corresponding increase in reinvestment over the next three years. There will also be an increase in job and business creation.</p> <ul style="list-style-type: none"> - Fill three (3) vacant spaces w/ pop-ups with events - 10% increase 	<p>1. Action. Encourage building owners to install quality signage. Advocate for decreased matches on grants for signs. Partner with TAMUK on various projects.</p> <p>a. Timeline –ongoing</p>	<p>1. Action: Review and analyze ordinances that impact downtown and champion changes that improve downtown appearance which include more green spaces and painting.</p> <p>a. Timeline –ongoing</p>	<p>1. Action: Contact Texas Main Street, Texas Downtown Association, Economic Development Council (EDC) to set up local workshops and share dates for nearby workshops on many marketing/financial items for small businesses.</p> <p>a. Timeline –Spring</p>	<p>1. Action: The City needs a recurring revenue stream for downtown. Support the creation of Tax Increment Reinvestment Zone (TIRZ) #1 to provide funding for downtown improvements.</p> <p>a. Timeline – ongoing</p>
	<p>2. Action: All board members review the city’s Downtown Vision Plan and find downtown-related areas that KMS can help fulfill.</p> <p>a. Timeline – review plan in the first quarter and initiate a discussion by the second</p>	<p>2. Action: Keep downtown plans and priorities for downtown abreast as related to infrastructure & public improvements while communicating of said items to stakeholders. Install wayfinding signs for downtown.</p> <p>a. Timeline – ongoing</p>		

Vacancy Reduction Strategy	Strategically analyze demographics and district while targeting specific properties for improvements to reduce the number of vacancies. Bring an effective business development program into effect to bring desirable businesses into the district.			
Measurable outcome: There will be noticeable visual improvement in both public spaces and private properties and a corresponding increase in reinvestment over the next three years. There will also be an increase in job and business creation. <ul style="list-style-type: none"> - Implement public improvements at least 5-10% - Create at least one publicly funded event 	Organization	Design	Promotion	Economic Vitality
	1. Action: Coordinate a monthly storefront clean-up project with local community organizations for volunteers for windows, trim, and trash pickup. a. Timeline –start first quarter	1. Action: Continually track property improvements. a. Timeline – ongoing	1. Action: Plan and implement an Imagine the Possibilities Tour during May Preservation Month. a. Timeline –plan in first quarter of month	1. Action. Keep listings in DowntownTX.org website updated. Make building owners aware of the opportunity to market their buildings for sale or rent by contacting Downtown Manager to have their property listed. a. Timeline –ongoing
	2. Action: Encourage business owners to dedicate a portion of their storefront to another business to bring in greater foot traffic, share costs, or sale as a better block initiatives. a. Timeline –ongoing	2. Action: Organize a better block (pop-up) event for downtown. Encourage entrepreneurs to participate. a. Timeline – start planning when pre-conditions met	2. Action: Work with the EDC to promote downtown development by also reviewing their strategic plan to combine interests. a. Timeline – start conversation the first quarter	

Promotion Strategy	Better define and brand downtown both as a destination for tourists and residents, as well as doing a better job of promoting Main Street as the vehicle for downtown revitalization.			
Measurable outcome: Downtown will have a clear image; and be more effectively promoted under the developed brand; and there will be an increase in promotional activities, including targeted events, advertising, and activity on social media. <ul style="list-style-type: none"> - Do at least 1 free PSA - Merchants combine \$ for 1 advertising (Blip Billboards in other towns) - At least one advertisement in radio, channel 69 	Organization	Design	Promotion	Economic Vitality
	1. Action. Promote and support the Farmer’s Market in whatever way is needed. a. Timeline – ongoing	1. Action: Develop or clarify the downtown brand or image by partnering with TAMUK a. Timeline – by year end	1. Action: Develop more strategic events evaluating street closures for effect on businesses. a. Timeline –By year end	1. Action: Develop better block initiatives with goal to fill vacant buildings. a. Timeline – next year
	2. Action: Post downtown events on partner pages for wider audience. Survey community for their downtown use (how & why). a. Timeline – ongoing	2. Action: Create a new logo for Kingsville Main Street that communicates the downtown brand with TAMUK partnership. Expand public spaces downtown. a. Timeline – By year end	2. Action: Develop a better block event that will increase foot traffic downtown and promote existing businesses. Integrate historical / biking / art tourism into main street. a. Timeline –next year	