



Strategic Plan 2010-2013

Objectives

Identify organizational core area of priorities based on community outreach meetings in order to develop a strategy that strengthens downtown Arvada as a unique destination in the regional marketplace

Summary

Staff facilitated three focus groups with more than 50 participants including business owners, property owners, City staff, and representatives of community service organizations

Visioning exercises with community representatives generated a vision for the future of downtown that sees Olde Town as a community that is:

Thriving
Destination
Cohesive
Attractive
Unique
Accessible
Convenient
Pedestrian friendly

People were asked to list improvements or strategies that could be used to get downtown Arvada from its present condition to the vision for Olde Town ten years in the future. The top desired improvements were:

Communications: Better communication with all stakeholder groups; property owners, business owners, residents, and community

Marketing: A constant and concentrated marketing effort

Economic Development: Focused economic development efforts to attract new businesses that balance well with existing,

Parking: Better management of existing parking supply including signage and way finding programs

Other lower priority improvements were;

Less juvenile delinquency
Better atmosphere (customer service)
Consistent business hours
Hotel
Trolley



Staff grouped the improvements into the following categories:

Executive Committee

To be the lead organization that promotes the growth and vitality of Olde Town.

Programs

- Maintain Board & Committees
- Provide adequate staffing
- Database development & management
- Maintain proper legal status
- Maintain proper insurance
- Provide strategic planning

Communications & Member Involvement

Committee Chair: Joyce Paavola, Board Member

Be a member driven organization with effective member input and communications systems. Broaden our outreach to members of the community with an interest in downtown. Increase member participation and input into the organization

Programs

- Survey members when appropriate to establish baseline data and statistics and to ensure we are meeting their expectations
- Develop and implement communications plan based on input received from survey
- Communicate positive member news to appropriate media channels
- Continue to update and improve website
- Schedule staff & Board member retention visit to business owners
- Present staff & Board quarterly updates to City Council
- Create and distribute quarterly print newsletter to all stakeholders
- Develop volunteer recruitment, retention and awards program

Economic Development

Committee Chair: Bob Fifer, Board President

To create an environment that encourages investing in downtown Arvada

Programs

- Create and maintain business & property owner database
- Assist Olde Town businesses stay in business by creating business retention team and fostering knowledge sharing from business to business
- Package and distribute market information for new businesses and investment prospects
- Assist business prospects better understand the local market by gathering and updating market info
- Help business to access and assemble small business financing options through SBA, SBDC, AEDA, and AURA
- Based on input from business owners, schedule quarterly presentations in areas needed to help meet business goals (marketing, advertising, business planning, etc.)
- Continue business liaison services with City departments
- Set criteria for Downtown Annual Achievement Awards presented during Annual Meeting



Marketing

Committee Chair: Justin Vicory, Board Vice President

Implement niche marketing strategy: *Contemporary style and culture in a unique historic setting*. The niche strategy aims to build upon downtown Arvada's distinctiveness by promoting its unique historic character while seeking fresh one-of-kind businesses that cater to a sophisticated suburban market. (*Olde Town Arvada Activation Strategy 2002*)

Programs

Redesign Website/Newsletter: Should be redesigned to be consistent with niche strategy and showcase businesses and events.

NEW WEBSITE www.OldeTownArvada.org

Map & Directory: A simple, yet attractive and easy-to-use map and directory should be developed and distributed through a variety of mediums

Arvada Center: With our niche strategy the Arvada Center would be a valuable venue for cross-promotions

Arvada Report: The City's newsletter is published 6 times a year, has a circulation of 57,000 and is mailed to every business and household in Arvada

Olde Town Movie Theatre: A valuable venue for cross-promotions

Street Banners: To capitalize on streetscape improvements and reach our primary market audience

Develop internal marketing to communicate more effectively to members by creating criteria for merchant newsletter, secret shopper programs, and invitations to board meetings,

Parking

Committee Chair, Karen Miller, Board Secretary

Improve the utilization of existing parking supply and determine long term parking solutions

Programs

Identify all public parking options and promote through communication channels

Implement parking and way finding signage program to direct cars to key destination and parking

Designate "*Olde Town Employee Parking Only*" location to encourage on-street turnover

Schedule *Olde Town Parking Study Presentation* to Board of Directors and members

Develop long term parking plan (parking fees in lieu, metered parking, and additional parking structure)

Events

Committee Chair, Ken Lee, Board Treasurer

Plan and promote well organized signature community events that raise funds for the organization, showcase downtown, and drive event attendees into the businesses

Programs

A Chocolate Affair

Ladies Only Sample Tour

Flicks in the Square

National Night Out

Festival of Scarecrows

Trick or Treat Street

Holiday Carriage Rides

Lagniappe

Annual Meeting



Finance Development

Committee Chair, Greg Phillips, Board Member

Explore the feasibility of creating a funding mechanism of both public and private sectors to support and sustain organization.

Programs

Create and implement Downtown Arvada Partnership 501 c (3) organization to seek foundation and community grants

Mission Statement: *The Downtown Arvada Partnership is a non-profit organization with the mission of preserving and promoting the Olde Town Arvada historic business district through broad based community support and public private partnerships.*

Vision Statement: *Our Vision for Olde Town Arvada is to be recognized and respected as a premier destination both locally and regionally.*

Apply for Community Resource Team (CRT) from Downtown Colorado, Inc. to identify public/private funding mechanisms
Schedule team of experts to review options for special district creation in March 2010. (CRT)
Based on CRT results develop public/private funding plan