



# **Newberry Main Street Organization, Inc. Long Term Strategic Plan 2008**

**Newberry Main Street Mission Statement:**

**Enhancing downtown through sound  
economic development that promotes our  
future while preserving our past.**

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**Newberry Main Street Project Goals:**

<b>Organization Committee Goal</b>	Each committee will meet to develop its own goal statement by May 31, 2008.
<b>Design Committee Goal</b>	
<b>Promotions Committee Goal</b>	
<b>Economic Restructuring Committee Goal</b>	

## Introduction

This strategic plan for Newberry Main Street was developed through a collaborative process involving Newberry stakeholders – board members, staff, city government and community partners – and Nonprofit Management Consulting, LLC. The goals and objectives reflect the stakeholders' perceptions of Newberry Main Street's most important challenges, opportunities and responsibilities.

A useful strategic plan must be an evolving, living document. Strategies develop and change constantly in response to a changing environment. Objectives change periodically as they are achieved or updated. An organization's goals will change very gradually over a period of many years, while its mission and vision will change only rarely, if ever.

Because of the importance of change and evolution in response to internal and external factors, this plan becomes progressively more general as it addresses longer-term objectives. While it is appropriate to have a very detailed action plan for the objectives Newberry Main Street will tackle in the next year, it would be counterproductive to commit to a rigid long-term path without knowing what the future will bring. New opportunities and new challenges will require Newberry Main Street to remain flexible while constantly adhering to its mission and goals.

This plan should be reviewed annually and updated or revised as necessary to ensure that it keeps pace with changing needs. As longer-term objectives move into focus, they can easily be used to support more detailed work plans.

Objectives and strategies in this plan are categorized according to the four points of the Main Street Approach:

- **Organization: Objectives 1A through 1H**
- **Economic Restructuring: Objectives 2A through 2K**
- **Promotion: Objectives 3A through 3I**
- **Design: Objectives 4A through 4F**

### Usage Notes

- Each Main Street committee will develop its goal statement by May 31, 2008. Objectives and strategies should be developed and refined with an eye to how they support each committee's articulated goals. Objectives and strategies may speak to more than one goal and fall under the purview of more than one committee; in these cases, both committees should take responsibility for developing their part of the action plan and reporting on progress to the Board.
- As each committee works with its list of objectives, it should assign responsibility for each objective to a **specific person** on the committee. Persons assigned "Lead Responsibility" for each objective will not necessarily be the actual implementers of the objective. Those with Lead Responsibility should take an executive role in ensuring that progress toward the objective remains on track and that the implementation team is meeting performance deadlines and providing ongoing reports to the Board of Directors.
- As the Main Street committees develop their action plans to support each objective, they will break objectives down into smaller action steps and assign specific responsibility and interim timelines to assure that the objective is achieved on schedule.

1. Organization Committee Objectives	Lead Responsibility	Timeline
<p><b>1-A.</b> Develop a plan to have a part time Main Street Manager in place by 12/31/08. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Develop a job description and qualifications for the position. Refer to Economic Restructuring Objective 2-F and Promotions Objective 3-E for position considerations.</li> <li>• Determine salary and benefit costs for part time manager and include these costs in the budget starting in January 2009.</li> <li>• Identify funding/revenue sources that will support personnel costs.</li> <li>• Begin recruitment process in October 2008.</li> </ul>	<p><b>President</b></p>	<p><b>Job description by 6/30/08</b></p> <p><b>Begin recruitment October 08</b></p> <p><b>PT Manager hired by 12/31/08</b></p>
<p><b>1-B.</b> Develop a Finance Subcommittee to oversee budgeting and fundraising. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Select 3-4 members of the Board with expertise/interest in finance to serve on committee. Define the role of the committee.</li> <li>• Develop fiscal year budget based on planned activities to determine fundraising needs. Work with Promotions, Design and ER committees to ascertain budget requests and decide what can be funded.</li> <li>• Set fundraising targets for year, including goals for net profit from events, membership drive and other activities. (Sustainability Plan)</li> <li>• Ensure that event and membership committees understand their fundraising targets and report accordingly.</li> </ul>	<p><b>Treasurer</b></p>	<p><b>Committee in place by 4/30/08</b></p> <p><b>Budget complete by 5/30/08</b></p>

1. Organization Committee Objectives (continued)	Lead Responsibility	Timeline
<p><b>1-C.</b> Develop a Membership Recruitment Plan. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Develop speaking opportunities at meetings of community groups and service clubs. Schedule a minimum of four speaking opportunities for 2008 to publicize Main Street and recruit members.</li> <li>• Implement an outreach program to local Homeowners Associations to explain how Main Street benefits them and how they can participate.</li> <li>• Develop a direct mail piece that explains the benefits of memberships and provides an easy way to join Main Street by mail. Do a bulk mailing to all Newberry residents and businesses.</li> <li>• Have each board member commit to speaking directly with at least one friend or contact to encourage them to join Main Street. Keep track of board contacts and offer a prize for the board member who has recruited the most dues-paying members by the end of 2008.</li> <li>• Staff a membership booth at all Main Street events.</li> </ul>	<p><b>To be identified</b></p>	<p><b>Membership plan in place by 4/30/08: include timeline and benchmarks for activities</b></p> <p><b># of new members by 12/31/08</b></p>
<p><b>1-D.</b> Implement a training plan to improve Board members' skills and knowledge about Main Street and nonprofit governance. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Sign up for James Moore &amp; Co.'s SNAP program to participate in free nonprofit training in Gainesville: <a href="http://www.snapfl.com">www.snapfl.com</a></li> <li>• Ensure that Board members are notified well in advance of Main Street quarterly meetings, state conferences and national conferences.</li> <li>• Include money in the budget for Board member travel to trainings and conferences.</li> <li>• Make one Board meeting each year a training meeting with a guest speaker on a topic of importance to the Board and program.</li> </ul>	<p><b>To be identified</b></p>	<p><b>Training plan in place by 5/31/08: include timeline and benchmarks for activities</b></p> <p><b>All Board members participate in two trainings by 12/31/08.</b></p>

1. Organization Committee Objectives (continued)	Lead Responsibility	Timeline
<p><b>1-E.</b> Engage a local accountant or bookkeeping firm to assist Newberry Main Street in day-to-day fiscal management and tax issues. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Request price quotes from 3 local firms. Select best quote.</li> <li>• Identify funding/revenue sources that will support bookkeeping costs.</li> <li>• Begin working with bookkeeper by 4/30/08.</li> </ul>	<b>Treasurer</b>	<b>By 4/30/08</b>
<p><b>1-F.</b> Develop a volunteer recruitment plan; increase the number of active volunteers and committee members by 30% over last year's numbers. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Identify volunteer needs for each committee's projects for the upcoming year to set recruitment targets.</li> <li>• Develop a "menu" of volunteer opportunities that describes what each committee needs in terms of skills and time commitments.</li> <li>• Develop an email list of volunteers so you can send out requests for specific projects or tasks.</li> <li>• Publicize volunteer needs through local media, speaking opportunities, websites and email appeals.</li> <li>• Develop a system to track volunteer participation and interests.</li> <li>• Develop an ongoing volunteer recognition plan to thank volunteers for their time and efforts.</li> </ul>	<b>To be identified</b>	<p style="text-align: center;"><b>Plan in place by 6/30/08: include timeline and benchmarks for activities</b></p> <p style="text-align: center;"><b>30% increase in volunteer participation by 12/31/08</b></p>

1. Organization Committee Objectives (continued)	Lead Responsibility	Timeline
<p><b>1-G.</b> Develop budget resources to support moving the Main Street Manager to full time status.</p> <p><i>Specific task list and time line needs to be developed for this objective.</i></p>	<p><b>To be identified</b></p>	<p><b>By 12/31/2009</b></p>
<p><b>1-H.</b> Explore the feasibility of obtaining a downtown, historic building for the headquarters of Newberry Main Street. (In partnership with Economic Restructuring Committee)</p> <p><i>Specific task list and time line needs to be developed for this objective.</i></p>	<p><b>To be identified</b></p>	<p><b>2010</b></p>
<p><i>Recommendation: Add your committee's ongoing list of annual tasks to this plan (such as Bylaws Review, Volunteer Recognition, etc.) to ensure timely completion and to develop a written record of committee responsibilities for succession planning.</i></p>		

2. Economic Restructuring Committee Objectives	Lead Responsibility	Timeline
<p><b>2-A.</b> Develop a downtown market analysis by 6/30/08. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Contact a market analysis consultant through the state MS office.</li> <li>• Schedule a date for the analysis and presentation to be complete.</li> <li>• Consultant to present findings to Board and stakeholders.</li> <li>• Use market analysis to further develop downtown business recruitment plans.</li> </ul>	<p><b>To be identified</b></p>	<p><b>Analysis and presentation scheduled by 3/31/08</b></p> <p><b>Analysis complete by 6/30/08</b></p>
<p><b>2-B.</b> Develop a business recruitment program to publicize the opportunities available in downtown Newberry. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Develop a business recruitment brochure with Design Committee</li> <li>• Work with Chamber to make sure brochure is sent out to all businesses that make inquiries about Newberry</li> <li>• Use market analysis results to target recruiting efforts at businesses that are needed/can succeed in downtown</li> <li>• Research/get training on business recruitment strategies</li> <li>• Include hotel/conference center in long-term recruitment goals</li> </ul>	<p><b>To be identified</b></p>	<p><b>Plan in place by 7/31/08: include timeline and benchmarks for activities</b></p> <p><b>Recruit 1 new business by 12/31/08</b></p>
<p><b>2-C.</b> Develop plan for a downtown historical museum in partnership with Design and Promotion Committees. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Partner with local history enthusiasts; recruit as volunteers</li> <li>• Identify location</li> <li>• Develop budget and identify funding sources</li> <li>• Collect items for exhibits; publicize project so that residents can share their collections</li> <li>• Collect oral history of downtown area and develop exhibit</li> <li>• Complete exhibit installations</li> <li>• Publicize museum locally and regionally</li> <li>• Work with Promotions Committee to hold grand opening event.</li> </ul>	<p><b>To be identified</b></p>	<p><b>Plan in place by 8/31/08: include timeline and benchmarks for activities</b></p> <p><b>Target opening for Spring 2009</b></p>

2. Economic Restructuring Committee Objectives (continued)	Lead Responsibility	Timeline
<p><b>2-D.</b> Complete feasibility study for downtown Main Street office. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Identify suitable locations</li> <li>• Determine costs and availability;</li> <li>• Develop budget and identify funding sources (donation?)</li> <li>• Schedule any needed improvements/renovations</li> <li>• Target for move in to coincide with hiring PT Main Street Manager</li> </ul>	<p><b>To be identified</b></p>	<p><b>Plan in place by 10/31/08: include timeline and benchmarks for activities</b></p> <p><b>Target move-in for January 2009</b></p>
<p><b>2-E.</b> Develop a Façade Minigrants program to assist downtown businesses in beautifying their storefronts in compliance with Main Street design standards. (Partnership with Design Committee.) Strategies to include:</p> <ul style="list-style-type: none"> <li>• Develop budget and identify funding sources</li> <li>• Contact High Springs Main Street to share their existing minigrant forms, criteria and procedures; use these materials to develop Newberry’s program.</li> <li>• Schedule announcement of the program, deadlines for applications, grant committee review, and announcement of awards.</li> </ul>	<p><b>To be identified</b></p>	<p><b>Plan in place by 12/31/08: include timeline and benchmarks for activities</b></p> <p><b>Target program announcement for March 2009</b></p>
<p><b>2-F.</b> Make business recruitment a priority for the Main Street Program Manager. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Include “business recruitment” as part of the Main Street Program Manager’s job description, and set specific, measurable business recruitment targets as part of his/her annual performance objectives (in partnership with the Organization Committee).</li> <li>• Budget for the Program Manager to attend a minimum of one business recruitment training or conference each year.</li> </ul>	<p><b>Economic Restructuring Committee</b></p> <p><b>President (as Program Manager’s supervisor)</b></p>	<p><b>Concurrent with Program Manager hiring plan and ongoing</b></p>

2. Economic Restructuring Committee Objectives (continued)	Lead Responsibility	Timeline
<p><b>2-G.</b> Develop a business incentive program for downtown Newberry. Strategies may include:</p> <ul style="list-style-type: none"> <li>• Partner with City of Newberry to identify suitable incentives</li> <li>• Research similar programs in surrounding communities</li> <li>• Assistance with permitting issues</li> <li>• Tax incentives</li> <li>• Grand opening party hosted by Newberry Main Street</li> </ul>	<b>To be identified</b>	<b>Plan in place by 12/31/09: include timeline and benchmarks for activities</b>
<p><b>2-H.</b> Support a Community Theater in downtown Newberry. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Meet with Board members from High Springs Community Theater and Suwannee Valley Players (Chiefland) to learn requirements and recruit assistance.</li> <li>• Publicize project to community and assist with development of a local theater organization (separate nonprofit organization).</li> <li>• Develop partnership plan with theater organization to identify suitable location, assist with developing budget and funding sources, assist with seeking grant opportunities.</li> </ul>	<b>To be identified</b>	<p><b>Meet with local theater groups by May 2009.</b></p> <p><b>Target theater opening for Summer 2010</b></p>
<p><b>2-I.</b> Develop a feasibility report on implementing a bypass to divert truck traffic away from downtown Newberry in partnership with Design Committee. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Compile research on previous attempts and DOT requests, applicable laws and public policy issues</li> <li>• Meet with DOT and City officials to identify opportunities and barriers</li> <li>• Report to Newberry Main Street Board on feasibility of making this a long-term Main Street project.</li> </ul>	<b>To be identified</b>	<b>Report Completed by 7/31/2010</b>

2. Economic Restructuring Committee Objectives (continued)	Lead Responsibility	Timeline
2-J. Develop long-term plans for a downtown Community Center.	<b>To be identified</b>	<b>Plan developed during 2010</b>
2-K. Develop long-term plans to support development of second-story residential use in downtown Newberry.	<b>To be identified</b>	<b>Plan developed during 2011</b>
<p><i>Recommendation: Add your committee's ongoing list of annual tasks to this plan (such as updating business recruitment package, vacancy inventory, etc.) to ensure timely completion and to develop a written record of committee responsibilities for succession planning.</i></p>		

3. Promotion Committee Objectives	Lead Responsibility	Timeline
<p><b>3-A.</b> Develop an annual calendar of Main Street events prior to the beginning of each fiscal year. Include:</p> <ul style="list-style-type: none"> <li>• Event dates and locations</li> <li>• Budget, equipment and volunteer needs</li> <li>• Lead responsibility assignments</li> <li>• Publication and media deadlines</li> </ul>	<p><b>Promotion Committee</b></p>	<p><b>Calendar completed by 6/01/08</b></p>
<p><b>3-B.</b> Implement downtown hotdog stand/music project for Saturdays. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Determine a trial period (6 weeks?) after which the project will be assessed for effectiveness.</li> <li>• Identify budget, equipment and volunteer needs.</li> <li>• Recruit musicians and assign dates</li> <li>• Publicize project – press releases to <i>Sun</i> and <i>Herald</i></li> <li>• Gather participation data to determine success (ask everyone who gets a hot dog where they're from).</li> <li>• At the end of the trial period, report to the Board on effectiveness with recommendation whether to continue or not.</li> </ul>	<p><b>To be identified</b></p>	<p><b>Identify trial period by 4/30/08</b></p> <p><b>Complete trial and report to Board by 8/31/08</b></p>

3. Promotion Committee Objectives (continued)	Lead Responsibility	Timeline
<p><b>3-C.</b> Develop plan for a downtown historical museum in partnership with Design and Economic Restructuring Committees. Promotions strategies to include:</p> <ul style="list-style-type: none"> <li>• Partner with local history enthusiasts; recruit as volunteers</li> <li>• Collect items for exhibits; publicize project so that residents can share their collections</li> <li>• Collect oral history of downtown area and develop exhibit</li> <li>• Publicize museum locally and regionally</li> <li>• Hold grand opening event.</li> </ul>	<b>To be identified</b>	<p><b>Plan in place by 8/31/08: include timeline and benchmarks for activities</b></p> <p><b>Target opening for Spring 2009</b></p>
<p><b>3-D.</b> Develop a plan for downtown art activities. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Contact other Main Street programs to find out what has worked for them. (Kissimmee had a downtown Sculpture Walk; High Springs had a Paint Out and frequently has downtown music events)</li> <li>• Identify suitable activities and develop calendar.</li> <li>• Identify budget, equipment and volunteer needs.</li> <li>• Recruit artists to participate.</li> <li>• Develop publicity plan.</li> </ul>	<b>To be identified</b>	<p><b>Plan complete by 1031/08</b></p> <p><b>Plan implementation to begin in 2009</b></p>
<p><b>3-E.</b> Partner with the Economic Restructuring Committee to develop a downtown business recruitment brochure.</p>	<b>To be identified</b>	<b>Refer to ER Objective 2-B</b>

3. Promotion Committee Objectives (continued)	Lead Responsibility	Timeline
<p><b>3-F.</b> Make public relations a priority for the Main Street Program Manager. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Include “public relations” as part of the Main Street Program Manager’s job description, and set specific, measurable PR targets as part of his/her annual performance objectives (in partnership with the Organization Committee). Performance example: minimum number of speaking engagements and press releases per quarter.</li> <li>• Budget for the Program Manager to attend a minimum of one public relations training or conference each year.</li> </ul>	<p><b>Promotion Committee</b></p> <p><b>President (as Program Manager’s supervisor)</b></p>	<p><b>Concurrent with Program Manager hiring plan and ongoing</b></p>
<p><b>3-G.</b> Develop a plan to promote Newberry as the Olympic Archer Capital of Florida.</p> <p><i>Specific task list and time line needs to be developed for this objective.</i></p>	<p><b>To be identified</b></p>	<p><b>Submit plan to Board by 12/31/08</b></p>
<p><b>3-H.</b> Explore feasibility of moving all or part of the Watermelon Festival back downtown. Meet with festival promoters to discuss advantages and possibilities.</p>	<p><b>To be identified</b></p>	<p><b>Report to Board on feasibility by 3/31/09</b></p>
<p><b>3-I.</b> Explore feasibility of promoting downtown Newberry on I-75 billboards.</p> <p><i>Specific task list and time line needs to be developed for this objective.</i></p>	<p><b>To be identified</b></p>	<p><b>2010</b></p>
<p><i>Recommendation: Add your committee’s ongoing list of annual tasks to this plan (such as work plans for annual events or cooperative advertising calendars) to ensure timely completion and to develop a written record of committee responsibilities for succession planning.</i></p>		

4. Design Committee Objectives	Lead Responsibility	Timeline
<p><b>4-A.</b> Develop a plan to add Downtown Newberry/Main Street signage at district entry points. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Identify locations for entry signage (and downtown lightpole banners?)</li> <li>• Design signage and identify sign company to be used</li> <li>• Develop budget and funding sources</li> <li>• Schedule installation</li> <li>• Work with Promotion Committee to use new signage as a way to publicize Main Street</li> </ul>	<p><b>To be identified</b></p>	<p style="text-align: center;"><b>Plan in place by 6/30/08</b></p> <p style="text-align: center;"><b>Signage installed by 12/31/08</b></p>
<p><b>4-B.</b> Develop plan for a downtown historical museum in partnership with Promotion and Economic Restructuring Committees. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Plan design elements of the museum site</li> <li>• Design exhibit installations</li> <li>• Design informational print materials</li> <li>• Work with Promotion Committee on design aspects of publicity materials.</li> </ul>	<p><b>To be identified</b></p>	<p style="text-align: center;"><b>Plan in place by 8/31/08: include timeline and benchmarks for activities</b></p> <p style="text-align: center;"><b>Target opening for Spring 2009</b></p>
<p><b>4-C.</b> Add a fountain to the downtown pocket park. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Select fountain design</li> <li>• Develop budget and identify funding sources (sponsors?)</li> <li>• Install fountain</li> <li>• Work with Promotions Committee to use fountain dedication to publicize Main Street</li> </ul>	<p><b>To be identified</b></p>	<p style="text-align: center;"><b>Install fountain by 9/30/08</b></p>

4. Design Committee Objectives (continued)	Lead Responsibility	Timeline
<p><b>4-D.</b> Develop a multi-stage streetscaping plan that starts with low-cost, quick and visible projects and progresses to longer-term, higher-cost projects. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Initial low cost projects (example: downtown planters with seasonal annual flowers)</li> <li>• Medium-range projects (example, improve downtown lighting, add design-appropriate benches and trash cans)</li> <li>• Long-range projects (widen and repair sidewalks; sidewalk awnings, clock tower as downtown signature piece; design-appropriate event sign; unified retaining wall design)</li> <li>• Develop budget and identify funding sources</li> <li>• Develop timeline</li> <li>• Submit plan to City for approval</li> </ul>	<p><b>To be identified</b></p>	<p><b>Plan in place by 9/30/08: include timeline and benchmarks for activities</b></p> <p><b>Initial projects to begin by 10/31/08</b></p>
<p><b>4-E.</b> Work in partnership with the Economic Restructuring Committee to develop a Façade Minigrants program to assist downtown businesses in beautifying their storefronts in compliance with Main Street design standards. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Develop design standard, suggested projects, suggested paint colors, etc. to include in program announcement</li> <li>• Provide technical assistance to minigrant recipients to implement their projects</li> </ul>	<p><b>To be identified</b></p>	<p><b>Plan in place by 12/31/08: include timeline and benchmarks for activities</b></p> <p><b>Target program announcement for March 2009</b></p>

4. Design Committee Objectives (continued)	Lead Responsibility	Timeline
<p><b>4-F.</b> Work with Economic Restructuring Committee to develop a feasibility report on implementing a bypass to divert truck traffic away from downtown Newberry. Strategies to include:</p> <ul style="list-style-type: none"> <li>• Research on design aspects; how to incorporate downtown design standards into bypass project</li> <li>• Participate in meetings with DOT and City officials to identify opportunities and barriers</li> <li>• Partner with ER Committee on report to Newberry Main Street Board on feasibility of making this a long-term Main Street project.</li> </ul>	<p><b>To be identified</b></p>	<p><b>Report Completed by 7/31/2010</b></p>
<p><i>Recommendation: Add your committee's ongoing list of annual tasks to this plan (such as sign reviews or design education and consulting) to ensure timely completion and to develop a written record of committee responsibilities for succession planning.</i></p>		



# Newberry Main Street Strategic Planning Workshop Brainstorming Results



The following list of ideas was the result of a brainstorming session held as part of the Newberry Main Street Strategic Planning Workshop on Thursday, March 13, 2008. All suggestions were recorded for consideration as current or future Main Street projects. The number after each suggestion indicates how many votes this item received from workshop participants. Votes were placed to assign priority or interest to a project.

<b>Organization</b>	<ul style="list-style-type: none"> <li>• Full time Main Street Program Manager (9 votes)</li> <li>• Membership drive (6 votes)</li> <li>• Develop annual budget (5 votes)</li> <li>• Board member training – participate in SNAP program at James Moore &amp; Co. (5 votes)</li> <li>• Engage an accountant or bookkeeper (3 votes)</li> <li>• Full time volunteer coordinator (1 vote)</li> <li>• Charter a bus to visit other Main Street programs (downtown Valdosta) (0 votes)</li> </ul>
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<b>Promotions</b>	<ul style="list-style-type: none"> <li>• Downtown hotdog stand and music (4 votes)</li> <li>• Museum grand opening event (4 votes)</li> <li>• Promote downtown artist activities (4 votes)</li> <li>• Develop printed material for business recruitment (3 votes)</li> <li>• Promote Newberry as Olympic Archery Capital of Florida (1)</li> <li>• Billboards? (0 votes)</li> <li>• Full time public relations position on MS staff (0 votes)</li> <li>• Bring Watermelon Festival back downtown (0 votes)</li> </ul>
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# Newberry Main Street Strategic Planning Workshop

Brainstorming Results – Page 2

## Design

- Entry signage for downtown district (7 votes)
- Fix/widen downtown sidewalks (4 votes)
- Downtown streetscaping (4 votes)
- Downtown highway bypass (4 votes)
- Implement downtown façade grants (3 votes)
- Newberry historical museum downtown (2 votes)
- Improve downtown lighting (2 votes)
- Add well-designed benches downtown (1 vote)
- Add well-designed trashcans downtown (1 vote)
- Underground utilities (0 votes)
- Event sign (digital?) (0 votes)
- Sidewalk awnings (0 votes)
- Clock tower as downtown signature piece (0 votes)
- Install a fountain in the downtown pocket park (0 votes)
- Unified retaining wall design (0 votes)
- Roundabout for traffic calming (0 votes)

# Newberry Main Street Strategic Planning Workshop

Brainstorming Results – Page 3

<b>Economic Restructuring</b>	<ul style="list-style-type: none"> <li>• Downtown market analysis (8 votes)</li> <li>• Highway bypass (7 votes)</li> <li>• Downtown history museum (5 votes)</li> <li>• Community center with pool/aquatic center in municipally-owned historic building (5 votes)</li> <li>• Printed brochure for business recruitment (3 votes)</li> <li>• Business recruiter on staff at Main Street (2 votes)</li> <li>• A downtown office building for Newberry Main Street (2 votes)</li> <li>• Façade grants (2 votes)</li> <li>• Incentives for businesses to locate in downtown Newberry (2 votes)</li> <li>• Community playhouse/community theater (1 vote)</li> <li>• Second-story residential (0 votes)</li> <li>• Hotel with conference center (0 votes)</li> </ul>
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<b>Economic Restructuring: New Downtown Businesses To Recruit</b>	<ul style="list-style-type: none"> <li>• Restaurants</li> <li>• Nice hotel with conference center</li> <li>• Movie theater</li> <li>• Bowling alley</li> <li>• Community pool/aquatics center</li> <li>• Bed &amp; Breakfast</li> <li>• Clothing stores (boutiques)</li> <li>• Coffeehouse with live entertainment</li> <li>• Ice cream shop</li> <li>• Internet café</li> <li>• Shipping/UPS store/business center</li> <li>• Candy store/sweet shop</li> <li>• Farmers' market</li> </ul>
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