

# MDDP ACTION PLAN 2011



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# MISSION STATEMENT

Heart of the City (DBA Muncie Downtown Development Partnership) is a 501 (c) 3 organization that promotes, develops and maintains a secure, livable and economically viable downtown for the Muncie community through public and private partnerships.



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# VISION STATEMENT

The Muncie Downtown Development Partnership exists to create a downtown environment that results in sustainable economic growth



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# ACCOMPLISHMENTS 2000-2010

## BY THE NUMBERS:

- \$21,000,000 Private Investment/Remodel/New
  - 200 Developed and Occupied Apartments
    - 32 Buildings Renovated
    - 64 New Businesses Opened
- 256,000 Square Feet Developed and Occupied
  - Hosted 506 Serial Events
  - Hosted 136 Annual and One Time Events
- 250,000 PEOPLE ATTENDING DOWNTOWN EVENTS

## AWARDS & DESIGNATIONS:

- Identified by "MAP" as one of Muncie's Top Assets
- State Chamber of Commerce "Community of the Year" Award for Development Downtown
  - Main Street Community Designation
  - Preserve America Designation
- Designated Arts and Cultural District by City of Muncie
  - Home of Ivy Tech Community College



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# Design

ENHANCING PHYSICAL APPEARANCE AND ATTRACTIVENESS AS A PLACE FOR INVESTMENT DOWNTOWN

CHAIRPERSON: DAN ALLEN

STRATEGY 1: PROVIDE A DIVERSE, SAFE AND ATTRACTIVE ENVIRONMENT TO INCLUDE BUSINESS AND RESIDENTIAL AREAS, ECONOMIC OPPORTUNITY, QUALITY PUBLIC SPACES, CULTURAL AND EDUCATIONAL ENRICHMENT AND VISUAL BEAUTY

## *ACTION I: Complete original streetscape plan*

**Task 1:** Begin procedures to implement the second phase of the façade grant program.

**Task 2:** Incorporate snow removal program for Walnut St and cross streets.

**Task 3:** Identify streetscape maintenance needs and determine source of funding.



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# Organization

**BUILDING CONSENSUS BY COMMUNICATION AND REINFORCEMENT OF DOWNTOWN MUNCIE AS AN UNIQUE  
ARTS & CULTURAL BUSINESS, ENTERTAINMENT, RETAIL AND RESIDENTIAL CENTER**

**CHAIRPERSON: JOANN MCKINNEY**

## **STRATEGY 1: CREATE TRUST AND COOPERATION WITH STAKEHOLDERS INTERESTED IN FUTURE DOWNTOWN INITIATIVES**

### **Action I: Review structure of organization and board**

**Task 1:** File corporate document to change 501 (c) 3 from Heart of the City to Muncie Downtown Development Partnership. Submit legal document documentation by April 30, 2011.

**Task 2:** Review and update bylaws. First meeting by May 15, 2011; Complete by August 2011.

**Task 3:** Finalize strategic plan by July 2011.

**Task 4:** Employ a full time director, determine cost and determine how to fund by December 31, 2011.

### **Action II: Improve organization's communications to the public**

**Task 1:** Update "Ten Years In Review" video by September 2011.

**Task 2:** Create monthly email blasts, bi-annual newsletter and annual report upon acquisition or development of website.

**Task 3:** Schedule public speaking engagements - current and ongoing.

**Task 4:** Continue open to the public, "Downtown Update" monthly meetings - current and ongoing.

## **STRATEGY 2: INTEGRATE SEAMLESSLY WITH OTHER COMMUNITY ORGANIZATIONS AND ADJACENT NEIGHBORHOODS IDENTIFIED AS POTENTIAL PARTNERS TO ACHIEVE GOALS**

### **Action III: Identify and meet with other organizations to improve synergy**

**Task 1:** Muncie Action Plan: work in tandem with their downtown initiatives.

**Task 2:** Park Board officials and CEP (Community Enhancement Project): continue to offer the services of MDDP to assist with management and event scheduling of the Urban Park.

**Task 3:** Develop "Visitor Transportation Program" during major events to increase traffic Downtown



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# PROMOTION

## MARKETING MUNCIE DOWNTOWN'S POSITION AS A DESTINATION TO EAT, SHOP, LIVE AND PLAY

CHAIRPERSON:

### STRATEGY 1: MARKET AND DEVELOP BRAND IDENTIFYING CHARACTERISTICS THAT ATTRACT NEW BUSINESS, CUSTOMERS AND RESIDENTS TO DOWNTOWN

#### Action I: Improve external and internal marketing

**Task 1:** Develop MDDP website and website marketing plan including but not limited to retail listings, available space inventory listings, email blasts, consumer reviews, photos/Flickr, pop up banners, Facebook/Twitter, map, in depth video business profiles, calendar and links.

**Task 2:** Continue 5 year contractual marketing partnership with Ball State University and Cardinal Communications from September 2011 to September 2016.

### STRATEGY 2: ENHANCE AND CAPITALIZE ON MEDIA RELATIONSHIPS

#### Action II: Organize a group comprised of media representatives to meet periodically and discuss in kind match opportunities to promote downtown

**Task 1:** Send periodic releases to print media and participate on radio programs. Include articles on downtown in general and articles on featured businesses.

**Task 2:** Develop and implement 12 month comprehensive advertising campaign promoting new branding campaign to include banners and billboards, website, print media and radio with procedures in place to measure results

**Task 3:** Review current cooperative advertising program and broaden for more effective marketing.

**Task 4:** Maintain current photo and video library.

### STRATEGY 3: CONTINUE CURRENT EVENTS AND DEVELOP NEW PROFITABLE EVENTS

#### ACTION III: DETERMINE FUNDING STRATEGY FOR EVENTS AND BRANDING PROMOTIONS

**TASK 1:** IDENTIFY POSSIBLE GRANTS.

**TASK 2:** DETERMINE CO-OP OPPORTUNITIES.

**TASK 3:** EXPAND SPONSORSHIP OPPORTUNITIES.

**TASK 4:** DETERMINE BUDGETS FOR EACH EVENT AND PROMOTION - CURRENT AND ONGOING.



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# ECONOMIC STRUCTURING

## STABILIZING EXISTING BUSINESS AND ATTRACTING NEW BUSINESS

CHAIRPERSON:

**STRATEGY 1: FIND AND RECRUIT NEW RETAIL, OFFICE TENANTS AND RESIDENTS TO LOCATE DOWNTOWN.**

**Task 1:** Complete an inventory of all vacant spaces with detailed specifications for publication on website and other distribution.

**Task 2:** Create recruitment package including incentives and collateral material.

**Task 3:** Form a welcome committee to visit new businesses when they locate downtown.

**Task 4:** Conduct business owner survey to determine needs.

**Task 5:** In tandem with Small Business Development, host workshops for current business owners.

**Task 6:** Research feasibility of two-way traffic on Walnut.



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