

Puyallup Main Street Association 2008 Work Plan Summary



Mission: *The mission of the Puyallup Main Street Association is to create a vital, inviting downtown that will promote quality business, cultural, and community growth.*

I. Organization Committee Goal: *“To create and provide effective leadership and increase involvement in the program.”*

Objectives:

1. Improve all channels of communication

Activities:

- Act as liaison between merchants, Puyallup Auto Dealers, and City of Puyallup;
- Maintain open communication with Puyallup Mayor, City Council, and City Manager;
- Meet with Sound Transit and City staff to develop a transportation/parking plan to connect South Hill with Downtown Puyallup;
- Disseminate a bi-weekly membership newsletter;
- Coordinate “Business Spotlight” to promote downtown networking opportunities;
- Continue supplement publications in partnership with the *Herald* and *Sumner Reporter*.

2. Establish and maintain stable funding

Activities:

- Seek and secure sponsorships and B&O tax credit contributions;
- Implement joint membership dues structure with Chamber;
- Expand membership and membership services.

II. Design Committee Goal: *“To encourage visual improvements through good design compatible with historic features.”*

Objectives:

1. Encourage preservation and renovation of buildings.

Activities:

- Implement Storefront Studio program with University of Washington;
- Secure funding and implement Façade Improvement Program;
- Review and approve Façade Improvement Projects qualifying for matching grants.

2. Champion on-going clean-up and maintenance efforts.

Activities:

- Update “who should I call?” flyer;
- Continue “streetwalkers” program to identify maintenance issues;
- Coordinate Spring and Fall Clean Sweeps.

3. Increase awareness of architecture, history, and heritage of downtown.

Activities:

- Lead partner with the City in Inventory of Historic Resources in CBD;
- Procure grants to complete Inventory and make National Register Application;
- Explore and publicize tax benefits of restoration & preservation;
- Conduct an architectural details contest;
- Develop historic coloring book for children to be used in area schools.

4. Enhance and maintain public amenities.

Activities:

- Review street lighting and propose plan to increase night-time light level;
- Develop technical plan and funding for art banner project;
- Review inventory and propose plan to repair and expand street benches.

5. Expand on seasonal decorations

Activities:

- Decorate for 4th of July;
- Downtown decoration contest for Harvest/Halloween;
- Downtown decoration contest for Holiday Season;
- Install lit snowflakes and wreaths;
- Install twinkle lights in street trees.

III. Economic Restructuring Committee Goal: *“To encourage, strengthen, and broaden downtown’s economic base.”*

Objectives:

1. Develop a business retention and education plan.

Activities:

- Assist City of Puyallup with implementation of Economic Gardening;
- Administer Downtown Puyallup participation in the Jon Schallert “6+1 Downtown Bootcamp” training;
- Develop a business survey and website forum to identify key issues/needs;
- Create a business seminar series with college/chamber;
- Exchange secret shopper services with another Main Street city.

2. Develop & maintain an inventory of building vacancies.

Activities:

- List space available on website;
- Publicize in bi-weekly newsletter;
- Promote redevelopment of City-owned properties, such as Cornforth Campbell.

3. Develop incentives to strengthen downtown’s business mix.

Activities:

- Procure funds & administer Façade Improvement Program matching grants;
- Promote historic preservation as a primary element of revitalization;
- Facilitate “Smart Code” implementation with City on building preservation;
- Recruit new businesses to expand target niche market clusters.

IV. Promotion Committee Goal: “To promote the downtown as the social, cultural, economic, and historic center of the community.”

Objectives:

1. Position Puyallup as a business meeting and heritage tourism destination.

Activities:

- Enhance the PMSA website to include CVB functions;
- Partner with Fair & Chamber to perform CVB functions;
- Partner with Chamber in FAM tours

2. Create and implement a market profile plan

Activities:

- Undertake “Feminine Focus” activity, such as a “Girls Night Out;”
- Develop a zip code survey form for businesses.

3. Market to target markets, promoting the variety of businesses in the district.

Activities:

- Implement and coordinate Schallert Destination Retail marketing program;
- Coordinate cooperative advertising opportunities;
- Develop master client list from Downtown businesses;
- Evaluate promotions annually.

4. Market a positive image of downtown Puyallup

Activities:

- Initiate process to create/adopt a central theme/identity for Downtown Puyallup;
- Develop “Downtowner” section of local newspaper with PMSA staff;

5. Produce comprehensive annual schedule of events to bring visitors/shoppers Downtown.

Activities:

February 24th – Wedding Walk Noon – 5PM

March 15th – Celtic Fest 3PM – 7PM Irish music, dancers, beer tasting

April 12th – Daffodil Parade

April 17th to 20th - Spring Fair

April 26th – Clean Sweep

May 3rd – Farmer’s Market opens on weekends at Pioneer Park

May 10th – Art & Wine Walk

June 20th – 22nd – Meeker Days

July 19th – 20th – Puyallup-Sumner Antique Festival

July 25th – 27th – GoodGuys Car Show

August 8th – Girl’s Night Out

October 17th – Fall Art & Wine Walk

October 25th – Farmer’s Market ends

October 31st – Trick-or-Treat Downtown

November 15th –Girls Night Out/Paint Puyallup Red!

December 6th – Santa Parade/Tree Lighting/Reception

December 3rd through 23rd – “Come Home to Downtown for the Holidays”