



HERITAGE OHIO

Vital Places. Vibrant Communities.

STRATEGIC WORK PLANNING

A successful downtown revitalization program can be created by leaders who understand the program's purpose, develop realistic goals, establish priorities and evaluate and assess progress. A crucial element in planning the direction of the Main Street program is the development of an annual program of work that lists the necessary activities for accomplishing larger objectives and assigns deadlines and responsibilities for each activity.

Undertaking revitalization efforts on Main Street is an incremental approach, requiring the successful implementation of a series of well-planned and orchestrated projects while maintaining a close relationship with the organization's overall vision, mission and goals.

ELEMENTS OF A WORK PLAN

1. Vision and mission statements that reflect the consensus of the community regarding the future condition and character of the downtown business district.
2. A narrative summary or listing of items within the organization's Program of Work.
3. A goal or goals for each of the organization's committees.
4. Specific Objectives that provide direction to enable each committee in reaching its goal.
5. Projects or activities appropriate to each objective.
6. A listing of tasks to be performed in order to complete each project or activity.
7. A listing of person(s) responsible for completing each task.
8. A timetable for completing each task.
9. A cost estimate or budget line item for each task.
10. A method for quantifying progress, returns or results.



PURPOSE OF A WORK PLAN

- » To manage the wide range of activities that must take place for the revitalization effort to succeed
- » To develop a timetable and budget for activities
- » To explain the organization's purpose and its activities to the public
- » To help measure, in quantifiable terms, the downtown revitalization program's success

PLANNING VISIT FEE

- » \$750

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