

WDDC Five Year Strategic Action Plan

Fiscal Year 2014/2015 through 2018/2019

Historic Downtown Wilson “Crossroads of Charm & Innovation”



Vision

A crossroads of southern charm and modern innovation, Historic Downtown Wilson is the heartbeat of a diverse community where arts, culture and unique business draw people day and night.

Mission -- WDDC leads community investment and drives the social, cultural & economic engine of an authentic Wilson by creating and promoting a vibrant, innovative & sustainable downtown.

Implementation Strategy -- Wilson is a designated NC Main Street community that uses the National Main Street Center’s Four-Point Approach® which includes: organization, promotion, design and economic restructuring to implement a downtown revitalization initiative.

ORGANIZATION	PROMOTION	DESIGN	ECONOMIC RESTRUCTURING
<p>I. Goal Create a community driven public/private partnership that invests in and supports an effective and dynamic comprehensive downtown revitalization effort based on the vision and mission.</p>	<p>II. Goal Strategically develop downtown as Wilson’s premier destination for social, cultural and business activity that supports and increases business activity, social connectivity and commercial sales.</p>	<p>III. Goal Enhance the physical appearance and cohesive aesthetics of downtown to increase financial investment, cultural vibrancy and social cohesion.</p>	<p>IV. Goal Facilitate and support existing businesses and new economic growth that aggressively builds on identified economic drivers of southern heritage, innovation, sustainability, diversity, arts and culture, and day to night activity.</p>
<p>Objective – To increase ongoing strong leadership, involvement and investment in downtown, while further advancing a sense of community.</p>	<p>Objective – Use marketing, communications, partnerships, advertising and special events tools to drive people, investment and sales in downtown.</p>	<p>Objective – To enrich the unique downtown character, highlight historical assets, improve overall cleanliness, maintenance, and beautification while increasing the perception of safety to motivate investment and activity.</p>	<p>Objective – To expand on the commercial success and viability of downtown by dramatically increasing public and private investment and partnerships.</p>
<p>Strategies – 1) Provide an organizational structure that ensures for strong board composition and leadership resulting in a waiting list of at least 10 committed and dynamic citizens per year to serve on the board and committees.</p>	<p>Strategies – 1) Design, host and promote special events which maintain participation by current market segments while growing at least three new market segments. 2) Build social tribes to create a downtown family with a sense of belonging and ownership by growing membership in Friends of Downtown to 100 members.</p>	<p>Strategies – 1) Expand streetscape improvements to include all areas of the MSD resulting in improvements to eight blocks and designs for Avenue of the Arts and Avenue of the Sciences. 2) Improve and expand wayfinding signage to include all areas of the MSD and Historic Downtown Wilson and partner</p>	<p>Strategies – 1) Provide incentives that comprehensively address feasibility of downtown redevelopment to increase building renovation and business occupancy rates by a 10% increase over five years.</p>

<ul style="list-style-type: none"> 2) Direct, track and measure implementation and regular updates of strategic plan in coordination with WDP, resulting in a 100% accomplishment of the plan over the next five years. 3) Create and implement a plan to ensure long term budget stability and growth, increasing income stream diversity and increasing all revenue by \$100,000 over five years. 4) Stimulate and grow stronger partnerships with the County & City resulting in full participation on WDDC Board (occupying three seats each) and increased financial support of downtown budget and goals. 5) Formalize a 'Downtown & Gown' program with Barton & WCC that results in increased participation and investment by faculty, staff and students. 	<ul style="list-style-type: none"> 3) Utilize progressive, targeted and effective marketing strategies with an accurate and consistent message for market saturation by using metrics for each tool to reach 33% of the population. 	<ul style="list-style-type: none"> with others working on City-wide gateway signage planning resulting in new wayfinding system designed, funded and installed. 3) Administer the Façade and Architectural Assistance Grant programs resulting in 10 façade renovations over five years. 4) Complete the implementation of the COW-NCDOT Traffic and Speed studies for better flow of auto, bike and pedestrian traffic, including the conversion of one-way pairs. 5) Guide the finalization and implementation of the 2014 Parking Study including improving three existing and new mid-block connections. 6) Revive the 'Imagine This' window display program in vacant buildings to add interest while marketing businesses and buildings, resulting in 20 windows over five years. 	<ul style="list-style-type: none"> 2) Increase investment in downtown properties through a targeted building redevelopment program resulting in an increase in MSD revenue of 15% over five years. 3) Provide targeted business assistance and consultation to five successful existing businesses to increase profits, one per year over the next five years. 4) Target and recruit five new high quality businesses that help drive the economic vitality of the city center, one per year over the next five years. 5) Create one well-capitalized and managed investor pool and other investment opportunities for strategic property and business investments in downtown. 6) Develop the High-Tech/Industrial Artisan District economic development strategy that results in five building redevelopment projects completed and occupied by five complementary uses.
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