



# CREATIVE ECONOMY TRANSFORMATION STRATEGY

## KEY DESCRIPTION

Main Street Calico Rock is being driven by the creative economy—artisans who are demonstrating their craft in studios and galleries in the district.



## CUSTOMERS

- Shoppers and day tourists
- Artisans and collectors
- Weekend/Second home owners
- People passing through

*A place connecting artisans and those who seek art.*

## FOUR-POINT APPROACH ACTIVITIES

### ECONOMIC VITALITY

- Build and update website business directory
- Assist businesses to update Google and Yelp listings
- Use grants to provide studio and gallery space for artisans
- Use grants to create more uniform signage and facades
- Open late some Fridays and Saturdays

### COMMUNITY DESIGN

- Design and install murals in downtown
- Install public art and create an art walk
- Level lower sidewalk
- Add plants, sculptures, murals

### PROMOTION

- Create an Instagram and YouTube page
- Host “Main Street Live” each month
- Launch a “This Place Matters” campaign
- Promote “Shop Local”
- Build up the music scene

### ORGANIZATIONAL

- Develop a community parking plan
- Research Peppersauce Entertainment District
- Actively participate with the Off the Beaten Path Studio Tour
- Develop capacity for growth