2021 MAIN STREET TRANSFORMATION STRATEGY IMPLEMENTATION

Heart of Scottsville - Downtown Transformation Strategy

Our core mission is to improve economic vitality and sustainability within our Historic Downtown District. We are dedicated to finding creative solutions that celebrate our small town history and encourage innovation and investment. We are committed to the restoration, preservation, and development of our unique cultural and architectural heritage. Our vision is a thriving, active Historic District that serves as the cultural, economic, and entertainment center of our community.

	OVERARCHING GOALS														FOUR POINTS											
	Expand the physical environment and sense of place in Downtown Scottsville to reflect sustainability and inclusive, community spaces for those desiring a diversified experience.				Support and strengthen long term, mutually beneficial partnerships and relationships with all stakeholders.					Develop a Promotion and Image strategy that develops brand recognition and improves public relations					Economic Vitality			Design			Promotion			Organization		
PROJET/PROGRAMMING	1. Increase in use of existing amenities and open spaces	2. Increase in # of strategically located amenities	3. Increase in foot traffic and time spent in downtown	4. Increase in positive public perception	1. Increased participation in community events	2. Develop events strategy	3. Shared goals between organizations	4. Increase in business retention	5. Innovative use of space	1. Develop events designed to increase exposure	2. Partner with organizations to promote downtown	3. Develop marketing strategy to support local business	4. Create sense of community surrounding downtown	PARKING LOT	1. Support existing economic base	2. Promote strategic use of space + development	3. Assemble resources	1. Promote physical improvements	2. Preserve + enhance existing historic fabric	3. Encourage planning + best practices	1. Position district as center of activity	2. Market district assets	3. Enhance positive image	1. Promote the revitalization effort	2. Foster community engagement	3. Encourage investment in revitalization
1881 Building (Owned by Heart)		X	X					X	X						X	X			X			X			
Partnership: Arts Council	X		X	X	X	X	X			X	X		X			X	X				X		X		X	
Partnership: Chamber of Commerce	X		X	X	X	X	X	X		X	X		X		X		X				X		X		X	
Partnership: Care Village							X		X				X										X		X	
Business Retention & Recruitment		X						X	X			X	X		X	X		X		X		X	X	X		X
Cornerstone Sign Partners																	X						X	X	X	X
Community Partners					X					X			X		X						X	X	X		X	
First Fridays on the Square	X		X	X	X	X	X		X	X		X	X		X						X	X	X		X	
Farmers Market	X	X	X	X	X	X	X		X				X			X					X	X	X			
Small Business Saturday			X	X	X	X	X	X		X	X	X			X						X	X	X		X	
Jacksonian (w/ City of Scottsville)	X		X	X	X	X	X			X	X		X		X	X	X				X	X	X		X	
Christmas Under the Stars	X		X	X	X	X	X	X	X	X	X	X	X		X	X		X			X	X	X		X	X
Window Display Contest			X	X	X					X		X	X		X			X				X	X		X	
Code Enforcement							X	X							X	X	X	X	X	X						X
Volunteer Recruitment				X	X								X				X			X					X	
PR Campaign for Heart				X	X	X				X		X	X								X	X	X		X	
Partnership: Be the Change Bags				X			X								X								X		X	
TOTAL																										