

Fennville Downtown Strategic Plan Timetable

	2003		2004				2005				2006					
	Quarters															
	3	4	1	2	3	4	1	2	3	4	1	2	3	4		
Create a consensus among as many as possible of the downtown merchants and business owners to cooperate and invest in the building of a vibrant downtown Fennville																
Maintain frequent and candid contact between and among all downtown business owners and operators																
Complete a market analysis to establish a realistic sense of the Fennville marketplace																
Establish a new downtown management structure or work with the Chamber of Commerce to create a division focused on the downtown																
Establish a 501(c)(3) "Fennville Foundation" dedicated to community-spirited investments and to encourage tax-exempt giving																
Establish a Fennville "brand" or "identity"																
Hire a full-time Downtown Business Advocate (or part-time if funding limits salary)																
Program free or low-cost events downtown frequently throughout the year																
Establish and support a farmer's market in the downtown																
Create a downtown Fennville redevelopment plan, including renovated storefronts, street trees and green areas, wider sidewalks and reduced road widths																
Develop design guidelines for new and renovated buildings																
Develop a "service first" mentality among all merchants and downtown employees																

	2003		2004				2005				2006					
	Quarters															
	3	4	1	2	3	4	1	2	3	4	1	2	3	4		
Strengthen ties with AEDA and MEDC to maximize the impact of public moneys																
Implement an on-going program of promotion within the marketplace to strengthen the Fennville identity																
Implement programs of joint marketing and information sharing among local businesses																
Develop and implement programs of economic and business assistance to existing businesses to make them more competitive and enable them to expand																
Program annual "Town Meetings" to report on progress in plan implementation and to build consensus about next steps																
Develop and implement programs to provide start-up businesses with assistance in finance, working capital and marketing																
Attract new businesses that support and strengthen the retail and service mix																
Develop cooperative arrangements with businesses in neighboring communities, like Fenn Valley Vineyards, and Cranes Orchards																
Strengthen communication with surrounding Townships to help assure compatible and mutually supportive land uses																
Complete in-fill development on vacant lands																
Periodically review and amend the DDA Development and Financing Plan to advance the goals of the downtown																