

## Annual Workplan for 2009

As part of the national Main Street program, Marengo Main Street must meet certain requirements each year for continued good standing in the organization. Among those requirements on the submission of an annual budget and workplan.

At our January 2009 Board Meeting, we finalized this plan for 2009. We would like to share it with our readers for two reasons: to show you what we are doing with your funds and your trust; and to invite your participation. Our committees are always open to new members. If you see a project that sounds interesting, give us a call. We welcome you to join us as we carry out these objectives in the coming year.

### Design Committee

1. Work with the Marengo City Council and the Marengo Building Department to revise the city's sign ordinance to allow for greater range of signage in the downtown area, closer in keeping with recommended ordinances for historic districts
2. Design and construct a public information kiosk to be placed in a central downtown location
3. Create and distribute maps showing downtown municipal parking areas. Possibly coordinate with Chamber of Commerce and other local organizations to include a calendar of events
4. Create an audio, historical walking tour of the downtown, to be placed online as a downloadable mp3

### Economic Restructuring Committee

1. Gather a list of properties available for rent or lease in our area, with details and contact info for interested parties, and post both online and in our quarterly newsletter *\*ongoing\**
2. Complete survey of all downtown buildings and owners information
3. Develop seminar for current/ prospective business owners on aspects of starting & running a business
4. Work with Chamber & City to create "Doing Business in Marengo" packet for prospective business owners
5. Work with EDC to extend the City's "Business Incentive Plan" to include small business incentives

### Organization Committee

1. Quarterly newsletter *\*ongoing\**
2. Expand our web presence using tools available through Yahoo & Google
3. Develop and implement annual fundraising campaign plan, to include both events and methods of attracting partners
4. Compile "Volunteer Information Kit": brochures, state-issued handouts, work plans, etc. and prepare copies for new recruits
5. Develop & implement plan for encouraging Main Street participation by MCHS students & staff

### Marengo Main Street's Objectives

1. Bring new business to Marengo
2. Awaken community spirit & pride
3. Make Marengo a unique destination
4. Make downtown the heart of Marengo

### Committee Goals

#### Design Committee:

Seek out and implement specific projects to improve the physical appearance of Marengo's downtown district (Objective #1-4)

#### Economic Restructuring Committee:

Recruit, retain and expand businesses in Marengo's downtown district (Objective #1, 3)

#### Organization Committee:

Keep Marengo Main Street viable through fundraising activities, volunteer recruitment and retention, and public relations work. (Objective #2, 4)

#### Promotions Committee:

Increase public awareness of Marengo's downtown district. Encourage residents and visitors to patronize downtown businesses. Plan and carry out fundraisers and special events as determined by the Organization Committee. (Objective #1-4)

### Promotions Committee

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|------------|---|
| Feb 14-15  | Set up and staff booth at Marengo-Union Chamber of Commerce Business Expo   |
| Apr 12-18  | "Tax Day Out" -This new event will combine storefront displays by small or home-based businesses that are considering a downtown location, and participating businesses will sell merchandise "tax free" for the week   |
| June 13    | 3rd Annual Putt-Putt Day  |
| July 18    | Community Garage Sale- <i>*Currently under proposal*</i> Another new event to be held in the municipal parking lot north of City Hall. Marengo residents will receive two parking spaces for use as their "stall," free advertising; and all the foot traffic they can handle. All this for only \$20 per stall. Plus, no need to get a garage sale permit. |
| October 10 | Saturday Night on Main Street   |
| October 31 | Trick-or-Treat on State Street  |
| December   | State Street Christmas Trees  |

