



MAIN STREET IOWA ECONOMIC VITALITY ACTIVITIES CHECKLIST

GOAL: To strengthen and broaden the economic base of the Main Street district.

- Develop action plans with quantifiable goals and budgets for each activity.

Assessment and Information Gathering

- Base data collection
 - Past surveys
 - Historical census data
- Building and business inventory (w/ Design)
 - Assessor's information (owner, date, value, square footage)
 - Amenities (heat type, loading dock, elevator)
 - Current use, condition, availability
 - Local contact (property manager)
 - List all businesses
 - Categorize by type
 - Photographs (current and historic)
- Know and understand your district
 - Review secondary research (ESRI, current census data, etc.)
 - Conduct primary research
 - o Consumer survey
 - o Business visitation
 - o Business survey
 - Gather, tabulate and evaluate primary and secondary research
 - Present & act on findings
- Monitor the Performance of the District
 - Change in property tax valuation
 - Net new jobs
 - Net new businesses
 - Private investment

Business Development

- Business retention
 - Business directory
 - Business assistance team
 - Educational seminars and workshops
 - Business recognition program
 - Business transition assistance
 - Newsletter articles

- Business expansion
 - Focus groups
 - o Business
 - o Customer
 - Market feasibility studies
 - Business plans and projections
- Business recruitment
 - Assemble recruitment packet
 - o Market data
 - o Available building information
 - o Community data
 - Create recruitment teams

Real Estate Development

- Finding better uses for vacant or underutilized buildings
- Total building utilization
 - Upper story housing
 - Commercial rehabilitation
 - Proforma analysis
 - Adaptive use studies
- Develop & market incentive programs (w/ Design)
 - Local
 - State
 - Federal
- Clustering strategies
 - Determine existing clusters
 - Create list of complementary businesses
- Community initiated development
 - Form group of local investors
 - Identify properties
 - Develop proposals