



Destination Downtown South Boston

2016 Annual Work Plan

Plan for Success in 2016

**“No one has to do everything,
but everyone has to do something”**

(This document does not include the everyday housekeeping chores, but rather the major initiatives)

Economic Vitality

...works to develop a market strategy that will result in an improved retail mix, a stronger tax base, increased investor confidence and a stable role for the downtown as a major component of the town's economy.

- Update all vacant building inventory, photos & information and put on website
- Administer So Bo Pop-Up Program with VMS \$25,000 DIG Grant
- Apply for Community Business Launch Program Funds to continue So Bo Pop-Up program
- Pursue John Randolph Hotel Development
- Downtown Master Plan Development
- Assist the Farmers Market with Events Planning for the season and promoting SNAP/EBT

Promotion

...primary responsibility is to market a unified, quality image of the business district as the center of activities, goods and services to retailers, shoppers, investors and tourists.

...educate and promote the unique qualities of Downtown South Boston through planned events, local/regional/national advertising, public speaking, educational tools and a marketing plan.

- Pursue 2 Summer Concerts in June and August
- Pursue 2 Movies on Main in July and September
- Pursue 2 Downtown Mixers - one in Spring
- Harvest Festival – Sat, Sept. 24
- Christmas Open House – Sun, Nov 20

- Partner with Chamber and Halifax on Small Business Saturday - Sat, Nov 26
- Christmas Parade – Sat, Dec 3
- Pursue Branding Grant

Design

...foster an attractive, visually coordinated image of the downtown by capitalizing on its unique physical assets and heritage.....a proactive agent for the implementation of design projects.

- Pursue adoption of a Maintenance Code and a Rehabilitation Code.
- Pursue funds for riverfront / trail development

Organization

...deals with membership development, fund-raising and other organizational housekeeping chores.

- Develop a new fundraiser event
- Communicate the vision, mission, goals, activities, accomplishments and needs to all of DDSB's stakeholders