

RURAL ZONE – REQUIRED STRATEGIC PLAN ELEMENTS

Downtown SWOT Analysis

- Downtown Strengths
- Downtown Weaknesses
- Opportunities Leading to Success
- Threats that Could Prohibit Success

Current State of Downtown Infrastructure

- Water
- Sewer
- Parking supply and parking demand (in downtown & proposed rural zone)
- Internet/Broadband access
- Streets/Traffic/Pedestrian
- Number/Sector/Size of downtown businesses
- Identification/timing/average draw for regularly occurring downtown events

Discussion of “Distress” in downtown

- History of downtown
- When decline/distress began
- Why decline/distress began (triggers)
- Describe the conditions causing economic distress within the proposed zone

Goals to achieve downtown revitalization outcomes

- Discussion of importance of downtown to the community
- What the community desires to achieve over the course of the requested 5-year designation
- Names of “core team” members
- Implementation responsibilities for core team members
- Regulations, policies and/or procedures that are obstacles to downtown success
- Policies/actions necessary to achieve the desired outcomes

Desired Businesses in downtown

- Why you think these businesses can be successful
- Strategies for attracting these businesses to downtown
- Strategies for attracting investment to downtown
- Analysis of Leakage Report (or attach Market Analysis or Feasibility Study)