

Transformational Strategy #1

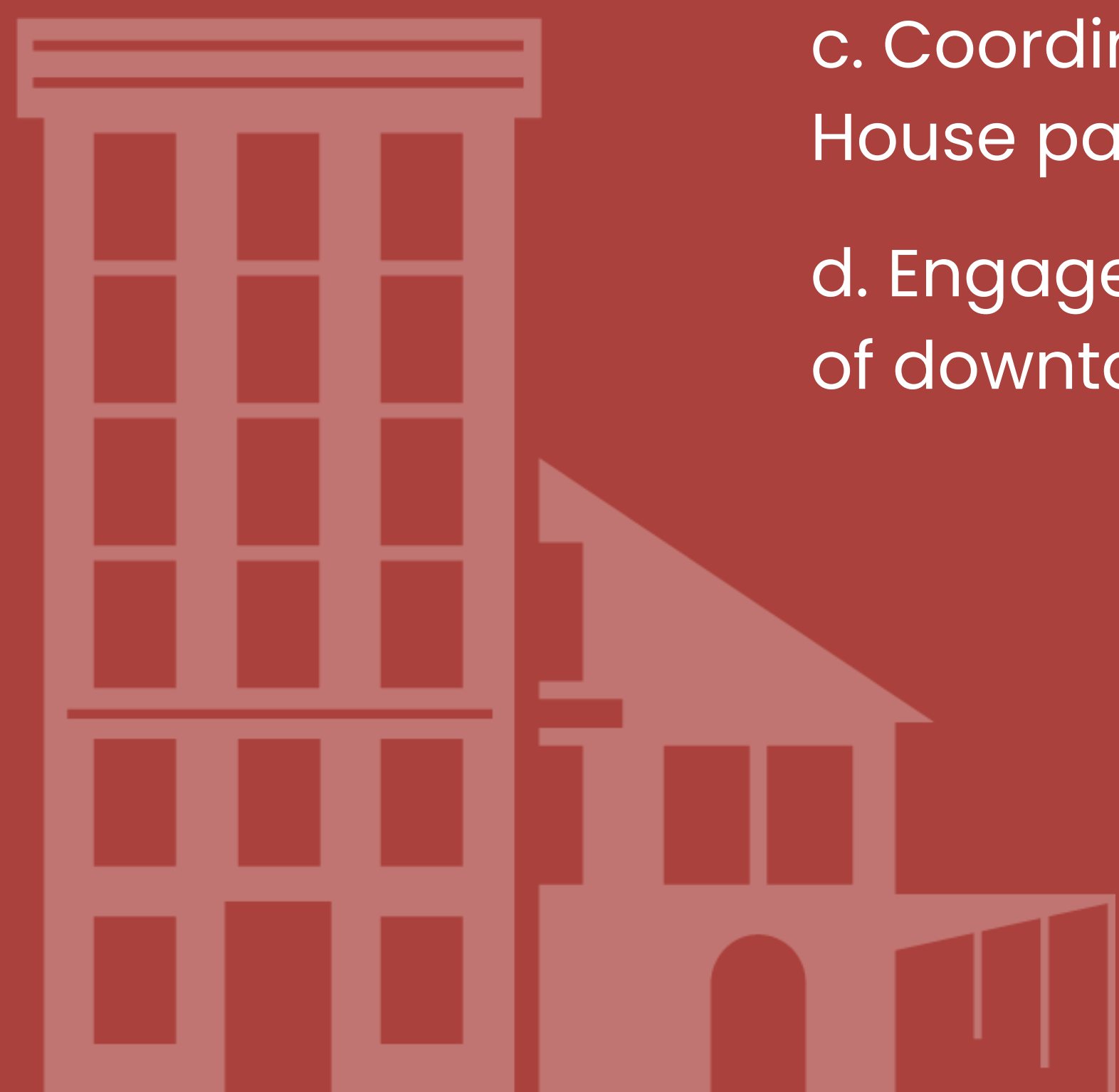
Downtown Meadville will be a place that creates opportunities for everyone to live, work, and thrive.

Goal #1: Develop a robust entrepreneurial ecosystem

- a. Convene ecosystem partners to conduct a gap analysis on the local entrepreneurial service delivery system
- b. Develop and disseminate a comprehensive business resource guide
- c. Develop a branding strategy that identifies, amplifies and delivers on the downtown's brand promise
- d. Facilitate workshops, training programs, and education for business owners
- e. Partner with Allegheny College to develop entrepreneurial education and support services
- f. Explore the feasibility of an entrepreneurship incubator or accelerator

Goal #2: Develop, create, improve, and activate places and spaces that promote downtown as Meadville's living room

- a. Develop a placemaking inventory & strategy
- b. Implement the recommendations of the placemaking strategy
- c. Coordinate improvements to existing spaces, e.g. Market Alley, Market House patio, Arc Community Greenspace, etc.
- d. Engage in a targeted marketing campaign to support the activation of downtown spaces and places



Transformational Strategy #2

Downtown Meadville will reimagine its first impression on residents and visitors alike

Goal #1: Improve and maintain the general streetscape aesthetic

- a. Improve key gateways to the business district
- b.-d. Revitalize the Park Avenue Streetscape (Arch Street to North Street)
- e. Partner with the City to develop sustainable parking and wayfinding solutions for downtown
- f. Facilitate key recommendations of the city's Active Transportation Plan
- g.-i. Develop and implement a public improvement master plan for the Main Street District
- j. Implement and sustain a seasonal downtown beautification and landscape maintenance program through DCED's Neighborhood Assistance Program

Goal #2: Implement a downtown facade improvement program with an emphasis on historic preservation

- a. Create clear and cohesive design guidelines for facade improvement
- b. Promote the Facade Improvement Program through participation in the Annual Historical Society Home & Garden Tour
- c. Create a downtown Facade Improvement Grant & Loan Program
- d. Define, develop, and maintain a partnership with the Meadville RDA for matching loan funds

Goal #3: Create opportunities for newcomers to embrace downtown Meadville

- a. Develop a "Welcome to Meadville" campaign and community onboarding program
- b. Conduct quarterly welcome events for new residents
- c. Build partnerships with local employers in order to build awareness and support for new resident programming



Transformational Strategy #3

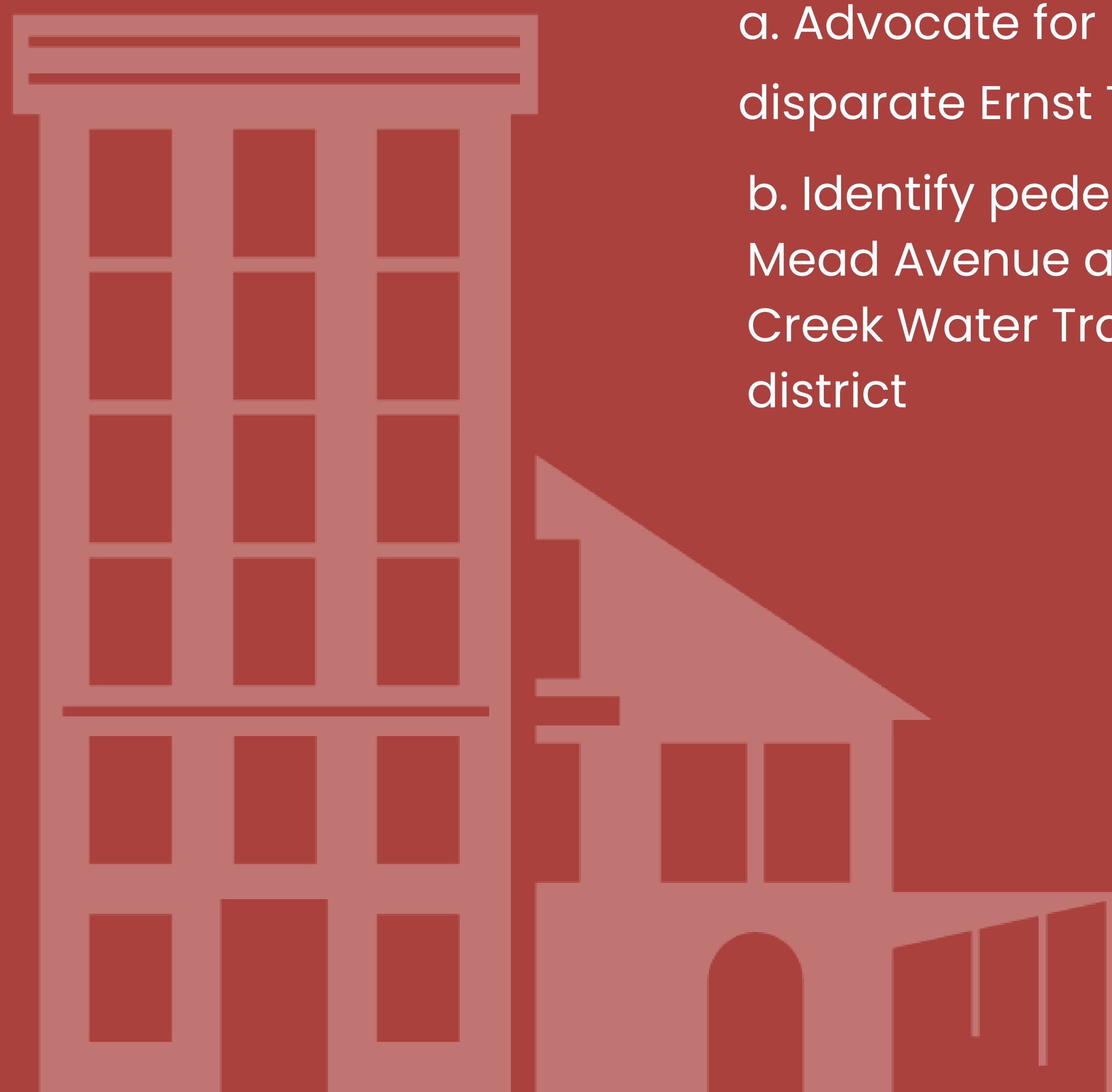
Downtown Meadville will be recognized as the region's center of arts, culture, recreation, and entertainment

Goal #1: Build a robust morning-to-evening retail, dining, and entertainment mix to attract future residents, out-of-town visitors, and Allegheny College students

- a. Implement the recommendations of the completed downtown business retention and recruitment strategy (Strategy #4, Goal 1.b)
- b. Re-establish an Allegheny College "I Heart Meadville" Club
- c. Develop a robust, coordinated and accessible community calendar of Meadville-centric events
- d. Research and identify a signature event that is unique to Meadville
- e. Build partnerships with sponsors for the signature event
- f. Facilitate and market a signature event for Meadville

Goal #2: Connect downtown to a completed Ernst Trail network and the French Creek Water Trail

- a. Advocate for resources (planning & funding) to connect disparate Ernst Trail segments into a functional trail network
- b. Identify pedestrian and bike safety improvements on Mead Avenue and Arch Street that will connect the French Creek Water Trail and Ernst Trail Network to the downtown district



Transformational Strategy #4

MCRC will bolster the downtown residential and commercial real estate market

Goal #1: Create a downtown environment conducive to private investment in commercial development

- a. Conduct a commercial market analysis
- b. Develop a recruitment strategy based on the gaps identified within the commercial market analysis

Goal #2: Support and develop downtown housing opportunities for residents

- a. Conduct a residential market analysis
- b. Develop a downtown housing activation strategy based on the needs identified within the residential market analysis
- c. Develop an upper floor redevelopment pilot study on Chestnut Street between Market and Park Avenue
- d. Implement the recommendations of the completed downtown housing activation strategy

Goal #3: Facilitate private real estate investment

- a. Identify and assemble resources that serve to market Meadville to developer and investors
- b. Connect and attract developers and investors to established resources & potential projects
- c. Serve as the applicant or grantee for relevant grant or tax credit programs
- d. Establish and seed the Build Meadville Investment Fund in partnership with relevant stakeholders

Goal #4: Catalyze the local real estate market by serving as the developer of last resort

- a. Return two key buildings within the downtown core to productive use
- b. Pilot the redevelopment of one key upper floor residential space

Main Street 4-Point Approach

ECONOMIC VITALITY focuses on capital, incentives, and other economic tools to assist new and existing businesses, catalyze property development and create a supportive environment for entrepreneurs

DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart



ORGANIZATION involves creating a strong foundation for sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district

PROMOTION positions the downtown as the center of the community and hub of economic activity while creating a positive image that showcases a community's unique characteristics

