

LOGAN TOWN CENTER 2011 Action Plan

THEME / ACTION	DESCRIPTION	COMMITTEE CHAIR / TEAM
ECONOMIC RESTRUCTURING		
<u>Business Startup Guide</u>	Finalize how-to guide to starting a business in Logan	McAdow
JUN: Final draft completed. / JUL: To print.		
<u>Business Education Program</u>	Develop/execute small business education program for downtown businesses	Heebink
<ul style="list-style-type: none"> • Marketing • Financial Management • Social Media 		
JUL: Pending. SEP: Need to conduct survey of Downtown businesses.		
DESIGN		
<u>Marketing Study</u>	Complete study required for Block Grant	Raymore
AUG: Karen working on breakdown of various areas of study.		
<u>Block Grant Application</u>	Complete Block Grant application	Webb / Walsh
<u>Property Improvement Plan</u>	Work with owners to develop Block Grant improvement plan	Klingelhafer / Henniger / Lyon
<u>Parking Study</u>	Complete parking study with recommended changes	Bellar / Wasson
AUG: Study completed, Fred finalizing report.		
<u>Zoning Changes</u>	Finalize zoning change recommendations and acquire City Council approval	Klingelhafer / Bellar
AUG: City will work with LTC. Vicki revising ordinance wording.		
PROMOTION		
<u>Co-Op Advertising Program</u>	Develop/execute co-op program for 2011	Saving / Webb
<u>Social Media Plan</u>	Develop/Execute Social Media plan for Downtown Logan and Downtown businesses	Bellar / Raymore
<u>Meet Me on Main Street</u>	Historic Downtown walk in May	Henniger / Saving / Raymore
MAY: Successful Completion.		

Friday Night Music in the Park Coordinate summer program

JUN: In process.

Pizza Challenge Pizza/Beer Party Aug 6, 2011

JUL: Liquor permit app. Filed. Planning in process. AUG: Event cancelled.

Tombstone Travels Historic cemetery walk in October

AUG: Initial planning session scheduled for 8/24.

Walsh

Green / Heebink

Raymore / Henniger / Saving

ORGANIZATION

Membership Drive Conduct extensive membership drive for 2011-2012

SEP: Collected \$2,300 vs. \$3,145 last year

Funding Plan Research all potential funding options & develop plan

SEP: Need to contact National Business Incubator Assoc. (Athens) for input.

Hawk / Webb

Heebink