

# COMANCHE MAIN STREET COMMITTEE FUNCTIONS

## ORGANIZATION

- Fund raising (basic and advanced)
- Board & volunteer training
- Newsletter design & development
- Communication systems and strategies
- Public relations & publicity
- Visioning
- Establishing assessment districts
- Volunteer development
- Strategic planning
- Work plan development
- Conflict resolution
- Leadership development
- Team building
- Assistance for programs in crisis
- Grant writing
- Facilitation of board retreats
- Organizational transition

## ECONOMIC RESTRUCTURING

- One-on-one business consulting
- Marketing Main Street to businesses
- Business retention programs
- Project feasibility analysis
- Customer focus groups
- Real estate development
- Upper-floor development
- Market analysis
- Business recruitment
- Researching business mix
- Retail trends
- Tourism development
- Financial incentives for development
- Crime and safety issues
- Arts & cultural development

## PROMOTION

- Unified retail promotions
- Special event development and management
- Annual promotional calendar development
- Graphic design assistance
- Development of promotions strategies
- Review & critique of current promotions
- Advertising
- Tourism development
- Image development
- Media marketing
- Developing good media relations
- Sponsorship for promotions

## DESIGN

- Design charettes, urban design
- Architectural/facade advice
- Visual merchandising
- Streetscape design, implementation
- Window displays
- Historic survey process
- Design incentives
- Design guidelines and enforcement
- Upper-story development
- Benefits of historic preservation
- Parking
- Traffic management
- Smart growth, planning, and land use issues
- Crime and safety
- Project feasibility forma analysis
- Historic preservation planning
- Infill construction
- Waterfront development
- Working with local zoning, building, and fire codes