



PLACE FOCUSED. PEOPLE LED.

# Downtown Development Specialist 2018 Year in Review

# Downtown Development Specialist

## Three year plan

### 2017: Imagine Change (Organizationally Driven)

Inspiring the local community and potential businesses by seeing all the wonderful things that are possible within an easy, walkable downtown.

### 2018: Be the Change (Community Collaboration)

Collaborating with community organizations and individuals to participate in CRG and community driven programming, increasing stakeholder buy-in, and ensure a sustainable change downtown.

### 2019: Live the Change (Community Driven)

Goal to provide minor support to community and focus on business driven programming. The efforts in Years 1 & 2 by DDS will create a viable base to encourage both new businesses and residents who will have a stake in the direction of downtown. Year 3 should be spent on deepening roots and shoring up infrastructure that will ensure continued growth and maturity to the downtown area.

# Downtown Development Specialist

## 2018: Be the Change

### Main Areas of Focus:

- Outreach & communication with downtown businesses
- Marketing of downtown to “creative economy”
- Continuation of downtown events
- Increase safety & walkability of downtown
- Grant funding for projects
- Wayfinding

# 2018: Be the Change

## Accomplishments

### ***Newsletters***

### ***Discussion Groups***

### ***Placemaking Conference [April 18 & 19]***

- 75 attendees with 1/3 coming from within Gloversville, 1/3 from within Fulton County and 1/3 economic development professionals from NYS
- Placemaking dinner planned for April 2019 with a full conference planned for April 2020

### ***Organizational mentorship with key institutions***

- Worked closely with two downtown organizations on board development and planning
- Work will continue and expand in 2019

# 2018: Be the Change

## Downtown Events

***Artist in Residence Program (ARP)***

***Postcard Campaign***

***Build Sponsorship Support***

***Build Event Attendance***

***Increase Volunteer Participation***

- Established relationships with new volunteers including Groversville Enlarged School District. Increased programming and volunteer opportunities for GESD students is planned for 2019

# **Downtown Development Specialist**

## **2018: Live the Change (Community Driven)**

### **2017: Imagine Change (Organizationally Driven)**

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### **2019: Live the Change (Community Driven)**

Goal to provide minor support to community and focus on business driven programming. The efforts in Years 1 & 2 by DDS will create a viable base to encourage both new businesses and residents who will have a stake in the direction of downtown. Year 3 should be spent on deepening roots and shoring up infrastructure that will ensure continued growth and maturity to the downtown area.

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## **2019: Live the Change (Community Driven)**

2019 will be focused on shoring up and supporting community-driven efforts to improve downtown Gloversville while also expanding marketing and outreach efforts to people outside of our area.

The over-riding goal of the DDS office has always been to increase business and development opportunities in downtown Gloversville. A wonderful base of established programs and successes has been built over the last two years – now is the time to share our work, our home and our plan for the future with others.

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## 2019: Live the Change

### Main Areas of Focus:

- Create and manage marketing campaign to the “creative class”
- Continue mentorship of key downtown institutions
- Continue business outreach and communications
- Support community projects and programs
- Continue with events to generate interest and involvement in downtown Gloversville
- Explore education opportunities to increase knowledge of current best practices for economic development