

# Uptown Greenville Economic Implementation Plan 2016- 2017

**Vision:** “Uptown Greenville is the leading regional destination for experiencing the largest collection of mixed-use development in the region with a direct relationship to the second largest public university in the state of North Carolina. A connection with a world-class greenway system, growing arts scene and employment base, make Uptown Greenville a great place to live, work, eat, shop and invest.”

**Mission:** *Uptown Greenville is the voice of the downtown. We exist to promote quality cultural, residential and economic development.*

**Implementation Strategy:** Uptown Greenville is a public-private partnership serving as a liaison between the business community, public institutions and citizens of Greenville. We drive downtown revitalization through a diversified board of directors, stimulating programming and a keen interest in expanding the tax base and sense of place for the City of Greenville. These are our core values:

Strategies	Events and Branding	Advocacy and Membership	Growth	Board of Directors
<b>Officers</b>	<b>Chair: Rachel Whitten</b>	<b>Chair: Mark Garner</b>	<b>Chair: Brad Hufford</b>	<b>Chair: Marybeth Eason Vice Chair: Ryan Webb</b>
<p>Goal: Stabilize the organization’s revenue and growth trends.</p> <p>Planning Session Note:</p> <ul style="list-style-type: none"> <li>A. Over-reliance on outdoor events as a consistent revenue source is risky business</li> <li>B. Increase industry participation</li> <li>C. Grow “friendship base”</li> </ul>	<p>Actions:</p> <ol style="list-style-type: none"> <li>1. Pursue increased corporate sponsorships.</li> <li>2. Increase small dollar donations from our district’s business community.</li> </ol>	<p>Actions:</p> <ol style="list-style-type: none"> <li>1. Develop an approach to expand “friendship base”.</li> <li>2. Attract manufacturers as long-term investors to the organization.</li> </ol>	<p>Actions:</p> <ol style="list-style-type: none"> <li>1. Develop major fundraising approach to fund downtown master plan.</li> <li>2. Continue to pursue grants as a worthy funding source for both programmatic activities and administration.</li> <li>3. Support efforts to review and potentially implement a “food and beverage” tax.</li> <li>4. Attract manufacturers as long-term investors to the organization.</li> </ol>	<p>Actions:</p> <ol style="list-style-type: none"> <li>1. Financial oversight.</li> <li>2. Ensure all board of Directors are members.</li> <li>3. Initiate a board-driven fundraising campaign.</li> <li>4. Maintain adequate review of financial inputs/outputs.</li> <li>5. Support efforts to increase the municipality’s annual investment.</li> <li>6. Pursue County support for Uptown Greenville’s efforts.</li> </ol>
<p>Goal: Evolve branding to reflect transformative downtown environment</p> <p>Planning Session Note: “Brand” represented both a challenge and opportunity.</p>	<p>Actions:</p> <ol style="list-style-type: none"> <li>1. Rebrand organization and district promotions to highlight downtown’s transformation and evolving sub-districts.</li> <li>2. Implore unique marketing efforts: TBD at committee level.</li> </ol>	<p>Actions:</p> <ol style="list-style-type: none"> <li>1. Support branding initiatives through advocacy and expanded “friendship base”.</li> <li>2. Host walking-tours and information sessions.</li> <li>3. Ensure partnership between key funding organizations- Vidant, ECU and City of Greenville, is healthy.</li> </ol>	<p>Actions:</p> <ol style="list-style-type: none"> <li>1. Engage manufacturers in brand messaging to improve their retention and recruitment activities.</li> <li>2. Partner with major employers to engage with their communication teams to communicate district happenings and trends.</li> </ol>	<p>Actions:</p> <ol style="list-style-type: none"> <li>1. Quality of assurance and financial oversight of rebranding efforts.</li> <li>2. Serve as “brand heroes”</li> </ol>

Strategies	Events and Branding	Advocacy and Membership	Growth	Board of Directors
Officers	Chair: Rachel Whitten	Chair: Mark Garner	Chair: Brad Hufford	Chair: Marybeth Eason Vice Chair: Ryan Webb
<p>Goal: Support quality growth</p> <p>Planning Session Note:</p> <ul style="list-style-type: none"> <li>A. "Not all growth is good growth"</li> <li>B. Lack of housing diversity</li> </ul>	<p>Actions:</p> <ol style="list-style-type: none"> <li>1. Create provocative messaging to support initiatives.</li> <li>2. Deliver brand, growth, and place-making initiatives on a variety of written, spoken, visual and social platforms.</li> </ol>	<p>Actions:</p> <ol style="list-style-type: none"> <li>1. Explore options for the implementation of Design Guidelines.</li> <li>2. Diversify housing options (student housing overlay along first street corridor).</li> <li>3. Maintain awareness about public improvement projects such as the Millennium Campus, First Street Corridor, 10<sup>th</sup> Street Connector and Town Creek Culvert.</li> </ol>	<p>Actions:</p> <ol style="list-style-type: none"> <li>1. Develop fundraising approach for downtown master plan.</li> <li>2. Consider the development of a sub-committee focused on Dickinson Avenue.</li> <li>3. Fundraise for and complete a Retail analysis</li> <li>4. Increase downtown incentive programs</li> <li>5. Manage data-driven approach to recruitment and retention of downtown businesses</li> </ol>	<p>Actions:</p> <ol style="list-style-type: none"> <li>1. Review and support committee activities.</li> <li>2. Assemble a board of directors representative of the diversity of district.</li> <li>3. Develop fundraising approach for downtown master plan.</li> </ol>
<p>Goal: Be leader and mentor of place-making initiatives for the City of Greenville</p> <p>Planning Session Note:</p> <ul style="list-style-type: none"> <li>A. Negative perception of downtown</li> <li>B. Strength in partnerships</li> </ul>	<p>Actions:</p> <ol style="list-style-type: none"> <li>1. Continue to expand place-making program and events such as: Freeboot Friday, Game Shuttle, Umbrella Market, First Friday Artwalk, PirateFest, State of the District, St. Patrick's Day, SpazzFest and Greenville Gives</li> <li>2. Expand utilization of Five Points Plaza by outside organizations</li> <li>3. Explore new programming options</li> </ol>	<p>Actions:</p> <ol style="list-style-type: none"> <li>1. Monitor façade grant program and small business planning grant program</li> <li>2. Manage banner system</li> <li>3. Assemble a process Light-up DOWNTOWN</li> <li>4. Implement Adopt-a-Bed program</li> </ol>	<p>Actions:</p> <ol style="list-style-type: none"> <li>1. Help prospective investors identify optimum locations for shops, office, residence and hotels.</li> <li>2. Manage growth to ensure quality not quantity.</li> <li>3. Support innovation through events and promotion.</li> <li>4. Manage downtown property database.</li> <li>5. MASTER PLAN DOWNTOWN.</li> </ol>	<p>Actions:</p> <ol style="list-style-type: none"> <li>1. Review and support committee activities.</li> <li>2. Manage financial oversight</li> <li>3. Be an organization brand champion</li> </ol>