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| MAIN STREET TRANSFORMATION STRATEGY IMPLEMENTATION | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Desired Future State/Transformation Strategy Vision** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **PROJECT/**  **PROGRAMMING** | **OVERARCHING GOALS** | | | | | | | | | | | | | **PARKING LOT** | **FOUR POINTS** | | | | | | | | | | | |
| **Goal 1** | | | | **Goal 2** | | | | | **Goal 3** | | | | **Economic Vitality** | | | **Design** | | | **Promotion** | | | **Organization** | | |
| Measure of Success | Measure of Success | Measure of Success | Measure of Success | Measure of Success | Measure of Success | Measure of Success | Measure of Success | Measure of Success | Measure of Success | Measure of Success | Measure of Success | Measure of Success |  | 1. Support existing economic base | 1. Promote strategic use of space + development | 1. Assemble resources | 1. Promote physical improvements | 1. Preserve + enhance existing historic fabric | 1. Encourage planning + best practices | 1. Position district as center of activity | 1. Market district assets | 1. Enhance positive image | 1. Promote the revitalization effort | 1. Foster community engagement | 1. Encourage investment in revitalization |
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| **TOTAL** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |