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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** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |