



Redevelopment Ready Communities – Marketing Action Plan

(Each action has been previously identified in either the City's Marketing or Economic Development Plan)

Discover: Where the City and Country Meet <i>(audience: tourists, prospective business owners, community partners)</i>		
Action	Lead	Timeframe
1. Promote the improvement and restoration of downtown façades	Administration & Downtown Development	Ongoing
2. Market tourism opportunities within and outside of the region, including parks and recreation facilities and programs	Administration & City Council	Ongoing
3. Promote City programming within Sleepy Hollow State Park, including parks and recreation facilities and programs	Administration & City Council	Short-Term
4. Improve the use of social media to convey positive messages and development opportunities throughout the City	Administration	Ongoing

Enjoy: The Relaxed Lifestyle <i>(audience: current & prospective residents, business owners)</i>		
Action	Lead	Timeframe
1. Develop a small business development center/ arts and crafts exhibition center to support local artists, startups, home grown and other micro-businesses within the City	Administration, DDA & Chamber of Commerce	Ongoing
2. Organize additional festivals to attract additional visitors to the City, such as a Fall Harvest Festival in conjunction with the Farmers Market	Administration & Chamber of Commerce	Short-Term
3. Link non-motorized transportation routes to the greater region	Administration & City Council	Ongoing
4. Promote specific types of businesses (such as bicycle shops and antique shops) to buy downtown buildings or rent in the priority "Bank House Site" mixed-use development	Administration, City Council, Downtown Development, Planning Commission	Ongoing

Celebrate: The Best of Small-Town Living <i>(audience: current & prospective residents, business owners)</i>		
Action	Lead	Timeframe
1. Develop a business retention strategy to support local businesses within the City	Administration, Downtown Development, & Chamber of Commerce	Ongoing
2. Add more middle-income housing, senior housing, condos and other accessible housing throughout the City to meet needed demand	Administration, City Council, Downtown Development, SEDP, & Developers	Short-Term
3. Partner with and support local educational institutions to promote learning opportunities	Administration & Laingsburg School District	Ongoing

Marketing of Priority Redevelopment Sites <i>(audience: current and prospective developers)</i>		
Action	Lead	Timeframe
1. Continue to maintain a list of top priority redevelopment opportunities and key information	Planning/Economic Development	Ongoing
2. Advertise the availability of priority sites online including the city's website and using MEDC's property systems	Planning/Economic Development	Ongoing
3. Fully package the remaining priority sites (Treat Street Site & Old Elevator Site)	Planning/Economic Development	2019
4. Send City Staff to networking and conference events to promote the City of Laingsburg redevelopment opportunities	City Staff/Leadership	Ongoing
5. Host a developer matchmaking event in the city	City Staff/Leadership	2019