

# Annapolis Main Street Program Re-launch

Thursday, June 9, 2011

The City and the Downtown Annapolis Partnership are re-launching the Annapolis “Main Street” Program and invite the community to participate. Thank you for your interest, for volunteering to serve on DAP committees, and supporting Annapolis’ traditional neighborhood commercial districts.



Special thanks to the Rams Head Tavern and  
Annapolis Economic Development Corporation!



# Annapolis Main Street Program Re-launch

Mayor Josh J. Cohen

Steve Samaras  
President

Downtown Annapolis Partnership



# Main Street Maryland

Amy Seitz

Director

Main Street Maryland

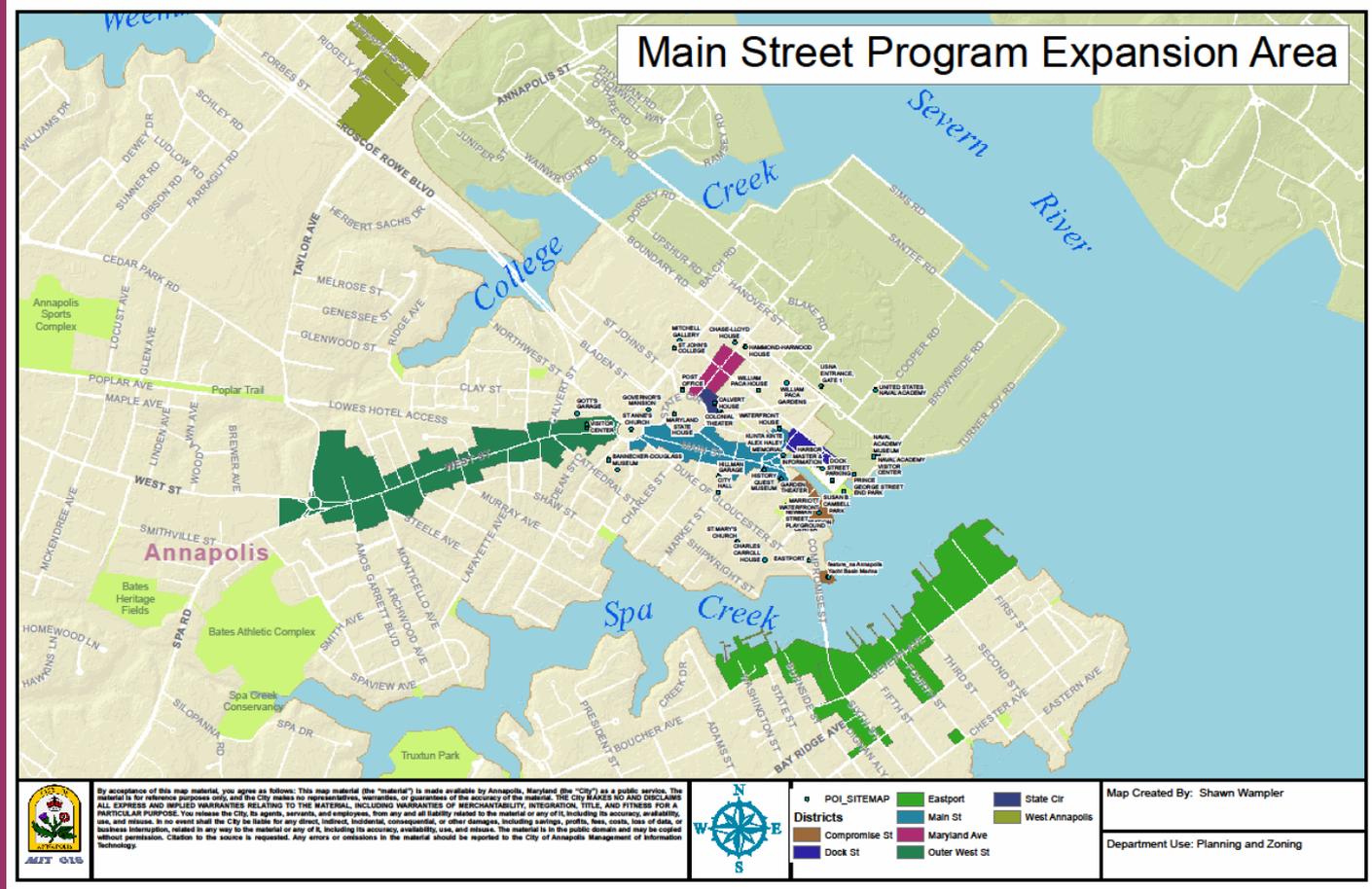


# Annapolis Main Street Program

- Background
- Strategic Changes
  - Expanded Boundary
  - Integrated Staffing
  - Reorganization



# Annapolis Main Street Program



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- POI\_SITEMAP
- State Cir
- Districts
- Compromise St
- Maryland Ave
- Dock St
- Outer West St

Map Created By: Shawn Wampler  
Department Use: Planning and Zoning



# Annapolis Main Street Program

- Background
- Strategic Changes
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  - **Integrated Staffing**
  - Reorganization



# City of Annapolis Coordinating Staff

- Lisa Craig
- Michelle LeFurge
- Maria Broadbent
- Lily Openshaw
- Virginia Burke
- Rhonda Wardlaw
- Shawn Wampler
- Jeanna Beard



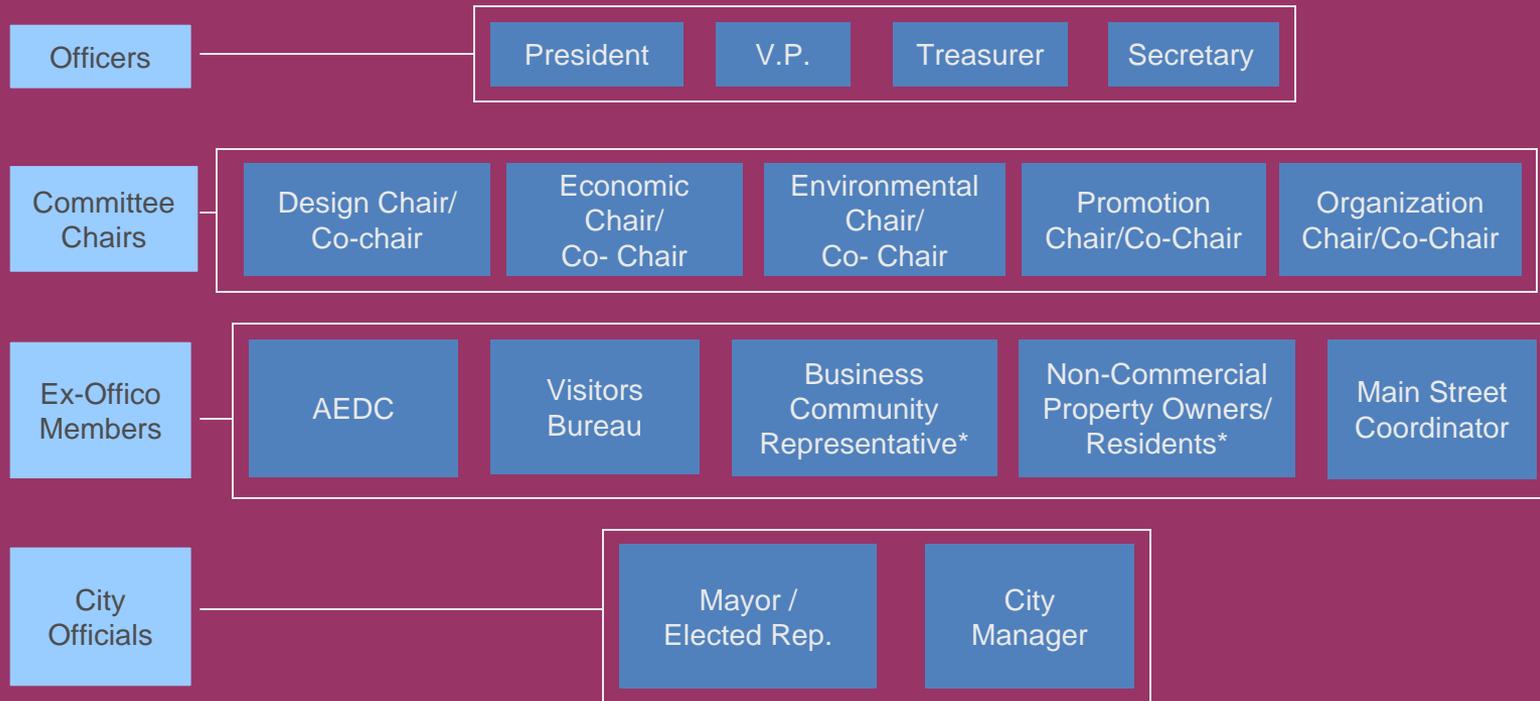
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# Annapolis Main Street Program

## DAP Proposed Organizational Chart



Elected from membership class on an annual basis



# Committees

- **Organization**
  - Doug Smith & Marie Dallacqua, Co-Chairs
  - Lisa Craig, Main Street Coordinator, City of Annapolis
- **Economic Restructuring**
  - Cindy Reiner & Alan Hyatt, Co-Chairs
  - Lisa Craig & Michelle LeFurge, City of Annapolis
- **Design**
  - Tracey McGranaghan & Wayne Speight, Co-Chairs
  - Lisa Craig, City of Annapolis
- **Clean, Safe, Green**
  - Carla Lucente, Stacey Jackowski, & Suzanne Pogell, Co-Chairs
  - Maria Broadbent & Jeanna Beard, City of Annapolis
- **Promotion**
  - Bill Vining & Melanie Murphy, Co-Chairs
  - Michelle LeFurge, City of Annapolis



# Organization

Doug Smith & Marie Dallacqua

## Purpose:

Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process.



# Organization

Doug Smith & Marie Dallacqua

## Goal

- Ensure integration of participating organizations and programs across the “Main Street” districts through an action-based approach

## Objectives

- Develop an effective, informed and sustainable Committee structure for DAP



# Organization

Doug Smith & Marie Dallacqua

## Goal

- Cont'd

## Objectives

- Create clarity of purpose for DAP in its efforts to support and/or enhance initiatives of the Annapolis Economic Development Corporation and other business and resident association entities in Annapolis
- Communicate internally and externally the goals and objectives of the Downtown Annapolis Partnership
- Develop a fundraising strategy that supports the “Main Street” brand



# Economic Restructuring

Cindy Reiner & Alan Hyatt

## Purpose:

Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities and challenges from outlying development.



# Economic Restructuring

Cindy Reiner & Alan Hyatt

## Goal

- Create business opportunities to revitalize local economy, sustain the local consumer and attract more and diverse consumers to the “Main Street” community.

## Objectives

- Identify local consumer needs for “Main Street” business community.



# Economic Restructuring

Cindy Reiner & Alan Hyatt

## Goal

- Cont'd

## Objectives

- Determine opportunities to assist established business clusters, strengthen emerging clusters and create new clusters.
- Promote each business district as a unique village of commercial activity



# Design

Tracey McGranaghan & Wayne Speight

## Purpose:

Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning



# Design

Tracey McGranaghan & Wayne Speight

## Goal

- Preserve and enhance the authenticity of “Main Street” character through design assistance to property owners, merchants and city agencies.

## Objectives

- Develop a design kit that assists property owners & merchants with exterior and interior improvements for buildings.



# Design

Tracey McGranaghan & Wayne Speight

## Goal

- Cont'd

## Objectives

- Provide a package of design assistance to a minimum of four of the five business districts
- Promote a high-quality appearance for properties and streetscapes in each business district



# Clean / Safe / Green

Carla Lucente, Stacey Jackowski & Suzanne Pogell

## Purpose:

Enhancing the experience of a neighborhood through the principles of Smart Growth and sustainability



# Clean / Safe / Green

Carla Lucente, Stacey Jackowski & Suzanne Pogell

## Goal

- Create a community of stewards to support the environmental and economic health of “Main Street” Annapolis.

## Objectives

- Enhance the appearance and environmental health of “Main Street” through leveraging existing or developing new beautification programs.
- Promote and grow the Annapolis Environmental Stewardship Certification program.



# Clean / Safe / Green

Carla Lucente, Stacey Jackowski & Suzanne Pogell

## Goal

- Cont'd

## Objectives

- Encourage an environmentally aware approach to buildings and systems infrastructure
- Promote a comfortable and secure environment that encourages a positive shopping experience



# Promotion

Bill Vining & Melanie Murphy

## Purpose:

Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors.



# Promotion

Bill Vining & Melanie Murphy

## Goals

- Benefit Annapolis by creating a sense of community and promoting avenues of participation for residents and businesses in Old Town Annapolis\*.

## Objectives

- Develop an effective, informed and sustainable Committee structure
- Promote the authentic Annapolis experience to residents and visitors alike

*\* Reference to “Old Town Annapolis” is not historically accurate, but serves as a placeholder name until the final boundaries of Main Street are established and a new moniker can be developed.*



# Promotion

Bill Vining & Melanie Murphy

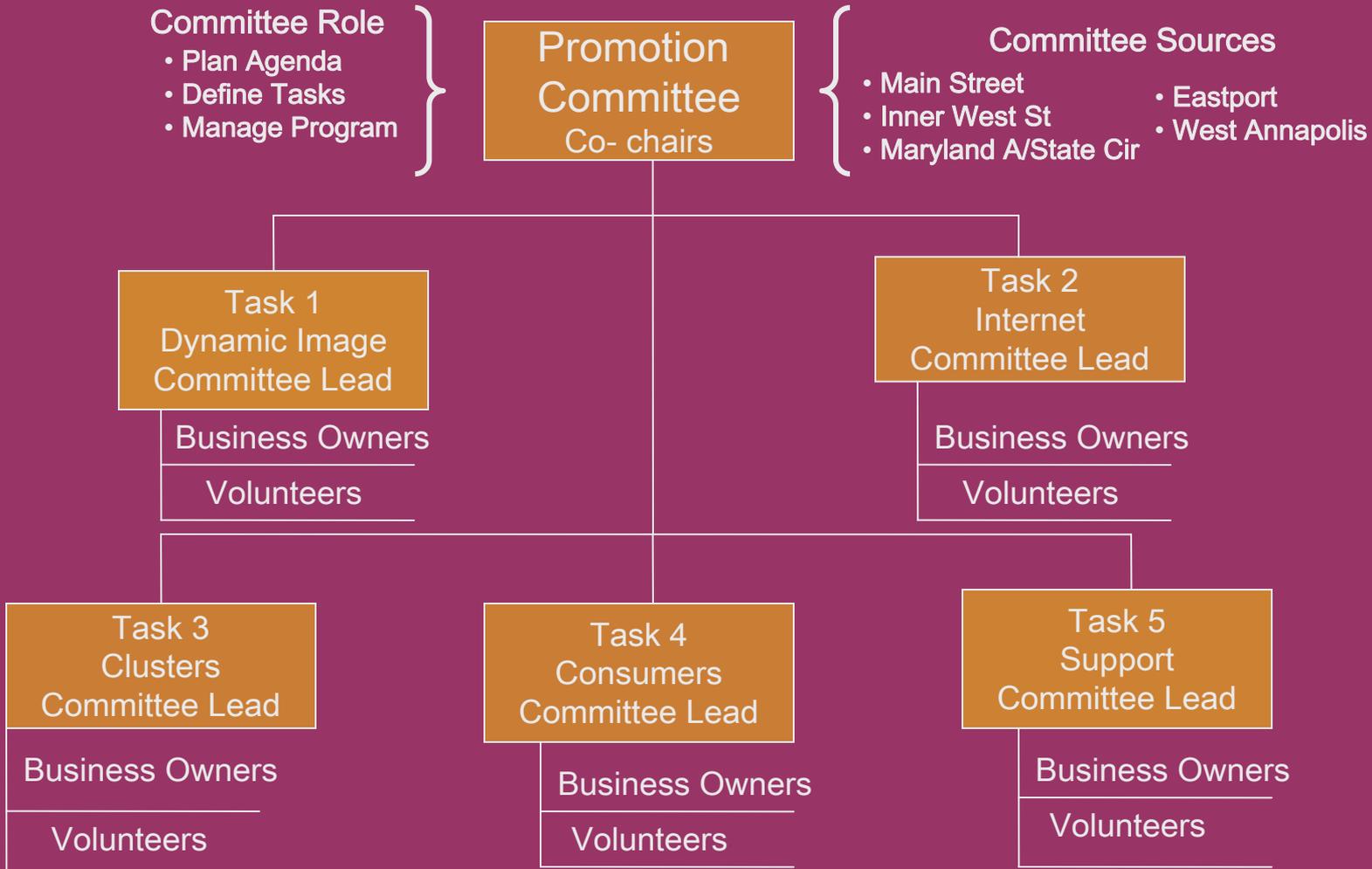
## The 'Happenings'



# Promotion

Bill Vining & Melanie Murphy

## Committee/Task Team Structure



# Next 90 Days

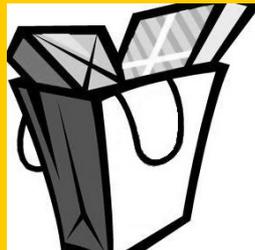
Amend Bylaws

Meet with Stakeholder Groups

Reconstitute Board

Launch Committees

Identify Test Projects



# Welcome Members

We are asking you to:

**VOLUNTEER!!!** for Committees

Spread the Word

Contribute Ideas

Shop the “Main Street” Businesses

**THANK YOU!**

