

# TRANSFORMATION STRATEGY WORK PLAN

## FY25

<b>Organization Name:</b> Corsicana Main Street <b>Town, State:</b> Corsicana, Tx		<b>Date:</b> 12/03/24 <b>Completed by:</b> Main Street Board and Staff	
<b>Vision:</b> <i>Corsicana Main Street envisions the downtown area as a prosperous vital destination achieved through historic regeneration. Excellence and success result from a concrete partnership between the City of Corsicana, historic preservation organizations, the educational community, civic and volunteer groups, as well as downtown property, business owners and residents.</i>			
<b>Transformation Strategy #1:</b> <i>Diversified Community Opportunities</i>		<b>Transformation Strategy #2:</b> <i>Enhanced Downtown Beautification</i>	
<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 1</b>	<b>Goal 2</b>
Encourage downtown retailers to shift their hours of operation.	Recruit different businesses to meet the community's needs.	Evaluate opportunities for diversified funding	Public Art
<b>Lead: Main Street Staff</b>	<b>Lead: Amy Tidwell</b>	<b>Lead: Amy Tidwell</b>	<b>Lead: Amy Tidwell</b>
<b>Goal 3</b>		<b>Goal 3</b>	
Evaluate current and new event programming		Signage and wayfinding	
<b>Lead: Main Street Board</b>		<b>Lead: Main Street Staff</b>	
<b>Annual Responsibilities</b> <ul style="list-style-type: none"> <li>-Monthly newsletter</li> <li>-Visitor impact analytics delivered to downtown monthly and made available to individual businesses</li> <li>-Annual event programming and evaluating ROI and meeting needs of community (food truck Friday series, arts plaza programming, taste of Corsicana event)</li> <li>-Public art grant: install at least 1 new piece of art annually</li> <li>-Quarterly Main Street Mixers for existing and prospective business owners</li> <li>-Messaging group utilized for business owners</li> </ul>			

<b>Transformation Strategy #1: Diversified Community Opportunities</b>					
<b>Goal 1:</b> Encourage the downtown retailers to shift their hours of operation to the community's needs.			<b>Define Success:</b> Shift businesses hours that maximize profit and foot traffic for the retailers.		
<b>Partners:</b> City of Corsicana, Corsicana Main Street, Business Owners, Chamber of Commerce					
<b>Task</b>	<b>Volunteer Responsible</b>	<b>Staff Responsible</b>	<b>Due Date</b>	<b>Progress</b>	<b>Budget</b>
1. Creating a monthly Downtown Newsletter	Emily Lawhon	Cat Turner	January	Not started	\$0
2. Identify and offer analytical data to Downtown Business owners that are interested.	n/a	Amy Tidwell	January	In Progress	\$0
3. Business owner to create a messaging system for downtown businesses to communicate	Sherry Clark	Main Street Board	January	In progress	\$0
4. Create events that encourage businesses to be open in later hours. Ex: Taste of Corsicana, Food Truck Friday series	Kamar	Amy Tidwell	February	In Progress	\$10,000
<b>Total</b>					<b>\$10,000</b>

**Transformation Strategy #1: Diversified Community Opportunities**

**Goal 2:** *Recruit different Businesses to meet community needs.* **Define Success:** Varied business mixes will attract more of the community to visit downtown.

**Partners:** *City of Corsicana, Planning & Zoning Department, property owners, Chamber of Commerce*

<b>Task:</b>	<b>Volunteer Responsible</b>	<b>Staff Responsible</b>	<b>Due Date</b>	<b>Progress</b>	<b>Budget</b>
<i>1. Survey residents on what they want downtown</i>	<i>Main Street Board</i>	<i>Amy Tidwell</i>	<i>October</i>	<i>In Progress</i>	<i>\$0</i>
<i>2. Create a mixer for current and aspiring business owners downtown</i>	<i>Jasmine and Christina</i>	<i>Amy Tidwell</i>	<i>November</i>	<i>In progress (hosted in Feb)</i>	<i>Sponsored</i>
<i>3. Develop a video series for open rent spaces downtown.</i>	<i>Zane Marsh</i>	<i>Amy Tidwell</i>	<i>May 2025</i>	<i>Not started</i>	<i>\$500</i>
<i>4. Explore the opportunity of a vacant building ordinance</i>	<i>Barbara</i>	<i>Amy Tidwell</i>	<i>2026</i>	<i>In Progress</i>	<i>\$0</i>
<b>Total</b>					<i>\$500</i>

**Transformation Strategy #1: Diversified Community Opportunities**

**Goal 3:** Evaluate current and new event programming

**Define Success:** Determine if existing events need to be retired to introduce new events that meet the needs of downtown and community as well as bring a better ROI

**Partners:** City of Corsicana, Planning & Zoning Department, Property Owners, Corsicana Main Street

<b>Task:</b>	<b>Volunteer Responsible</b>	<b>Staff Responsible</b>	<b>Due Date</b>	<b>Progress</b>	<b>Budget</b>
1. Programming the Campbell Arts Plaza with small scale events that cater to families and millennials/Gen Z	Barbara Emily L, Emily G	Cat Turner	February	In Progress	\$500-2000
2. Create a taste of Corsicana event – will replace the Strut Down Beaton event	Kamar	Amy Tidwell	April	In Progress	\$4,000
3. Evaluate current Food Truck Friday series and revise logistics/programming	Kamar	Amy Tidwell	February	In Progress	\$4,500
4. Continue to monitor ROI of events to ensure the Main Street office does not become an event planning office: work to delegate events to downtown stakeholders and businesses	Entire board	Main Street staff	Annual	In progress	\$0
5. Empower downtown merchants to champion their own events	Jasmine Garcia	Cat Turner	Summer 2025	Not started	\$0
<b>Total</b>					<b>\$10,500</b>

**Transformation Strategy #2:** *Enhanced Downtown Beautification*

**Goal 1:** *Evaluate opportunities for diversified funding*

**Define Success:** *Explore and find alternate funding sources to broaden resources to enhance beautification efforts and maintenance.*

**Partners:** *City of Corsicana, Grant Funder, State Transportation Department, City Public Works, Parks Dept, local organizations (Boy Scouts, CISD programs, Boys & Girls Club)*

<b>Task</b>	<b>Volunteer Responsible</b>	<b>Staff Responsible</b>	<b>Due Date</b>	<b>Progress</b>	<b>Budget</b>
<i>1. Explore community partnership to offer resources</i>	<i>April Pomeroy</i>	<i>Amy Tidwell</i>	<i>October 2025</i>	<i>Not started</i>	<i>\$0</i>
<i>2. Explore TIRZ &amp; PID opportunities</i>	<i>Barbara</i>	<i>Amy Tidwell</i>	<i>Summer 2025</i>	<i>Not started</i>	<i>\$0</i>
<i>3. Educate the community about funding needs with a video series</i>	<i>Zane Marsh</i>	<i>Cat Turner</i>	<i>Summer 2025</i>	<i>Not started</i>	<i>\$300-500</i>
<i>4. Create a fundraising campaign for Main Street program</i>	<i>Ashton Kantor</i>	<i>Cat Turner</i>	<i>Summer 2025</i>	<i>In progress</i>	<i>\$0</i>
				<b>Total</b>	<i>\$300-500</i>

**Transformation Strategy #2:** *Enhanced Downtown Beautification*

**Goal 2:** *Public Art*

**Define Success:** *Installing more public art will enhance the downtown district and add vibrancy and interest.*

**Partners:** *Navarro College Administration and Student Leadership, City of Corsicana, Navarro Council of the Arts, Landmark Commission, Arts Committee, business and property owners*

<b>Task</b>	<b>Volunteer Responsible</b>	<b>Staff Responsible</b>	<b>Due Date</b>	<b>Progress</b>	<b>Budget</b>
1. Adopt a budget for Public Art Downtown	Emily L	Cat Turner	January	Complete	\$5,000
2. Work on Student involvement for partnered art projects (boys & girls club)	April	Amy Tidwell	Jan 2026	Not started	\$0
3. Identify property and owners for project partnerships.	Emily L	Amy Tidwell	Annually	In Progress	\$0
4. Develop a mural tour with existing and new murals	Zane	Amy Tidwell	Winter 2025	In progress	\$500
5. Partner with Navarro Council of the Arts to develop augmented murals	Ashton Kantor	Amy Tidwell	Jan 2025	In progress	\$1000
				<b>Total</b>	<b>\$6500</b>

**Transformation Strategy #3:** *Enhanced Downtown Beautification*

**Goal 3:** *Signage/Wayfinding*

**Define Success:** *Enhance walkability by providing guided signage to direct locals and visitors around downtown.*

**Partners:** *City of Corsicana, Public Works, Landmark Commission, CVB, CISD Ag Tech, Boy Scouts*

<b>Task</b>	<b>Volunteer Responsible</b>	<b>Staff Responsible</b>	<b>Due Date</b>	<b>Progress</b>	<b>Budget</b>
<i>1. Continue Stunning Storefront Award</i>	<i>Emily L</i>	<i>Cat Turner</i>	<i>January 2025</i>	<i>In Progress</i>	<i>\$500</i>
<i>2. Assess high traffic areas for additional wayfinding</i>	<i>April</i>	<i>Amy Tidwell</i>	<i>October 2025</i>	<i>Not started</i>	<i>\$0</i>
<i>3. Seek funding and install historic street signs</i>	<i>Emily Green</i>	<i>Amy Tidwell</i>	<i>January 2026</i>	<i>In Progress</i>	<i>\$4000</i>
<i>4. Revive sandwich board program</i>	<i>Christina Cerda</i>	<i>Amy Tidwell</i>	<i>Spring 2025</i>	<i>In Progress</i>	<i>\$5-7,000</i>
<i>5. Look at CVB or HOT fund balance funding wayfinding – capital request for FY2026</i>	<i>Emily L</i>	<i>Amy Tidwell</i>	<i>October 2025</i>	<i>Not started</i>	<i>\$20,000</i>
				<b>Total</b>	<b>\$31,500</b>