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*Claremore*  
Main Street

2015 Strategic Plan



**2015 STRATEGIC PLAN**  
**CLAREMORE MAIN STREET, INC.**





*Historic Downtown Claremore*

### **WE ARE CLAREMORE**

We have tales of the mighty railroad, the relaxation of the radium baths, and the romance of America's Mother Road.

Our storytellers shared our charm with the world and made everyone fall in love with Oklahoma, our home.

### **IT'S CLEAR WE HAVE MORE TO SHARE**

From global manufacturing to award winning education, we are progressive full of industry and commerce.

### **AND THERE IS MORE TO EXPLORE**

From our quaint downtown full of unique boutiques and old-fashioned finds to our state-of-the-art performing arts center,

### **CULTURE THRIVES HERE**

We are home to unique events, college athletics and from our lake to our parks to our mountain bike trails there is

### **MORE TIME TO ENJOY YOURSELF**

We are a place that still values community. We treat neighbors like family and visitors like neighbors. We invite you to discover the place we call home.

### **WE ARE CLAREMORE — CLEARLY MORE**



## OVERVIEW

The Claremore Main Street Board of Directors prepared this document to address the growing needs, priorities, and goals of the Historic Downtown Claremore district following strategic planning sessions with key stakeholders.

## ABOUT US

Claremore Main Street is part of a national program that uses a four point approach to the development of downtown areas. This approach leverages four distinct committees: **1) Organization 2) Promotion 3) Design 4) Economic Restructuring.**

To address growing needs the creation of a fifth committee— Marketing —was developed to align the promotion of the downtown district in accord with community partners.

Claremore Main Street works in partnership with the City of Claremore and receives training through the provision of the Oklahoma Department of Commerce's Main Street Center.

## STRATEGIC GOALS

1. Increase membership / fundraising drives / sustainable funding.
2. Improve visual appeal through façade and infrastructure updates.
3. Increase amount of available properties.
4. Increase event attendance and retail foot traffic in the downtown district.
5. Establish a strong downtown merchant group.
6. Maintain ongoing communication channels with key audiences.

# ORGANIZATION COMMITTEE

GOAL	OBJECTIVES:
INCREASE MEMBERSHIP / FUNDRAISING DRIVES / SUSTAINABLE FUNDING	Identify key partners and stakeholders.
	Develop and implement a fundraising and investment drive.
	Create online payment method.
	Meet with City of Claremore and CIEDA to explore possible BID funding for infrastructure improvement.

GOAL	OBJECTIVES
ESTABLISH A STRONG DOWNTOWN MERCHANT GROUP	Support and facilitate monthly downtown merchant group meeting for ideas and program continuity.
	<p>Help merchant group develop and implement strategies that provide a clear return on investment:</p> <ol style="list-style-type: none"> <li>1. Joint promotion/advertising</li> <li>2. Joint sales events; sidewalk sales; retail events</li> <li>3. Reward Cards / Mobile App</li> <li>4. Business seminars and training with RSU &amp; NTC</li> </ol>
	Maintain ongoing communication channels between Main Street and downtown merchants.

# PROMOTION COMMITTEE

GOAL	OBJECTIVES
<p>INCREASE EVENT ATTENDANCE AND RETIAL FOOT TRAFFIC IN THE DOWNTOWN DISTRICT</p>	<p>Evaluate current events for effectiveness</p> <ul style="list-style-type: none"> <li>• District Promotion</li> <li>• Retail Attraction</li> <li>• Revenue Generated</li> </ul> <p>and focus future events in the downtown district.</p>
	<p>Partner with Merchants Group to support additional retail events.</p>

# ECONOMIC RESTRUCTURING

GOAL	OBJECTIVES:
<p>INCREASE AMOUNT OF AVAILABLE PROPERTIES</p>	<p>Expand historic district to include south side of 4th street between Missouri Ave. and Muskogee Ave.</p>
	<p>Meet with City of Claremore and CIEDA to explore and recommend changes that would encourage private investment by for- profit businesses, expand residential units, and add attractions that draw the public downtown.</p>
	<p>Assist CIEDA in recruiting retail for downtown including specialty restaurants and entertainment.</p>
	<p>Develop a business recruitment / expansion program modeled after “Detroit Soup” collaborating with:</p> <ul style="list-style-type: none"> <li>• CIEDA, Claremore Chamber, Innovation Center</li> </ul>
	<p>Complete the nomination process to establish a National Historical Preservation district in the downtown core.</p>

## DESIGN COMMITTEE

GOAL:	OBJECTIVES
IMPROVE VISUAL APPEAL THROUGH FAÇADE AND INFRASTRUCTURE UPDATES	Meet with the City of Claremore to develop design standards and grants for façade and infrastructure updates.
	Continue grant funding for visual enhancement projects.
	Seek additional funding for operations and for special matching grants for facade or infrastructure improvements such as signage or parking.

## MARKETING COMMITTEE

GOAL	OBJECTIVES
MAINTAIN ONGOING COMMUNICATION CHANNELS WITH KEY AUDIEINCES	Develop a marketing plan.
	Enhance and maintain downtownclaremore.org <ol style="list-style-type: none"> <li>1. Procure or contract some professional services</li> <li>2. Utilize social media</li> <li>3. Provide links to activities, organizations, and resources</li> </ol>
	Collaborate with Visit Claremore, Claremore Expo, to maximize tourist opportunities.

## BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

Debi Ward, President  
Sarah Sharp, Vice President  
Terry Love, Treasurer  
Debbie Butler, Secretary

### MEMBERS

Brandon Irby, Denise Lawrence,  
Kathy Glover, Kevi Zufall,  
Lou Flanagan, Ray Brown,  
Rebekah Askew, Susan Todd,  
Tim Wantland, Tracy Whittaker

## COMMITTEES

### ORGANIZATION

Sarah Sharp, Chair  
Debi Ward  
Terry Love  
Debbie Butler

### PROMOTION

Denise Lawrence, Chair  
Carolyn Peterson  
Dan Huey  
Debbie Butler  
Dell Davis  
Rebekah Askew  
Susan Todd  
Kathy Glover

### DESIGN

Tracey Whittaker, Chair  
Dale Peterson  
Carolyn Peterson

Dave McFall  
Niki Delperdang  
Rebekah Askew  
Kathy Glover  
Terry Love  
Ray Brown

### ECONOMIC RESTRUCTURING

Debi Ward, Chair  
Brandon Irby  
Dale Peterson  
Jerad Girten  
Kevi Zufal  
Lou Flanagan  
Mary Tabor  
Kathy Glover  
Tim Wantland