

Downtown Chipley Merchants

**Strategic Plan
2008-2011**

VISION

Your Vision for the organization describes what you would like your organization to be in the future. A vision is not a statement of who we are or what we do, but of what we would like to become. What does the organization aspire to become? The Vision begins to define the direction of the organization.

Historically preserved, the downtown Chipley area is an attractive, prosperous, diverse community of businesses and individuals committed to preserving **our** heritage, **our** communities and **our** economic prosperity.

Mission

A network of established merchants seeking to revitalize, energize, and grow the economy of downtown Chipley.

STRENGTHS

Strengths are significant positive factors or competitive advantages within an organization which may be capitalized on in the future. These are the things that the organization does better than the competition and that have contributed to the organization's success.

Our strengths include:

- ◆ Interest – Enthusiasm
- ◆ History
- ◆ Easy Access
- ◆ Friendliness
- ◆ Diversity Types
 - Service Retail
- ◆ Traffic Count 13K+
- ◆ Trains
- ◆ Comradery
- ◆ CRA
- ◆ Desire to Succeed
- ◆ Historical Architecture
- ◆ Christmas Lights
- ◆ Festivals & Events
 - Halloween
 - State Park
- ◆ Image – Small Town Lifestyle
- ◆ Murals, Landscape, Lamp Posts
- ◆ Sidewalks – Access
- ◆ Safe Environment
- ◆ Code Enforcement
- ◆ Tourism – Venue

WEAKNESSES

Weaknesses are significant negative factors or competitive disadvantages within an organization which may prevent that organization from obtaining its goals and objections

- ◆ Promotion – Local & Tourism
- ◆ Marketing
- ◆ Doubt – Concern – Complacency
- ◆ Uniformity
- ◆ Absentee Owners
- ◆ Defined Codes
- ◆ Identity
- ◆ Perceived Low ROI
- ◆ Parking
- ◆ Signage
- ◆ Business Signage
- ◆ Lighted Stone Faucets
- ◆ Operating Hours
- ◆ Economy in General
- ◆ Train
- ◆ Dry County
- ◆ Hours
- ◆ Restaurant Hours
- ◆ Retail Needs
 - Clothing/Shoes
 - Restaurants
 - Professional Services
- ◆ Parking
 - Employees
 - Lighting

OPPORTUNITIES

Opportunities are major external situations or events which may exist now or will occur in the future that, if exploited, could improve organizational performance.

- ◆ CRA Funding
 - Market
 - Revisit
 - Criteria
- ◆ Promoting
 - Excursion Market
- ◆ RBOG
- ◆ Customer Appreciation Day
- ◆ Formalize Association
- ◆ Designations
- ◆ Website Promotion
- ◆ Business Websites
- ◆ Watermelon Festival
- ◆ Christmas Pageant
- ◆ Arts Council -Spanish Trail Playhouse
- ◆ Open Theater
- ◆ Chipley High School Auditorium
- ◆ Mongoven Building
- ◆ Participate in City Government Meetings
- ◆ Planning & Zoning - Residential
- ◆ Country Crossings
- ◆ City of Chipley – Partnership
- ◆ Brownfield Designation
- ◆ More Industry – Jobs
 - Recruiting
 - Signage

THREATS

- ◆ Toll Road
- ◆ Economy
- ◆ Buildings in Disrepair – Apathy – Owners
- ◆ 4 Lane Hwy 77 – Bypass
- ◆ Gas Prices
- ◆ Expansion around I-10
- ◆ Strip Malls
- ◆ Lack of Retail
- ◆ Parking – Apathy – Merchants

SHORT TERM OBJECTIVES

1. Develop a cleanup committee - Organize and implement Cleanup
2. Develop a communication strategy for all downtown business owners –communicate our plan
3. Maintain the enthusiasm
4. Formalize merchants under chamber
5. Identify types of businesses and services
6. Solicit CRA participation – Formal request

SHORT TERM OBJECTIVES

1. Develop Clean-up Committee

1. Organize Committee
2. Implement
3. Beautification - Plants
4. Maintenance - Ongoing
5. Utilize Community Service Volunteers
6. Storefront lighting
7. Parking
 - a. Signage and review
 - b. Establish more available parking
 - c. Educated business owners about parking off site
 - d. More signage
 1. Better signage

2. Develop a Communication Strategy for all Downtown Business owners

1. Identify Target Markets
2. Adverting
3. Event & Festivals market through cross promotion
4. Internal Communication Strategy
5. Develop a common theme – message
6. Internal Communications
 - a. Focus on Internal Merchants
 - b. Offer solutions
 - c. Feedback & Evaluations
 - d. Forum for solutions
 - e. Increase customer traffic
 - f. Develop a success story
 - g. Value cash promotion
 - h. Farmers market
 - l. Identify and utilize all forms of communication
 1. Oral
 2. Phone
 3. Web
 4. Press Releases

3. Maintain the Enthusiasm

1. Cross promotion in other communities
2. Frequent Events
3. Follow up Visits
4. Formal program
 - a. Develop message
5. Vary meeting times
6. Social Event
7. Block Party

4. Formalize Merchants Under Chamber

1. Formalize and Implement
2. Sponsor Third Thursday
3. Identify grants available

5. Identify Types of Businesses and Services to Recruit

1. Assign a committee to formalize a plan
2. Survey members
3. Formalize recruiting plan

6. Solicit CRA Participation – Formal Request

1. Market – Continue to Promote

1. Beautification Committee

1. Develop a cleanup committee – organize and implement cleanup
2. Parking – Signage review Plan
3. Storefront Lighting Plan

2. Marketing Communications Committee

1. Develop a communication strategy for all downtown business owners
– communicate plan
2. Maintain Enthusiasm

3. Member Enhancement Committee

1. Formalize Merchants under Chamber
2. Identify types of businesses and services to recruit
3. Formalize Recruiting Plan
4. Solicit CRA Participation – Formal Request
5. Identify available Grants

LONG TERM OBJECTIVES

3 Year

1. Develop evening traffic
2. Upgrade all current properties to code
3. Develop Farmers Market
4. Organize regular downtown activities
5. Youth recreational activities
 YMCA
6. Develop Theater
7. Develop Marketing Plan
 Public Relations
8. Focus Group
9. Secret Shopper