

Hilton Village Main Street
Economic Vitality Committee Work Plan 2023/24-2025/26

Chair: Vacant- Projects have lead

Project Team Members: Elizabeth McCoury, JB Crowley, Nicole Smith, Todd Newsome, Zoey Posey, Katy Feldl, RC Miller, Theresa Cansler

Rolling Off: Deloris Thomas

Rolling On: Rob Mitchell, Eric Lathrop

Project	Assigned Lead	Deadline	Cost	Revenue Generated	Volunteer Hours	Staff Hours	Progress/Completion/Requirements
Hold small stage performances, enriching the arts and culture programs of our district while providing measurement/analysis opportunities.	Shelly Ezanno, JB Crowley, Chris Dionte	Completed Oct 2022 June 2024 - concert 1 & 2			40	40	Reported Quarterly
Market Analysis	JB Crowley, MSA	Completed 2024					
Demographics Report	JB Crowley	Completed 2024					
Trends Report	JB Criowley, MSA	Completed 2024					
Soliciting businesses to look at vacant properties in Greater Hilton area.	JB Crowley	2024 Completed, Ongoing for 2025			96	384	Reported Quarterly

	Establish and maintain a weekly Farmer's Market in an effort to drive traffic into the merchant district and promote the walkability of the community.	Todd Newsome/ Zoey Posey	2023, 2024 Completed & Ongoing for 2025		Fluctuates annually	496	408	Reported Quarterly
	Create comprehensive marketing campaigns to bolster tourism focus in Greater Hilton area	Zoe Posey, JB Crowley, Intern	2023, 2024 Completed & Ongoing for 2025			96	48	Reported Quarterly
	Cultivate a sense of community and placemaking through festival attendance, driving foot traffic into our merchant business store fronts.	Intern or PT Staff	2023, 2024 Completed & Ongoing for 2025					Reported Quarterly

	Forming relationships and working with small business owners as they grow their potential in Greater Hilton. Connecting them with resources, business planning assistance, grant opportunities, logo and brand support, etc. Supporting them from initial inquiry until ribbon cutting ceremony/opening day.	All Hands	2023, 2024 Completed Ongoing for 2025			60	60	Reported Quarterly
	Establish an educational program centered around the preservation effort of the architectural review board and historical guidelines for owning property in Historic Hilton Village- residential and commercial. (Hold round table lectures- question and answer format sessions with an informed guest speaker).	Theresa Cansler	2023, Completed Ongoing for 2025			36	4	Reported Quarterly

	Job creation/retention- working with the small business merchants to retain, retrain, or develop new positions to increase employment in district.	Initiate Phase 2 Sept 2025						Reported Quarterly
	Measuring success and increasing the number of online business/vendors at market or festival that move to storefront in merchant district.	Zoey Posey	Ongoing Jan 2024- Dec 2025			24	12	Reported Quarterly
	Keeping track of growth for small business participation in our Merchant Success & Educational programs for small businesses.	JB Crowley, Intern	Ongoing			36	36	Reported Quarterly
	Promoting Summer and Holiday within our merchant corridor, tallying shoppers, discounts, promo codes.	Working with City of NN to establish reporting framework	Ongoing					Reported Quarterly
	Snapshot data collection of last year at this time, current year at this time, then compare and analyze for contributing factors.	Retail and Restaurant Partners	Ongoing			48	24	Reported Quarterly

	Count/record/publish number of participants shopping in our Merchant District during strategic promotional campaigns and contrast that with data collected on regular calendar dates.	Working with City of NN to establish framework and MSA National through PlacerAI reports	Ongoing					Reported Quarterly
	Conduct stakeholder interviews and follow up surveys.	Katy Feldl, Volunteers, Summer Intern	Feb-July 2025			15	5	Reported Quarterly
	Gather information via QR Code with check ins and surveys on placemaking and communal living opportunities within the district.	Restaurant Partners	Feb-June 2025			40	20	Reported Quarterly
	Tourism Based Website	JB Crowley, Zoe Posey	May-25			120	120	
	Merchant Directory	JB Crowley & EV Chair	2023, 2024 Completed Ongoing 2025			102	204	
	NNEDA Board or Committee	JB Crowley	2024 Completed 2025 Ongoing				24	
	Provide services to a community service based partner organization for strategic plan development	JB Crowley	2025 Completed					

	Maintaining Asset Dashboard	JB Crowley	2023, 2024 Completed Ongoing 2025					
	Maintaining Building Inventory	JB Crowley	2023, 2024, Completed Ongoing 2025					
	Maintaining relationships with each city department that touches projects, establishing correct POC	JB Crowley	2023, 2024, Completed Ongoing 2025					
	Identify Development Gaps, Reinvestment Opportunities	NN EDA/JB Crowley	2025 Ongoing					
	Leakage Analysis	JB Crowley/partner organization	Initiated, Estimated Completion June 2025					