

BUSINESS IMPROVEMENT

1st Street Building

All Downtown Stakeholders Must be Involved with Commitment

Attracting More Complimentary Businesses

Becoming a Destination Location

Burnt Building

Businesses Serve Practical (*local*) & Tourists needs

Communications - Businesses, Planners, Media, etc.

Economic & Social Vitality

Enthusiasm & Energy for Change

Execution Words/Ideas/Actions →

Funding Needed (*aesthetics & infrastructure*)

Improve Economic Health of Existing Businesses

Inability to Reach Consensus

Increased Diversity/Mix of Proactive & Complimentary Businesses

Increased Traffic & Word of Mouth Marketing

Not Enough Main Street (*expansion of business district*)

People Want to Live, Work, & Shop in Mount Vernon

Promotion of Mount Vernon (*more traffic / customers*)

Reaching Consensus

Recruiting Sustainable Businesses (*including light industry*)

Slow Economy & Price of Gas

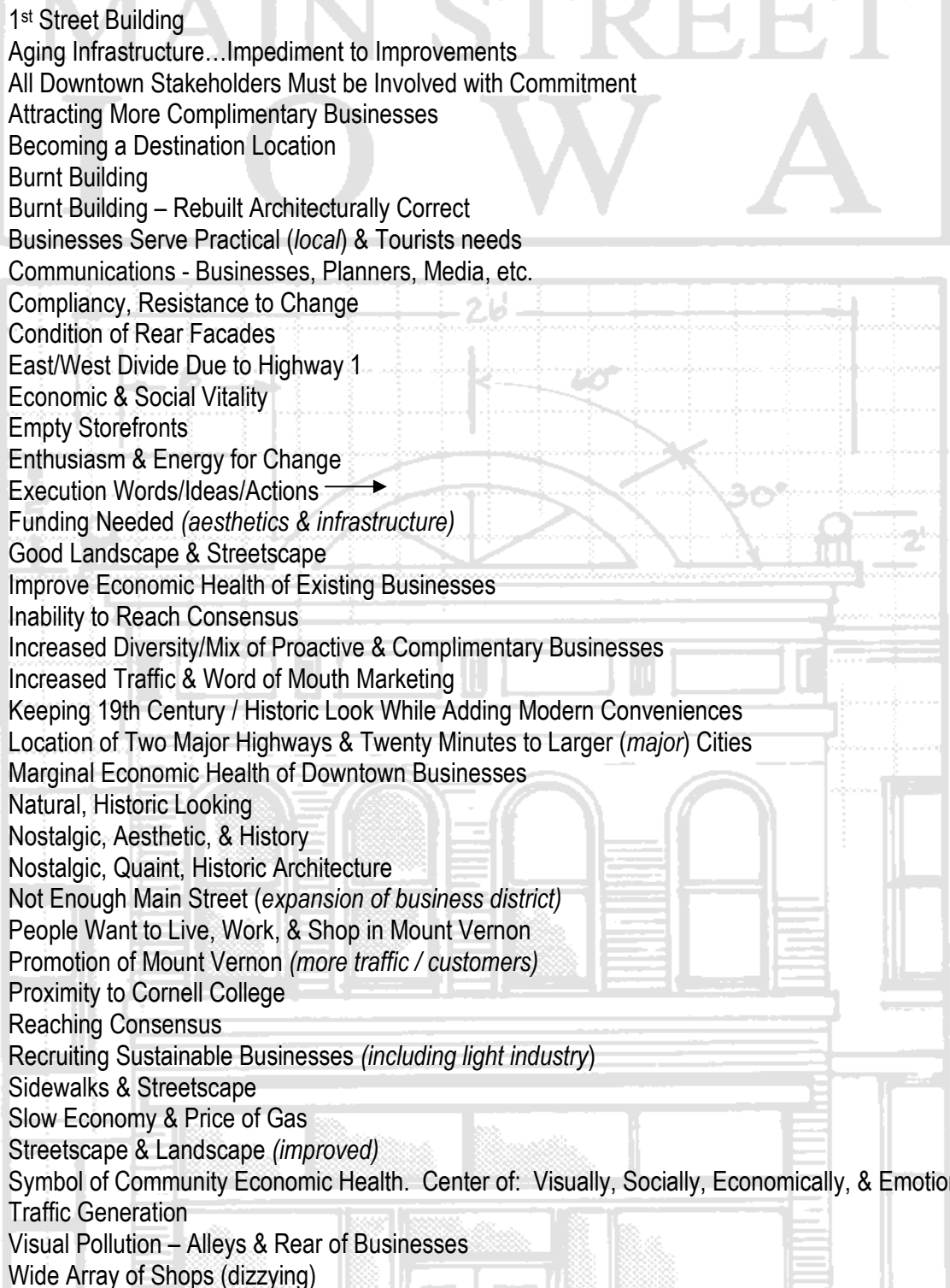
Symbol of Community Economic Health.

Center of: Visually, Socially, Economically, & Emotional

Traffic Generation

Wide Array of Shops (*dizzying*)

DESIGN



The background features a detailed architectural drawing of a building facade, likely a historic structure. The drawing includes a large arched window with a decorative frame. Annotations on the drawing include a horizontal dimension line labeled '26' above the arch, a vertical dimension line labeled '40' to the left of the arch, and an angle of '30°' indicated by a dashed line and an arc. A horizontal dimension line labeled '2'' is shown to the right of the arch. The drawing also shows a window with a '2'' dimension and a small circular detail. The text 'MAIN STREET' is written in large, light letters at the top, and 'MOUNT VERNON' is written in large, light letters below it. The text 'DESIGN' is written in bold, black letters at the top left.

1st Street Building
Aging Infrastructure... Impediment to Improvements
All Downtown Stakeholders Must be Involved with Commitment
Attracting More Complimentary Businesses
Becoming a Destination Location
Burnt Building
Burnt Building – Rebuilt Architecturally Correct
Businesses Serve Practical (*local*) & Tourists needs
Communications - Businesses, Planners, Media, etc.
Compliancy, Resistance to Change
Condition of Rear Facades
East/West Divide Due to Highway 1
Economic & Social Vitality
Empty Storefronts
Enthusiasm & Energy for Change
Execution Words/Ideas/Actions →
Funding Needed (*aesthetics & infrastructure*)
Good Landscape & Streetscape
Improve Economic Health of Existing Businesses
Inability to Reach Consensus
Increased Diversity/Mix of Proactive & Complimentary Businesses
Increased Traffic & Word of Mouth Marketing
Keeping 19th Century / Historic Look While Adding Modern Conveniences
Location of Two Major Highways & Twenty Minutes to Larger (*major*) Cities
Marginal Economic Health of Downtown Businesses
Natural, Historic Looking
Nostalgic, Aesthetic, & History
Nostalgic, Quaint, Historic Architecture
Not Enough Main Street (*expansion of business district*)
People Want to Live, Work, & Shop in Mount Vernon
Promotion of Mount Vernon (*more traffic / customers*)
Proximity to Cornell College
Reaching Consensus
Recruiting Sustainable Businesses (*including light industry*)
Sidewalks & Streetscape
Slow Economy & Price of Gas
Streetscape & Landscape (*improved*)
Symbol of Community Economic Health. Center of: Visually, Socially, Economically, & Emotional
Traffic Generation
Visual Pollution – Alleys & Rear of Businesses
Wide Array of Shops (dizzying)

ORGANIZATION

All Downtown Stakeholders Must be Involved with Commitment
Better Organization & Communication
Communication & Cooperation of City, Civic, & Community
Communications - Businesses, Planners, Media, etc.
Community Involvement
Compliancy, Resistance to Change
Create a Plan
Enthusiasm & Energy for Change
Execution Words/Ideas/Actions →
Hiring a Program Director
Inability to Reach Consensus
Increased Sense of Community
People Want to Live, Work, & Shop in Mount Vernon
Reaching Consensus
Recruiting & Coordination Volunteers
Solicit, Train, and Use Volunteers (*of all ages*) Effectively / Efficiently
Symbol of Community Economic Health. Center of: Visually, Socially, Economically, & Emotional

PROMOTION

All Downtown Stakeholders Must be Involved with Commitment
Becoming a Destination Location
Businesses Serve Practical (local) & Tourists needs
Communications - Businesses, Planners, Media, etc.
Community Involvement
Compliancy, Resistance to Change
Creates Sense of Community & Meeting Places
Dollars for Marketing
Economic & Social Vitality
Enthusiasm & Energy for Change
Execution Words/Ideas/Actions →
Inability to Reach Consensus
Increased Traffic & Word of Mouth Marketing
Location of Two Major Highways & Twenty minutes to Larger (major) cities
People Want to Live, Work, & Shop in Mount Vernon
Presenting Consistent & Appropriate Message Branding (where, how & to whom)
Promotion of Mount Vernon (more traffic / customers)
Promotion Responsibility - WHO DOES IT?
Proximity to Cornell College
Reaching Consensus
Slow Economy & Price of Gas
Symbol of Community Economic Health.
Center of: Visually, Socially, Economically, & Emotional
Traffic Generation
Wide Array of Shops (dizzying)