

EBENSBURG MAIN STREET PARTNERSHIP TRANSFORMATIVE STRATEGIES

1. Action: Community Engagement

- Use surveys to capture the community's aspirations and ideas on what they envision as a thriving main street.
- Use social media polls to gather feedback on projects and events.
- Host community workshops to help prioritize projects and to gauge volunteer interest.

Outcome: Strengthened resident involvement and unified community identity.

2. Action: Infrastructure Upgrades:

- Enhance pedestrian experience and safety through sidewalk, lighting, streetscape, signage, lamp post banner, clean-up and landscaping projects.
- Facilitate a façade improvement grant program.
- Incorporate public art and green spaces to create an inviting atmosphere.

Outcome: An inviting, safe, and aesthetically appealing main street that attracts both foot traffic and business investment.

3. Action: Business & Economic Development:

- Launch “buy local” initiatives and business assistance programs.
- Encourage adaptive reuse of vacant properties for new ventures.
- Foster collaboration among established businesses, artisans and local crafters.

Outcome: A diverse economic fabric that is resilient, promotes local ownership, and serves as a hub for creative and innovative business ventures.

4. Action: Marketing & Promotion Enhancements:

- Curate a digital presence with a dedicated website and social media channels to highlight success stories.
- Collaborate with local museums, schools, arts groups, etc. to host programs and historic tours.
- Create a cohesive local brand to build community identity.

Outcome: Increased visibility and footfall, both locally and regionally, and a renewed sense of pride in local businesses and community identity.

5. Action: Events & Programming:

- Organize signature, large-scale seasonal festivals and events to draw visitors and diverse crowds.
- Host small-scale networking events, farmer's markets, recreational and entertainment outings for residents and families.
- Create and maintain up-to-date community calendar to keep residents and visitors engaged.

Outcome: A calendar of engaging events that not only boosts economic activity but also strengthens the social fabric and cultural pride of the community.

These focused strategies will serve as a roadmap for reinvigorating our Main Street while ensuring sustained community engagement and economic growth.