 ***Voted In By Members at Annual Meeting-10/25/17***

***(Adopted Every 3 Years)***

**Five Year Improvement Plan:**

**1. SECURITY:**

**Past Accomplishments and Ongoing Priorities**

* Lobbied to bring in Police Station and secured a central location for station on Main Street
* Coordinated with the Main St. Task Force to solve crime issues behind the scenes
* Worked with homeless social programs to reduce the impact on street; steady improvements have been noted

**One and Five Year Plan**

**Goa**l**:**  Continue to monitor the management of street people

**Goal**: Meet regularly with town council, Chief; support of Hyannis Police Station and County Committee

* Targeting focus on consistent case worker presence, support town council committee
* Implement day services in other areas, support other towns, also housing services, decentralization of Hyannis
* Initiate streetscape changes: motion lighting, no trespassing signage, Ambassadorprogram

**2. MAINTENANCE**

**Past Accomplishments and Ongoing Priorities**

* Cleaned sidewalks daily throughout the summers
* Provided supplemental daily trash removal during the summer season
* Remove graffiti
* Supplemented snow removal at crosswalks
* Contracted with the Baybridge Clubhouse Clean Team for litter removal, weeding and gardening, painting, and use of the Gum Buster machine
* Worked closely with the DPW regarding services such as street sweeping, and trash pick-up
* Provided maintenance services to BID’s members
* Lobbied for new Big Bellies’ solar compactors

**One and Five Year Plan**

**Goal**: Keep Street clear of trash, debris, graffiti

* Maintain strong unified voice with town partnership in services
* Continuously be in touch with all DPW departments
* Use power washer, start washing windows
* New grants/collaborations for continuous cleaning (i.e. Big Bellies), The Clean Team, BHS Transitions Program

**3. BEAUTIFICATION**

**Past Accomplishments and Ongoing Priorities**

* Maintain over 60 flower planters
* Created landscape sites at Center Street , Old Colony, the Post Office and Sherman Square
* Supply and put up seasonal street decorations
* Removed debris and put up artwork on blighted buildings until renovations by owner are started
* Lobbying for funds for renovation on Hyannis Public Library

**One and Five Year Plan**

**Goal**:Add Place Making Improvements to Street

* New Kiosks designed
* New sail colors to add to lamps, more Christmas lights, trees
* Identify new gardening improvement projects
* Add seasonal décor (banners)
* New planting material and fertilizer and custom street watering system
* Add special lighting, up lighting and cafe style lights to public spaces, alleys, parking lots
* Make a branding plan with town councilors, town manager, planning showcasing ideas
* Weed lots and abandoned gardens

**4. BUSINESS DEVELOPMENT**

**Past Accomplishments and Ongoing Priorities**

* Created F.O.O.D. District (Fabulous Owner Operated Dining) to market the 50+ restaurants, cafes and eateries on Main Street, to attracting new business
* Assisted with the Arts & Culture District designation, which provides free publicity of the Main Street area and could be a source of funding in years to come for promotion
* Helped Launch free shuttle service in partnership with the Town of Barnstable and the Regional Transportation Authority for the summer months
* Raise $19,000 in annual grants for arts and culture initiatives in the Main Street area
* 19 new tenants and businesses, 10 rehabilitation projects, 2 new mixed-use developments approved or under construction in 2012
* Continually work with tenants, property owners and realtors to keep spaces occupied with appropriate tenants.
* Advocated for the redevelopment of i.e. 500 block, Asa Bearse house and The Beechtree properties
* Worked with State committee on new highway access signs
* Lobbied to bring in Register of Motor Vehicles to downtown

**One and Five Year Plan**

**Goal**: Lobby to improve business climate on Main Street

* Work on starting non-profit arm of BID to raise monies for development, etc.
* Work to bring Children’s Museum to Hyannis
* Work with Rotary & town on kiosk plan
* Work closely with the town to participate in downtown Parking Plan, created a Main Street parking committee ,starting with "Welcome to Historic Main Street" Signage and big "P" parking signs, Main Street Valet Parking, employee parking on Main, the public lot on Ocean Street
* Streamline our signage plan, more way finding
* Support new renovations of JFK Museum, library
* Participate in development of RTA Committee. Support new train service
* Support development/streetscape improvements of the far East and West Ends of the street
* Added Welcome signs, and will continue to evolve better welcome signs to Hyannis
* Work to assist in redevelopment of the Hibel Building
* Continue to promote the downtown as The FOOD District
* Lobby for events on the Village Green
* Added sails along pathway to the sea, encouraging more lighting, proposed no smoking on benches, promote large events
* Market Main Street Weddings and small Conferences
* Redesigned website
* Lobby for Conference Center, Symphony and Performing Arts Center in the downtown
* Continue to market Main Street to decision makers who would be involved in building center, also bring in smaller performances and meetings in the meantime.
* Encourage and support food retail markets to locate downtown by bringing in more residential housing
* Reach out to existing markets/developers, encourage live/work downtown model (mix of residents)

**4A. MERCHANT SERVICES:**

**One and Five Year Plan**

**Goal**: Open communication more to Members, improve education/guidance

* The 5 Year Improvement Plan to be better vetted with members
* Improving newsletter
* Improve storefront/street appeal: facade grants, window cleaning, gum buster
* Partner with Marketing/Improvements class series and advisory sessions to merchants
* Strengthen camaraderie between members:
* Hold Main Street Mixers seasonally to bring street together, enhance merchant to merchant relationships, feature Main Street business owners on website

**5. MARKETING HYANNIS MAIN STREET/EVENTS**

**Past Accomplishments and Ongoing Priorities**

* Introduced The Long Table- a fine dining and wine tasting event
* TD Banknorth & Town of Barnstable Cool Jazz Nights series in July
* The Cooperative Bank of Cape Cod Steel Band Rhythm Nights in July
* Rockland Trust & Town of Barnstable Cool Jazz Nights in August
* Safe Trick or Treat
* Hyannis Village Christmas Stroll
* New Spring Event - Singer/Songwriter Series
* The HMSBID also served on and contributes to many other events such as the former Farmers’ Market, July Fourth Parade and Celebrations

**One and Five Year Plan**

**Goal**:Marketing to a larger customer base

**Goal**: Enhance PR image of Main Street

* Develop new seasonal Spring and Fall Cultural events, Open Streets partner
* Analyze workable street festival idea, wine/food
* Continue and strengthen signature Long Table event ( w/FOOD District) (fundraiser for marketing), across the street banner
* Continue to strengthen Christmas Stroll, help with July 4th Parade
* Bring back Farmer’s Market
* Continue to develop Singer/Songwriter Series

**6. MARKETING/BRANDING:**

**Past Accomplishments and Ongoing Priorities**

* Produced logo and continue branding on all sales materials, signage around town, ad campaigns
* Organize member cooperative ad campaigns , radio and print
* Public Relations work with print and electronic media
* Launched Shop Local Campaign and F.O.O.D. District campaign
* Maintain Website: [www.hyannismainstreet.com](http://www.hyannismainstreet.com/), which has comprehensive directory of BID members, a calendar of events for the Hyannis area, advertises and details out seasonal and Christmas Stroll events. We have currently redesigned and updated our website to include more features and links to social networking sites and YouTube to serve as a better resource to visitors of Main Street.
* Produced an active YouTube Main Street video
* Maintain active Facebook page with 5,000 members
* Produce an ongoing map and directory for distribution at all visitors’ centers, hotels, Barnstable house rental welcome baskets and other locations on Main Street, throughout Cape Cod.

**One and Five Year Plan**

**Goal**:To create a unified cohesive, positive image for the downtown

* Brand street to visitors and locals i.e. new map, kiosks, signs, banners all complementing design scheme
* PR, Advertising, Events (Long Table word of mouth), Signage
* Continue to develop new web page, researching new drone video
* Conference promotions
* Market to travel planners, Resort & CC, HYCC
* Outreach to CC Healthcare employees
* Develop branding/advertising that bring together decorative, upscale, family friendly themes

**7. CAPITAL IMPROVEMENTS**

**Accomplishments and Ongoing Priorities**

* Lobbied for continued road improvements from the Hyannis Youth & Community Center to Main Street/High School Road
* Leveraged $370,000 worth of funding and oversaw the planning, design and installation of 56 new street lights.
* Provided street sail banners for utility poles
* Producing new signage at the corner of Sea and Main to invite pedestrians to visit Sherman Square boutiques and restaurants.
* Creating Way Finding Plan in collaboration with the Town of Barnstable to assist visitors in locating Main Street and once here, to assist pedestrians.
* Constructed walkways from Main Street to public parking and restrooms-- West End walkway completed in 2001 and East End walkway completed in 2005. Both projects were completed for at least a quarter of the market rate by leveraging free labor and grant opportunities.
* Leveraged $2 million Public Works Economic Development Grant from Office of Transportation and Construction and Federal Highway Grant for the reconstruction of Main Street with new drainage, pedestrian friendly crosswalks, traffic calming features, wider sidewalks, street furniture and trees which was matched with $1.8 million from the Town of Barnstable.
* Leveraged $96,000 for façade improvements for the Sturgis School
* Participated in the CDAG application process, design and construction of $1 million Walkway to the Sea Project
* Instrumental in the acquisition and un-development of the abandoned gas station at 725 Main Street
* Installed and update original informational kiosks at 12 sites on Main Street and the harbor with a map, events and other pertinent information.
* Installed 45 security cameras and new lighting around parking lots
* Created a Wi-Fi Network along Main Street
* Purchased (with sponsors) Gum Buster machine to clean gum stains off of sidewalks
* Put across the street banner for events

**One and Five Year Plan**

**Goal:** Lobby to improve Street infrastructure and curb appeal

* Working on partnering to add $50,000 of new kiosks
* East End Streetscape, West end Streetscape (Improvement plans-see to end)
* New Welcome signs, seek partners, i.e. State way finding grants
* Add tree lights year round
* Festive lighting in alleys
* Working with town to improve Walkway to Sea (i.e. add lighting, fountain, dog receptacles playground, visitor center)

**8. REGULATORY AND GOV’T RELATIONS**

**Past Accomplishments and Ongoing Priorities**

* Currently working on a Parking Plan for the downtown
* Working closely on The RTA and Armory properties redevelopment
* Successfully campaigned to lobby reversal of the split tax rate
* Lobbied the town to increase sign allowance for businesses (A-frame project)
* Assist new merchants, businesses and developers through the regulatory process
* Work with town officials on development or any issues related to BID members and merchants
* Attend and advocate for members at regulatory board and commission meetings such as the Planning Board, ZBA, Historic, Health, Site Plan Review and Town Council meetings
* Supported and assisted the Town of Barnstable with developing the first mixed use zoning ordinance for downtown
* Developed ordinance to allow outdoor dining on sidewalks

**One and Five Year Plan**

**Goa**l**:** To promote pro-business, pro-community policy for the downtown

* Currently working with town department heads and parking/signage committee on parking/signage plans for the downtown
* Help raise positive policies for downtown's future
* Support policy and other organizations that enhance quality of life of surrounding neighborhoods/Civic Ordinances, HCA
* Help make it more streamlined to do business downtown (Planning, Regulatory, BOH)
* Encourage more streamlined town boards to business interactions
* Explore other new ways to help business, i.e. open air dining

**Other Main Street BID Breakout Committees: Organizations/Boards/Memberships:**

Main Street Merchant Marketing Committee Barnstable High School Advisory Committee

Main Street Restaurant Group The Hyannis Rotary Club

The Long Table Event Committee Baybridge Clubhouse Board

The Christmas Stroll Committee Barnstable Economic Development Board

Main Street Beautification Committee The Cape Cod Children’s Museum

Main Street Parking Committee **Regular Attendee:**

Main Street Branding/Way Finding Committee Town Council Meeting on Homelessness

Barnstable County Regional Network on Homelessness