



Main Street Coon Rapids Organization Team 2022 Plan of Action

Organization Team

Purpose: To establish a strong Main Street organization which utilizes a growing number of participants in the implementation and funding of the program.

2022 Priorities

Communication

1. Newsletter (Due January 1, April 1, July 1, October 1; Assigned to Liz Larscheid; budget \$0.00)
2. Website (Reviewed quarterly for updates; primarily staff role, but committee to assist; \$0.00)
3. Regularly Scheduled Public Presentations (Use newsletters for content; Director plus one MSCR board member goes to City Council bi-annually; County Supervisors annually; CRDG; \$0.00)
4. Grad gifts for seniors (Due May 1; Graduation card with \$10 Coon Bucks; task force to hand write; budget \$450)
5. CR-B banners (Due May 1; task force to find sponsors, collect photos, design and send to printer, budget \$2,500)
6. Share market analysis results with board and committee members
7. Annual Report with progress updates
8. Research Ameri-Corp Vista opportunities (business climate, housing, physical assistance)
9. Marketing campaign
10. Use survey data to tell Coon Rapids story, testimonials, community pride, etc.
11. List business opportunities in Coon Rapids

Fundraising

12. Fundraising Plan (budget: \$1,500)
 - a. Continue Dash & Dine (budget \$8,500)
 - b. 2022 pledge collections (August)
 - c. Separate fundraising activities and create plan for promoting activities (contract for renting bag sets, etc)
13. CR-B alumni outreach (Most likely a 2022 project)

Volunteers

14. Maintain Volunteer job descriptions (Due May 1; other team chairs to provide data; budget \$0.00)
15. Maintain volunteer database (primarily staff role, but committee to use during volunteer recognition, \$0.00)
16. Maintain Employee volunteer program (budget \$0.00)
17. Maintain high school volunteer program (winner chosen in April; budget \$0.0)
18. Volunteer Event (Due September; create task force; \$3,000)
19. Ongoing targeted Organization Team member recruitment for specific tasks (Due January 1; Assigned to Rachel, Liz, Dawn, Quinn, Chelsea, Kennedy; budget \$0.0)

Housing

20. Research possible interns opportunities with ISU/Drake/DMACC
21. Support board members and volunteers to attend training workshops related to housing development
22. Visit another Main Street that has been successful in up-per-story housing projects
23. Share survey results with elected officials

TOTAL BUDGET \$16,000

2024 Road trips to other communities to learn best practices for streetscaping project