



# Main Street Coon Rapids Economic Vitality 2021 Plan of Action

## **Economic Vitality Team**

*Purpose: To strengthen and broaden the economic base of the Main Street District.*

1. Complete and manage business inventory
  - a. Complete a list of available downtown properties
2. Share district's investment statistics with stakeholders on regular basis (city council, board, businesses, etc.)
3. Collect and distribute basic market data (including available downtown properties)
4. Host three business-oriented trainings
5. Succession Planning
6. Recruit business for 2021 Open 4 Business competition
7. Host quarterly 'Business After Hours' events
8. Projects and Events Include:
  - a. Downtown Spaces Tour
  - b. First Dollar Presentation/ribbon cutting to new businesses
  - c. Milestone bags for business anniversaries
9. Market Analysis
10. Christmas in July promotion