

MIDWAY RENAISSANCE INC. WORK PLAN 2008

ORGANIZATION

1. Collaborate with the Mayor and Midway City Council to revise (as necessary) the job description for Midway's Main Street Manager.	
Timeline: January/February 2008	Budget: \$0
2. Advertise, interview, hire and orient a Midway Main Street Manager	
Timeline: By March 1, 2008	Budget: \$50
3. Hold a board retreat to: <ul style="list-style-type: none"> • Orient new board members; • Develop a strategic plan for Midway Renaissance with both short-term (2008) and long-term (up to 5 years) goals; • Review and revise (as indicated) Midway Renaissance committee structure and leadership; and • Develop a Midway Renaissance calendar of activities for 2008. 	
Timeline: February/March 2008	Budget: \$200
4. Distribute the work plan to the Midway City Council, all Renaissance Committee members and active Renaissance members for information and input.	
Timeline: By April 1, 2008	Budget: \$0
5. Recruit, elect and orient new Board members as terms expire.	
Timeline: Ongoing	Budget: \$0
6. Recruit community members to actively participate in Renaissance activities through both committees and community activities supported by Renaissance.	
Timeline: Ongoing	Budget: \$200
7. Create a promotional packet for Renaissance on Main/Main Street organization for the purpose of solicitation for membership and the creation of a volunteer network.	
Timeline: By May 1, 2008	Budget: \$300
8. Have members regularly attend Midway City Council meetings and have ongoing dialogue with Mayor Bozarth.	
Timeline: Ongoing	Budget: \$0
9. Maintain the partnership of Midway Renaissance, Inc., the City of Midway, and Midway College for Francisco's Farm Arts Festival at Midway College.	
Timeline: Ongoing	Budget: \$0

<p>10. Maintain and/or develop relationships and regular communication with civic groups and institutions including but not limited to:</p> <ul style="list-style-type: none"> • Francisco's Farm • Midway College • Midway Merchants Association • Woodford County Chamber of Commerce • Midway Woman's Club • Midway Lion's Club • Midway Fall Festival • Woodford County Economic Development Authority • Midway Churches and Faith Community • Midway Beautification Committee • Nursing Home Task Force • Boy Scouts 	
ECONOMIC RESTRUCTURING	
1. Update the Market Analysis (develop questions and methodology).	
Timeline: By May 1, 2008	Budget: \$0
2. Appoint a representative to regularly attend (and communicate with) Chamber of Commerce meetings.	
Timeline: By March 1, 2008	Budget: \$0
3. Appoint a representative to regularly attend (and communicate with) Midway Merchants' Association meetings.	
Timeline: By March 1, 2008	Budget: \$0
4. Appoint a liaison/representative to regularly attend (and communicate with) Woodford County Economic Development Authority meetings.	
Timeline: By March 1, 2008	Budget: \$0
5. Investigate, with the City, incentives for property owners to improve their buildings.	
Timeline: Ongoing	Budget: \$0
6. Pursue grant/funding opportunities for Greenspace Committee, Francisco's Farm Arts Festival at Midway College and other initiatives (as identified in the 2008 strategic plan) that can help bolster Midway economically.	
DESIGN	
Timeline: Ongoing	Budget: Unknown
<p>1. Collaborate with and support the Greenspace Committee to:</p> <ul style="list-style-type: none"> • Continue the work in the City's parks and urban forest including tree planting, wetland preservation, invasive plant removal, trail design and maintenance, rubbish removal, quarry reclamation and outdoor education activities. 	

<ul style="list-style-type: none"> Plan and design a pedestrian bridge that links northern Midway residents to City Park and downtown. Partner with City to apply for Safe Routes to School funds (or other funding if necessary) for the purchase of a pedestrian bridge and construction of a paved trail that links Northridge residents to City Park and downtown and provides a safe walking/biking route to and from Northside Elementary. Maintain Tree City USA status. 	
Timeline: Ongoing March 15, 2008 for Safe Routes Grant	Budget: \$150,000 - \$175,000
2. Support the Midway Beautification Committee's efforts to landscape downtown.	
Timeline: Ongoing	Budget: Unknown
3. Update the building inventory.	
Timeline: By July 1, 2007	Budget: \$0
4. Investigate and/or apply for facade improvement grants.	
Timeline: Ongoing	Budget: Unknown
5. Collaborate with the City of Midway to develop a plan to repair/restore the back porch of the historic Rau Building (City Hall).	
Timeline: Ongoing	Budget: Unknown
PROMOTION	
1. Continue to work with the City, Midway Merchants, civic groups, etc. to improve and update the Midway website , including Midway Renaissance.	
Timeline: By July 1, 2008	Budget: Unknown
2. Work with and promote the following Midway (and Midway related) activities: <ul style="list-style-type: none"> Francisco's Farm Arts Festival at Midway College Horsey Hundred Bicycle Ride (Bluegrass Cycling Club) Sparks in the Park 4th of July Festival Midway Fall Festival Seasons of Giving Festival 	
Timeline: Throughout the year	Budget: \$100,000
3. Develop a database of email subscribers and provide them with regular updates to Midway activities and opportunities.	
Timeline: By July 1, 2008	Budget: \$0
4. Supply local newspaper (Woodford Sun) articles to highlight Midway Renaissance, Inc.'s initiatives and volunteer opportunities.	
Timeline: Ongoing	Budget: \$0

5. Establish a list and contact with regional news outlets, including newspapers, magazines, radio stations and television stations.	
Timeline: Ongoing	Budget: \$0
6. Appoint a committee to investigate opportunities for Midway Renaissance, Inc. to help prepare Midway for the 2010 Alltech FEI World Equestrian Games Kentucky .	
Timeline: By May 1, 2008	Budget: \$0
7. Update the Midway Business Directory.	
Timeline: By June 1, 2008	Budget: \$0