

**MIDWAY RENAISSANCE INC.  
WORK PLAN 2010**

**ORGANIZATION**

1. Create public awareness of Renaissance (with promotion committee)

Timeline: Ongoing | Budget: \$

Assigned to: Executive Committee

2. Membership Dues

- Develop membership recruiting strategy that focuses on past accomplishments and future projects.
- Review membership structure (look at different levels of financial support and different designations based upon level of support)
- Use our presence at different events whenever we can to promote Renaissance, the purpose and accomplishments
- Focus on how to relate cost to member benefits
- Identify and recruit board members that can help with fundraising or that have special skills in this area (see below - Board development)

Timeline: Ongoing | Budget: \$0

Assigned to: Executive Committee

3. Develop Board and Committee recruitment and orientation information

- Develop and implement recruitment strategies
- Examine holes in board demographic and membership demographic and target recruitment to “fill in the gaps”
- Develop a packet of information to provide to potential board members or committee members so they understand what being a committee member or board member involves before committing
- Develop Board member orientation packets

Timeline: Ongoing | Budget: \$0

Assigned to: Executive Committee

4. Archive historical documents from Renaissance

Timeline: Ongoing | Budget: \$

Assigned to: Living History

5. Conduct an annual membership meeting in conjunction with presentation of the 2010 Midway Living History Award.

Timeline: November 2010 | Budget: \$500

Assigned to: Living History

6. Host a Main Street Program training session in Midway.

Timeline: By December 2010 | Budget: \$

Committee Assignment: Executive Committee

7. Provide assistance to and support Woodford County Planning & Zoning Commission staff to establish a County Ordinance that expands Midway’s Historic District Zone

Timeline: Ongoing | Budget: \$0

Assigned to: Living History Committee

8. Provide assistance to and support Woodford County Planning & Zoning Commission staff to establish a Property Maintenance Ordinance

Timeline: Ongoing | Budget: \$0

Assigned to: Living History Committee	
9. Purchase and restore an historic Main Street property to be developed as Midway Renaissance office, History Museum, and Art Center	
Timeline: Ongoing	Budget: \$0
Assigned to: Executive Committee	
10. Maintain the agreement between Midway Renaissance, Inc, and host site for Francisco's Farm Arts Festival.	
Timeline: Ongoing	Budget: \$
Assigned to: Francisco's Farm Arts Committee	
11. Develop a plan to generate additional revenue from Francisco's Farm Arts Festival to support general Renaissance operations beyond the festival.	
Timeline: Ongoing	Budget: \$
Assigned to: Francisco's Farm Steering Committee	
12. Maintain and/or develop relationships and regular communication with local non-profit organizations, civic groups and institutions including but not limited to:	
<ul style="list-style-type: none"> <li>• City of Midway</li> <li>• Midway City Council</li> <li>• <a href="#">Midway College</a></li> <li>• <a href="#">Midway Business Association</a></li> <li>• <a href="#">Woodford County Chamber of Commerce</a></li> <li>• Midway Woman's Club</li> <li>• Midway Lion's Club</li> <li>• <a href="#">Midway Fall Festival</a></li> <li>• <a href="#">Woodford County Economic Development Authority</a></li> <li>• <a href="#">Midway Churches and Faith Community</a></li> <li>• <a href="#">Midway Thoroughbred Theatre</a></li> <li>• Midway Museum</li> <li>• Nursing Home Task Force</li> <li>• Boy Scouts of America Troop 40</li> <li>• Girl Scouts of America</li> <li>• Midway Tree Board</li> <li>• <a href="#">NorthRidge Estates Homeowners Association</a></li> <li>• <a href="#">Northside Elementary School</a></li> </ul>	
Timeline: Ongoing	Budget: \$0
Assigned to: All Committees	
13. Develop a plan to fund a full time main street manager	
Timeline: Ongoing	Budget: \$0
Assigned to: Executive Committee	
<b>ECONOMIC RESTRUCTURING</b>	
1. Conduct a Market Analysis (develop questions and methodology) <ul style="list-style-type: none"> <li>○ Develop RFP for market analysis.</li> <li>○ Form a subcommittee for the market analysis</li> </ul>	
Timeline: Ongoing	Budget: \$20,000
Assigned to: Executive Committee	
2. Main Street Manager will regularly attend meetings (and communicate with) Midway Business Association.	
Timeline: Ongoing	Budget: \$0

Assigned to: Executive Committee	
3. Request minutes and updates regularly from the Woodford County Economic Development Authority.	
Timeline: Ongoing	Budget: \$0
4. Investigate, with the City, and County incentives for property owners to improve their buildings.	
Timeline: Ongoing	Budget: \$0
Assigned to: Living History Committee	
5. Pursue grant/funding opportunities for the standing committees of Midway Renaissance, Inc, and explore other initiatives to help bolster Midway economically.	
Timeline: Ongoing	Budget: \$0
Assigned to: All Committees	
6. Explore the possibility of establishing an artist relocation program or providing other incentives for artists to relocate in Midway.	
Timeline: Ongoing	Budget: \$0
Assigned to: Francisco's Farm Arts Committee	
7. Conduct data collection involving building statistics, vacancy rates, other relevant information from businesses	
<b>DESIGN</b>	
1. Develop greenspace and history initiatives (Greenspace and Living History Committees)	
Timeline: Ongoing	Budget: \$0
Assigned to: Greenspace and Living History Committee	
2. Support efforts to landscape and beautify downtown.	
Timeline: Ongoing	Budget: \$0
Assigned to: Greenspace	
3. Update the downtown building inventory	
Timeline: Ongoing	Budget: \$0
Assigned to: Living History	
4. Investigate and/or apply for facade improvement grants.	
Timeline: Ongoing	Budget: \$0
Assigned to: Living History	
5. Support efforts to improve parking, way finding signs, and public restrooms for Midway	
Timeline: Ongoing	Budget: \$0
Assigned to: Executive Committee	
6. Prepare and submit an updated nomination to the National Registry of Historic Places for Midway.	
Timeline: Ongoing	Budget: \$0
Assigned to: Living History	
<b>PROMOTION</b>	
1. Continue to improve and enhance communication through continuing development of the Midway Renaissance website and the development and dissemination of other information (Combined with Organization committee)	
Timeline: Ongoing	Budget: \$
Assigned to: Midway Main Street Manager	

2. Work with and promote the following Midway Renaissance and other Midway related activities:	
<ul style="list-style-type: none"> <li>• <a href="#">Francisco's Farm Arts Festival</a></li> <li>• Develop and promote the arts through continuation of the Midway Arts Series;</li> <li>• Develop programs to explore and promote Midway's history and heritage;</li> <li>• Bicycle-related events (Renaissance Ride, <a href="#">Horsey Hundred Bicycle Ride</a>, possible new event with Holly Hill Inn)</li> <li>• <a href="#">Midway Fall Festival</a></li> <li>• New bourbon tasting fund raiser</li> <li>• Midway Living History Day</li> <li>• Support further development of the Midway Pageant</li> <li>• Update historic walking tour brochure and make available through electronic media</li> <li>• Explore geocaching and other technologies to promote tourism</li> <li>• Try to develop events that we can collaborate with involving the high school/young people</li> </ul>	
Timeline: Ongoing	Budget: \$100,000 (Francisco's Farm) Budgets for other initiatives will be developed as they are further planned
Assigned to: All Committees	
3. Maintain the database of email subscribers and provide them with regular updates to Midway activities and opportunities.	
Timeline: Ongoing	Budget: \$
Assigned to: Main Street Manager	
4. Supply local newspaper (Woodford Sun) articles to highlight Midway Renaissance, Inc. initiatives and volunteer opportunities.	
Timeline: Ongoing	Budget: \$)
Assigned to: Main Street Manager	
5. Establish a list and contact with regional news outlets, including newspapers, magazines, radio stations and television stations.	
Timeline: Ongoing	Budget: \$
Assigned to: Main Street Manager	
6. Communicate regularly with Renaissance members and the community.	
<ul style="list-style-type: none"> <li>• Maintain our website to provide current news and information.</li> <li>• Contribute on a regular basis to the newsletter sponsored by the city of Midway.</li> <li>• Develop and distribute an electronic newsletter</li> <li>• Maintain an e-calendar of Renaissance and other community activities</li> <li>• Make the work plan available on the website</li> </ul>	
Timeline: Ongoing	Budget: \$750 (Includes website maintenance) (website and copies)
Assigned to: Main Street Manager	
7. Support efforts to help prepare Midway for the <a href="#">2010 Alltech FEI World Equestrian Games Kentucky</a> .	
Timeline: Through Sept. 2010	Budget: \$0
Assigned to: Executive Committee	
8. Update and revise Renaissance logo	

Timeline: Not established	Budget: \$0
Assigned to: Executive Committee	
9. Establish Midway Visitor Center at Thoroughbred Theater	
Timeline: Ongoing	Budget: \$0
Assigned to: Living History	
10. Explore collaboration with Midway Museum, Inc.	
Timeline: Ongoing	Budget: \$0