

Business Action Steps & Performance Measures

After reviewing the business assessment above at their March 26, 2009 meeting, the five Colcord and 15th businesses took time to develop a plan for the direction they would like to see the neighborhood businesses take. These businesses want to create a business district that capitalizes on the existing diversity in the community, the historic nature of the neighborhood and the unique flavor that already exists in the shops and restaurants. The group suggested developing an area similar to Deep Ellum in Dallas, Texas, which is an arts, music and ethnic food district. With this in mind the group discussed actions steps to take to improve the business identity of the community.

July 7, 2009

The following action steps and benchmarks combine the collective insight of the area businesses as well as local leaders in transportation, education, housing, social service nonprofits and community organizations (see Appendix E for notes of the meeting of Colcord and 15th area businesses). These action steps and benchmarks were approved by the local businesses at their July 7, 2009 meeting.

Actions	Benchmark - 1 Year	Benchmark - 5 year
Establish a distinct identity in the neighborhood	<ul style="list-style-type: none"> • Develop a name for the business district • Develop a slogan that communicates the identity the businesses want to establish • Add signs that show what businesses are present and connect the identity of the community 	<ul style="list-style-type: none"> • Build identifiable entrances to the business district • Install unique lighting that unites the area, provides safety and provides a unique identity for the area • Establish annual events that attract customers to the area's businesses • Create a focal point in the neighborhood that draws people to the businesses
Improve the appearance of the neighborhood	<ul style="list-style-type: none"> • Pull weeds • Cut grass especially for vacant businesses • Plant flowers • Work together to pick up trash • Demolish 	<ul style="list-style-type: none"> • Plant trees • Do façade upgrades that would unite the community with façade appearances and improve the look of the

	dilapidated buildings	neighborhood <ul style="list-style-type: none"> • Upgrade occupied buildings to improve business capacity and appearance • Install unique lighting that unites the area, provides safety and provides a unique identity for the area • Demolish and/or renovate old buildings which are eyesores
Improve the perception and reality of safety in the neighborhood	<ul style="list-style-type: none"> • Collaborate with building owners and managers to keep the area clean and manicured • Initiate an annual Taste of North Central Waco that attracts visitors outside of North Central Waco 	<ul style="list-style-type: none"> • Install unique lighting that unites the area, provides safety and provides a unique identity for the area • Improve presence of police in the area in order to open at night • Build relationships with area banks, investors and potential customers taking leaders on driving/walking tours of the neighborhood in order to educate them
Improve the business capacity of current businesses in the neighborhood	<ul style="list-style-type: none"> • Work with businesses to budget for word of mouth advertising • Develop ways for businesses to advertise each other 	<ul style="list-style-type: none"> • Upgrade occupied buildings to current code standards • Improve the traffic flow for clients to provide more parking and more

	<p>including an exchange of business cards and a cartoon map that highlights area businesses</p> <ul style="list-style-type: none"> • Add signs that show what businesses are present and connect the identity of the community • Determine means to better utilize existing parking spaces • Work with the Chamber of Commerce to develop marketing programs that target workers in adjacent neighborhoods, special events, and promotions that draw patrons from outside the neighborhood • Develop relationships between North Central Waco businesses and the Small Business Development Center at McLennan Community College 	<p>space on street to attract more clients</p> <ul style="list-style-type: none"> • Evaluate the number of off-street parking spaces needed and develop a plan to address the need • Make it possible to open at night with lights • Improve presence of police in the area in order to open at night
<p>Attract new businesses</p>	<ul style="list-style-type: none"> • Add signs that show what businesses are present and connect the identity of the community • Collaborate to maintain the 	<ul style="list-style-type: none"> • Upgrade vacant buildings to make them business ready • Build two 4-story buildings on land behind the Brook Oaks Senior Center

	<p>appearance of the area</p> <ul style="list-style-type: none"> • Build a 3-story medical building on land adjacent to Family Health Center with first floor health-related retail, second floor medical clinic and third floor dental 	<p>with first floor retail and niche restaurants, with second and third floors mixed-income condos and apartments</p> <ul style="list-style-type: none"> • Make it possible to open at night with use of lights and other improvements • Improve presence of police in the area in order to open at night • Invite in businesses that sell jewelry, arts, antiques, ethnic food more trendy clothing • Recruit more businesses with a higher number of employees • Recruit businesses from areas of the community where neighborhood transition will make it difficult for businesses to thrive e.g. Businesses from Waco Drive or antique shops from downtown
<p>Develop an association of businesses</p>	<ul style="list-style-type: none"> • Develop a name for the business association and district • Set up regular meeting dates and times • Connect business 	<ul style="list-style-type: none"> • Add ten new area businesses to existing North Central Waco business association • Develop a working relationship with the Downtown

	association with Small Business Resource Center at McLennan Community College	Merchants' Association
Improve the walkability of the business district	<ul style="list-style-type: none"> • Clean up sidewalk areas to reduce hazards 	<ul style="list-style-type: none"> • Build comfortable walking spaces by improving sidewalks • Plant trees for shaded sidewalks • Add new sidewalks where indicated on the sidewalk study map (see Appendix D)
Make an intentional connection between Colcord and 15 th businesses and downtown	<ul style="list-style-type: none"> • Start developing relationships with downtown businesses through events like Taste of North Central Waco • Have the president of the North Central Waco Business Association attend the meeting of the Downtown Merchant's Association quarterly 	<ul style="list-style-type: none"> • Build/improve sidewalks on routes indicated in the transportation section (see Appendix D map) • Add bike routes along the routes listed above • Expand the projected downtown trolley system to include North Central Waco