



ECONOMIC RESTRUCTURING COMMITTEE WORK PLAN – 2012

WSMS Vision - Charleston West Side Main Street envisions a vibrant commercial district with a proud heritage and warm community spirit in the heart of the city.
WSMS Mission - Charleston West Side Main Street will cultivate a sense of community by encouraging economic growth and preserving our commercial and residential resources.

TASK Listed in priority of completion	ACTIVITIES NECESSARY TO COMPLETE TASK	RESPONSIBLE PERSONS	BUDGET	REQUIRED COMPLETE DATE	STATUS
West Side Asset Mapping Project	<p>Database will warehouse all commercial real estate (vacant & leased) in the WSMS area.</p> <ul style="list-style-type: none"> • Upload existing information from Kanawha County to the database. • Photograph buildings in our database in order to identify and post on website. • Maintain an up-to-date listing & pictures of commercial properties available in the WSMS project area. • Work with SI & SRD, Development Office for assistance with information on buildings • Develop link on website of buildings as information comes available • Develop form to give permission from owners to showcase available properties on website. <p>Housed in the Main Street office.</p>	Task Leader Brian Young & David Rollins	\$500	-Continue working on this	Work in Progress
Marketing Campaign	<p>Campaign will utilize the market analysis data in unison with database information on available space to “sell” the WSMS area.</p> <ul style="list-style-type: none"> • Create promotional materials - brochures for business owners & developers. • Continue work on website to provide information & access to members, existing & prospective Business Owners to utilize services on West Side • Create event calendar of events and meetings <p>Publish West Side Guide quarterly supplement to the Charleston Gazette-Mail to promote and sustain WSMS activities.</p>	Task Leader - ?	WS Guide- \$1200		In Progress

<p>Establish viable farmers market on the West Side</p>	<p>In partnership with the West Side Farmers Market Association, develop an area along Washington St. where a farmers market can be established and maintained.</p>	<p>Tim Forren</p>	<p>\$30,000</p>		
<p>Business Development</p>	<ul style="list-style-type: none"> • Plan two Business “Expos” or “Seminars” to connect potential and existing business owners, developers, property owners, lenders, real estate experts and other experts. • Work to bring Charleston Business After Hours to the West Side in conjunction with WSMS Business After Hours. 	<p>Task Leader-TBA</p>	<p>Donations-\$1,500-Huntington Banks \$500-WVSU Booth fee for expo</p>	<p>First event-April/May 2012 Second event-September 2012</p>	
<p>Establish a 501 (c) (6) designation for WSMS in addition to (c) 3 designation to permit economic development</p>	<p>Currently WSMS is a 501 (c) (3)- This designation is reserved for charitable organizations and the designation does not permit economic development. The goal for WSMS is to promote and develop local businesses and economic growth for the West Side of Charleston. In order to avoid conflict with our charitable status, we will also form a (c)6 arm in order to cover those activities.</p>	<p>Task Leader-TBA</p>	<p>\$1000</p>	<p>Documents submitted and completion by end of year 2012.</p>	