

Main Street Four Points
Existing Services Matrix

Organization	Hudson Community Support Provided By:							
	Main Street	Hudson Community	Chamber of Commerce	City of Hudson	Destination Hudson	First & Main	Hudson Heritage Assoc	SLSH
Building Consensus Between Group:	✓	✓			✓			Limited
Design								
Improving Building Façade	✓	Limited					Limited	
Street Lights	✓	✓		✓				
Window Displays	✓	Limited						Limited
Parking Areas	✓	✓		✓		✓		
Signs	✓	✓		✓		✓		
Sidewalks	✓	✓		✓				
Streetscapes	✓	✓		✓		✓		
Lanscaping	✓	✓		✓		✓		
Resources Provided on Design Best Practices	✓	Limited		Limited	Limited			
Physical Environment Study to Assess Repairs/Enhancements	✓							
Enhance Physical and Visual Assets to Set Commercial District Apart	✓	✓				✓		
Create Inviting, Inclusive Atmosphere	✓		✓	✓	✓			✓
Celebrate Historic Character	✓	✓		✓	✓		✓	
Foster Accessible, People-Centered Public Spaces	✓	✓		✓	✓	✓	✓	
Wayfinding	✓							
Public Art	✓	Limited						Limited
Promotions								
Marketing to Shoppers	✓	✓	✓		✓	✓		✓
Marketing to Investors	✓	✓		✓		✓		
Marketing to New Business	✓	✓	Limited	✓		✓		
Marketing to Tourists	✓	✓			✓			✓
Retail Promotional Activity / Support Buy Local	✓	✓			✓	✓		✓
Special Events	✓	✓	✓	✓	✓	✓		✓
Communicate Unique Features Through Storytelling	✓	✓	✓	✓	✓			
Marketing and Promotions Plan	✓	✓	✓			✓		✓
Survey Event Attendees, Shoppers, Businesses	✓	✓	✓					✓
Economic Development / Vitality								
Strengthening Existing Economic Base	✓	✓	✓	✓	✓			
Recruiting New Businesses	✓	✓		✓	✓			
Converting Unused Space to Productive Property	✓	✓		✓	✓			
Sharpening Competitiveness of Merchant	✓	✓	✓	✓				✓
Establish Business Database	✓	✓	✓	✓	✓			✓
Support Outside of Downtown Area								
Building Consensus Between Group		✓			✓			Limited
Marketing to Shoppers		✓	✓		✓			✓
Marketing to Investors		✓		✓				
Marketing to New Business		✓	Limited	✓				
Marketing to Tourists		✓			✓			✓
Retail Promotional Activity / Support Buy Local		✓	✓		✓			✓
Special Events		✓	✓	✓	✓			✓
Strengthening Existing Economic Base		✓	✓	✓				
Recruiting New Businesses		✓		✓	✓			
Establish Business Database		✓	✓	✓	✓			✓

Notes
DH - Quarterly hour meeting to organize communitywide calendar, SLSH - meet weekly to align but no formal chart
HHA - provides connections to resources like Federal and State Tax Incentives for Rehabilitation
City & DH attend Heritage Ohio webinars when applicable
Informal city staff walkthroughs, Greenbrier color combinations suggestions
First & Main has distinct signage. Need to identify if we want Main Street to look unique or consistent character throughout city
Our inclusion focuses on all businesses, joint advertising. Variety of events - family events, beer garden, pet lovers, santa crawl.
City - strict on code enforcement, DH - well attended History Walks, HHA - awards for historic preservation
F&M - Summer Music Nights, Bandstand, City - Increased outdoor to invite people to gather and stay
Wayfinding has been previously proposed by stakeholders but was not adopted.
SLSH - Bird Song project launching in Spring
Chamber - Summer sidewalk sale and Merchants Newsletter from HM/
City - Downtown Phase II, meet with investors about buildings for sale
Chamber - often the first point of contact for small business looking to relocate. Don't target missing business
DH - Gift shop from local merchants/makers
Chamber/City - Faces of Hudson Places, 25 Days of Christmas, Chamber Member Spotlight
SLSH doesn't have a budget, so they could be even more effective with a marketing budget
Chamber - surveys for each event, SLSH - asks business how the events went for the business
F&M reaching out about marketing and other resources for struggling business
Ongoing discussions on Lot 7, Downtown Phase
Establishment of DORA, Addition of Outdoor Furniture allowed businesses to compete during COVID
F&M reaching out about marketing and other resources for struggling business