Main Street Four Points
Existing Services Matrix

			Hudson Community Support Provided By:						
	Main Street	Hudson Community	Chamber of Commerce	City of Hudson	Destination Hudson	First & Main	Hudson Heritage Assoc	SLSH	Notes
Organization									
Building Consensus Between Groups	✓	✓			✓			Limited	DH - Quarterly hour meeting to organize communitywide calendar, SLSH - meet weekly to align but no formal chart
Design									
Improving Building Façade	✓	Limited					Limited		HHA - provides connections to resources like Federal and State Tax Incentives for Rehabilitati
Street Lights	✓	✓		✓					
Window Displays	✓	Limited						Limited	
Parking Areas	✓	✓		✓		✓			
Signs	✓	✓		✓		✓			
Sidewalks	✓	✓		✓					
Streetscapes	✓	✓		✓		✓			
Lanscaping	✓	✓		✓		✓			
Resources Provided on Design Best Practices	✓	Limited		Limited	Limited				City & DH attend Heritage Ohio webinars when applicable
Physical Environment Study to Assess Repairs/Enhancements	✓								Informal city staff walkthroughs, Greenbrier color combinations suggestions
Enhance Physical and Visual Assets to Set Commercial District Apart	✓	✓				✓			First & Main has distinct signage. Need to indentify if we want Main Street to look unique or consistent character throughout co
Create Inviting, Inclusive Atomosphere	✓	✓	✓	✓	✓			✓	Our inclusion focuses on all businesses, joint advertising. Variety of events - family events, beirgarten, pet lovers, santa crawl,
Celebrate Historic Character	✓	✓		✓	✓		✓		City - strict on code enforcement, DH - well attended History Walks, HHA - awards for historic preservation
Foster Accessible, People-Centered Public Spaces	✓	✓		✓	✓	✓	✓		F&M - Summer Music Nights, Bandstand, City - Increased outdoor to invite people to gather and stay
Wayfinding	✓								Wayfinding has been previously proposed by stakeholders but was not adopted.
Public Art	✓	Limited						Limited	SLSH - Bird Song project launching in Spring
Promotions									
Marketing to Shoppers	✓	✓	✓		✓	✓		✓	Chamber - Summer sidewalk sale and Merchants Newsletter from HM/
Marketing to Investors	✓	✓		✓					City - Downtown Phase II, meet with invesers about buildings for sa
Marketing to New Businesses	✓	✓	Limited	✓		✓			Chamber - often the first point of contact for small business looking to relocate, Don't target missing business
Marketing to Tourists	✓	✓			✓			✓	
Retail Promotional Activity / Support Buy Loca	✓	✓	✓		✓	✓		✓	DH - Gift shop from local merchants/makers
Special Events	✓	✓	✓	✓	✓	✓		✓	
Communicate Unique Features Through Storytellin	✓	✓	✓	✓	✓				Chamber/City - Faces of Hudson Places, 25 Days of Christmas, Chamber Member Spotlig
Marketing and Promotions Plar	✓	✓	✓			✓		✓	SLSH doesn't have a budget, so they could be even more effective with a marketing budg
Survey Event Attendees, Shoppers, Businesse	✓	✓	✓					✓	Chamber - surveys for each event, SLSH - asks business how the events went for the business
Economic Development / Vitality									
Strengthening Existing Economic Base	✓	✓	✓	✓		✓			F&M reaching out about marketing and other resources for struggling businesse
Recruiting New Businesses	✓	✓		✓		✓			
Converting Unused Space to Productive Propert	✓	✓		✓		✓			Ongoing discussions on Lot 7, Downtown Phase
Sharpening Competitiveness of Merchant	✓	✓	✓	✓				✓	Establishment of DORA, Addition of Outdoor Furniture allowed businesses to compete during COVI
Establish Business Database	✓	✓	✓	✓		✓		✓	
Support Outside of Downtown Area									
Building Consensus Between Groups		✓			✓			Limited	
Marketing to Shoppers		✓	✓		✓			✓	
Marketing to Investors		✓		✓					
Marketing to New Businesses		✓	Limited	✓					
Marketing to Tourists		✓			✓			✓	
Retail Promotional Activity / Support Buy Loca		✓	✓		✓			✓	
Special Events		✓	✓	✓	✓			✓	
Strengthening Existing Economic Base		✓	✓	✓					F&M reaching out about marketing and other resources for struggling businesse
Recruiting New Businesses		✓		✓					
Establish Business Database		✓	✓	✓				✓	