



## PLANNING A D.A.R.T. WORKSHOP

### WHAT IS REQUIRED OF A D.A.R.T COMMUNITY

Planning for the D.A.R.T Visit are detailed throughout the following information. Following this information is a checklist to help organize the process of planning a D.A.R.T. visit. At any time, please feel free to email our office for further information or questions or to set a call for further discussion.

The Downtown Assessment Resource Team visit is a chance for a community to invite in revitalization professionals from around Ohio to help assess the current conditions in terms of real estate, organizational capacity, marketing, public space, events, and existing plans. The team will meet with strategic stakeholders to better understand local conditions as well as tour the downtown to understand the user's perspective. The first visit will include a public presentation on the benefits of revitalizing downtown and an organizational planning meeting. The team will take their findings and use them to develop a series of recommendations that will be delivered to the stakeholders in a second community visit.

**Team** – indicates Heritage Ohio Team

**Stakeholders** – indicates the lead or core group initiating the visit and whom will carry out the plan written in response to the DART visit.

### OVERVIEW OF TWO-DAY D.A.R.T VISIT AND FOLLOW UP REPORT VISIT

#### FIRST VISIT

Day One:

- Team takes self –guided tour, 11am
- D.A.R.T Team meets with stakeholders for lunch, 12:30pm
- Team receives stakeholder tour, 2-4pm
- Team meets on their own to discuss findings 4-6pm
- Community Presentation – for stakeholders and the full community; The Benefits of Revitalization and Community Visioning, 6-8pm

Day Two:

- Team meets with stakeholders to develop role, mission and expectations, 8am – 11am

#### SECOND VISIT

- Team delivers community recommendations to stakeholders and works to develop first year work plan (3-hour planning meeting)

## INVITATION/REGISTRATION

Assemble a list of people to be invited. Determine those elements of the community that have a stake in a healthy downtown community. It is important to have a diverse representation and a broad-based group of individuals that reflects your community. We have found that including as many interested people as possible at the beginning of the process will save time and help eliminate duplication of efforts.

The Stakeholder list should include:

- ◆ Merchants and non-retail business owners in the downtown;
- ◆ Selected city staff and elected officials;
- ◆ Realtors, property owners and residents;
- ◆ Large institutions and industrial leaders, such as school system, library, hospital, etc.;
- ◆ Civic group volunteers;
- ◆ Media representatives.

Stakeholders agree to:

- One year of service
- 6-10 volunteer hours per month
- Attend 80% of scheduled meetings
- Be present at all portions of the DART visit

The first day should assemble stakeholders around the table for lunch and for a guided tour through the district. This group of people should be around 10-18 people roughly. This is your stakeholder group, the group of people most interested in participating in researching the formation of a Main Street Community and be willing to commit one year, 6-10 hours per month and be willing to attend 80% of meetings scheduled throughout this process.

The Community Visioning can include a much larger cross section of the community. Please invite everyone to this portion of the visit. The more the merrier.

Divide the list into categories:

- ◆ **“Musts”** – those people who are essential to such a program;
- ◆ **“Would Likes”** – those people that it would be nice to have input from but who are not seen as crucial to the project;
- ◆ **“Welcomes”** – that larger group, some of whom may not even be known to be interested in the downtown but who wish to participate.

Design and distribute invitations, create a social media event, send electronic invitations, etc. After this, receive registrations and follow-up with phone calls where necessary. Make sure to differentiate between your stakeholder meetings and the full community meeting.

## ESTABLISHING A DATE

After consulting with Heritage Ohio, determine which days are acceptable, and select the most appropriate and convenient times.

Consider the following:

- ◆ Certain days of the month are pre-empted by other demands.
- ◆ Weekend days are more difficult for the staff conducting the program.

After the date is set, reservations should be made at the facility where the Workshop will be held. Half of your DART payment (\$2,500) is required along with signed contract to secure your date on our calendar.

The date should be set far enough in advance to allow for adequate scheduling of various deadlines, 45-60 days is ideal.

**D.A.R.T. Visit Includes**

- 2 - Community Visits
- 1 - Organizational Plan
- 1 - Community Visioning
- 1 - Stakeholder Visioning
- 1 - Strategic Recommendations Power Point
- 1 – Aspiring Main Street Level Membership with Heritage Ohio (\$2,250 value)

**Cost - \$5000**