

Transformation Strategy Work Plan

Organization: Corsicana Main Street

City, State: Corsicana, Texas

Date: Created in 2022, revised 7/9/24

Completed by: Amy Tidwell/Board



Vision:

Corsicana Main Street envisions the downtown area as a prosperous vital destination achieved through historic regeneration. Excellence and success result from a concrete partnership between the City of Corsicana, historic preservation organizations, the educational community, civic and volunteer groups, as well as downtown property business owners and residents.

Mission:

Corsicana Main Street works to preserve the downtown heritage by fostering community pride and involvement. We inspire business development, and create strong historic preservation ethics using the Texas Main Street 4-Point Approach.

Transformation Strategies:

- 1. Downtown Beautification:** Create a clean and appealing downtown for locals and tourists alike
- 2. Dining & Entertainment:** Increase more destination opportunities for locals and visitors.
- 3. Travel & Tourism:** Increase visitor traffic and spend downtown

STRATEGY	POINT	PROJECT/TASK	LEAD	DUE DATE	RESPONSIBLE PARTY	BUDGET	PARTNERS
Downtown Beautification	Design	Repair of cracked and uplifted sidewalks	MS Director, City Manager (CM)	2028	City of Corsicana	\$1M+	City of Corsicana
Downtown Beautification	Design	New, uniform tree wells	MS Director, CM	2028	City of Corsicana	\$1M+	City of Corsicana
Downtown Beautification	Design	More thorough street sweeping and maintenance	MS Director, Public Works Director	2023	Public Works	0	Public Works Dept
Downtown Beautification	Design	Repair lighting on gateway arch	MS Director	2025	Public Works		Public Works Dept
Downtown Beautification	Design	Addition of more murals	MS Director	2025	Staff/Board	\$5k	Arts Committee, property owners, Landmark Commission
Downtown Beautification	Promotion	Additional seasonal boulevard banners	MS Director	2023, 2024	Staff	\$6k	None
Downtown Beautification	Promotion	New digital directory kiosk	MS Director	2022	CVB	\$38k	CVB
Downtown Beautification	Organization	Educate new business owners with welcome packets	MS Asst	2023	MS Asst	\$0	None
Downtown Beautification	Organization	Educate new business owners on design assistance	Staff/Board	2025	Staff/Board	\$0	None
Downtown Beautification	Economic Vitality	Continue tax incentive programs	MS Director/Economic Development Director	2026	MS Director/Economic Development Director	\$0	County and Coucil
Downtown Beautification	Economic Vitality	Reduce vacant first floor properties by 10% annually	MS Director	2025	MS Staff, Planning & Zoning, Code Enforcement	\$0	P&Z, Fire, Code Enforcement
Downtown Beautification	Economic Vitality	Vacant window signage		2023	MS Staff	\$300-1000	Copy Center, local artists

Dining & Entertainment	Design	Develop plan for vacant lot on 5th Ave	MS Director	2024	City of Corsicana	\$200k	Parks Dept, Public Works
Dining & Entertainment	Design	Continue pricing for wireless speaker system downtown	MS Director	2026	MS Staff	\$100k	Public Works Dept
Dining & Entertainment	Design	Complete ADA accessibility throughout downtown	MS Director/CM/Public Works Director	2028	MS Staff	\$1M+	CM, Public Works Dept
Dining & Entertainment	Promotion	Create a food/restaurant tour for downtown	MS Asst/April	2026	MS Asst	\$300	businesses, graphic designer
Dining & Entertainment	Promotion	Create a "Taste of Downtown" video series for social media/youtube	MS Staff/Zane	2026	MS Staff	\$2,000	Downtown restaurants, Marsh Advertising
Dining & Entertainment	Promotion	Create a seasonal food truck event	MS Staff	2023	MS Staff	\$5k annually	Parks Dept
Dining & Entertainment	Promotion	Create evening events	MS Staff/Board	2024	MS Staff/Board	\$0	Downtown businesses
Dining & Entertainment	Organization	Increase social media following by 30%	MS Staff	2023	MS Staff	\$0	PR marketing firm
Dining & Entertainment	Organization	Directory kiosk to have a DINING section	MS Staff	2024	MS Staff	\$0	none
Dining & Entertainment	Economic Vitality	Find a buyer for steakhouse property	MS Director	2025	MS Director	\$0	none
Dining & Entertainment	Economic Vitality	Look at opportunities to add more restaurants downtown	MS Director	2026	MS Director	\$0	none
Travel & Tourism	Design	Create mural tour	MS Staff/Board	2025	MS Staff	\$3k	CVB, NCA, Copy Center
Travel & Tourism	Design	Create downtown walking tour	MS Staff	2026	MS Staff	\$1,000	CVB, CPF

Travel & Tourism	Design	Create bronze tour pamphlet	MS Staff	2026	MS Staff	\$500	CVB
Travel & Tourism	Design	Install electronic kiosk	MS Director	2023	MS Director	\$38k	CVB
Travel & Tourism	Promotion	Promote overnight stays for bigger events (ie:Derrick Days)	MS Staff	2023	MS Staff	\$5-10k	CVB
Travel & Tourism	Promotion	Rebrand Corsicana as an overnight destination	MS Staff/CVB	2024	MS Staff/CVB	\$10-15k	CVB, Hotels, Attraction partners
Travel & Tourism	Promotion	Continue video series projects	MS Staff	2022-2025	MS Staff	\$3-5k	downtown businesses
Travel & Tourism	Promotion	Increase attendance at current events	MS Staff/Board	2025	MS Staff/Board	\$0	none
Travel & Tourism	Organization	Increase social media following	MS Staff	2023	MS Staff	\$0	PR marketing firm
Travel & Tourism	Organization	Create a system to track visitor data through merchants and hotels	MS Staff	2023	MS Staff	\$10k	CVB
Travel & Tourism	Economic Vitality	See an increase in HOT revenue by 2% annually	MS Staff	2025	MS Staff	\$0	CVB
Travel & Tourism	Economic Vitality	Fill vacant buildings	MS Staff	Annually	MS Staff	?	P&Z, Fire, Code Enforcement
Travel & Tourism	Economic Vitality	Increase sales tax revenue by 1-2% annually	MS Staff, CM	Annually	MS Staff	\$0	CM

MEASURE OF SUCCESS	STATUS	NOTES
Develop an improvement plan with phased projects	Ongoing	Since 2022-2024: 3 areas of sidewalks repaired
with phased projects	Ongoing	Since 2022-2024: 3 areas of tree wells repaired
Evaluate weekly debris and maintenance schedule with Public Works Director	Ongoing	Weekly street sweeping continues, seasonal tree trimming occurs when needed. Sidewalk debris (leaves, acorns) cleaned when requested. Would like to see more weekly maintenance but budget is a concern.
Make a budget request for FY2025 to purchase new lighting	In process	Inquired with CM in 2022 and cost was too high for budget at the time. Need to make a budget request for this in FY2026, or fundraise.
committee for review. Request additional funding in FY2025 budget to continue and ask property owners to match funding	In process	2021: Art alley was began in 2021 with NCA installing murals through a dilapidated alley. 2024: New mural installed at 4th/Beaton 2025: New funding request of \$5k for addition of future murals
season banners in 2024, holiday banners in 2025	In process	2023-175th banners installed April 2024 all season banners installed
CVB will fund a digital kiosk to install downtown	Almost complete	2022: CVB was approved by Council in a budget amendment to purchase a kiosk 2023: kiosk damaged in storm and replacement installed in Spring 2024. Kiosk is currently getting internet and software installed with plans to be operating in August
and disseminate to any downtown business and upcoming new business in the future. It will also be posted on	Almost complete	A packet was created with previous assistant but turnover in staff made this project fall low in priority. The staff plan to complete this in 2024
new business packet. The board will be trained on this service so they can help communicate this free service to downtown	Not Completed	
downtown property owners reminding them of the program, application and deadline.	Almost complete	The MS Staff need to develop another way to communicate this program to stakeholders as only 35-40 properties out of the 236 properties took advantage in 2023.
Evaluate a TIRZ program with CM, building ordinance with city leaders, other affected	In process	A VBO was created in 2023 but tabled due to enforcement concerns. The ordinance will be revisited in 2024/25.
program and partner with local artists to create public graphic art relating to downtown	Not Completed	concern. Funding source needs to be discussed with board: fundraise or find an underwriter or partner with NCA or Art League to install art.

Speak with community for input on use for property. Apply for grant funding to develop the vacant lot	In process	Feedback from community was received and a plan was developed for an arts plaza. The MS and Parks Dept applied for grant funding in 2023 and received full funding. The project is currently being constructed with completion planned for Fall 2024.
Gather bids from companies for a downtown speaker system. Apply for grant funding to install.	In process	2022-2023: MS Director worked to secure bids with no responsive communication from 3 different vendors. 2024: MS Director met with another vendor and waiting on bid. Planning to apply for a grant in Dec 2024 and hope to receive funding with plans to begin construction in Spring 2025. Would like completion by Fall 2025/Spring 2026.
accessibility in downtown improvement plan with phased projects along with sidewalk	In process	ADA ramps have been added/repared at all previous 3 sidewalk construction projects.
available on the visitcorsicana.com website	Not completed	
Create a video series for social media/youtube	Not completed	
Create a new food truck event held Spring/Summer	Completed	This launched in Spring 2023 with huge success and has continued for 3 seasons.
Create an evening sip and stroll event once a month	Completed	monthly. We are still evaluating its success and working to develop the event to be more successful for the businesses. Food Truck Friday is also an evening event that is still successful.
(175th and Eclipse) to maintain normal MS content with specialty content. Work on a post schedule with Asst and weekly meetings on	Completed	Social media followers have increased 44% from 2021-2024.
work into software on backend	Not completed	Should be completed in Fall 2024
Speak with current owner about selling	Not completed	There have many inquiries and interested buyers but none have purchased. In 2023, Director was told by realtor the current owner is not interested in selling.
work to recruit restaurants	In process	2021 - Opened Brick Streets Brewery, Corsicana Nutrition 2022 - Opened Cassaro Winery (closed in 2023), Corsicana Creamery (closed in 2024), Olive Branch Eatery 2023 - Opened Corsicana Steakhouse 2024 - Opened K&K BBQ, XOXO Boba
designer, create videos of muralists for tour, create QR plaques for each mural	In process	2024 - Met with web designer, NCA Director. Received estimate from Copy Center on ordering QR plaques. May seek funding from CVB to cover the costs of the mural tour.
Update existing walking tour	Not completed	

Create digital tour on physical pamphlets per visitor request	Not completed	
Purchase kiosk through CVB	In process	Kiosk installation almost complete
Work advertising of large events into ad plan	Completed	Paid advertising on D Magazine and TX Monthly in 2023 pushing Derrick Days Festival and other events. After visitor analysis, we found the festival still predominantly draws locals and county residents.
Recreate a new marketing capaign for Visit Corsicana	In process	A new marketing campaign was introduced in June 2024 with plans to roll out and implement in 2025 fiscal year in all CVB advertising.
Continue video series projects: New Faces, Taste of Downtown, smaller IG reels	In process	2024 - New Faces New places was recreated to "Corsicana Local" and has had 12 episodes. 2024- Perfectly Placed video series continues through 2024-2025
by 5% and sales/foot traffic to increase for merchants	Not completed	
(175th and Eclipse) to maintain normal MS content with specialty content. Work on a post schedule with Asst and weekly meetings on	Completed	Social media followers have increased 44% from 2021-2024.
the ED Director to invest in visitor data software for FY2024: Placer AI	Completed	metrics, visitor behaviors and communicating this information to the downtown merchants. We will continue to use this program.
the HOT revenue and determine new strategies to increase	Continuing	From 2022-2023, we saw over 2% increase in HOT collection for the city.
Ordinance for downtown to incentivise property owners to develop properties and keep the	In process	A VBO was created in 2023 but tabled due to enforcement concerns. The ordinance will be revisited in 2025.
and determine if new strategies are needed to increase foot traffic or recruit different businesses/price points to match	In process	FY 2022: We saw revenue up 1.12% 2023: Revenue up .98% 2024: Currently up from LY, trending to be up 1%