

ORGANIZATIONAL STRUCTURE – A COMMUNITY'S PERSPECTIVE

DREAM Seminar
April 27, 2011

Assumptions & Definitions

Downtown is important to you

Help build consensus

- Who wants to improve Downtown? (how can anyone argue?)

“Improving Downtown”

An increase in positive activities that lead to added relevance for the City overall

- Financial Impact
- Retail and Restaurant Variety
- Residential
- Recreational Opportunities
- Entertainment Options
- Employment Center

Assumptions & Definitions

“Effective Downtown Organization”

Relevant to the City overall, successfully and reliably accomplishes goals for the good of Downtown

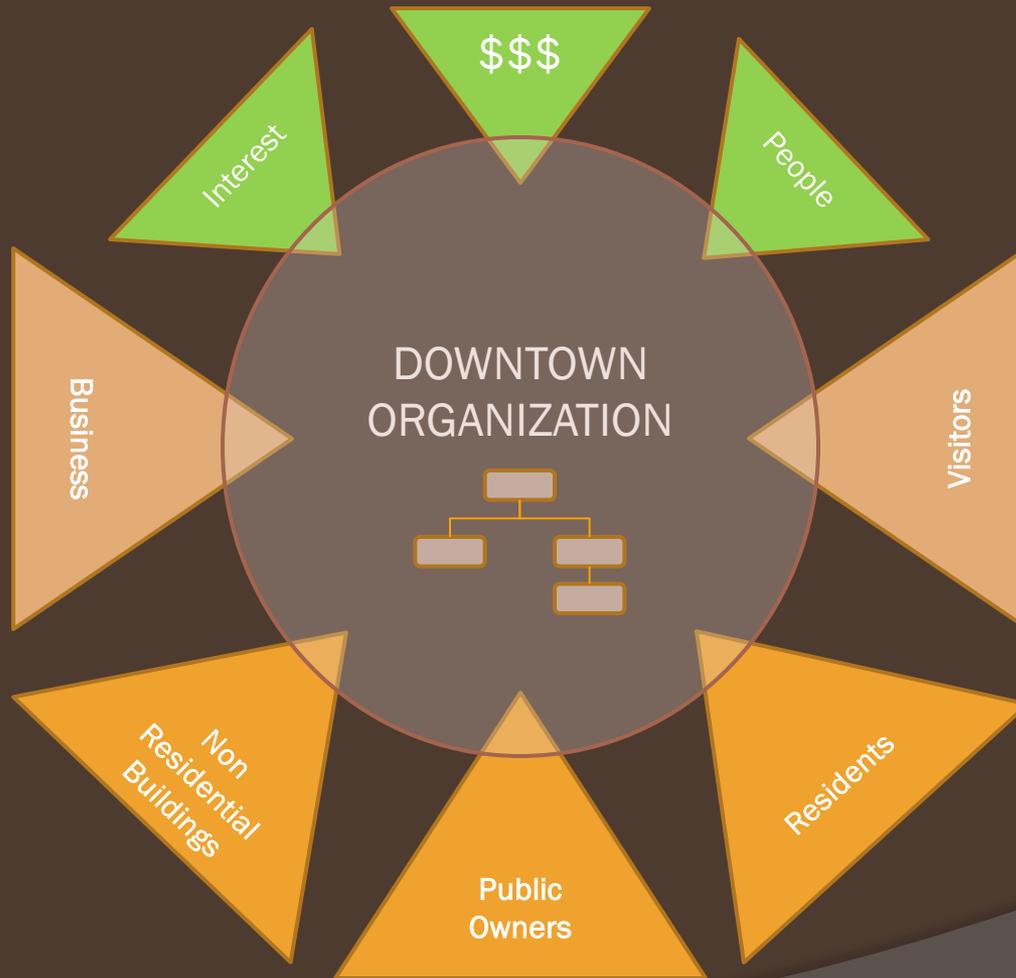
“Successful”

YOU define through the goals set for Downtown

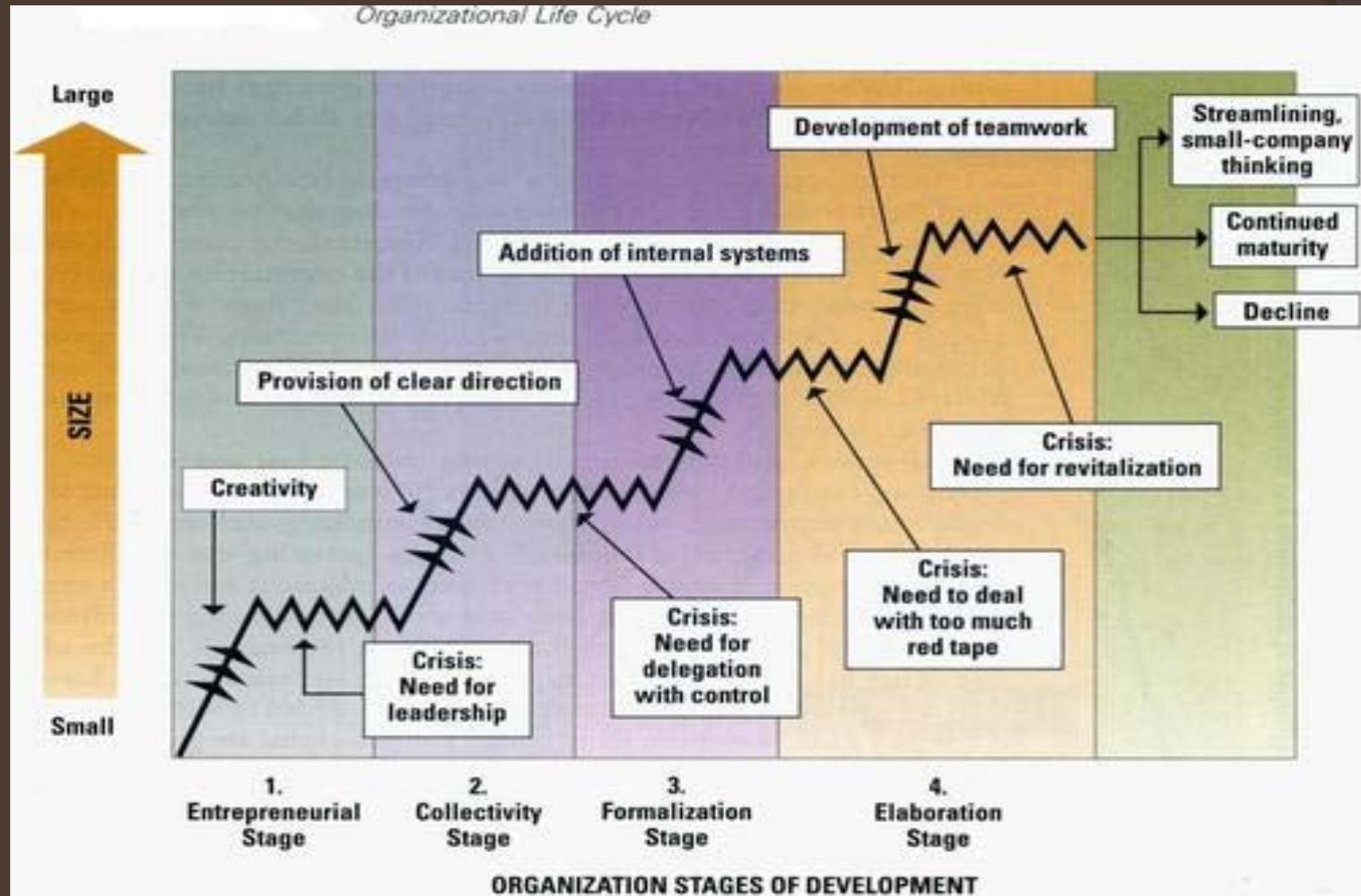
Why is an Organization Important to Downtown?

- Downtown Revitalization, or ANY planning effort, is only as effective as the individuals, groups, and officials implementing the plan
- An effective Downtown is a diverse environment
 - Property Owners
 - Public (City, County, etc.)
 - Non Residential Buildings
 - Residents
 - Business
 - Employees
 - Visitors
 - Shoppers
 - Students

Downtown Organization Environment



Organization Life Cycle



-Richard L. Daft, Understanding the Theory and Design of Organizations

Community Example: Boonville, MO

Background

- County seat of Cooper County, located in Central Missouri along the Missouri River
- Population about 9,000
- Downtown located on north end of City, overlooking the river
- Attractions include Isle of Capri casino, Katy Trail, Katy Bridge, Hotel Frederick, Area scenery
- Groups in Downtown include:
 - IDA
 - City
 - Chamber
 - Boonville Tourism
 - Friends of Historic Boonville
 - Historic Preservation Group (res)
 - Others

Community Example: Boonville, MO

Why we applied for DREAM

Developing our Task Force

Successes to Date

Community Example: Boonville, MO



Community Example: Boonville, MO

Christmas in historic Boonville

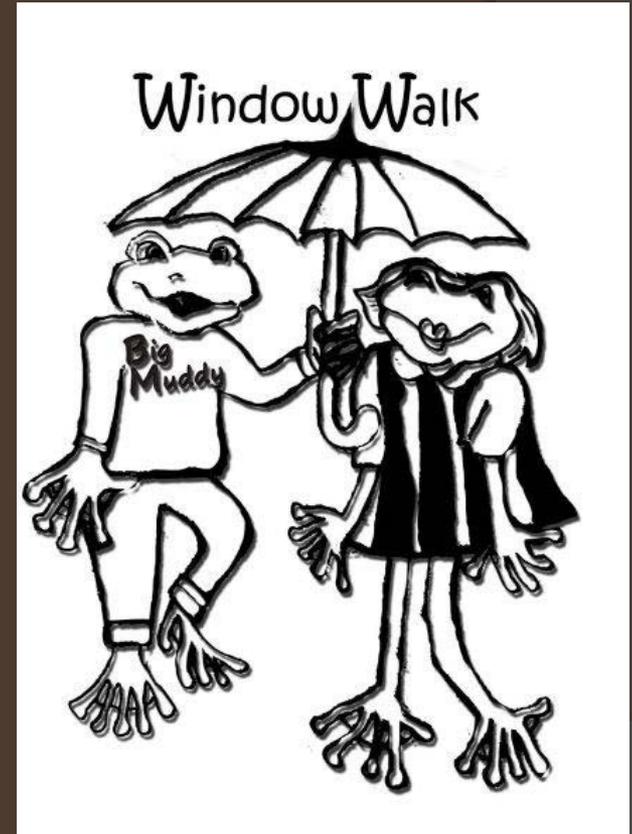
Saturday, December 4

Shop local punch card

For every \$5 you spend at participating downtown business, you earn a punch on this card. When you reach \$50 spent in town, leave your card at the store and enter to win one of two ultimate Downtown Boonville Baskets. All purchases must be made on Saturday, December 4th to qualify.



Community Example: Boonville, MO



Community Example: Boonville, MO



Community Example: Boonville, MO

Existing Façade



Proposed Façade



Community Example: Boonville, MO

Challenges

Questions/Comments