

NMPA Ideas & Takeaways

Future Ideas

- Business Support
 - Developer Checklist – How to start your business in Gladstone (permits, inspections, etc.)
 - In alignment with the City of Gladstone Master Plan, the DDA could help downtown businesses start a Business Association
 - Business Association could provide trainings:
 - Development Information in Partnership with the City of Gladstone/DDA
 - Geofencing
 - Marketing/Social Media
 - Start up funding to attract new businesses to Gladstone
- Fun Stuff:
 - City Mascot – Happy Rock :D
 - Paint by numbers community mural
 - Replicating Music on 3rd from Marquette for Downtown Day

Major Takeaways

- TIF Plans (Downtown Plans) should be used as marketing tools and not lengthy word documents.
- Attracting businesses and future developers to your downtown requires working closely with Community Development and Planning & Zoning
 - Code Enforcement
 - Discouraging unoccupied/vacant buildings
 - Curling in Calumet
 - Coworking Space
 - Zoning intentionality and material use stipulations
 - Close collaboration with city officials (prospective developers walking the downtown with the City Manager)