

LDRC Work Plan 2026 - 2027

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Transformation Strategy 1: Build Organization Capacity & Sustainability

Create a resilient organization capable of sustaining long-term downtown revitalization.

Objectives

- Strengthen internal capacity and systems.
- Expand partnerships and volunteer engagement.
- Improve funding readiness and financial stability.

Initiatives				
Approach	Initiative (deliverable + desired outcome)	Timeline	Lead	Budget
ORGANIZATION	<p>Increase organizational leadership capacity</p> <p>Deliverable/Measurement: Board expanded by 1-2 members, including one with financial expertise.</p> <p>Desired outcome: Stronger, more diverse leadership structure with expanded skill sets.</p>	Q1-Q2	Board Chair / ED	\$0
ORGANIZATION	<p>Develop robust board training program & create legacy plan</p> <p>Deliverable/Measurement: Written plan completed and adopted.</p> <p>Desired outcome: Improved understanding of roles, responsibilities, and the Main Street model.</p>	Q2-Q3	ED / Board	\$0 - \$1000
ORGANIZATION	<p>Develop budget to hire additional part-time employee in 2027</p> <p>Deliverable/Measurement: Part-time position defined; 12-month budget approved; funding sources identified and allocated.</p> <p>Desired outcome: Sustainable staffing capacity established to support daily operations and programs.</p>	Q3-Q4	Board Chair / ED	\$15,000 - \$30,000
ORGANIZATION	<p>Diversify income & increase annual budget</p> <p>Deliverable/Measurement: Increase total annual operating budget by 5-10% over previous year.</p> <p>Desired outcome: Stable, predictable financial foundation; increased capacity for staff, programs, and initiatives.</p>	Q1-Q4	Board Chair / ED	-

Initiatives				
Approach	Initiative (deliverable + desired outcome)	Timeline	Lead	Budget
PROMOTION	<p>Solidify / expand LDRC marketing</p> <p>Deliverable/Measurement: Develop and adopt one comprehensive marketing plan; establish consistent branding and messaging.</p> <p>Desired outcome: Clear, consistent public presence; improved awareness of downtown programs and events; stronger engagement.</p>	Q1-Q2	Promotions Committee	\$2,000
PROMOTION	<p>Create and launch sustainable membership plan</p> <p>Deliverable/Measurement: Membership program launched; 10-50 members enrolled.</p> <p>Desired outcome: Increased stakeholder investment in downtown revitalization.</p>	Q1-Q4	ED	Staff Time
PROMOTION	<p>Expand Food Trucks by the River to daily</p> <p>Deliverable/Measurement: Increase food truck presence from 4 days to 7 days.</p> <p>Desired outcome: Increased foot traffic and support for river-adjacent businesses; riverfront becomes a reliable everyday destination; additional fee income.</p>	Q3-Q4	ED	Staff Time
PROMOTION	<p>Increase grant probability</p> <p>Deliverable/Measurement: Complete grant readiness training or certification.</p> <p>Desired outcome: Higher-quality, more competitive grant applications; increased external funding.</p>	Q1	ED	\$800
PROMOTION	<p>Complete LDRC in-office shop</p> <p>Deliverable/Measurement: Fully outfit and open the LDRC office retail shop.</p> <p>Desired outcome: New earned revenue stream; increased foot traffic; greater visibility for branding and downtown identity</p>	Q1-Q2	Volunteers / ED	\$0 - \$1000.00
PROMOTION	<p>Develop and implement volunteer pipeline</p> <p>Deliverable/Measurement: Formal volunteer pipeline established with 1-2 active volunteers (including working with local high school/other nonprofits).</p> <p>Desired outcome: Reliable, repeatable volunteer support; reduced staff burnout through shared workload.</p>	Q1-Q4	Promotions Committee / ED	Staff Time

Initiatives				
Approach	Initiative (deliverable + desired outcome)	Timeline	Lead	Budget
DESIGN	<p>Capital improvements to LDRC office</p> <p>Deliverable/Measurement: Upgrade office space to support public-facing operations.</p> <p>Desired outcome: Functional, welcoming, professional LDRC office; enhanced visitor experience and credibility.</p>	Q1-Q3	Promotions Committee	\$0 - \$10,000
ECONOMIC VITALITY	<p>Stand up CLG (Certified Local Government)</p> <p>Deliverable/Measurement: Complete all steps to formally establish CLG status with the State of Florida.</p> <p>Desired outcome: Ability to compete for historic preservation grant funding; stronger preservation framework and credibility for future cultural projects.</p>	Q2-Q4	Economic Committee / ED	\$0

Transformation Strategy 2: Activate Downtown Spaces & Public Places

Increase downtown activity and use of public spaces through design improvements and welcoming public places that encourage people to gather and return.

Objectives

- Improve the appearance and usability of public spaces.
- Create visible, quick-win placemaking projects.
- Support year-round activation of downtown.

Initiatives				
Approach	Initiative (deliverable + desired outcome)	Timeline	Lead	Budget
PROMOTION	<p>Expand Saturday Morning Markets</p> <p>Deliverable/Measurement: Increase number of market days to 12 times a year; grow average visitor participation by 30%.</p> <p>Desired outcome: Stronger activation of downtown with increased foot traffic and vendor sales</p>	Q1 - Q4	ED / Promotion Committee	\$0 - \$1000
PROMOTION	<p>Organize Trunk or Treat / Fall Festival</p> <p>Deliverable/Measurement: Deliver 1 fall family event.</p> <p>Desired outcome: Safe, high-visibility family event that increases downtown foot traffic and business participation.</p>	Q3 - Q4	ED / Promotion Committee	\$0 - \$2000
PROMOTION	<p>Coordinate Christmas in the Park</p> <p>Deliverable/Measurement: Work with Chamber of Commerce & City of LaBelle to deliver coordinated Christmas in the Park event.</p> <p>Desired outcome: Unified, well-branded holiday event that increases downtown visitation and strengthens inter-organization partnerships.</p>	Q3-Q4	ED / Promotion Committee	\$500

Initiatives				
Approach	Initiative (deliverable + desired outcome)	Timeline	Lead	Budget
DESIGN	<p>Seek grant funding for solar light project</p> <p>Deliverable/Measurement: Submit 1-3 grant applications for solar lighting improvements.</p> <p>Desired outcome: Funding pathway established for sustainable lighting that improves safety, visibility, and downtown aesthetics.</p>	Q1-Q4	ED & Design Committee	\$40,000 (grant)
ORGANIZATION /DESIGN	<p>Begin Downtown District expansion planning</p> <p>Deliverable/Measurement: Draft proposed expanded district boundary map; hold at least 2 stakeholder meetings.</p> <p>Desired outcome: Clear, vetted district expansion concept ready for City review and future adoption.</p>	Q3-Q4	ED	\$2,500
ECONOMIC VITALITY	<p>Help businesses update Google Business listings</p> <p>Deliverable/Measurement: Assist at least 5 downtown businesses in updating or claiming their Google Business profiles.</p> <p>Desired outcome: Improved online visibility and discoverability; increased foot traffic and customer engagement.</p>	Q1	ED	\$100-\$300
ECONOMIC VITALITY	<p>Recruit businesses to claim/manage online profiles</p> <p>Deliverable/Measurement: At least 40% of downtown businesses claim and manage their online profiles.</p> <p>Desired outcome: More accurate, up-to-date business information and improved digital visibility</p>	Q1-Q2	Volunteers / ED	\$0

Transformation Strategy 3: Strengthen Downtown Businesses & Economic Vitality

Support business retention, attraction, and reinvestment in downtown LaBelle.

Objectives

- Support existing businesses with targeted tools.
- Activate vacant and underutilized properties.
- Encourage reinvestment and entrepreneurship.

Initiatives				
Approach	Initiative (deliverable + desired outcome)	Timeline	Lead	Budget
ORGANIZATION	<p>Seek funding for downtown community hub project</p> <p>Deliverable/Measurement: Hometown grant application submitted (includes elements such as new library computer lab, upgrades to City Dock, and upgrades to the LDRC building).</p> <p>Desired outcome: Funding pathway established to launch a centralized downtown hub supporting connectivity services and community use</p>	Q2-Q4	ED	-
ECONOMIC VITALITY	<p>Develop business redevelopment packages</p> <p>Deliverable/Measurement: Create standardized business redevelopment package ready to distribute; provide technical assistance touchpoints.</p> <p>Desired outcome: Clear, accessible support pathway that helps businesses reinvest, expand, and improve visibility.</p>	Q2-Q3	ED / Economic Committee	\$0 - \$600
ECONOMIC VITALITY /PROMOTION	<p>Provide access to signage for vacant buildings</p> <p>Deliverable/Measurement: Install or provide signage for vacant downtown properties.</p> <p>Desired outcome: Improved appearance of vacant storefronts and increased visibility for redevelopment opportunities.</p>	Q2-Q4	ED / Economic committee / Promotion Committee	\$0 - \$1000
ALL	<p>Support development of Lee Street</p> <p>Deliverable/Measurement: Facilitate development or activation efforts for business and property owners on Lee Street.</p> <p>Desired outcome: Increased business activity and momentum along Lee Street as a growing downtown corridor.</p>	Q1-Q4	ALL	STAFF TIME

Initiatives				
Approach	Initiative (deliverable + desired outcome)	Timeline	Lead	Budget
ECONOMIC VITALITY	<p>Develop and support river businesses</p> <p>Deliverable/Measurement: Support river-adjacent businesses through coordination, promotion, or technical assistance; establish 1 new river-based activation or service.</p> <p>Desired outcome: More active, economically viable riverfront that supports existing businesses and strengthens downtown as a destination.</p>	Q1-Q2	ED / Design Committee	\$0 - 2000
	<p>Great Loop tourism concept</p> <p>Deliverable/Measurement: Develop 1 Great Loop-specific tourism concept; engage Great Loopers or related organizations; create at least 1 looper-targeted resource.</p> <p>Desired outcome: Increased visitation and overnight stays from Great Loop travelers; positioning LaBelle as a welcoming stop.</p>	Q1-Q4	ED / Design Committee	\$0-\$500

Transformation Strategy 4: Tell LaBelle's Story & Build Identity

Strengthen downtown identity through storytelling, culture, and heritage-based promotion.

Objectives

- Establish a consistent narrative for LaBelle.
- Use history and culture as economic and promotional tools.
- Increase community pride and engagement

Initiatives				
Approach	Initiative (deliverable + desired outcome)	Timeline	Lead	Budget
ECONOMIC VITALITY	<p>Stand up CLG (Certified Local Government)</p> <p>Deliverable/Measurement: Complete all steps to formally establish CLG status with the State of Florida.</p> <p>Desired outcome: Ability to compete for historic preservation grant funding; stronger preservation framework and credibility.</p>	Q2-Q4	Economic Committee / ED	\$0
PROMOTION	<p>Develop and implement comprehensive marketing plan</p> <p>Deliverable/Measurement: Develop and adopt one comprehensive marketing plan; establish consistent branding and messaging.</p> <p>Desired outcome: Clear, professional, consistent public presence; improved awareness of downtown programs & events.</p>	Q1-Q2	Promotions Committee	\$2,000
DESIGN	<p>Incorporate storytelling into physical elements</p> <p>Deliverable/Measurement: Integrate storytelling into murals, signage, flags, and other physical elements; develop standardized storytelling theme/framework for use in installations.</p> <p>Desired outcome: Downtown spaces communicate LaBelle's history and identity in visible, engaging ways; strengthened sense of place and visitor experience.</p>	Q2-Q4	ED	\$0 - \$3000

Initiatives				
Approach	Initiative (deliverable + desired outcome)	Timeline	Lead	Budget
DESIGN	<p>Fund new historic survey</p> <p>Deliverable/Measurement: Secure funding commitments for a new historic survey to update and modernize LaBelle's historic resource inventory.</p> <p>Desired outcome: Funding pathway established to support preservation, planning, and redevelopment efforts.</p>	Q2-Q4	Design Committee & ED	GRANT FUNDING
PROMOTION	<p>Continue website development (historic engagement features)</p> <p>Deliverable/Measurement: Launch new historic engagement features including historic stories or assets.</p> <p>Desired outcome: Increased public engagement with LaBelle's history and stronger digital access to cultural resources.</p>	Q2-Q4	Promotions Committee	STAFF TIME
PROMOTION	<p>Community flag legacy program</p> <p>Deliverable/Measurement: Purchase and rotate an American flag around the community; community flag donated at Smoke Under the Oaks 2027.</p> <p>Desired outcome: Symbolic community-owned element that reinforces local identity and creates a meaningful legacy moment tied to a signature event.</p>	Q1-Q4	ED	\$100 - \$200
PROMOTION	<p>Create and distribute LaBelle-themed novelty items</p> <p>Deliverable/Measurement: Design and produce 2-4 new LaBelle-themed novelty items; sell through LDRC shop, events, or partners; generate earned revenue.</p> <p>Desired outcome: Increased earned revenue and brand visibility while reinforcing LaBelle's identity.</p>	Q1-Q4	ED	\$0 - \$1000
PROMOTION /DESIGN	<p>Build support for paddleboat park</p> <p>Deliverable/Measurement: Conduct stakeholder meetings; develop concept brief and letters of support for partner endorsements.</p> <p>Desired outcome: Broad stakeholder alignment and documented support positioning the paddleboat park for future funding and implementation.</p>	Q2-Q4	ED	\$200

Initiatives				
Approach	Initiative (deliverable + desired outcome)	Timeline	Lead	Budget
ALL	<p>Explore rebuilding the Everett Hotel</p> <p>Deliverable/Measurement: Conduct feasibility conversations with property owners, City, or developers; develop preliminary concept/feasibility outline; identify potential funding/redevelopment pathways.</p> <p>Desired outcome: Clear understanding of redevelopment viability and next steps while preserving historic significance and assessing economic feasibility.</p>	Q1-Q3	ALL	STAFF TIME
ALL	<p>Complete Ft. Thompson Parklet</p> <p>Deliverable/Measurement: Complete Ft. Thompson Parklet.</p> <p>Desired outcome: Placemaking improvement that supports downtown identity and visitor experience.</p>	Q3-Q4	ALL	Staff Time
ALL	<p>Explore development of Captain Hendry House</p> <p>Deliverable/Measurement: Conduct planning meetings with City, historians, and partners. Research comparable model. Develop concept outline.</p> <p>Desired outcome: Clear concept and stakeholder alignment for transforming Captain Hendry house into history attraction that supports tourism, education, and heritage preservation.</p>	Q2-Q4	ED	\$0-\$3000