

LDRC Work Plan 2026 - 2027

Contents

01		Transformational Strategy 1: Organization Build Organization Capacity & Sustainability
02		Transformational Strategy 2: Design Activate Downtown Spaces & Public Places
03		Transformational Strategy 3: Economic Vitality Strengthen Downtown Businesses & Economic Vitality
04		Transformational Strategy 4: Promotion Tell LaBelle's Story & Build Identity

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

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

Initiatives				
Approch	Initiative (deliverable + desired outcome)	Timeline	Lead	Budget
DESIGN	Capital improvements to LDRC office Deliverable/M Measurement: Upgrade office space to support public-facing operations. Desired outcome: Functional, welcoming, professional LDRC office; enhanced visitor experience and credibility.	Q1-Q3	Promotions Committee	\$0 - \$10,000
ECONOMIC VITALITY	Stand up CLG (Certified Local Government) Deliverable/M Measurement: Complete all steps to formally establish CLG status with the State of Florida. Desired outcome: Ability to compete for historic preservation grant funding; stronger preservation framework and credibility for future cultural projects.	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				
Approch	Initiative (deliverable + desired outcome)	Timeline	Lead	Budget
PROMOTION	Expand Saturday Morning Markets <i>Deliverable/Measurement:</i> Increase number of market days to 12 times a year; grow average visitor participation by 30%. <i>Desired outcome:</i> Stronger activation of downtown with increased foot traffic and vendor sales	Q1 - Q4	ED / Promotion Committee	\$0 - \$1000
PROMOTION	Organize Trunk or Treat / Fall Festival <i>Deliverable/Measurement:</i> Deliver 1 fall family event. <i>Desired outcome:</i> Safe, high-visibility family event that increases downtown foot traffic and business participation.	Q3 - Q4	ED / Promotion Committee	\$0 - \$2000
PROMOTION	Coordinate Christmas in the Park <i>Deliverable/Measurement:</i> Work with Chamber of Commerce & City of LaBelle to deliver coordinated Christmas in the Park event. <i>Desired outcome:</i> Unified, well-branded holiday event that increases downtown visitation and strengthens inter-organization partnerships.	Q3-Q4	ED / Promotion Committee	\$500

Initiatives				
Approch	Initiative (deliverable + desired outcome)	Timeline	Lead	Budget
DESIGN	Seek grant funding for solar light project Deliverable/Measurement: Submit 1-3 grant applications for solar lighting improvements. Desired outcome: Funding pathway established for sustainable lighting that improves safety, visibility, and downtown aesthetics.	Q1-Q4	ED & Design Committee	\$40,000 (grant)
ORGANIZATION /DESIGN	Begin Downtown District expansion planning Deliverable/Measurement: Draft proposed expanded district boundary map; hold at least 2 stakeholder meetings. Desired outcome: Clear, vetted district expansion concept ready for City review and future adoption.	Q3-Q4	ED	\$2,500
ECONOMIC VITALITY	Help businesses update Google Business listings Deliverable/Measurement: Assist at least 5 downtown businesses in updating or claiming their Google Business profiles. Desired outcome: Improved online visibility and discoverability; increased foot traffic and customer engagement.	Q1	ED	\$100-\$300
ECONOMIC VITALITY	Recruit businesses to claim/manage online profiles Deliverable/Measurement: At least 40% of downtown businesses claim and manage their online profiles. Desired outcome: More accurate, up-to-date business information and improved digital visibility	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				
Approch	Initiative (deliverable + desired outcome)	Timeline	Lead	Budget
ORGANIZATION	Seek funding for downtown community hub project <i>Deliverable/Measurement:</i> Hometown grant application submitted (includes elements such as new library computer lab, upgrades to City Dock, and upgrades to the LDRC building). <i>Desired outcome:</i> Funding pathway established to launch a centralized downtown hub supporting connectivity services and community use	Q2-Q4	ED	-
ECONOMIC VITALITY	Develop business redevelopment packages <i>Deliverable/Measurement:</i> Create standardized business redevelopment package ready to distribute; provide technical assistance touchpoints. <i>Desired outcome:</i> Clear, accessible support pathway that helps businesses reinvest, expand, and improve visibility.	Q2-Q3	ED / Economic Committee	\$0 - \$600
ECONOMIC VITALITY /PROMOTION	Provide access to signage for vacant buildings <i>Deliverable/Measurement:</i> Install or provide signage for vacant downtown properties. <i>Desired outcome:</i> Improved appearance of vacant storefronts and increased visibility for redevelopment opportunities.	Q2-Q4	ED / Economic committee / Promotion Committee	\$0 - \$1000
ALL	Support development of Lee Street <i>Deliverable/Measurement:</i> Facilitate development or activation efforts for business and property owners on Lee Street. <i>Desired outcome:</i> Increased business activity and momentum along Lee Street as a growing downtown corridor.	Q1-Q4	ALL	STAFF TIME

Initiatives				
Approch	Initiative (deliverable + desired outcome)	Timeline	Lead	Budget
ECONOMIC VITALITY	Develop and support river businesses <i>Deliverable/Measurement:</i> Support river-adjacent businesses through coordination, promotion, or technical assistance; establish 1 new river-based activation or service. <i>Desired outcome:</i> More active, economically viable riverfront that supports existing businesses and strengthens downtown as a destination.	Q1-Q2	ED / Design Committee	\$0 - 2000
ECONOMIC VITALITY /PROMOTION	Great Loop tourism concept <i>Deliverable/Measurement:</i> Develop 1 Great Loop-specific tourism concept; engage Great Loopers or related organizations; create at least 1 looper-targeted resource. <i>Desired outcome:</i> Increased visitation and overnight stays from Great Loop travelers; positioning LaBelle as a welcoming stop.	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				
Approch	Initiative (deliverable + desired outcome)	Timeline	Lead	Budget
ECONOMIC VITALITY	Stand up CLG (Certified Local Government) Deliverable/Measurement: Complete all steps to formally establish CLG status with the State of Florida. Desired outcome: Ability to compete for historic preservation grant funding; stronger preservation framework and credibility.	Q2-Q4	Economic Committee / ED	\$0
PROMOTION	Develop and implement comprehensive marketing plan Deliverable/Measurement: Develop and adopt one comprehensive marketing plan; establish consistent branding and messaging. Desired outcome: Clear, professional, consistent public presence; improved awareness of downtown programs & events.	Q1-Q2	Promotions Committee	\$2,000
DESIGN	Incorporate storytelling into physical elements Deliverable/Measurement: Integrate storytelling into murals, signage, flags, and other physical elements; develop standardized storytelling theme/framework for use in installations. Desired outcome: Downtown spaces communicate LaBelle's history and identity in visible, engaging ways; strengthened sense of place and visitor experience.	Q2-Q4	ED	\$0 - \$3000

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

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