

Greenfield Downtown Revitalization Plan

Stakeholder Meetings

Merchants

10:15 am

What is downtown Greenfield's identity?

- James Whitcomb Riley
- Retail
- Arts Center
- Small Town Identity/Atmosphere
- Unknown
- Greenfield is 20 miles east and 20 years behind Indianapolis
- Old Hometown America
- Cute
- Charming
- Unique Offerings – one of a kind, specialty
- Need to connect downtown to retail area near interstate (the strip north of downtown along SR9). Downtown needs a presence on SR9 north of downtown.
- Signage to downtown
- Jaycie Phelps
- Need the “World’s Largest.....?”
- Commuter town

Where is the gateway from north?

- SR9 and New Road
- Need exposure to I-70.

There is not much for kids to do.

What kind of business complements your business?

- High Smith Guns (children of parents) complements Comic Store.
- Nutty Mutt – need more boutiques or things geared towards women.
- Theater – need an evening of events – need restaurants, bar, a place to stay
 - Micro brewery coming to center street shops.
- Bus tours will be coming in March.
 - It would be nice to have gift bags (Hometown Comics are already doing this)
 - Need to work more together.
- Downtown sales days.
- Need to tap into Main Street.
- Hometown Comics has a free comic day (first Saturday in May) and puts advertisements for other local businesses in bag

How is Main Street helping you now and how could they help more?

- Is there a committee?
 - Yes, there's been a group for 3 years
 - Membership has ebbed and flowed
 - Need more business participation
- How could Main Street talk to you?
 - Emails and text.
- Main Street Group wants to create Greenfield as a destination.
 - Virtual Downtown Tour is a Main Street initiative through Shopmainstreet.com
 - Interactive map and highlights shop interiors
 - Allows shops to collaborate with marketing dollars
- Main Street Group is located in Chamber of Commerce.
 - Website: greenfieldmainstreet.org
- Create a private facebook page for Greenfield Downtown.
- Utilize local TV station.
- Downtown app for I-Phone
- Local paper would work with Main Street
 - Online and print ads

Three critical aspects to retaining and attracting more business according to owner of Nutty Mutt.

- How to start a business. Where are local business spaces available?
- Semi truck traffic on state roads.

- Seminars will be starting on how to run small businesses beginning in the Spring.
 - A lot of good things are in place to help make successful business. Small business tools available on the Hancock County Economic Development Website (<http://www.hancockedc.com/>)

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What types of businesses or amenities would you like to see come downtown?

- Monon and Ratskeller type
- Dog Park
- Playground – accessible playground equipment
 - Possibly along trail
- Ice Cream Shop
- Mountain biking along trail
- Jewelry Store
- Young women's clothing
- Bike shop and repair
- Hand Made Boutiques
- Fabric and sewing shops

- Marketing
- Night Life
 - Café
- Need to tie all things together.
- There is a dis-connect between people and food.
 - Root Beginnings was a good example but no longer in business.
- Need a connection to the hospital.
- Central Indiana Food Hub is coming. – online farmer's market.
- Farm to Table community.