

2017-2018 Team Marysville Action Plan

Public Engagement

- Appoint a Volunteer Coordinator
- Increase the volunteer pool by at least 10
- Appoint a contact to ensure that Team Marysville is represented at City Council meetings
- Continue to participate in public speaking engagement opportunities

Business Engagement

- Develop and maintain a retention visit program
- Develop and maintain a block captain program
- Conduct at least 2 public meetings/seminars annually
- Partner with the Marysville Entrepreneurial Center (MEC) on marketing, programs, and events

Historical Assets

- Grow and expand the Historical Marker Program
- Grow and expand the annual Marysville Tour of Homes and Buildings
- Assist with the planning of activities in preparation of the Marysville Bicentennial

Natural Assets

- Ensure the success of the Adopt-a-Pot Program
- Purchase and plant at least one tree annually through the Arbor Day Tree Program
- Conduct two Hook-up 2 Clean-up events annually

Physical Environment

- Engage in a Public Art Project (mural)
- Support, however feasible, the Avalon Theatre Restoration Project
- Identify opportunities for the redevelopment of underutilized sites/buildings
- Assisting with the development of renderings that depict renovated buildings

Events & Marketing

- Develop a consistent message and talking points
- Develop Uptown Marysville spirit wear and souvenirs
- Support Union Station 1820 in its mission to attract visitors
- Team Marysville/Uptown Marysville branded tent, table linen, and other items
- Continue to partner with others to support and grow the Uptown District events
- Launch and maintain "What's Happening" videos
- Ensure that marketing materials and social media/online outlets are updated regularly