



Welcome

Together with the Board of Directors,
we invite you to Discover Downtown
Ridgefield!

It has been 10 years since the idea of Main Street was introduced to Ridgefield as an opportunity to preserve and protect a precious Downtown area overlooking Lake River and the National Wildlife Refuge. There has always been an indescribable feeling and charm about Downtown that has continued to attract residents and visitors. It is the heart of Ridgefield.

Over the past five years, we have seen our rural town transform into one of the fastest growing cities in the state of Washington. Ridgefield has spread its roots and so has Ridgefield Main Street, taking on projects and programs using the Main Street Approach to support our family-owned small businesses, beautify, and promote Downtown.

We are proud to have engaged in a strategic planning process and share it with you. This process has enabled us to assess assets, evaluate projects and programs, and plan for the future with a broad lens and new perspective. As the organization grows in both capacity and resources, we want to ensure we remain purposeful in our actions and productive in communicating the value of our work to our community.

We know a healthy, thriving Downtown is a vital part of our community and we're excited to share our vision with you.

Marykay Lamoureux

Marykay Lamoureux
Executive Director



Our Foundations

Mission

Our mission is to create a sustainable, vibrant Downtown that is the heart and soul of our city by showcasing our unique destination and history, and by nurturing our sense of community.

The Main Street Approach

The Main Street Approach® is a unique preservation-based economic development tool that enables communities to revitalize downtown and neighborhood business districts by leveraging local assets, from historic, cultural, and architectural resources to local enterprises and community pride.

Our District

As a Main Street Organization, our district includes Ridgefield's historic Downtown, shown in the map to the right. While most of our direct work centers in this area, we aim to impact and serve the entire Ridgefield community, both within our district boundaries and beyond.

Our Community

In all of our work, we collaborate with our stakeholders, including:

- Our Board of Directors
- Our staff
- Our four committees, also organized around the Four Points of Main Street
- Our volunteers
- Our community partners who work and share our vision for Downtown

Downtown

- Our sponsors
- Our community members



Our Overarching Strategy

Our Overarching Strategy describes how we will focus our work throughout the three years of this Strategic Plan to continue enhancing Downtown Ridgefield in support of our long-term Mission.

Creating
Community Connection
through Shared Experiences,
Gathering Places, and
Business Engagement *in our*
Downtown.

Four Points of Main Street

This strategic plan is organized into four sections that reflect the Four Points of Main Street: Design, Promotion, Outreach, and Economic Vitality. Our four overarching goals are:



DESIGN

Enhance the cohesiveness and physical connectivity of Downtown.



PROMOTION

Promote Downtown as the heart and connector of Ridgefield community.



OUTREACH

Create a strong organization that collaborates with partners to bring community members together through Downtown Ridgefield.



ECONOMIC VITALITY

Support a thriving business network Downtown that offers opportunities for the community to come together to share experiences.





DESIGN

Where We Lead

- Improve the physical connectivity of Downtown by activating alleyways and public spaces, including interactive design elements (swings, large-scale board games, etc.) that bring people together.
- Create a cohesive and engaging atmosphere in Downtown through district-wide seasonal décor, including holiday lighting and flower baskets.
- Offer RMS grant programs to property- and business-owners to activate existing and new indoor and outdoor gathering spaces to bring families and friends together.

Where We Support our Partners and Advocate

- Advocate to the City for efforts that support connectivity to Downtown, including:
 - Update and add wayfinding signage to facilitate exploration of Downtown.
 - Improve pedestrian and bike connectivity from other areas to Downtown.
 - Create a plan for parking.
- Work with the Port of Ridgefield on the design of the future waterfront, with the goal of developing the connection between Downtown and the waterfront.



Our Goal

Enhance the cohesiveness and physical connectivity through the beautification of Downtown.



PROMOTION

Where We Lead

- Host signature events that bring businesses and community members together.
- Build awareness of and excitement about what Downtown offers, including its businesses, gathering spaces, and events, through regular public communications.

Where We Support our Partners

- Support the City in updating a grand calendar of community events and activities for businesses to coordinate around.
- Support businesses, community organizations, and partners that host Downtown events.
- Coordinate messaging for Downtown and the waterfront to establish a shared identity.



Our Goal

Promote Downtown as the hub and connector of the Ridgefield community.



OUTREACH

Where We Lead

- Communicate about RMS's impact and role to the public with an emphasis on new residents.
- Create regular volunteer opportunities that offer opportunities for community members to connect and develop a sense of investment in Downtown.
- Build capacity through meeting our funding goals, including building relationships with existing and new donors and identifying collaborative funding opportunities with partners.

Where we Support our Partners

- Offer guidance and support to community leaders who express interest in financially investing in improvements to Downtown.



Our Goal

Create a strong organization that collaborates with partners to bring community members together through Downtown Ridgefield.



ECONOMIC VITALITY

Where we Lead

- Work with property owners to prioritize first floor spaces for unique retail and service businesses that encourage people to explore Downtown and extend their visit.
- Increase density of businesses in all of Downtown by focusing on business opportunities beyond N Main Ave and Pioneer St.
- Create unique and enticing opportunities for community members to visit Downtown by recruiting activity-focused businesses.
- Strengthen information-sharing and relationships within the business community to ensure businesses feel supported to try something new and learn from the experiences of other business owners.
- Work with businesses to expand and enhance the consistency of businesses' opening hours.

Where we Support our Partners

- Strengthen the expertise of prospective entrepreneurs, new businesses, and existing businesses by connecting business owners to training opportunities and resources.
- Develop a long-term strategy for a denser Downtown, including new buildings, and communicating the vision to partners and property owners.



Our Goal

Support a thriving business network Downtown that offers opportunities for the community to come together to share experiences.

Acknowledgements

This strategic plan is the result of months of engagement by many groups and individuals. Thank you to our community members and leaders who participated in our focus groups! We'd also like to acknowledge the following groups and individuals whose contributions were essential to the development of this plan.

2023 Board of Directors

- Mike Bomar, Chair
- Steve Coxen, Treasurer
- Stan Okinaka, Secretary
- Mike Lowrey
- Lee Knottnerus
- Jill Brown
- Kristen Riggs
- Randy Mueller
- Renee Serface

Strategic Planning Steering Committee

- Marykay Lamoureaux, Executive Director
- Randy Mueller, Board Member
- Lee Knottnerus, Board Member
- Earleen Griswold, Business Owner
- Merrilee Lee, Building Owner
- Kate Sacamano, Building- and Business Owner
- Sean McGill, Librarian



- Breanne Durham, Washington Main Street Director
- Lydia Felty, Resources Coordinator
- Luke Hallowell, Economic Vitality Specialist



- Allegra Calder, Strategic Advisor
- Maddie Immel, Project Manager
- Julia Tesch, Lead Analyst