

**Moore Haven
Main Street
Resource Team Report**

Florida Main Street August 1-3, 2006

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Introduction

The four consultants who visited Moore Haven in August, 2006, exercised a lot of imagination. We sat on a bench in the first block of Avenue J and examined the historic block of Moore Haven. Nothing was going on. Finally, we noticed two men analyzing the Arcade building. Planning a renovation? No, they were creating an estimate for demolition.

Yet we imagined a block with renovated buildings, complete with new infill buildings that follow design standards, and an active waterfront. To achieve an (or at least part) of this vision, the Moore Haven Main Street volunteers need to be patient and persistent in making these improvements, small and incremental though they may be. If the Main Street organization takes on a life of its own with four active committees, then the vision that we discussed that day on the Avenue J bench is realistic.

The recommendations that follow are broken down into categories that match the four Main Street Committees. The notes of each consultant were extensive and detailed, thanks to the time and energy that they put into their effort. Unlike past Resource Team Reports, these notes are reproduced in this Report virtually verbatim with minor editing. Any duplication of recommendations puts additional emphasis on that particular recommendation.

From past experience, we know that some of our recommendations will be off the mark but, hopefully, some will strike a cord and perhaps a handful will elicit a "we-need-to-look-into-this" reaction. We suggest that your copy our recommendations for each Committee to use as they assess and prioritize their Work Plans.

Thanks for your cooperation and generous hospitality.

If you have any questions, call and let me know your thoughts on our Resource Team effort, (866) 202-4737.

Sincerely,

Overview

My first experience of Moore Haven was in the late 1990' s as I swept down Route 27 on my way to Clewiston for a Resource Team visit. If memory serves me, I stopped at the Save A Lot for a snack and proceeded onto the bridge, the one that swung for Caloosahatchee traffic. I seem to remember two story structures framing the bridge, then the landscape opening up on the other side. Moore Haven was a riverfront town.

Returning to Moore Haven in the fall of 2005, I flowed through town on the expanded Route 27, up and over the new high bridge at a steady pace, and came back to earth close to ½ mile from where I took off. I then made a U-turn and headed back to the city building where temporary tables were set up in the parking lot for FEMA employees to process client paperwork. Moore Haven now is a high bridge town.

Subsequently, Tracy Whirls (whose multiple roles deserve a separate paragraph) led the way by car down Avenue J to the riverfront park and the historic district. Not only was the square empty of people, cars, and commerce, but evidence of hurricane Wilma was to be found in the uprooted trees and blue tarps. It reminded me of a low budget, Hollywood disaster set whose actors have moved on.

As I came to know historic Moore Haven better, the axis of my interest shifted 90 degrees, from Rte. 27 to the Canal frontage. From the boat ramp on the Rim Canal to the riverfront linear park, Moore Haven has a riverfront that doesn't have through car traffic and does have a unique charm. The trick for Moore Haven is to take advantage of this situation. It can be both a high bridge town and a riverfront town.

Given the dozens of Florida Main Street towns, Moore Haven is the smallest town in the smallest county in terms of population that we've worked in. That fact presents some problems and some opportunities.

The major problem is simply the small number of active bodies available and the limited amount of funds. Tracy Whirls, the Main Street manager, is a county employee and is also the Director of the county's Economic Development Council. As such, she theoretically works 50% of her time on Moore Haven Main Street. But there are few, if any, members and businesses at this point who can contribute significantly to the program. The current attitude must be "Why should we contribute, when the County is paying for Main Street?" That attitude can and should be changed as volunteers play an active role.

A related problem is the market forces working against a small town that's close to a bigger town - Clewiston. Clewiston was the logical location for a supermarket and a Walmart. Moore Haven is a logical place to live if you work at the prison, on a ranch, or are retired.

That small town/big town dynamic is also what drains the town of entrepreneurial spirit. Except for several notable exceptions, Clewiston and places beyond are the locations that beckon would-be entrepreneurs who want to open a restaurant, a B&B, or a destination retailer. It often takes an outsider or someone who has been away and come back to town

to identify a specialty niche that the town can fill as a destination for urban day trippers and weekend travelers. And they often are the ones who put their money up to buy a property.

There is a sense in town that these outsiders are making some shrewd purchases of historic properties, only to flip these properties at a healthy profit with little margin left for the historic rehabilitation of the structures.

A sign of this minimalist approach to historic preservation is a proposal for a "controlled burn" of the interior of a historic structure under the supervision of the Volunteer Fire Department.

But there are opportunities that go with being a small town. There are few people who can object to closing a street for a festival and there is ample space for new businesses. One good project that preserves a historic structure can set the tone for all the work to follow. That project should draw new visitors to the Main Street District. Meanwhile, a Home Coming Festival can begin to transform participants' sense of the Main Street District by celebrating its heritage, its people, and its sense of place.

Moore Haven controls its own destiny. Over the coming years, it can become a Main Street town with a lively waterfront. It can serve as a base camp for exploring the surrounding region whether you're a birder, a horsewoman visiting a dude ranch, a fisherman, or a hunter of wild boar. The public sector has to do a certain amount of "setting the table" for the private sector that will follow. This calls for long term, resolute leadership that backs this necessary, initial public investment. It remains to be seen whether Moore Haven has the vision and commitment necessary for this rebirth.

ORGANIZATION:

This aspect of the Main Street Approach focuses on developing Moore Haven Main Street into a sound organization that has both the human and financial resources it needs to undertake an aggressive, ongoing revitalization program. It also focuses on building awareness of the revitalization effort throughout the Glades community. The Board as a whole does have a responsibility in these areas, but there is still the need for an Organization (Outreach) Committee to ensure that proper attention is given to these critical activities. Typically, the Organization Committee takes on three main responsibilities:

- **Development** – Raising money for the organization
- **Communication/outreach** – Promoting the Main Street program and keeping key partners informed
- **Volunteer Management** - Recruiting and training Board members and program volunteers.

Observations:

The Moore Haven Main Street Board has been recently formed . Committees representing the four points have not been established. A volunteer base has not been established . Small promotional events such as the River Rally have given the organization visibility in the community. Some memberships have been established. The program manager devotes half of her time to the Main Street program, and EDC is paying this portion of her salary.

Recommendations:

Recommendation # 1: Recruit Committee members and volunteers.

- The Main Street district is of a manageable size for the organization to give an opportunity for all residents, merchants and property owners to participate. If they are unable or unwilling to participate, continue to include them on all mailing lists to keep them informed as to meetings and issues in the district.
Select meeting times that are compatible for merchants.
Monthly meetings should be established and work plans must be created. The committees should review goals established in the initial Florida Main Street application under each of the four points. They should also review the assessed strengths and weakness of the district in the application. Each Committee should develop a Work Plan based off information in the application, this report and general direction as instructed by the Board. Then the Committee Chairs will submit Work Plans to the Board for approval. This should include a budget for all outlined activities of the committee for Board approval as well. The Work Plans will provide goals for the organization over the course of one year.

Recommendation #2: Outline Outreach/Organization Committee responsibilities.

- Develop common Outreach Committee responsibilities outlined such as public relations, volunteer recruitment and fundraising.

Recommendation # 3: Develop an annual Work Plan.

- Flesh out Work Plans for each Committee so that objectives are clearly defined, those responsible for completing tasks are named, time frames for activities are included and a budget is set for those goals.

Recommendation # 4: Provide education of Board and Committee members in the Main Street Approach.

- Continue to attend Florida Main Street quarterly meetings, workshops, annual conference, and if possible, national events. It is important to meet with other Board presidents and Committee members throughout the state.
- Take field trips to other Main Street communities and meet with their Boards. Utilize the Florida Main Street network and attend neighboring program's training and technical assistance workshops. Invite other programs to yours.

Fundraising

Recommendation #1: Establish the amount of CRA funding available for Main Street.

Recommendation #2: Prepare annual Main Street budget.

Recommendation #3: Develop a solid fundraising plan.

- Diversify program funding Sources

The plan should set measurable goals for program support and special projects and solicit revenue from all funding sources, i.e.. local government, donations, membership, and fundraising events. All Board members and staff need to participate in developing this fundraising plan. Diversification of funding is ideal for any Main Street program to insure solid financial footing for the long term..

Image Development

Recommendation #1: Create a Moore Haven Main Street logo.

Recommendation # 2: Create printed promotional materials for the program.

- Create informational materials about Moore Haven Main Street by emphasizing mission, goals, and accomplishments. When soliciting members, insert a paragraph that indicates that Moore Haven Main Street is a volunteer-driven community organization and list some of the projects for which the organization is seeking volunteers.
- Create a detailed Annual Report for the membership and the city. Florida Main Street can provide examples. Provide copies of the FMS Quarterly Report to the city so that they are made aware of program projects and successes.

Volunteer Recruitment

Recommendation #1: Recruit new volunteers.

- Use the membership and image development campaigns as tools for gaining new volunteers.

Recommendation #2: Train Volunteers

- Train volunteers by developing an orientation program and a Board Members Handbook.

PROMOTION:

Proposed Promotions Strategy

The word promote is defined in the dictionary as a verb that means; "to move forward," "to further the growth or establishment of something," "to work actively and stir up interest for the accomplishment of something." The promotional component of the Main Street approach is intended to move the process forward, to further the growth of appropriate types of development, and to work actively to stir up interest and support within the community.

The concept of promotion, as it relates to revitalization, includes an internal and an external component. The concept of external promotion, marketing or selling the community to the local, regional and tourist market, is the more common understanding of promotion. However, the internal promotion of the community is a vital part of the initiative and enthusiasm needed to stimulate the other components of the Main Street process.

Moore Haven residents interviewed during the Resource Team visit expressed a desire to maintain a small town atmosphere and experience a level of economic development that will provide jobs and opportunities for its current residents and its youth. In an attempt to accomplish this goal, the community will have to work diligently to develop and promote the tourist based resources in the area while maintaining the small town atmosphere and character sought by both new and long time residents.

Moore Haven's primary focus needs to promote the community's access to the areas many natural resource based opportunities and assets and the businesses that support these activities. The Caloosahatchee River frontage and existing boating access on both sides of the lock, combined with the remaining historic structures in the historic district adjacent to the river are the primary focal points to build upon and promote. However,

promotion is also a tool of self-improvement and a means to motivate the citizenry to improve their surroundings for the collective health, safety and well-being of the community. Thus promotion becomes a means to sell the community to those who are or should be participating in the revitalization process. When the broader community begins to recognize and promote its positive assets, there is an increased level of participation in many areas of community development.

Preserving: a Sense of Place

It is essential that the Moore Haven Main Street Board, collectively and through its promotional committee, work to educate and promote the concepts and values of the Main Street process to the citizens of Moore Haven. Economic development and redevelopment in the context of historic preservation is the underlying guideline for Main Street revitalization. The preservation of the different, unique and interesting aspects and places of Moore Haven is a fundamental element of preserving the small town atmosphere. It is the natural and built environment of our communities that ties us to the past and is often the best guide and pattern for future development. If we lose our physical past, we lose our connection to many of those places and values that are important to our way of life.

Increasingly, new business investments, retirees, and heritage tourists are looking for those special places that are different, unique and interesting. Repeatedly, studies have shown that the heritage tourist, seeking places of historic, cultural and natural value, stay longer and spend more money than other categories of tourist.

Image and Assets for Moore Haven

Our Resource Team highlights three areas of assets that define the best opportunities for revitalization. In all aspects of the Main Street approach, organization, design, promotion and economic development, these areas of assets need to be stressed.

Natural Resources

The natural environment is the focus of both the local and tourist economy, as well as the lifestyle of the community. These include the following:

- Recreation (boating, fishing, hunting, birding, biking and hiking)
- Historic buildings and sites

The existing historic structures and sites, including those specifically designated or eligible for inclusion as historic structures, need to be a focus of promotion. These places connect the people of a community to its roots and past. Historic sites add both civic and economic value to a community! These sites include both existing commercial and residential buildings in the community. Additionally, it is important to recognize and promote historic sites linked to events and the heritage families of Moore Haven.

Way of life

In our interviews, citizens listed a set of community values and a way of life that they prefer and would like to preserve and promote. These qualities include the following:

- A slower pace of life
- Less crowded
- A low crime rate
- A positive image of the schools
- Traditions of family and community

Our resource team perceives these three areas as the set of assets that will best serve as a focus for promotion activities as well as the other elements of revitalization. Building

upon the past is a very positive foundation for future development and programs. Future marketing and promotion should build on these themes and assets.

External Promotion

The concept of external promotion, the marketing of local goods and services and the promotion of the entire community to regional and national markets, is an important component of promotional activity. There is a great need for the community to build upon the river front and adjacent historic district to create a basis for attracting and providing goods, services and interest for visitors and potential shoppers, tourists and residents. The community needs to initiate development of supporting infrastructure, including accommodations, restaurants, coffee, ice cream, gift, antiques, pharmacy, boating supplies, equipment and services. These services, both in the historic district and along US 27 will provide an increasing level of support for new visitors, repeat visitors and future residents.

Until some of these supporting services are developed, it is premature to promote Moore Haven beyond the services and amenities that are present. The current activities and events do provide external promotion and are valuable for promoting the area.

Additionally, these events will provide a yard stick to measure the positive changes and additions to the community for people who return to these events each year.

Current Promotional Activities

The Moore Haven community, in partnership with local and county wide organizations currently hosts five events. These events include the following:

- Barbecue Cook-off
- Christmas on the Caloosatchee
- Chalo Nitka
- Big O Birding
- River Rally

It is recommended that Main Street continues to play a supporting role and assist with promoting these events. Four of these events directly relate to the image and identified assets of the area, including the river, wildlife, the lake and the food, agriculture and Native American heritage of the region. The Barbecue Cook-off is a wonderful local event to celebrate community and help the VFD, a backbone of any community.

In addition to the events currently held, the community, through the EDC and Main Street has been increasingly effective in utilizing the various media to promote and market these events in the community and region. The promotions committee should work to support the work Tracy Whirls has initiated in media and expand the promotions to a web site or link on an existing site for Moore Haven, and eventually, link to the Main Street program as activities and projects are initiated. Increased use of the statewide Main Street Calendar and other regional event calendars and schedules will broaden the scope and visibility of Moore Haven and its environs.

Internal Promotions

At this point in Moore Haven's Main Street program, the promotional focus needs to address internal promotions that share information about the program and its goals and projects. It is vital to communicate the Main Street values of preserving the physical,

economic and cultural heritage of the community. Internal promotion utilizes communication and celebration, targeted to the local citizens. In order to successfully gain support and momentum for design and economic development projects, the Main Street process and values need to be communicated to the local citizens through local government agencies, civic organizations, schools and churches. The communication should utilize all effective means available. One method or media does not cover all. The Promotions Committee needs to use media and communications techniques that are best suited to the targeted audience. These may include but are not limited to existing newspaper ads and releases, newsletters, posters, speakers' bureau, web site and an events calendar.

The second element of internal promotions is the celebration of any and all successes. Even if it is a small event, "break bread and tip a glass" and use music to celebrate completion of a project or event. Use the event to "give credit to those who need it as well as those who deserve it." Celebrations provide a bonding opportunity that inspires individuals and encourages groups to take the next step. It provides a forum for informal conversation and discussion in a positive atmosphere of Success.

Recommendations

1. Activate the Main Street Promotions Committee to assist with the tasks needed to support and promote existing activities and initiate new projects. It is essential for the committee to spread the work load, infuse new ideas and broaden the base of contacts within and outside of the community. This committee must work within the overall revitalization effort to coordinate and maximize the actions and efforts of a comprehensive strategy for revitalization. The promotional activities and projects will be more effective when carried out in conjunction with the design and economic restructuring projects.
2. Continue support for and promotion of the five existing events in partnership with the current sponsors. Identify other partnerships to assist with the River Rally. Set a goal of increasing the exposure of the Main Street presence in all events, without over committing available human and economic resources.
3. Develop an educational program that includes elements of education and celebration of the role that the land and natural features, buildings, and most importantly, the people have played in the history and development of Moore Haven. An important component of the revitalization process is the involvement of citizens in the process of collecting photographs and stories of the people, places and events that comprise the history of the community. There is an excellent foundation of materials and individuals that already have been developed. An increased knowledge and appreciation for the natural and built environment, the people and the events that constitute the history of the community, will broaden support for implementing a successful program to preserve and maintain the local architecture and natural resources. As the community establishes an appreciation for its past, it can develop a better plan for its future. It is more effective for a community to promote and market products that they care about and understand. It is important for the Main Street organization to understand, nurture and promote this love of the community, first to itself, then to others. An important component of the educational program is

- communication of information to the community. The information can be presented in informal newsletters to all citizens, periodic newspaper articles, and programs and displays at local schools and community meeting places.
4. Consider assisting with the revival of the Moore Haven Home Coming event in 2007. This event, the original idea and concept of the late Councilman Wayne Owens, would serve as an excellent example of an internal promotional event to celebrate the heritage families of the community. It is vital to recognize the families and individuals who built the Moore Haven community. Giving value and worth to the heritage families adds value and purpose for preserving the historic places and sites attached to the heritage of the community. Consideration might be given to an event themed on the clothes, vehicles, foods, etc. of the 30s, 40s, and 50s. This event might work well in August, just as citizens are returning from travel and getting ready for school. It would also fill a gap in the current calendar of events between June and October. It will be important to find a lead sponsor and planning agency or group for this event.
 5. Develop an Interpretive History Project in partnership with the Preservation Society to identify and communicate the history of the Moore Haven Historic District. Interpretive signage and markers can be produced and displayed in and around the district, identifying the location of buildings, businesses and families that developed Moore Haven. This project will help reinforce the celebration of the heritage families, spark interest, provide added value to the historic district, and provide the basis for preserving the remaining historic buildings in the community. In combination with the Moore Haven Home Coming, these two projects will draw attention and add value to both the "places and faces" of historic Moore Haven.
 6. Develop a logo and theme for Moore Haven that reflects the identified assets and values of the community. A logo can be a useful tool for educating local citizens and developing the community's self image. Once adopted, it is the community's responsibility to make the logo a reality and use it in all promotions and activities and on entrance and street signs. A logo serves as a visual, unifying element for the community. Use the logo on shirts, hats, pennant, flags, bumper stickers, boat stickers, cups, cup holders, etc. The logo and theme should be used to brand the community. With the recommended focus on the river front, develop programs and promotions to inform boaters about "Moore Haven," "the place to stop and see on the Caloosahatchee." Moore Haven should consider using discounted gas sales to lure boaters and promote stops and overnight stays (see recommendations in Economic Development).
 7. Develop a web site for the Main Street program and link it to all potential sources in the community and region. Use photos of people and places, events, activities and special promotions in the web site.
 8. Develop a Main Street Newsletter as means of improving internal communication within the community. As with the web site, utilize photos of local citizens

- participating in projects, ribbon cuttings, business expansions, renovations and events.
9. List Main Street and community activities and events in the State Main Street Calendar and in other targeted event calendars and schedules.
 10. Encourage development of supporting infrastructure throughout the community. Help identify critical needs and promote services that will help serve the community and attract committed, serious investors and positive development. These may include but are not limited to accommodations (B&B's or Inns in the river front area and 4 small hotels on US 27), varieties of restaurants, specialty foods (ice cream, coffee, and bakery), nautical supplies, pharmacy, convenience goods and services, book store and entertainment.
 11. Promote and Support the preservation, renovation and adaptive reuse of historic structures, both business and residential throughout the community. These structures are a connection to the past and the best opportunity for Moore Haven's future revitalization.

A key component of promotion is to generate and sustain enthusiasm and excitement. Utilize every Success and positive action as a cause for celebration (a new business opening, a new walkway or trail, a successful new event, etc.). Communicate and inform the citizens that positive action is occurring. The celebrations need not be elaborate, but should provide an opportunity to give credit to those who deserve it and to those need it. Celebrations build community, the most treasured of all resources.

Conclusion

Promotion is an elixir and catalyst for a Successful revitalization process. It is needed to market the community's resources and products, and to attract visitors, residents and investors. Additionally, promotions should build internal support and enthusiasm that fosters cooperation in the community. However, as with all components of the Main Street process, promotion must be an integral part of the long-term, incremental and comprehensive Main Street revitalization process.

ECONOMIC RESTRUCTURING~

As a small community, Moore Haven does not lend itself to the standard techniques of market analysis. Furthermore, it has three larger towns _ La Belle, Clewiston, and Okeechobee - that are the logical locations for siting new big box stores and neighborhood retail. If you were to draw the 22 minute, drive time radius for regional shopping (typical for market analysis), you overlap Clewiston and La Belle and you come close to Okeechobee.

Moore Haven is subordinate to these towns when analyzed from a purely quantitative analysis.

What, then, does Moore Haven have going for it in terms of repositioning itself in the marketplace? Let's look at what is unique about Moore Haven:

1. It is the only incorporated town in Glades County and it is the County seat. As such, it has the Courthouse and the county infrastructure.

2. It is the northwestern entry point to Lake Okeechobee and the first town on the Lake coming south on Rte. 27.
3. It sits on the Caloosahatchee River, part of the cross-Florida waterway.
4. It has the only town square and City Hall that sit on a waterfront, unlike the other towns around Lake Okeechobee.

These factors suggest that Moore Haven should take advantage of its location -- not to compete with Clewiston -- but to become a unique destination that focuses on its waterfront, the Lake, and the rural character of Glades County.

RECOMMENDATIONS

1. Focus on website marketing, Travelers in the region are looking for destination activities on the internet. Look for a local web design specialist to hold website workshops with local business people. Try for bank or Chamber of Commerce sponsorship.
2. For the short-term. focus on the Lundy Bldg. Scheduled for a cosmetic renovation in the fall, 2006, the first floor will become Anne's Antique Mall & Coffee Shop. This first retail business on Avenue J will set the tone for later businesses. Actively support it with an Opening event.
3. Stress high quality in your services. It's preferable to do a small shop well with dear boundaries, rather than spread stuff out just because the space is available. Even the graphics of a store are important. With a distinctive logo, for example, a store can market quality tee shirts, coffee mugs, and other items using that logo.
4. Look to broaden the choices for the tourists arriving by car or boat. Consider what people like and what may be hard to find in Moore Haven: a good cup of coffee, pastries, boating info, several national newspapers, a town bulletin board, and some basic staples. It may be that Anne's Antique Mall & Coffee Shop can take on some of these functions and operate a bit like a general Store.
5. Create and maintain a Main Street website. , There are many Main Street websites that can serve as a model. Make sure that you establish an Annual Calendar that can be used for all Main Street and community events. Your Main Street website can be linked to those websites created by individual businesses.
6. Investigate the feasibility of selling gas at the city owned dockage along Riverside Drive in front of the City Halt The City is already selling fuel from the existing marina but its not an attractive or convenient venue. Reposition above ground fuel tanks next to City Hall and sell gas at "street" prices. Discuss such a contract with a local gas station.
7. Meet with the Capital Project Finance Authority about investing in a Moore Haven project. This effort dovetails with the feasibility study (see DESIGN #1) of the marina complex along the Canal. The Finance Authority could provide financing for a restaurant and/or hotel on the site once feasibility is demonstrated.
8. Seek to partner with landowners to develop and manage their property. Often landowners have an unrealistic view of the value of their property and, therefore, it sits unused. However, their land can be appraised and used as equity in a development project in which they can retain a percentage of ownership.

9. Try to recruit a Moore Haven Inn operator. Talk with those who would benefit from it: the guides, the outfitters, and the companies. See if they know anyone that might have an interest. The Inn would serve three 4 meals a day and feature locally grown products.
10. Encourage a weekly Farmer's Market in season which also will include local crafts. This is one way of linking the surrounding region to the Main Street effort. Use under the bridge as a venue in case of rain, but the prime venue should be along Riverside Drive. It may even attract some boaters. Have volunteers grilling hot dogs and hamburgers, plus some coffee and pastries. Promote it on the website and in the calendar.

DESIGN:

Here follow recommendations for the Design Committee's work plan. Note that several of the recommendations overlap with or have been suggested by other committees.

2. Related to DESIGN #1, create a Marina Overlay Zoning District including design standards. This District has the same boundaries as the planning effort above.
3. Review the Visioning priorities (02/05) and keep the Council focused Main Street ones with specific funding and a schedule for implementation. Visioning priorities include Marina planning (DESIGN # 1) and Main Street sidewalk repair (DESIGN #6). Make sure they are funded.
4. Consider offering gas to boats at highway rates as a first step in checking the marina feasibility. The pump can be located opposite City Hall and supplied by above ground tanks. How many boats bought gas and how they answered a questionnaire would tell you a lot about the feasibility of an expanded marina.
5. Have a logo designed for Moore Haven Main Street. A fish, a bird, and a historic building come to mind.
6. District that includes streets, sidewalks, landscaping, and pedestrian lighting in the park.
7. Recruit other antique dealers to go into Ann's Antique Mall & Coffee Shop. Use the Coffee Shop in Clewiston to promote it with a sign and graphics in the existing store.
8. Plan and install landscaping on the median and shoulders of US 27. Funding is available from FDOT. Locate the Downtown Historic District and a Florida Main Street signs in a prominent location.
9. Emphasize the stabilization of historic structures for future use. Put a moratorium on demolition of historic buildings, seek interim purchasers, and look for long term users.
10. Request a specific list of criteria for a boutique Goodwill to locate on Avenue J and make their decision a priority. Visit another boutique Goodwill and determine their space needs.
11. Find out the current status of the Capital Project Finance Authority (Phil Bennett) and the objectives. If they have money to invest, suggest that, they consider investing in a Moore Haven marina complex.

12. Organize "a clean-up and plant" project with an emphasis on the vacant lots along Avenue J and also along First Avenue. Further, white picket fences can establish the property lines on currently vacant properties. Don't forget the free coffee and donuts!
13. Write a grant proposal for a State Marker for the Lundy Bldg. and add an additional historic building each year. Funding is available through the Florida Dept. of State, Bureau of Historic Preservation.
14. Get a bank(s) to make a commitment (\$\$\$) to the Main Street program. They can underwrite a specific element and take credit for it.
15. Develop a code enforcement strategy with a priority list. With an undermanned town effort, you have to think small scale and what can be enforced first. But get focused and move ahead. A useful technique is having a monthly meeting with the Code Enforcement officer to review progress.
16. Consider whether it is feasible to move Agape House to a new building specially constructed for them. This could be a win/win for the existing historic building which could then be recycled as an Inn, and the Agape program itself which would gain a unique building designed for them.
Check on the history of the Agape program in its building. Did it occupy the building after the current zoning was in place? If so, they are a nonconforming use. They should be notified by the town and be given a generous time period to vacate the building (1-2 years). Or they should be encouraged to develop a retail operation open 7 days a week.
17. Create a Moore Haven Main Street/Scenic Trail strategy. This necessarily should be a long term vision (wayfinding signage, facilities) for the Scenic Trail around the lake tied to an annual event like an ultra-marathon. Coordinate with the other towns around the lake, first on this one event.
18. Do a discussion series on preservation for local contractors and interested individuals. The series may take one of the historic buildings as a case study.
19. Have a "Heritage Day" or "Homecoming Day" that celebrates the old families and the specific history of each lot. This can include an old car parade with participants encouraged to wear period clothes, plus period food and activities.
20. Begin an Agra-tourism effort with several of the old ranch families. Sponsor an afternoon tour of several ranches ending with an open air barbeque with a rustic feel (live music too?). See if it can be built into a monthly, then weekly event.