

## Hyannis Workplan Summary

**Goal #1** Build Out the Housing and Commercial Stock to the Highest and Best Use to Meet Current and Future Needs.

- **Strategy #1** Deploy tools and resources that encourage investment in equitable year-round funding opportunities and underutilized spaces to actively contribute to the neighborhood's vibrancy. / Engage downtown property owners in downtown vision.
- **Strategy #2** Community development for small type units to encourage living/working/ East End Developer Cohort Networking Event. / Commercial space supports community and visitor needs.
- **Strategy #3** Active underutilized property- armor for community use/ East End Developer Cohort Networking Event / Advance redevelopment and development downtown for priority sites.
- **Strategy #4** Encourage housing at various price points to meet the demand of the local workforce and attract new residents.

**Goal # 2** Public Realm Improvements Support Downtown with State-of-the-Art Infrastructure.

- **Strategy #1** Improve public spaces aesthetically, but also in a way that promotes environmental sustainability, facilitates programming by community partners and weaves the physical fabric of the community together
- **Strategy #2** Expand infrastructure to support development.
- **Strategy #3** Create a downtown environment rich in human experience.

**Goal # 3** Build Downtown as an Arts +Culture Destination/ Arts and Culture Economy.

- **Strategy #1** Continue to develop Hyannis as a hub for arts and culture by maximizing available spaces for artists to work and perform, attracting resources for organizations and practitioners, and adopting innovative approaches to grow the ecosystem.
- **Strategy #2** Public Sculptures and Murals that serve as beautification and wayfinding while also telling new stories of who lives and works downtown. Hyannis has been an active and diverse center on Cape Cod for over a century, and our downtown can reflect that in a vibrant way.
- **Strategy #3** Public Sculptures and Murals that serve as beautification and wayfinding while also telling new stories of who lives and works.
- **Strategy #4** Expanding this group to reflect the diversity of the community we work in regarding race, wealth, and types of work so that we can lift our entire arts community to create a richer experience in our downtown.

**Goal # 4** Increase Resiliency through economic diversity/ small business.

- **Strategy #1** Develop and strengthen programs that support the existing small business community in the TDI District to capture more customers, operate more efficiently, and maintain a more robust workforce pipeline.
- **Strategy #2** Building off ongoing regional Blue Economy efforts.

**Goal # 5** Marketing/ Community Engagement.

- **Strategy #1** Brand Awareness/Web Site.
- **Strategy #2** Outreach/Publicity.
- **Strategy #3** Engagement.
- **Strategy #4** Tenant Recruitment.