

Yukon's
BEST

OKLAHOMA

Visioning the Possibilities

Visioning the Possibilities

Dream the Vision . . . Be Real

Old Vision Statement:

Downtown Yukon is clean, welcoming and historically restored. It is a community full of arts and cultural destinations, an event center, dining and entertainment establishments and a large assortment of unique retail businesses drawing local citizens and tourists and supporting employees and residents of the area.

Downtown Yukon has an attractive and safe streetscape design with walkability for residents and visitors. It is a family-oriented district with events and outdoor activities supported by enthusiastic, involved citizens.



**Yukon's
BEST**
ROUTE 66
MAIN STREET

Tuesday, October 23
6:00 p.m. to 9:00 p.m.

Downtown Yukon Vision Development Workshop

Location: First Christian Church of Yukon — 601 Maple Avenue

Calling all Downtown Yukon stakeholders!

Anyone with an interest in the betterment of Downtown/Main Street Yukon is invited to attend. Come share your dreams and vision for an improved, revitalized Yukon Downtown/Main Street district.



405-350-5999 or vdavis@yukonok.gov

This workshop will be facilitated by Oklahoma Main Street Center staff.

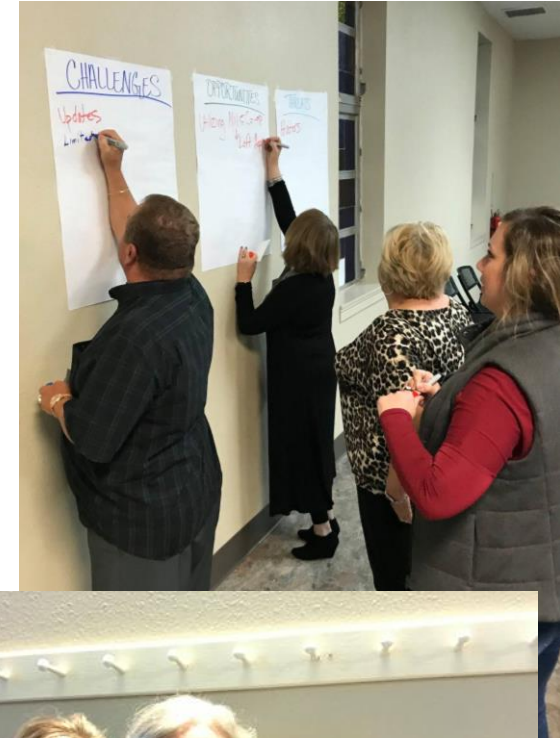
Dream the Vision



- Surveying
- Social Media
- Vision Development Workshop

Dream the Vision

- Big Picture Dreaming
- More Surveying
 - Social Media
 - Business Survey
 - All ages
 - All backgrounds
- SWOT/SCOT Analysis



Yukon's Best Main Street SCOT Analysis

The following analysis of Downtown/Main Street Yukon was gathered during the 10.23.2018 Vision Development Workshop for the future of Downtown/Main Street Yukon. Once developed, this Vision will contribute to Community Transformation Strategies which will be implemented through annual Main Street Action Plans.

Downtown Image	Current Image of Yukon	Desired Future Image of Yukon	What will it take?	Methodology
	Boring; outdated; need nightlife; disconnected; hard to shop; needs facelift; unsafe to walk; dirty appearance; hopeful; nowhere to park; just one block long; rundown; unkempt bldgs.; needs unity; ghost town; growing; solid; non-descript; energetic; walkable; supported; historic	Thriving; energetic; vibrant; inviting; lively; friendly; hopeful; cohesive; walkable; united; historic unique; exciting; pet-friendly; welcoming; clean; restored; cultural; arts; destination; for tourist; family centered; to be different	Commitment Unity Communication Community Partnership	Main Street's 4 point[®] approach to community transformation: Design; Economic Vitality; Promotion; Organization.

Category	Strengths/Praise	Challenges/Concerns	Opportunities/Wishes	Threats/Gripes
DESIGN: <u>Physical Environment</u> Historic / Cultural Preservation; Beautification; Building Improvements /Upkeep; Art Presence; Downtown Public Spaces (Roads/Parks/Sidewalks); Walkability; Property Development	<ul style="list-style-type: none"> ➢ Route 66 ➢ Gov't office DT ➢ Location ➢ Building 	<ul style="list-style-type: none"> ➢ Updates needed (Sidewalks, Crosswalks, Codes) ➢ Unsafe: crosswalks w/lights ➢ Wayfinding signage ➢ Need better lighting ➢ Safety concerns 	<ul style="list-style-type: none"> ➢ Preserving Mill & Co-op ➢ Pockets parks ➢ Route 66 (signage; roadway decals; public art) ➢ Train Museum ➢ Tours – self guided ➢ Cohesive brandings (districts) ➢ Czech Community (cultural preservation) 	<ul style="list-style-type: none"> ➢ Unsafe sidewalks
ECONOMIC VITALITY: <u>Economic Environment</u> Business Mix (recruiting); Business Culture; Amenities (Infrastructure, Parking, etc.); Incentives / Project Funding; Business Development;	<ul style="list-style-type: none"> ➢ Season of "growth" 	<ul style="list-style-type: none"> ➢ Limited business mix (shopping, food, other) ➢ Permit fees (excessive) ➢ Lack of disabled parking ➢ Parking supply and conditions ➢ Absentee property owners (unkempt bldgs.) ➢ Unavailable vacant properties in prime locations ➢ Businesses closed to walk-in public ➢ Lack of nightlife 	<ul style="list-style-type: none"> ➢ Utilizing Mill & Co-op <ul style="list-style-type: none"> ○ Loft apartment ○ Parking ○ Rock climbing wall ➢ Young business owners ➢ Czech Community (business opportunities) ➢ Businesses stay open later 	<ul style="list-style-type: none"> ➢ Outdated city ordinances prohibitive to business/property development (gravel parking; upper rehab, etc.)
PROMOTIONS: <u>Social Environment</u> Events; Downtown Marketing/ Promotions; Leisure Activity; Nightlife;	<ul style="list-style-type: none"> ➢ Downtown festivals 	<ul style="list-style-type: none"> ➢ Lack of City backed advertising 	<ul style="list-style-type: none"> ➢ Promote enhanced awareness of unique location (Rt 66/Chisholm Trail Xing) ➢ Czech Community (community identification) ➢ Tours – self guided ➢ Cohesive branding 	<ul style="list-style-type: none"> ➢ Chains restaurants
DT LIFESTYLE & MISC. Downtown Living; Quality of Life; Safety; Recreation, etc.	<ul style="list-style-type: none"> ➢ Outstanding school system ➢ Quality library ➢ The People / Sense of community ➢ Hospital 	<ul style="list-style-type: none"> ➢ 	<ul style="list-style-type: none"> ➢ Engage passionate community in the effort(s) ➢ Willingness for change ➢ Younger Generation 	<ul style="list-style-type: none"> ➢ Haters ➢ Nay-sayers ➢ Closed minded people ➢ Inability to embrace change
ORGANIZATION: <u>Administration</u> Communication; Volunteers; Training; Program Funding; Leadership/Vision; Cooperative Spirit; Planning;	<ul style="list-style-type: none"> ➢ Volunteers ➢ Involved community 	<ul style="list-style-type: none"> ➢ Lack of communication between business owners. 	<ul style="list-style-type: none"> ➢ Private FB page for business <ul style="list-style-type: none"> ○ Hot topics ○ Business news, info, and opportunities ➢ Cohesive branding 	

Online feedback response to: "Downtown Yukon needs _____."

Design/Beautification/Wayfinding: <ul style="list-style-type: none"> • Curb appeal all the way down Main St; • New sidewalks, trees, planters • Landscaping around Old Mill • Mixed use: retail/lofts at grain mill site • Façade improvements • Improved ped. crossing/signals (Cornwell) 	<ul style="list-style-type: none"> • Divided Main St/Millwalk District Plan; • White lights up year round; • Bike racks; old town street lights; benches • Better sidewalks (6th to 10th Streets) • Sm town charm/decorations for all holidays • Better signage to DT/RT 66 from I-40 • More/better parking 	Recreation/Events/Promotions: <ul style="list-style-type: none"> • Kids' Zone; Trampoline Park • Yoga Studio/Bungee fitness/Pole-silk dancing • Turn Old Mill into Rock Climbing • Drive-in (Arrowhead) • Indoor Dog-walking park • Better advertising of all Main Street events • More outdoor events/festivals 	Public art/Culture: <ul style="list-style-type: none"> • mural restoration • statues: Miller Man, Czech boy/girl • Czech presence • Garth Brooks museum/restaurant 	Businesses: Micro/craft brewery; coffee shop; bakery; butcher; local grocer/farmers' market; deli; RT 66 diner; Chisholm Trail Western Grub; Tea Room/Café; Outdoor clothing store; art gallery for local artists; Czech bakery/restaurant; Seafood Restaurant; Food Truck lot; bookstore; Wine; café/bistro/modern bar; Rt 66 Soda Ftn; Breakfast place; No chains; dispensary	Lifestyle: Housing/Involvement/Communication: <ul style="list-style-type: none"> • More business involvement • B&B/Downtown living/lofts • Better signage of event road closures
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Identification and Implementation of Transformation Strategies

At the Vision Session it was determined that Yukon Main Street should focus on the following two (2) Transformation Strategies. These strategies are shaped by an understanding of the downtown's economic opportunities as they exist now, reflect community vision, guide the direction of the revitalization initiative, bring about substantive transformation, are implemented through all "Four Points", and are measurable.

1. **Tourist + Tourists –focus of Cultural Heritage Tourism**
 - a. Based on Czech heritage
 - b. Based on Route 66 location
2. **Health & Wellness – focus on Walkability and Connectivity**
 - a. Important to increasing commercial density and foot traffic
 - b. Important to increased health and wellness and safety of tourists and community.

Transformation Strategies

1. Cultural Heritage + Tourism

2. Active Local Living =

Connectivity + Walkability

Dream the Vision . . . Be Real

New Vision Statement:

At the crossroads of the historic Chisholm Trail and Route 66, Yukon, the Czech Capital of Oklahoma, is paving the path to active local living in a culturally-driven tourist destination.

Develop Transformation Strategies

Strategy A: Active, local living.

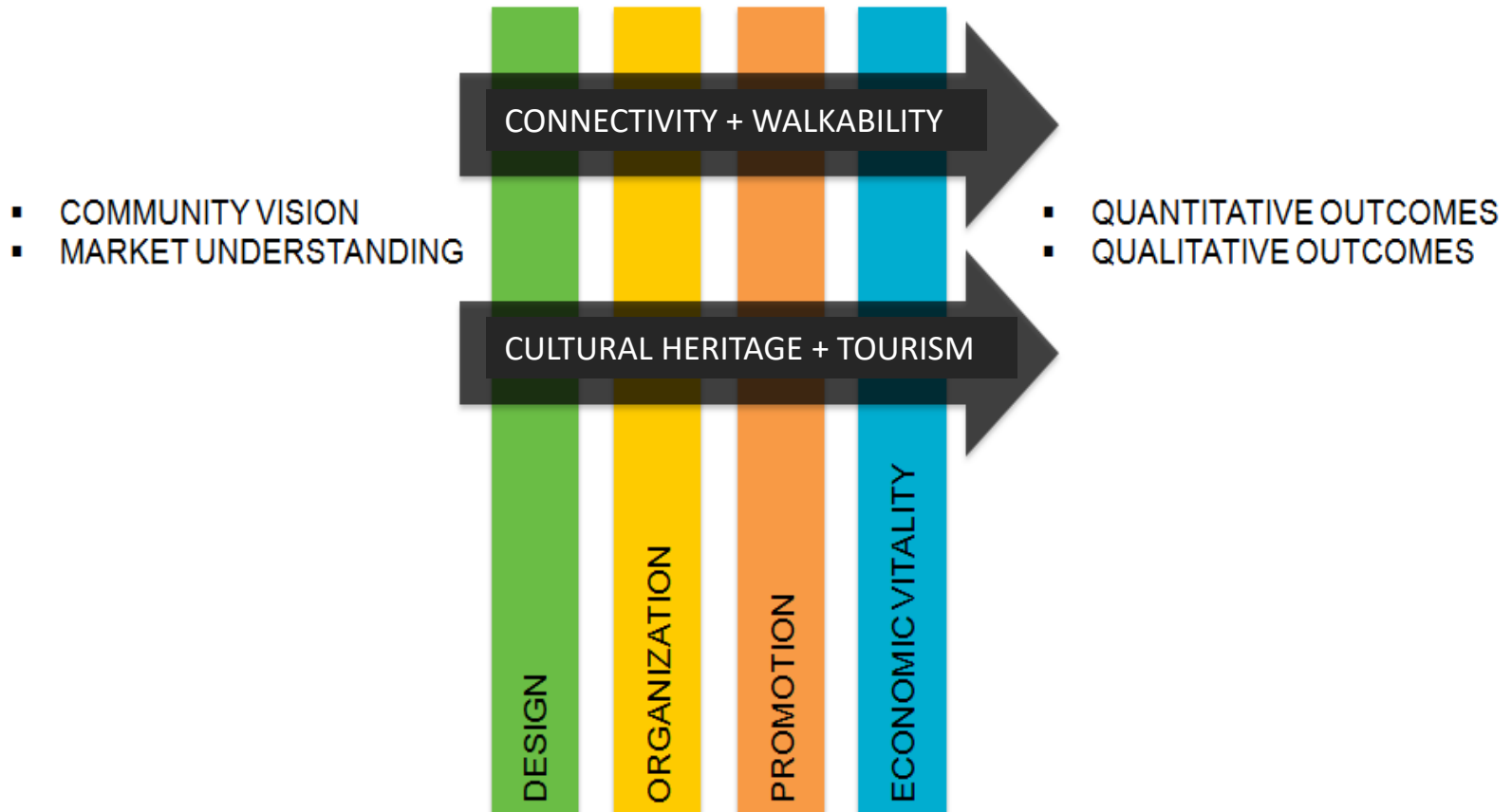
Encourage and stimulate the connectivity and walkability of Yukon's Route 66 Main Street.

Strategy B: Cultural Heritage + Tourism

Capitalize on Yukon's rich cultural heritage to position Yukon's Route 66 as a tourism destination.

Main Street

4 Point Approach[®] | Refresh



Transformation Strategies

Strategy A: Walkability + Connectivity

Goal #1 – Plan/promote activities and events in various locations along Main Street.

Measurable outcome:

1. Create or expand one event that includes the entire Main Street district.

Transformation Strategies

Strategy A: Walkability + Connectivity

Goal #2 - Incorporate place-making strategies to improve and beautify downtown.

Measurable outcome:

1. Adopt, encourage, or participate in one public art /place-making project.
2. Adopt a property - project.

Transformation Strategies

Strategy B: Cultural Heritage Tourism

Goal #1 – Plan/promote activities and events wrapped around local/regional cultural heritage.

Measurable outcomes:

- Hold car show to highlight Route 66. [2019]
- Develop Czech heritage holiday event. [2019]
- Engage with potential entrepreneurs

Draft Action Plans

Yukon Main Street – WorkPlan | 2019-2020

Vision: At the crossroads of the historic Chisholm Trail and iconic Route 66, Yukon, the Czech Capital of Oklahoma is paving the path to active local living in a culturally-driven tourist destination.

Mission: To preserve and further enhance the economic, aesthetic, and cultural environment of Yukon’s Main Street District.

Implementation Strategy: The City of Yukon is an Associate Oklahoma Main Street community that uses the National Main Street Center’s Four-Point Approach® which includes: organization, promotion, design and economic development to implement a downtown revitalization initiative.

TRANSFORMATION STRATEGIES	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC RESTRUCTURING
<p>Strategy A: Encourage and stimulate the connectivity and walkability of Yukon’s Route 66 Main Street.</p> <p>Goal 1: Plan/promote activities and events in various locations along Main Street. Measurable outcome: <u>*Hold one activity/event that includes the whole MS district.</u></p> <p>Goal 2: Incorporate place-making strategies to improve and beautify downtown’s appearance. Measurable outcome: <u>*Adopt one public art project.</u></p>	<p>Action:</p> <ol style="list-style-type: none"> Communicate the organization’s goals and objects, and programming. <ul style="list-style-type: none"> E-News 9/19 News release 9/19 Updates to council quarterly Website page 4/20 Develop volunteer database to support activities <ul style="list-style-type: none"> Mailchimp 2/20 	<p>Action:</p> <ol style="list-style-type: none"> Christmas on Main Street 11/21 & 12/5/19 Small Business Saturday – Retail event 11/30/19 Highlight boutiques/ shops DT – Sisters of Spring Fashion Show – 4/20 Introduce women to new businesses in downtown – Sisters of Spring Classes & Demos – 4/20 Expand where events are held – Czech Christmas Market – 12/14/19 	<p>Action:</p> <ol style="list-style-type: none"> Promote the MS walkability – Walk the Route 6/20 Public Art - Creative Crosswalks - by 3/20 Adopt one volunteer project for business improvements– Harvey Lawn Care 10/19 Connect MS District by encouraging businesses to decorate w/ lights –Display Contest 12/2019 –Lights on Main 12/2019 	<p>Action:</p> <ol style="list-style-type: none"> Develop list of available/vacant properties. 9/19
<p>Strategy B: Capitalize on Yukon’s rich-cultural heritage to position Yukon’s Route 66 as a tourist destination.</p> <p>Goal 1: Plan/promote activities wrapped around cultural heritage. <u>Measureable outcome:</u> <u>*Plan/Implement Car Show to highlight Route 66 9/12/19</u> <u>*Promote Czech heritage w/a start-up Czech Christmas Market</u></p>	<p>Action:</p> <ol style="list-style-type: none"> Host fundraising event that promotes the arts and Route 66 heritage – 6 x 6 on Route 66 Art Show – 5/20 Fundraising event - Mardi Gras – 2/22/2020 	<p>Action:</p> <ol style="list-style-type: none"> Plan/Implement “Cruise-In For A Cause” – 9/12/19 Yukon Czech Market – 12/14/19 <ul style="list-style-type: none"> Begin 12 month workplan for expanded Czech Market 	<p>Action:</p> <ol style="list-style-type: none"> Promote cultural heritage design for Creative Crosswalks 	<p>Action:</p> <ol style="list-style-type: none"> Create plan using innovative assets/ opportunities to recruit entrepreneurs. 4/20 Hold workshops that support downtown businesses: <ul style="list-style-type: none"> Holiday Safety 11/19 Customer Service 3/20

Do the Work

EV Point

Business Recruiting & Retention Plan

- Recruiting Point Members
- Property & Business Inventories/Database
- Market Analysis
- Surveying
- Market Position Statement
- Engage Property Owners / Businesses / potentials
- Possibilities Tour
- Mini workshop

TOP 10 RETAIL & FOOD, DRINK & ENTERTAINMENT

- Top of Food list – Czech Bakery and Czech Café
- Other on the list with some interest/results:
 - Jewelry
 - Bridal/Formalwear
 - Books
 - Arts/Crafts Based Businesses

Main Street Possibilities Tour



September 21
4:30 - 6:30 p.m.

**A unique tour of available properties and
prospective entrepreneurial initiatives.**



yukon66mainstreet.com | 405-350-5999 | mainstreet@yukonok.gov

Main Street Possibilities Tour

Downtown Yukon | September 21 | Guided Tour 5–6 pm



Yukon Downtown Possibilities Tour

- Tour Vacant Properties
- Hear conceptual business plans
- Learn of new businesses

Property representatives will be on-site from 4:30 to 6:30pm for self-guided tours of vacant properties. [This does not include #'s 4 & 6].

TOUR STOPS:

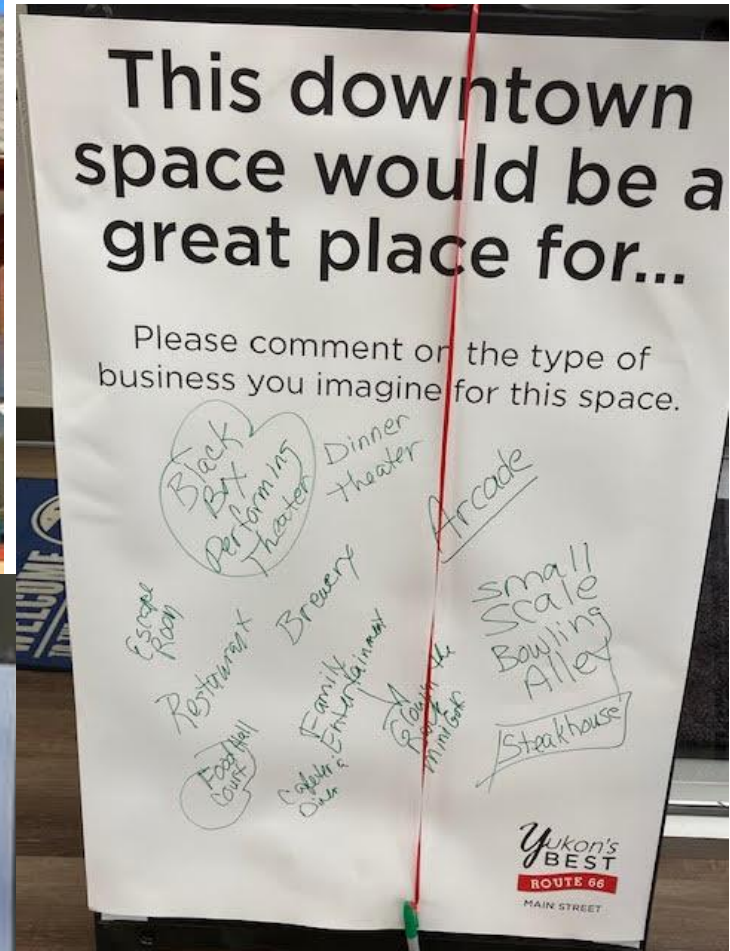
1. 110—S 5th St | recently Yukon Review of c
2. Maple Plaza
3. 419 W Main Street
4. 422 & 444 W Main St [*]
5. 517 W Main Street
6. 629 W Main Street [*]

* Walking Tour Only



MAIN STREET





Document & Dance

- Share goals and successes
- Promote opportunities
- Provide resources and information
- Celebrate progress
 - Contributions to strategies
 - Achieving Goals
 - Relations building



Adopt-a-project results:

- Volunteers completed project
- Leveraged a grant for paint and supplies
- Property owner investment for interior improvements
- Two new businesses opening in property soon.



Recruit authentic Czech Bakery:

- Identified former owner of a Czech food truck
- Engaged as vendor for various events
- Responded quickly when an ideal property became available.
- Business opened 9/2021



'FROM MY HOME TO YOURS'



Kolaches from Yukon!



Looking forward

• • • •

2022

ECONOMIC VITALITY

Looking Forward - E.D.G.E.

- Entrepreneurial Development and Growth Endeavor
- Sessions/Schedule (March 20th - April 15th)
 - [2 sessions per week for 4 weeks]
 - Program Intro & Overview / History of Yukon
 - Business Plan part 1
 - Business Plan part 2
 - Finances and Insurance
 - Government [Permits, licensees, inspections, etc.]
 - Business Practices/Human Resources & Employment Plan
 - Network Resources, Brand, and Promotions
 - Pitfalls & Pitches - Graduation / Certification Presentation

ECONOMIC VITALITY

[EDGE - cont.]

Next steps for EV

- Lining up speakers for each session
- Packaging incentives for program graduates [they may apply to it they open shop downtown within two years].
- Possibilities Tour will be held shortly following end of course to assist w/ location planning.
- Developing Marketing Plan

VISIONING THE POSSIBILITIES

1. Dream the Vision
2. Develop the Strategies
3. Do the Work
4. Document Success
5. Dance in Celebration

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