

**Business District Revitalization
Colonial Beach, VA**

Planning Grant Amount: \$35,000

Project Activities: The major activities for this downtown planning grant are listed below.

Activities	Schedule
1. Planning Grant Application Preparation a. Physical inventory b. Building inventory c. Business Assistance/ Resource Providers	Complete
2. Market Analysis (to be integral part of economic restructuring plan) a. Establish goals of economic restructuring plan process b. Conduct Market Analysis c. Identify and Categorize Existing Economic Development Activities d. Identify community economic development stakeholders and participants	December - March 15, 2011
3. Community Engagement a. Visioning b. Interviews with key individuals / stakeholders c. Intercept surveys/interviews	January - April 15, 2011
4. Marketing / Branding Services d. Community Identity Discovery e. Community Identity / Branding Assessment f. Marketing / Branding Guidance Recommendations incorporated into Economic Restructuring Plan (this is not a comprehensive community branding package or program)	April - May 15, 2011
5. Economic Restructuring Plan g. Economic development strategies h. Regional and local economies i. Framework for economic development strategy j. Action Plan that outlines specific strategic directions, actions, milestones and potential lead organizations	May - September 15, 2011
6. Design Services / Preliminary Cost Estimates k. Local Capital Improvement Project l. Streetscape / Site Designs m. Way finding / Signage n. Potential Façade Schematics	May - October 15, 2011
7. Community Improvement Grant (CIG) Application / Submission	April 1, 2012
8. Pre-Contract Activities for Community Improvement Grant Application	June 30, 2012