

Cape Charles Community Enhancement Program Volunteer Interest Form

The Cape Charles Community Enhancement Program / Main Street Initiative needs your help! Our strength and effectiveness is directly related to the involvement of volunteers. The talent and energy that volunteers bring are critical components of the success of this program.

Please complete the information below and return it to: Libby Hume
Community Enhancement Program
2 Plum Street
Cape Charles, VA 23310
Email: clerk@capecharles.org

Please print legibly:

Name: _____
Street Address: _____
Mailing Address: _____
Phone (preferred): _____ Phone (secondary): _____
Email Address: _____

What interests you in volunteering? _____

Skills, interests, hobbies, education, etc.: _____

Graphic Design Website Development / Maintenance

Please check all areas that may interest you:

Core Committee Member (see below) Other Committee Event Volunteer
 Event Chairperson Fundraising Mailings
 Newsletter Phone Calls Office Help

If you chose "Core Committee Member" above, please let us know your committee preference (Please see page 2 for more information regarding the Core Committees):

Economic Vitality Design Promotion Organization

Other information you would like us to know: _____

How did you hear about the Cape Charles Community Enhancement Program?

Community Gathering Friend Newsletter Other: _____

Thank you for your interest in the Cape Charles Community Enhancement Program!

COMMUNITY ENHANCEMENT PROGRAM CORE COMMITTEES

- I. The **Economic Vitality Committee** and project teams have the job of identifying new market opportunities for the traditional commercial district, finding new uses for historic commercial buildings and stimulating investment in property. To succeed, this committee must develop a thorough understanding of the community's economic condition and opportunities for incremental market growth. Specifically:
 - ⇒ Build entrepreneurial economies;
 - ⇒ Strengthen existing businesses and recruiting new ones;
 - ⇒ Find new economic uses for traditional Main Street buildings;
 - ⇒ Develop financial incentives and capital for business development and retail operations layout;
 - ⇒ Monitor the economic performance of the district.

- II. The **Design Committee** and its project teams play a key role in shaping the physical image of Main Street as a place attractive to shoppers, investors, business owners and visitors. To succeed this committee must persuade business owners, building owners and civic leaders to adopt a specific approach for physical improvements to buildings, businesses and public improvements. Specifically:
 - ⇒ Educate others about good design by enhancing the image of each business as well as that of the district;
 - ⇒ Provide good design advice by encouraging quality improvements to private properties and public spaces;
 - ⇒ Plan Main Street's development by guiding future growth and shaping regulations;
 - ⇒ Motivate others to make changes by creating incentives and targeting key projects.

- III. **Promoting Main Street** takes many forms, but the ultimate goal is to position the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics. To be effective this committee must move beyond cookie-cutter downtown promotion ideas. Specifically:
 - ⇒ Understand the changing market - identifying both potential shoppers and the competition;
 - ⇒ Identify downtown assets - including people, buildings, heritage and institutions;
 - ⇒ Define Main Street's market niche - its unique position in the marketplace;
 - ⇒ Create new image campaigns, retail promotions and special events - to bring people back to downtown.

- IV. The **Organization Committee** and its project teams play a key role in keeping the board, committees and staff functioning by attracting people and money to the Main Street Program. To succeed, this committee must take responsibility for managing these financial and logistical aspects of the non-profit organization:
 - ⇒ Raise money - for projects and administration, from donations and sponsorships;
 - ⇒ Oversee volunteer activities- recruit and supervise people, and reward good work;
 - ⇒ Promote the program - to downtown interests and the public;
 - ⇒ Manage finances - develop good accounting procedures.