

Activity	Flywheel	☞ Main Street Pillar	☞ New / Established	2026 Priorities	What Does Success Look Like Here?	Tasks	Plan of Attack	Accountable Parties
Banners	Build Brand	Design	Established	Improve and maintain systems (define what success looks like, positive trendlines), finish downtown install				
Parklet	Build Brand; Demonstrate Success	Design	Established	Educate about the LDA's role (for all design)				
Trees	Demonstrate Success	Design	Established	Maintain and improve systems (define what success looks like here, aim for positive trend lines), plan for long term maintenance				
Annual Events	All	Economic Vitality	Established	Clarify our roles, rules, and what success looks like for each downtown event;				
Board of Directors Policy and Governance	Build Strength	Organization	Established	Create SOP's and replicable processes				
Newsletter	Build Strength	Organization	Established	Focus on stakeholder education				
Promotional Page	Resource Engine	Organization	Established	Improve distribution, create goals to increase its use and efficacy. Create goals (ie 5 new distribution locations each year) and a stewardship plan (ie advertisers should hear back from us with distribution and reporting within X timeframe)				
Social Media	Attract Believers; Demonstrate Success	Promotion	Established	Create a more sustainable approach to management and sharing of downtown business posts				
LDA Website	Attract Believers; Demonstrate Success	Promotion	Established	Manage a grant to expand our website, including a more in-depth map for downtown businesses				
Enjoy Lewistown	Attract Believers; Demonstrate Success	Promotion	Established	Evaluate how to best use this space to build downtown vitality. Get it updated by EOY 2026.				
Flowers	Demonstrate Success	Design	New	Collaborate to create a flower program for the downtown after conversation with the Chamber. This emerged as a priority from the survey responses.				
Visitor, Rural, and Ag Centered Programming	Attract Believers	Economic Vitality	New	Create new programming to welcome our rural neighbors and visitors to downtown				
Micro Events	All	Economic Vitality	New	Roll out, define success and polish as we go. Key challenges are understanding demand, communicating the opportunity, and recording success to secure funding going forward				
Annual Event Calendar	Build Brand	Promotion	New	Create a packet for businesses with a calendar and door signs for annual events (eg: Welcome Cowboy Poetry)				
Downtown Masterplan	Build Strength	Organization	New	Serve as the City's primary partner for the DTMP.				