

MAPPING THE FUTURE OF PITTSFIELD 2021 Action Plan and Accomplishments to date

Illinois Institute for Rural Affairs

Making a Difference in Rural Illinois

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February 2021

ADDITIONAL INFORMATION

Past Cash Mob Locations

February 2019 - Kate's Saloon/J. Roberts Jewelers
March 2019 - Free Press Coffee House/Backroad Lace Boutique
April 2019 - Courtyard Cafe'/Casteels Color Wheel
June 2019 - Haymakers/Stryke Rye Outdoors
July 2019 - Bowler's Universe
September 2019 - The Picket Fence/Pike County Collectibles
December 2019 - Gianni's Pizza/ Flowers-N-More
January 2020 - Nucci's Bar & Restaurant
February 2020 - Old Monroe Salon

If you have a location in mind for upcoming cash mobs, send an email to PicturePittsfield@gmail.com

Helpful Links

Picture Pittsfield: PicturePittsfield.com (Picture Pittsfield is also on Facebook and Instagram)
City of Pittsfield: PittsfieldIL.org (The City of Pittsfield is also on Facebook)
Pike County Economic Development Corporation: PikeEDC.org

Pike County Restaurant Daily Specials Facebook Page: <https://www.facebook.com/groups/701599380667273>

There is a networking Facebook group for Pittsfield business owners and managers sponsored by the Picture Pittsfield Economic Development committee. If you own or manage a local business, search Facebook for Pittsfield IL Business Owners and Managers and ask to join.

Amazon Smile

If you shop online through Amazon.com, by making a slight website change to smile.amazon.com, a portion of your purchase price comes back to Picture Pittsfield as a donation, at no additional cost to you. This is Amazon.com's philanthropic site and all you have to do is select Picture Pittsfield as your non-profit organization to receive funds. Then, .5% of what you spend is automatically donated to Picture Pittsfield.



Pittsfield Action Plan 2020

Vision	<i>Pittsfield is a caring, vibrant rural community, an epicenter for diversified recreational activities. Its intriguing history, friendly shopping, robust entertainment industry, and unique dining experiences draw people from around the globe. Businesses are attracted to our flourishing city, and stay because of the quality of life for its new and established residents. Picture your best life in Pittsfield, where everyone feels at home.</i>								
High Priority Goals	Goal 1: Parks and Recreation Pittsfield is known as a destination for recreation . Residents and tourists alike enjoy the variety of activities, from hunting and fishing to kayaking and picnicking.			Goal 2: Tourism and Life Historic Pittsfield attracts tourists and residents to visit the vibrant retail and dining district , as well as enjoy a variety of historic and cultural attractions and activities .			Goal 3: Economic Development Businesses are attracted, developed, expanded and retained in Pittsfield thanks to a wide range of programs to support them through the life of their business . In addition, businesses have a readily available, well-trained, qualified workforce due to a variety of educational and apprenticeship programs.		
Strategies	Top 5 Strategies <ol style="list-style-type: none"> 1. Develop a long-term plan for parks and recreation 2. Create a marketing plan for the parks and recreation assets 3. Develop a network of hiking and biking trails 4. Renovate/revitalize parks facilities 5. Add new features to parks 			Top 5 Strategies <ol style="list-style-type: none"> 1. Develop a marketing plan to promote existing businesses, attractions and activities 2. Create programs to make downtown more beautiful, restored and accessible 3. Develop new attractions/facilities/entertainment options 4. Organize events and activities to attract and keep people in town 5. Develop an arts culture in Pittsfield (fine arts, theater, music, etc.) 			Top 5 Strategies <ol style="list-style-type: none"> 1. Develop a marketing plan to promote Pittsfield as a place to develop or locate a business 2. Support youth and young adults in business activity 3. Create programming to support new and existing businesses 4. Draft a business attraction plan 5. Develop infrastructure/programs to support and attract high tech businesses and telecommuters 		
Projects	<ol style="list-style-type: none"> 1. Quick Win - Install two kayak ramps at Lake Pittsfield 2. Quick Win - Plant hostas at King Park (donated by the Gardening Club) 3. Cleanup Days at Lowry Park - Partner with PHS FFA 4. Apply for Health & Wellness grant for more exercise stations at Lowry Park. 5. Work with the city to design and install signs at Lowry Park in 2020 6. Repaint the basketball courts and Lowry and King parks 7. Install a book nook at King Park 8. Plan disc golf club nights and tournaments 9. Develop and improve Lake Pittsfield nature trails 10. Apply for IDNR grants for restrooms at the Disc Golf Course 11. Complete Phase 2 of King Park Walking Path 			<ol style="list-style-type: none"> 1. Quick Win - Plan a spring dedication event for the Pittsfield mural 2. Quick Win - Combine festival forms in to one annual application 3. Create a two-day music and art festival 4. Form a teen center 5. Continue to grow festivals and monthly cash mobs 6. Organize cookout fundraisers 7. Complete a city map by May 2020 8. Organize a "First Fridays" program for May through August. 9. Complete and dedicate the future Walldogs mural. 			<ol style="list-style-type: none"> 1. Quick Win - Host March 9th business owner outreach meeting 2. Quick Win - Begin advertising on social media local storefronts that are available for rent/purchase 3. Quick Win - Update Business directory into Excel format for easy use 4. Maintain Spring/Fall business outreach meetings 5. Collaborate with the Marketing Committee to make a targeted media campaign for Pittsfield retail and dining 6. Reestablish YPike young professionals group with the help of the new Pike County Chamber of Commerce director. 		
Action Teams <i>(Convener noted in Italics)</i>	<i>Patrick Lamb</i> Jessica Guthrie Brenda Middendorf Michelle Bigley Cindy Hoover Max Middendorf Darlene Corgiat Michael Jennings Joe Petty Bill Davis Ed Knight Cindy Prentice Ryan Dice Paul Lennon Dallas Thueringer Josh Filbert Laura Maki Robert Wood			<i>Casey Beck</i> Charlie Hull Ann Moffit Holly Cain Kaye Iftner Cindy Prentice Bob Evans Michael Jennings Jane Ann Petty Noue Filbert Kelly Johnson Emily Pursley Jessica Guthrie Deana Jones Dallas Thueringer Joyce Harrison Patrick Lamb Robert Wood			<i>Kaye Iftner</i> Brenda Middendorf Megan Vose Jessica Guthrie Angie Ruebush Dallas Thueringer Patrick Lamb Diane Vose Robert Wood		

Accomplishments 2019

Project	Progress to date
Construct Kayak Ramps	Estimates for ramps have been completed. Plans for ramps to be installed in 2020 are in the works.
Wifi Hotspot at King Pool	This was already in the works with another agency, so the project was discontinued.
Prioritize a list of needs and wants for area parks	Completed, and now used to set annual goals for the Parks and Recreation committee.
Lake Pittsfield Disc Golf Course	Applied for and received a grant from the Pike County Accommodation Tax Committee for a tournament-ready 18-hole disc golf course on the city lake. Volunteers cleared trees, brush and obstacles and a professional architect designed the course. It was completed in August, 2019 and the Parks and Recreation committee hosted a ribbon cutting and tournament in October. A local club has been established and future tournaments and events are being planned.
Develop Community Education for Trout Season at King Park	The Marketing committee took pictures of the pond being stocked and sent out a press release for the city's Youth Trout Fishing Day.
Create a Picture Pittsfield Website	Developed and maintain PicturePittsfield.com, which houses information about the organization as a whole, event calendar, ways to donate and event forms.
Create Picture Pittsfield Social Media Accounts	Developed and maintain Facebook and Instagram accounts to easily share information with the public.
Establish Picture Pittsfield Banking, Paypal and Square Accounts	Banking, Paypal and Square accounts have been set up so Picture Pittsfield and easily take credit cards for donations and purchases, both online and in person.
Set up Picture Pittsfield Amazon Smile Account	Picture Pittsfield became an approved option for Amazon Smile. .5% of purchases made through the site when PP is selected as the recipient is donated to PP.
Create a historic cemetery tour with smart phone app	It was decided that this would be a better Pike County Historical Society project, since Pittsfield alone is limited in the number of cemeteries it has for an effective tour.
Develop an Instagram-worthy mural	Picture Pittsfield supported the Pike County Art Guild's postcard-style "Pittsfield" mural on the square's west side
Create decorative murals on park buildings	The Pike County Art Guild designs have been approved by the city park board and will begin work this spring.
Facilitate a historical Walldogs mural in downtown Pittsfield	Walldogs is a regional muralist group that travels around the Midwest, creating professional murals for communities. Tourists flock to Walldogs murals. An Accommodation Tax grant was awarded to Picture Pittsfield and the design is in the approval process. The initial design plan is for Lincoln's private secretaries, Nicolay and Hay, to be featured.
Organize a Cash Mob	Starting in February 2019, there have been nine cash mob events hosted by the Tourism and Life committee, featuring 15 local businesses. They will continue through 2020.
Peace Corps Fellow	With the help of the City of Pittsfield and PCEDC, applied for and received a Peace Corps Fellow Intern to work in the community for 11 months.

Accomplishments 2019

Project	Progress to date
Create a Map of Retail and Dining Establishments	In the works; scheduled to be completed in time for Spring Pickin' Days on the Square in May.
Develop Picture Pittsfield By-laws	Completed.
Organize a Taste of Pittsfield	Still in the research stages; hope to have an event by Summer 2021
Teen Center	Still in the research stages. Picture Pittsfield volunteers visited The Vault in Clinton, IL. Now looking for a location within walking distance of PCS and PHS, and fundraising.
Develop a "First Fridays" program	The Tourism and Life committee has this as one of their goals for 2020. May work in partnership with the Economic Development committee to create a relaxing evening on the courthouse square with food, activities and entertainment.
Become a non-profit organization	Paperwork was filed and approved and Picture Pittsfield is now a 501(c)3
Develop a Welcome Packet for new residents	The Economic Development Committee created an online PDF with information about Pittsfield new and current residents could find helpful. Utility companies, schools, restaurants, shops and more are listed. Posted to the Picture Pittsfield, city and PCEDC websites.
Partner with SBDC on a virtual business incubator	PCEDC has the SBDC Advantage program which is a network of individuals willing to lend their expertise to new businesses. A brick and mortar incubator has been attempted in the past, but was cost prohibitive. With the right funding and location, a business incubator might once again make sense to try as we try to grow and diversify our local economy.
Update the business directory and create categories	Completed.
Reestablish the Pike County Young Professionals (YPike) group	Work in progress, with collaboration with the Pike County Chamber of Commerce; hope to move forward in 2020 with the installation of the new Chamber Director.
Create and grow Pittsfield festivals	After the annual Pike County Fall Color Drive disbanded, Picture Pittsfield began managing Pittsfield's piece of the county-wide event: hosting vendors on the courthouse lawn as Fall Pickin' Days on the Square, traditionally held the third weekend of October. In 2019 two new festivals were added: Spring Pickin' Days on the Square in May and the Deer Santa Festival the Sunday after Thanksgiving.
Courthouse Glow events	Combining local history with science, Picture, and in partnership with the local Masons, PP hosts an event the day of the Spring and Fall equinoxes, where the sunset makes the courthouse windows "glow." Events are scheduled for 2020.
Raise funds	With the help of local businesses and the community, Picture Pittsfield has raised funds with its Queen of Hearts raffle at Lindsay's Tavern, cookouts at County Market, fried chicken lunch and wreath auction hosted by Courtyard Cafe', t-shirt sales, Deer Santa Festival yard deer sales and more. Local businesses are also sponsoring holes and kiosks at the disc golf course. All funds are used to complete community projects or promote Pittsfield. Fundraising efforts are ongoing.

CALENDAR

Additional events will be added to Picture Pittsfield's calendar throughout the year. For a complete list, check on the Picture Pittsfield Facebook page or visit PicturePittsfield.com.

Feb. 27	Old Monroe Salon Cash Mob; 5-7 p.m., 130 N. Monroe St.
Mar. 9	Pittsfield Business Owner and Manager Meeting; 7:30 p.m. JWCC SEC
Mar. 19	Spring Equinox Courthouse Glow; 7:40 p.m. Pike County Courthouse
Mar. 26	Picture Pittsfield Quarterly Volunteer Meeting; 5:30 p.m. JWCC SEC
May 16-17	Spring Pickin' Days on the Square
May 20	Queen of Hearts Raffle kicks off; 5-8 p.m. Lindsay's Tavern, 111 W. Adams St.
Sep. 22	Fall Equinox Courthouse Glow; 6:30 p.m. Pike County Courthouse
Oct. 17-18	Fall Pickin' Days on the Square
Nov. 29	Deer Santa Festival Kickoff (Parade, Holiday Market and Tree Lighting)
Nov. 30-	Deer Santa Festival - A month-long calendar of activities and events
Dec. 24	

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