

RCF priority areas for Mansfield Rising	2019	2020	2021	2022	2023	2024	Total Investment
Image Building							
Branding							
Developing a brand for Mansfield will help attract visitors, businesses and community members to the area. This is the first stepping stone to other Mansfield Rising projects and will lay the foundation for communication.							
Wayfinding							
Once the brand has been established, creating a cohesive wayfinding plan will be the next logical step to creating a sense of place downtown.							
Main Street Redevelopment							
Redesigning Main Street will provide a drastic facelift to the downtown entrance from both the North and South. This redevelopment will occur from 5th to 1st Streets as well as Park Ave. between Main and Diamond.							
Economic Development							
Encouraging Downtown Development / Mansfield Rising LLC							
Being a catalyst for investment in downtown is the crux of RCF's involvement in Mansfield Rising. An LLC will provide a tool to purchase, hold, invest, and sell property in key areas of downtown. This is an important way other communities have developed their downtowns.							
Facade Improvement for Existing Businesses							
Improving the business facades in downtown will create a revitalized business district, invest directly in local ownership, and provide a facelift for buildings in need.							
Quality of Life							
Increase the number of public facilities							
Restrooms, benches, tables and bus stops send the message to downtown visitors that they are welcome to stay a while. Building public facilities will increase the amount of time families spend in downtown.							
Public Art Campaign - Carousel Horses Displayed							
Creating a highly-visible public art campaign to display life-size carousel horses in key areas will create a walking tour of downtown. This will encourage active wandering in downtown for locals as well as visitors.							
Free Public WiFi							
Free public WiFi shows a city is forward-thinking and provides an opportunity to encourage gathering in public spaces such as Central Park and the Brickyard.							
Fourth Street Project - Mid-Block Crosswalk							
RCF's small investment provided the opportunity to showcase what a safer crosswalk could look like in downtown. This project expanded into a permanent brick mid-block crosswalk with curb cuts to allow for better accessibility.							
Family Engagement							
Linear Parks							
Developing connections between impression points in downtown create a walkable, family-friendly environment for traveling between attractions. An example would be a linear park connecting the Imagination District with the Carousel District.							
Multi-Use Public Space for Gatherings							
Creating a space for use throughout the year to be used for farmers markets, food truck rallies and general public gatherings will increase the activity downtown.							
Outdoor Movies							
Offering family-friendly outdoor movies builds community and brings families downtown during times they are typically not present.							
							\$1,532,805.00