



Work Plan 2010

Economic Restructuring Committee

Chairperson: Laura Trombetta

Economic Restructuring strengthens a community’s existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today’s consumers’ needs. Converting unused or underused property or space into economically productive property also helps boost the profitability of the district. The ER committee focuses on business retention, expansion and recruitment activities, and development of financing tools and provides training opportunities to businesses.

The ER Committee has identified the following projects for 2010:

1. Develop a recruitment and marketing package for existing and prospective businesses.
2. Initiate Local First campaign for the DDA district.

1. Project/Activity: Develop a recruitment and marketing package for existing and prospective businesses.					
Tasks	Measurable	Person Responsible	Start/End Dates		Budget
Renew Claritas subscription for updated demographic information	Subscription renewed, basic tutorials held for staff	Staff	01/10	02/10	500
Attain and review samples of other community’s recruitment packages.	Various recruitment packages researched and reviewed	Committee	02/10	03/10	
Develop marketing folders with appropriate information.	Marketing folders updated as necessary	Staff	Ongoing		500
Meet with Organization Committee to review and update website as needed.	Meetings held throughout the year as needed	Committee	Ongoing		
Join ICSC for contacts and real estate support	Membership created, attend outreach and education events as available	Staff	Ongoing		500
Develop a list of available real estate in the DDA.	List created and updated as needed	Committee & Staff	Ongoing		
Hold up to two (2) workshops (Spring & Fall) with Oakland County Business Center.	Oakland County contacted and workshops scheduled	Committee & Staff	03/10	12/10	4,000

Research market study opportunities with other communities and MSOC.	Various market studies collected and reviewed	Committee	03/10	07/10	
Identify suitable businesses for Highland Station.	Basic market study done	Committee	04/10	09/10	
Create list of resources both public and private to support business development.	List of public and private resources for local businesses created	Committee & Staff	04/10	06/10	500
Total Budget for this project					\$6,000

2. Project/Activity: Initiate Local First campaign for Highland DDA District					
Tasks	Measurable	Person Responsible	Start/End Dates		Budget
Review and research data from Business Alliance for Local Living Economies (BALLEA).	Summary report created	Committee & Staff	02/10	04/10	500
Research other community's Local First Initiatives.	List of current initiatives created	Committee	03/10	05/10	500
Research the 3/50 Project.	Summary report created	Committee & Staff	02/10	04/10	500
Attend ICSC Eastern Michigan Alliance Workshop & other applicable workshops	Workshop attended	Staff	06/10	06/10	1,000
Identify local business that would like to participate in a Local First campaign.	List of participating businesses created	Committee	05/10	06/10	500
Create marketing materials for Local First businesses	Materials created and circulated	Committee & Staff	06/10	08/10	1,000
Total Budget for this project					\$4,000

The above projects result in a projected budget need of \$10,000.00 for ER Committee activities for the 2010 fiscal/calendar year, excluding consulting fees.