

Work Plan 2012

Economic Restructuring Committee

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 2012:

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/Support current business businesses and fill empty buildings.						
Actual Outcome:						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Renew Caritas subscription for updated demographic information	Subscription renewed, basic tutorials held for staff	Staff	02/12	02/12		\$500
Develop marketing folders with appropriate information.	Marketing folders updated as necessary	Laura /Committee	Ongoing			\$500
<ul style="list-style-type: none"> o Arrange for duplicated material, folders, logo label o Staff folders o Determine recipients and distribute 	Contact and coordinate with print shop Put material in folders	Laura Committee/volunteer	01/2	01/12	2	
Meet with Organization Committee to	Distributed	Committee/volunteer	02/12	02/12	1	
	Meetings held throughout the year	Committee	Ongoing	Ongoing		

review and update website as needed.	as needed							
Evaluate ICSC membership (for contacts and real estate support)	Membership reviewed and discussed – keep membership or cancel, attend outreach and education events as available if keep membership	Committee/staff	On hold \$500					
Develop a list of available real estate in the DDA.	List created and updated as needed	Missy	Ongoing					
Hold up to two (2) workshops (Spring & Fall) with Oakland County Business Center.	Oakland County contacted and workshops scheduled	Committee/Staff	1/12	12/12				\$2,000
Arrange for BAT Class with Oakland County	Contact MSOC arrange for class/if not done in 2011	Missy/Judy	02/12	04/12	2			
Research market study opportunities with other communities and MSOC. Identify suitable businesses for Highland Station.	Various market studies collected and reviewed	Committee/Staff	ongoing	ongoing				
Create list of resources both public and private to support business development.	Basic market study done	Committee	ongoing	ongoing				
	List of public and private resources for local businesses created	Committee & Staff	04/12	09/12				\$500
Total Budget for this project								\$3,5000

2. Project/Activity: Initiate Local First campaign for Highland DDA District					
Projected Outcome: To have a campaign in place to promote local shopping and business.					
Actual Outcome:					
Tasks	Measurable	Person Responsible	Start/End Dates	Volunteers	Budget
Review and research data from Business Alliance for Local Living	Review the Summary report	Committee & Staff On hold			\$500

Economies (BALLEA).							
Research other community's Local First Initiatives. (List of current initiatives created -	Matt	01/12	01/12			\$500
Evaluate the possible Attendance of ICSC Eastern Michigan Alliance Workshop & other applicable workshops	If member obtained , Workshop attended	Staff On hold					\$1000
Identify local business that would like to participate in a Local First campaign.	List of participating businesses created	Matt/committee/staff	03/12	03/12			\$500
-Work with Milford Times for shop local page –partnership HWBA	Newspaper ad for 10 business who wish to participate in DDA District	Milford Times	01/12	12/12			\$500
Create marketing materials for Local First businesses	Materials created and circulated - started	Matt, Committee & Staff	01/12	3/12	2		\$1,000
Partnership with Hometown Connections with co-op ad	Subject Ad run every issue 6x/yr	Roscoe, Missy, Committee	01/12	12/12	2		\$3,000
Total Budget for this project							\$5,500

The above projects result in a projected budget need of \$9,000 for ER Committee activities for the 2012 fiscal/calendar year, excluding consulting fees.