



Chairperson: Jennifer Frederick

Work Plan 2021

Economic Restructuring Committee **amended 8/2021**

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 2021:

1. Continue Retail Business Team Meetings
2. Continue Local First campaign for the DDA District.
3. Shopping Retail Events
4. Rental Assistance Grant. **(THIS CHANGED TO THE HDDA BUSINESS ASSISTANCE GRANT)**
5. Face to Face Contact with Every DDA Business at Least Once a Year

The main focus this year was grant assistance with Oakland County/MEDC and DDA Business Assistance Grant

1. Retail Event Team (Include Restaurants)						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Contact Retailers/Set Meeting Dates and location for the Year	Meetings did not take place. Businesses did not have the time due to lack employees	MissyJenny	2/21	2/21		
Organize and prepare for the meetings	Meetings did not take place. Businesses did not have the time due to lack employees	Amy/Missy/Jenny	3/21	4/21		
Market and Promote Retail Team Mtg	Meetings did not take place. Businesses did not have the time due to lack employees	Cassie				
Retail Event dates to be determined	Summer and holidays	Team	2/21	12/21		

Type up minutes distribute to Team	Meetings did not take place. Businesses did not have the time due to lack employees	Amy				
Trash to Treasure Tail (put on hold)	Promo Event Created (Brand and create a destination event)					
Total Budget for this project					Actual spent \$0	\$350

2. Project/Activity: Continue 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
Summer Sidewalk Sales	Marketing Retail Event for the area Retailers E-blasts, marketing material work with Promo	Cassie	3/21	7/21	3	\$750
Shop Small Saturday	Marketing material, e-blasts, work with promo for retail event	Cassie/Missy/Jenny	8/21	10/21	3	\$350
Ladies Night Out	Marketing material, e-blasts, work with promo for retail event	Cassie/Diane Woods/Amy	08/21	10/21	5	\$800
Trash to Treasure On Hold	Planning, Assignments, Marketing		1/20	10/20		\$750
					New Projection \$1900	\$2650

3. Bring classes to businesses

The craziness of the pandemic interfered. However, we may need to supplement the MSOC In Your Town Training by the end of the year.

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Contact HWLBA (partnership on lunch and learns or Breakfasts)	Amy/Judy Contacted/Team Meeting held	Missy	1/21	1/21		\$100
Determine Class Series	Classes Selected and arranged	Team	1/21	3/21		\$1500
Cost to participants or not/Details	Details discussed and put in place	Team Discussion	1/21	1/21		
Space and Secured and Food	Spaced reserved and light refreshments arrangements	AMY	1/21	11/21		
Continue providing info packet to businesses informing them of Oakland County Resources. (digital marketing utilized too)	Materials gathered Folders duplicated, created and stuffed.	Missy	1/21	12/21	2	\$300
Total Budget for this project					\$1900	\$1900

4. Business assistance Grant (Emergency Pandemic Relief) Rental Assistance Grant (put on hold) – To encourage new businesses and Retention of Existing businesses

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Initial Committee Meeting	Review Guideline/Changes needed?	The Team	1/21	3/21		
Actual Amount of Grant to be offered	Up to \$2500 each	Team	1/21	03/21		20,000
Market and Promote	Put plan in place to educate the public	Missy Cassie	3/21	3/21		
Seek out potential candidates and Properties		The Team	3//21	6/21		
Review applications and distribute		Team	4/21	07/21		
Prepare Contracts	Process established	Missy	3/21	7/21		
Distribute Grants		Missy/Cassie	1/21	7/21		
Follow up and file report backs		Missy				
Total Budget for this project	Budget amendment made to pull this from General Fund					\$20,000

5. Face to Face contact with every business in the DDA at least once a year -Most Business were contacted due to PPE Distribution and Grant Information - Missy, Jenny

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Obtain Current list of Businesses	Updated list obtained	Missy	1/21	2/21		
New Brochure Created from DDA	New brochure created	Missy/ Cassie	1/21	12/21		From Advertising/ printing budget
New Brochure obtained from MSOC	Not obtain a mew structure put into place. Not available yet	Missy	1/21	12/21		

Assignments to Team Members (On hold)	All businesses have representative from HDDA/ HWLBA throughout the year.	The Team				
Total Budget for this Project						From Advertising/ printing budget

Total Budget for this Committee is \$\$29,750

Amended to \$24,634.00 on 8/2021 due to Tif Overstatement

