



Chairperson: Jennifer Frederick

Work Plan 2022

Economic Restructuring Committee Last Update: 2/3/2022

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 2022:

1. Continue Retail Business Team Meetings
2. Continue Local First campaign for the DDA District.
3. Classes/Workshops for Businesses
4. Rental Assistance Grant.
5. Face to Face Contact with Every DDA Business at Least Once a Year

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	Retailers contacted Schedules reviewed	Jenny/Missy	2/22	3/22		
Organize and prepare for the meetings	Meeting date set Site and food secured	Amy/Missy/Jenny	3/22	4/22		
Market and Promote Retail Team Mtg	Save the Date/social media and calls	Cassie/Jenny/Matt	3/22	4/22		
Retail Event dates to be determined	Retail Promo events determined	Team	2/22	12/22		
Type up minutes distribute to Team		Amy	4/22	5/22		
Total Budget for this project						\$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	\$455
	Installation and take down					\$100
Ladies Night Out	Marketing material, e-blasts, work with promo for retail event	Cassie/Diane Woods/Amy	08/21	10/21	5	\$750
Trash to Treasure On Hold	Planning, Assignments, Marketing		1/20	10/20		\$650
Shoppers/Restaurant Guide						\$2500
Total Budget for this Budget						\$5,205

3. Bring classes to businesses

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/Amy	11/21	12/22		\$100
Determine Class Series	Classes Selected and arranged	Team	12/21	5/22		\$1500
Cost to participants or not/Details	Details discussed and put in place	Team Discussion	2/22	12/22		
Spaces/Secured and Food	Spaced reserved and light refreshments arrangements	AMY	2/22	12/22		\$300

3. Bring classes to businesses (Con't)

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
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						\$2400

4. Business Rental Assistance Grant /In Coordination with possible MSOC/Genisys Credit Union Start Up (New Businesses less than 5 years) \$400 towards monthly rent for 1 businesses for 6 months

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Initial Committee Meeting	Review Previous Application/ Changes needed?	Jenny	3/22	12/22		\$2500
Market and Promote	Put plan in place to educate the public	Cassie/Missy/Jenny	5/22	7/22		
Seek out potential candidates and Properties	Approach businesses 5 years old or less	The Team	3//22	6/22		
Review applications and distribute	Application reviewed	Team	4/22	07/22		
Prepare Contracts	Process established	Missy/Cassie	3/22	7/22		
Distribute Grants	Make Announcement/arrange photo op?	Jenny/Roscoe	1/22	7/22		
Follow up and file report backs	Reports filed	Missy/Cassie				
Monitor MSOC Mini Grants	Submit Genisys Grant /due April 1st, 2022	Missy/Cassie	02/22	3/30		
Total Budget for this project	Budget amendment made to pull this from General Fund					\$2500

5. Face to Face contact with every business in the DDA at least once a year -						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Obtain Current list of Businesses	Updated list obtained	Missy/Emma	1/22	2/22		
New Brochure Created from DDA	New brochure created	Missy/Roscoe	1/22	12/22		From Advertising/ printing budget
New Brochure obtained from MSOC	obtain a new structure put into place. Not available yet	Missy	1/22	12/22		
Assignments to DDA Volunteers, staff and Board	All businesses have representative from HDDA BOARD	The Entire Board	1/22	6/22		
Total Budget for this Project						From Advertising/ printing budget

Total Budget reserved for this Committee is \$10,500

