



Chairperson: Judy Cooper

Work Plan 2020 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 2020:

1. Continue Retail Business Team Meetings
2. Continue Local First campaign for the DDA District.
3. Shopping Retail Events
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	Set up initial meeting – meetings Date/Dates established	Missy/Judy	2/20	2/20		
Organize and prepare for the meetings	Plan the meeting, including food, space, agenda	Amy/Missy/Judy	3/20	4/20		
Market and Promote Retail Team Mtg	Facebook posts	Cassie	3/20	4/20		
Retail Event dates to be determined	Retail Event dates determined	Team	5/20	5/20		
Type up minutes distribute to Team	Minutes typed and distributed including retailers	Amy	5/20	6/20		
Trash to Treasure Tail	Promo Event Created (Brand and create a destination event)	Judy Introduce	9/19	10/19		
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/Amy	3/19	7/19	3	\$750
Shop Small Saturday	Marketing material, e-blasts, work with promo for retail event	Cassie/Missy	8/19	10/19	3	\$350
Ladies Night Out	Marketing material, e-blasts, work with promo for retail event	Cassie/Diane W.	08/19	10/19	5	\$800
Trash to Treasure	Planning, Assignments, Marketing	Judy & Team	1/20	10/20		\$750
						\$2650

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	08/19	1/20		\$100
Determine Class Series	Classes Selected and arranged	Team	2/20	3/20		\$1500
Cost to participants or not/Details	Details discussed and put in place	Team Discussion	2/20	2/20		
Space and Secured and Food	Spaced reserved and light refreshments arrangements	AMY	4/20	11/20		
Continue providing info packet to businesses informing them of Oakland County Resources. (digital marketing utilized too)	Materials gathered Folders duplicated, created and stuffed.	Missy	1/20	12/20	2	\$300
Total Budget for this project						\$1900

4. Rental Assistance Grant – 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	2/20	2/20		
Market and Promote	Put plan in place to educate the public	Missy Cassie	3/20	3/20		\$350
Seek out potential candidates and Properties		The Team	3//20	6/20		
Actual Amount of Grant to be offered \$2,500. (Possible Match Grant to double the opportunity)	If Grant received, manage the grant and see that proper paper work is prepared	Cassie/Missy	2/20	12/20		\$2500
Set up process of rental payment to landlord	Process established	Missy	3/20	12/20		
Secure free membership from HWLBA	Membership approval granted	Amy	2/20	3/20		
Total Budget for this project						\$2850

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	1/20	2/20		
New Brochure Created from DDA	New brochure created	Missy/ Cassie	1/20	3/20		From Advertising/printing budget
New Brochure obtained from MSOC	New brochure obtained	Missy	1/20	1/20		
Assignments to Team Members	All businesses have representative from HDDA/HWLBA throughout the year.	The Team	3//20	12/20		
Total Budget for this Project						From Advertising/printing budget

The above projects result in a projected budget need of \$7,750 for ER Committee Activities for the 2020 fiscal/calendar year, excluding consulting fees.