



Chairperson: Jennifer Frederick

Work Plan 2024 Economic Vitality Committee **Update: 01/2024**

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 2024:

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
6. Empty Building Tour

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	2/24	3/24		
Organize and prepare for the meetings	Meeting date set Site and food secured	Ann/Missy/Jenny	3/24	4/24		
Market and Promote Retail Team Mtg	Save the Date/social media and calls	Cassie/Jenny/Matt	3/24	4/24		
Retail Event dates to be determined	Retail Promo events determined	Team	2/24	12/24		
Type up minutes distribute to Team		Jenny/Missy	4/24	5/24		
Total Budget for this project						\$400

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	Harmony/Cathy	3/24	7/24	3	\$1,000
Shop Small Saturday	Marketing material, e-blasts, work with promo for retail event	Harmony/Cathy	8/24	10/24	3	\$1,000
Ladies Night Out	Marketing material, e-blasts, work with promo for retail event	Cassie/Diane Woods/Amy	08/24	10/24	5	\$1,500
Spring Ladies Night Out	Planning, Assignments,Marketing		1/24	10/24		\$1,000
Downtown Days (September)	Marketing updated and promoted	Harmony/Cathy	6/24	9/24	3	\$1,000
Dining/Shoppers Guide	Every other Year	Harmony/Cathy	1/24	12/24	2	\$2,500
Total Budget for this Budget						\$8,000

3. Bring classes to businesses

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Contact HWLBA (partnership on lunch and learns or Breakfasts)	Contacted/Team Meeting held	Missy/Anne/Brian Becker	01/24	12/24		
Determine Class Series	Classes Selected and arranged	Team	01/24	5/24		\$2,000
Cost to participants or not/Details	Details discussed and put in place	Team Discussion	02/24	12/24		

3. Bring classes to businesses (Con't)

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Secure Space and Food	Space reserved and lunch or refreshments served.	Missy/Ann HWLBA	2/24	10/24	2	\$500
Lead Social Media Class	Social media class held	Harmony	2/24	10/24	2	0
Total Budget for this project						\$2,500

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	3/24	12/24		\$2,500
Market and Promote	Put plan in place to educate the public	Cassie/Missy/Jenny	5/24	7/24		
Seek out potential candidates and Properties	Approach businesses 5 years old or less	The Team	3//24	6/24		
Review applications and distribute	Application reviewed	Team	4/24	07/24		
Prepare Contracts	Process established	Missy/Cassie	3/24	7/24		
Distribute Grants	Make Announcement/arrange photo op?	Jenny/Roscoe	1/24	7/24		
Follow up and file report backs	Reports filed	Missy/Cassie				
Monitor MSOC Mini Grants	Submit Genisys Gran	Missy/Cassie	02/24	12/24		
Total Budget for this project						\$2,500

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
Maintain Current List of Businesses	Updated list obtained	Missy/Cathy T.	1/24	2/24		
Assemble all updated material put in folder	Folders stuffed read to go	Cathy T.	1/24	12/24		From Advertising/ printing budget
Business plan assistance if needed.	Obtain from Brian Becker Thrive Consultant	Missy	1/24	12/24		
HDDA in person visits with businesses and offer assistance	All businesses have representative from HDDA BOARD	The Entire Board	1/24	12/24		
Total Budget for this Project						From Advertising/ printing budget

6. Empty Building Tour						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Hold Planning Meeting	Action Plan put in Place Date Set	Jenny with Core Team	3/24	4/24		
Logistics Determined	Details determined and action plan put in place	Jenny with Core Team	4/24	5/24		
Create Check List/Timeline	Check List and Time line in place	Jenny with Core Team	5/24	5/24		
Amount of Volunteers to be Determined	Volunteers assigned	Jenny with Core Team	6/24	6/24		
Total Budget for this Project						\$1,000

The above projects result in a projected budget of \$14,400 for the ER Committee