



Work Plan 2018

Chairperson: Judy Cooper
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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 2017:

1. Develop a recruitment and marketing package for existing and prospective businesses.
2. Continue Local First campaign for the DDA district.
3. Bring classes to businesses
4. Shopping Retail Events

1. Project/Activity: Develop a recruitment and marketing package for existing and prospective businesses/Support current business Projected Outcome: Have material to offer potential businesses as well as promote the existing businesses. Increase businesses and fill empty buildings. Actual Outcome						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Review and possibly Renew Claritas subscription for updated demographic information	If subscription renewed, basic tutorials held for staff and committee members	Staff	hold	Hold		
Develop marketing folders with appropriate information.	Marketing folders updated as necessary	Jim/Missy	Ongoing	8/18		
<ul style="list-style-type: none"> o Obtain and analyze data obtained from One Stop Shop MSOC 	Info obtained and Analyzed	Jim	04/18	8/18		
<ul style="list-style-type: none"> o Design a sample package. 	Package Designed	Jim/Dorothy	06/18	8/18	TBD	\$200
<ul style="list-style-type: none"> o Arrange for duplication 	Folders reproduced	Missy	07/17	12/17	1	Advertisement

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: We supported the Shop Small Saturday Campaign; however, we did not do anything in addition Used community sign to promote new businesses.						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Review and research data from Business Alliance for Local Living Economies (BALLEA).	Review the Summary report	Committee & Staff On hold				\$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	Ongoing	Ongoing		\$500
Researching Spinal Column for shop local page. (We subsidize some expense)	Newspaper co-op ad for district to partnership with HWLBA	Amy/Missy	3/17	5/17		\$1000
Create marketing materials for Local First businesses possible T-shirt's, shopping bags, novelties	Materials created and circulated	Committee	07/17	10/17	3	To be determined
Support Shop Small Saturday	Marketing material, e-blasts, work with promo for retail event	Cassie	08/18	10/18	3	
Total Budget for this project						\$1200

3. Bring classes to Highland businesses and residents						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Send a survey out to businesses	Survey sent, What class, what time etc.	Missy	3/18	3/18		
Evaluate Survey, plan class and or...	Research classes and suggest one to committee	Missy/Amy	4/18	4/18		
Contact HWLBA (partnership on lunch and learns)	Amy contacted	Missy	3/18	3/18		

Selected Class Series Selected	Classes scheduled and marketed	Judy, Amy	05/18	05/18		\$400
Continue providing info packet to businesses informing them of Oakland County Resources. (digital marketing utilized too)	Materials gathered Folders duplicated, created and stuffed.	Missy	6/18	6/18	2	\$200
Provide Packets to the community	Placed at area businesses, public buildings and personal visits	Amy	07/18	07/18	2	
Discuss Education Options with Greg Doyle through MSOC	Meeting held	Judy	05/18	5/18		
Total Budget for this project						\$600

The above projects result in a projected budget need of \$2,000 for ER Committee activities for the 2018 fiscal/calendar year, excluding consulting fees.