City of Burlington Downtown Strategic Plan
Roll Out Sessions
June 6th and 8th, 2016

OUTCOMES FOR TODAY

- Agreement on the 2016-2017 activities

- Agreement on the Downtown Strategic Plan goals and activities

- Team development

GROUND RULES

- Consensus (I can live with it, even if I don't fully agree with it; Address strong concerns)

- Clarify assumptions

- Policy level (Get to the "what" not the "how")

DISCUSSION FLOW

- Recap of the outcomes from March session

- Purpose and putting the Plan into use

- Overview of Downtown Strategic Plan

- Finalize the Year 1 activities

- Approve the Downtown Strategic Plan
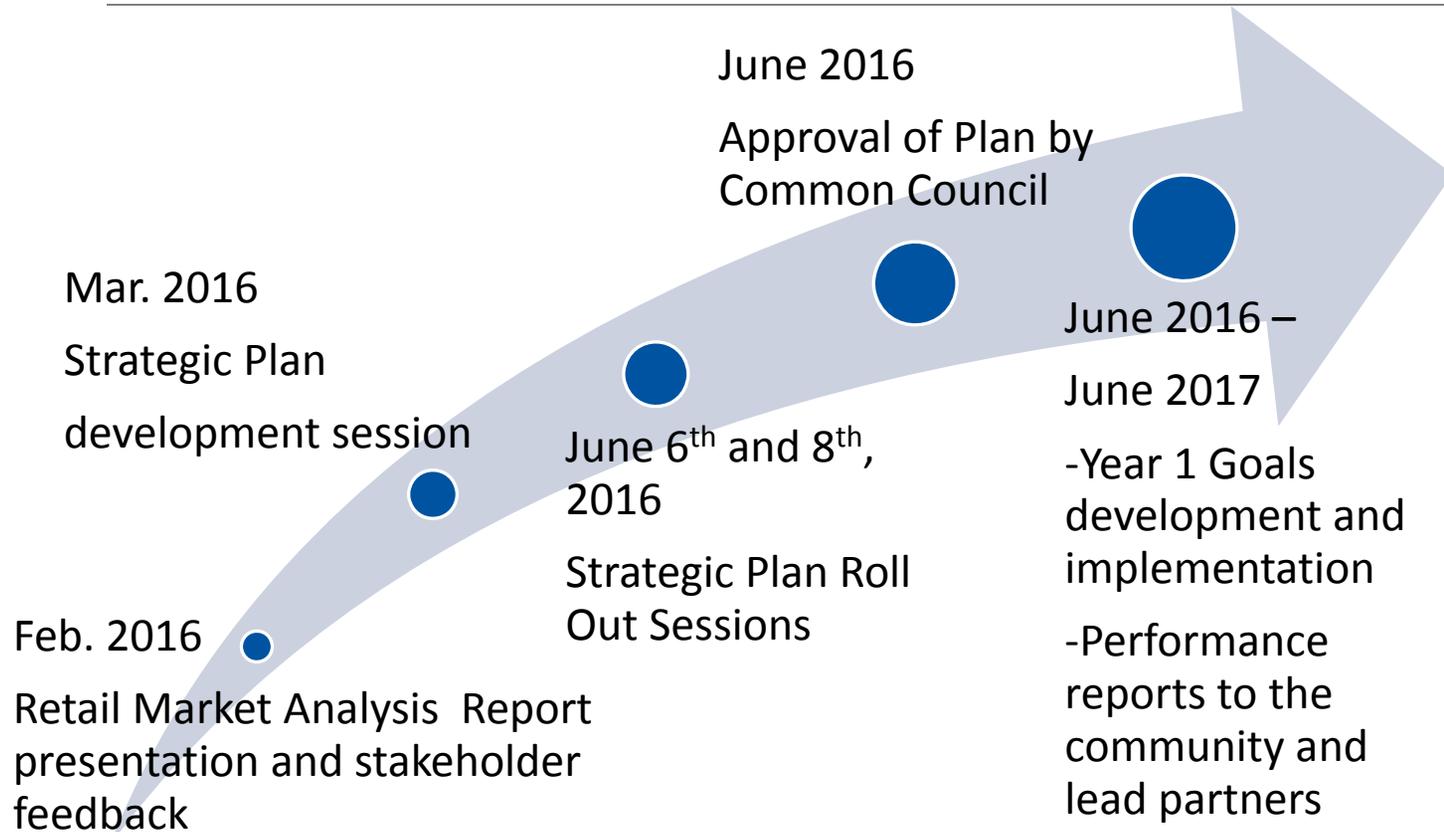
- Moving forward

FROM MARCH TO JUNE

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TIMELINE FROM MARCH

June 2016

Approval of Plan by Common Council

Mar. 2016

Strategic Plan development session

June 6th and 8th, 2016

Strategic Plan Roll Out Sessions

June 2016 – June 2017

-Year 1 Goals development and implementation

-Performance reports to the community and lead partners

Feb. 2016

Retail Market Analysis Report presentation and stakeholder feedback

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PURPOSE AND PUTTING THE PLAN INTO USE

This Downtown Strategic Plan should:

- *Help prioritize activities*
- *Provide a timeline for various initiatives*
- *Identify local partners who will be responsible for leadership within each category*

KEEPS ORGANIZATIONAL <u>FOCUS</u> AROUND….		
<u>VISION</u> Where are we going and why	**<u>LEADERSHIP</u>** What is important right now and what is not	**<u>CREDIBILITY</u>** Day to day leadership responsibilities

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OVERVIEW OF THE DOWNTOWN STRATEGIC PLAN

DESIGN	ORGANIZATION	ECONOMIC VITALITY	PROMOTION
• Enhance the Welcoming Appearance	• Leadership Planning	• Create Incentives to Support Investment	• Increase Recurring Events that Draw In Customers
• Property Improvements	• Communication Planning	• Blend of Housing and Redevelopment Sites	• Create a Sense of Downtown as a Destination

PRIORITY ACTIVITIES 2016-2017

DESIGN	ORGANIZATION	ECONOMIC VITALITY	PROMOTION
	• First Impressions Activity	• Survey DT Property Owners	• Civic organizations engagement – Forum Series
	• Downtown Forum Series	• Marketing Materials	
	• Connect Communities	• Community Profile	
		• Business Recruitment	

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1st OUTCOME FOR TODAY

- Agreement on the 2016-2017 activities

ACTIVITIES 2017-2019

DESIGN	ORGANIZATION	ECONOMIC VITALITY	PROMOTION
• User-Friendly Updates to Design Guidelines & Website	• Downtown Forum Series - Ongoing	• Marketing Materials - Ongoing	• Shared Event Calendar
• Wayfinding Signage Plan - Update	• Organization/ Part-Time Position to Coordinate Activities	• Business Recruitment - Ongoing	• City Website Page to Track Projects and Progress
• Existing Housing Conversion/ Renovation		• Property Improvement Program	

ACTIVITIES 2019 AND BEYOND

DESIGN	ORGANIZATION	ECONOMIC VITALITY	PROMOTION
• Wayfinding Signage Plan - Implementation	• Downtown Forum Series - Ongoing	• Marketing Materials - Ongoing	• Shared Event Calendar - Ongoing
• Existing Housing Reno/ Conversion Programs - Ongoing	• Organization/ Position to Coordinate Activities - Ongoing	• Property Improvement Program - Ongoing	• City Website Page to Track Projects and Progress - Ongoing
• Capital Improvement Plan	• BID Creation or Merchant Assoc.	• Business Recruitment - Ongoing	• Events to Connect Comunty. w/ DT
• New Housing Dev. Programs			

2nd OUTCOME FOR TODAY

- Agreement on the Downtown Strategic Plan

HANDOUT

SIGN UP SHEET
DOWNTOWN BURLINGTON STRATEGIC PLAN ACTIVITIES

Directions:
1] Fill in your name, e-mail and phone number
2] Put an "X" in the columns for EACH activity you want to assist with or learn more about
NOTE: YES, you can sign up for more than one activity!

3] Leave the completed form with staff before you leave today
4] If you need more time to complete the form please e-mail the completed form to: tchitwood@racinecountyedc.org by June 15

Name: _____

E-Mail: _____

Phone #: _____

PUT AN "X" IN THE COLUMN FOR EACH ACTIVITY YOU WANT TO ASSIST WITH OR LEARN MORE ABOUT

	Action Item	Lead Organization	Partners	SIGN ME UP TO HELP	PLEASE CONTACT ME SO I CAN LEARN MORE	
1	Participate in UW-EX First Impressions Program	Chamber, City Administrator	Downtown Business Owners			
2	Coordinate quarterly downtown forums featuring topics of interest	Rotating	Chamber, City, RCEDC, Gateway Tech, SBDC, WWBIC, County, etc.			
3	Prepare application for the Connect Communities program	Chamber, City Admin., DT Bus. Owners	RCEDC			
4	Survey downtown property owners	City Administr., RCEDC	Chamber			
5	Create marketing materials to promote financial incentives	City Dir. Admin.	Chamber			

FINAL OUTCOME FOR TODAY

- Indicate your willingness to help by signing up for a team

- Request more information

- Other ideas?

THANK YOU

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