

## Downtown Council Business Plan Summary 2018-2019

<i>Mission</i>	<i>Our Mission is to champion our member businesses and implement a comprehensive strategy to promote economic growth within the Downtown Council's footprint.</i>
<i>Vision</i>	<b>Our vision is to have all stakeholders within our footprint, which includes businesses, non-profits, education, government and residents, engaged in the community and working together to enjoy a better quality of life.</b>
<i>Goal I</i>	Engage more businesses and increase revenue growth in the Chamber and Council by promoting membership opportunities.
<i>Strategies</i>	<ul style="list-style-type: none"> <li>• Strategy 1: Recruit at least six new members for the Downtown Council. <ul style="list-style-type: none"> <li>A. Every board member provides at least one referral for new Chamber member.</li> <li>B. Introduce new members and first-time visitors at monthly Council meetings.</li> <li>C. Participate in bi-annual membership recruitment blitzes.</li> </ul> </li> <li>• Strategy 2: Retain at least 60% of first year members. <ul style="list-style-type: none"> <li>A. Board members to reach out to new members to welcome them to Chamber.</li> <li>B. Board members to reach out to renewing members to thank them for membership and invite to council meeting. (VPM will provide renewal report three months in advance for renewing members).</li> </ul> </li> <li>• Strategy 3: Serve as advocates for downtown stakeholders, to include downtown residents. <ul style="list-style-type: none"> <li>A. Engage downtown stakeholders to identify opportunities to enhance economic growth in the Downtown Council's footprint.</li> <li>B. Partner with community leaders to address priority concerns on behalf of downtown stakeholders.</li> </ul> </li> </ul>
<i>Goal II</i>	<b>Maintain excellent monthly programming with the most relevant and current issues and topics that appeal to Downtown Council Stakeholders.</b>
<i>Strategies</i>	<ul style="list-style-type: none"> <li>• Strategy 1: Establish a committee of board members who are aware of current, "top of mind" topics, and have access to relevant speakers. Solicit feedback via online survey from DTC attendees to determine their topic of interest levels.</li> <li>• Strategy 2: Schedule specific topics/speakers with a three-month lead time to maximize opportunities for publicity in print and other media methods.</li> <li>• Strategy 3: Engage membership through a variety of networking events. <ul style="list-style-type: none"> <li>A. Hold a minimum of one after-hour session in lieu of monthly meetings in order to engage different stakeholders.</li> </ul> </li> </ul>

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	B. Actively recruit sponsorship opportunities for public and private sector businesses at monthly council meetings and after-hour networking sessions.
<b>Goal III</b>	<b>Develop and execute a Downtown Council marketing plan that raises public awareness in support of the Council's' mission.</b>
<i>Strategies</i>	<ul style="list-style-type: none"> <li>• Strategy 1: Engage a committee of volunteers to maximize council communication efforts and media plan within our downtown footprint.</li> <li>• Strategy 2: Expand council communications distribution list to include new chamber members, new attendees at monthly meetings and neighborhood association contacts.</li> <li>• Strategy 3: Raise awareness about council activities and initiatives through social media, e-blasts, local media outreach and other available communication channels.</li> <li>• Strategy 4: Develop messaging that emphasizes the relevance of council programming to downtown businesses and other chamber stakeholders.</li> <li>• Strategy 5: Maximize the chamber's Council Communications Point System and submit monthly reports to the chamber to track month to month progress.</li> </ul>
<b>Goal IV</b>	Promote chamber community oriented initiatives, including education and educational opportunities within our council footprint.
<i>Strategies</i>	<ul style="list-style-type: none"> <li>• Strategy 1: Engage local leaders at all levels of education and solicit their involvement and participation in council activities to raise awareness and increase interaction.</li> <li>• Strategy 2: Work to connect member businesses with educational leaders and initiatives in the council footprint.</li> <li>• Strategy 3: Council promotion of chamber led educational initiatives.</li> </ul>
<b>Goal V</b>	Engage and recognize organizations and businesses that serve the diverse downtown community.
<i>Strategies</i>	<ul style="list-style-type: none"> <li>• Strategy 1: Make conscientious efforts to connect minority business owners, managers and leaders in the footprint to council and chamber resources.</li> <li>• Strategy 2: Actively engage new member investors from marginalized businesses in the footprint.</li> <li>• Strategy 3: Recognize businesses in our footprint that advocate under-utilized individuals/groups.</li> </ul>