

Midland Center City Strategic Plan 2009 - 2013

Mission: To provide an environment for success that leads to sustainable economic growth in the Center City area
Vision: Midland Center City: A destination of choice with endless possibilities

Organizational Development

Annual Goals

Goal: Maintain the strategic planning process and revisit yearly

Goal: Board Development

- Continuing board member training and best practices review
- Participate in statewide CIA educational programs

Goal: Charter teams to implement the plan

- Assign one team to each of the 4 objective areas
- Team members recruit committee members to pursue goals
- Update goal progress at each CCA meeting

Goal: Create / Maintain Communications and Center City Data

- Maintain Center City Database
- Maintain Center City Website
- Publish Center City Newsletter
- Maintain Business guide
- Compile Annual Progress Report
- Assist Marketing Committee in developing consistent message of Authority value

- Team members
- Struthers
- Deming
- Ginis
- SaidiZand

Develop & Implement a marketing & PR plan to improve identity & attract new business

Annual Goals

Goal: Plan special events to attract customers, create awareness, and increase sales

- Catalog existing community events to identify attractive dates and potential partnerships
- Plan a calendar of district events
 - Tag on to existing events

Goal: Develop a marketing plan

- Coordinate advertising opportunities
- Leverage local and regional branding initiatives
- Formal new business welcome and promotion
- Communicate activity to stakeholders frequently and consistently

Goal: Increase stakeholder participation

- Create cohesive message with assistance from Organizational development committee
- Begin creating a membership program

- Team members
- Kozuch
- Adkins
- Ginis
- SaidiZand

Strengthen, expand & diversify the economic base of the district

Annual Goals

Goal: Communicate Inventory of available space

- Develop and promote commercial real estate inventory

Goal: Secure sustainable funding

- Develop an operational budget including realistic revenue and expense activity
- Create and implement a fundraising plan
 - Review tax district mechanisms
 - Review paid memberships
 - Review paid sponsorships
 - Key event fundraiser
- Seek out grant opportunities

Goal: Sufficient human capital

- Strengthen cooperation with Chamber, CBA, DDA and MDBA

- Team Members
- Adkins
- Lynch
- Miles
- Baker

Attractive, consistent & modernized physical infrastructure

Annual Goals

Goal: Maintenance

- Routinely meet with City staff to discuss corridor maintenance plans and pending activity

Goal: Physical Attraction & Improvement

- Research existing corridor development studies and recommendations
- Create a long range corridor development plan
- Study DDA FIP for transferability

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Organizational Development

Long Term

Goal: Maintain the strategic planning process and revisit yearly

Goal: Board Development

- Continuing board member training and best practices review
- Participate in statewide CIA educational programs

Goal: Charter teams to implement the plan

- Assign one team to each of the 4 objective areas
- Team members recruit committee members to pursue goals
- Update goal progress at each CCA meeting
- Create volunteer management procedures

Develop & Implement a marketing & PR plan to improve identity & attract new business

Long Term

Goal: Plan special events to attract customers, create awareness, and increase sales

- Catalog existing community events to identify attractive dates and potential partnerships
- Plan a calendar of district events
 - Create community awareness event
 - Create retail activity event

Goal: Develop a marketing plan

- Coordinate advertising opportunities
- Increase awareness of businesses by
- Utilize common tag line
- Recruit and engage volunteers
- Develop a consistent message
- Leverage local and regional branding initiatives
- Formal new business welcome and promotion
- Develop cross promotional campaigns
- Communicate activity to stakeholders frequently and consistently

Strengthen, expand & diversify the economic base of the district

Long Term

Goal: Communicate Inventory of available space

- Develop and promote commercial real estate inventory

Goal: Business recruitment plan

- Utilize Buxton retail market analysis to identify potentially successful market opportunities
- Identify potential support of Small Business Development Center

Goal: Secure sustainable funding

- Develop an operational budget including realistic revenue and expense activity
- Create and implement a fundraising plan
 - Review tax district mechanisms
 - Review paid memberships
 - Review paid sponsorships
 - Key event fundraiser
- Seek out grant opportunities

Goal: Sufficient human capital

- Strengthen cooperation with Chamber, DDA and MDBA

Attractive, consistent & modernized physical infrastructure

Long Term

Goal: Maintenance

- Routinely meet with City staff to discuss corridor maintenance plans and pending activity

Goal: Physical Attraction & Improvement

- Research existing corridor development studies and recommendations
- Create a long range corridor development plan
- Study DDA FIP for transferability
- Determine necessary steps and costs of corridor banner displays

Goal: Consistency

- Review existing sign ordinances and look for opportunities to create consistency throughout the corridor

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Organizational Development

Long Term

- Goal: Create / Maintain Communications and Center City Data
- Maintain Center City Database
 - Maintain Center City Website
 - Publish Center City Newsletter
 - Maintain Business Guide
 - Issue quarterly press release to local media outlets
 - Compile annual progress report and distribute to stakeholders
 - Annual meeting
 - Recognition for district businesses / promoters

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Long Term

- Goal: Increase stakeholder participation
- Create a membership program
 - Mailing & e-mail list of members and sponsors
 - Direct mail membership drive
 - Membership mixers and retailer roundtables
 - Establish a speakers bureau to address local service clubs and businesses

Strengthen, expand & diversify the economic base of the district

Long Term

Attractive, consistent & modernized physical infrastructure

Long Term