

# 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 – **not started**
- Participate in statewide CIA educational programs – **Event scheduled for Tuesday August 25 in Lansing**

#### Goal: Charter teams to implement the plan

- Assign one team to each of the 4 objective areas – **3 of 4 assigned**
- Team members recruit committee members to pursue goals - **started**
- Update goal progress at each CCA meeting – **Chair updates CCA Board at each meeting**

#### Goal: Create / Maintain Communications and Center City Data

- Maintain Center City Database - **ongoing**
- Maintain Center City Website - **ongoing**
- Publish Center City Newsletter – **1<sup>st</sup> newsletter distributed early June**
- Maintain Business guide – **not started**
- Compile Annual Progress Report – **not started**
- Assist Marketing Committee in developing consistent message of Authority value – **not started**

- Team members
- Struthers, Deming, Ginis, Geer

## 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 – **most captured in [www.midlandhappenings.com](http://www.midlandhappenings.com)**
- Plan a calendar of district events – **completed for 2009**
- Tag on to existing events –
  - **considering sponsoring table at September WakeUp! Midland Chamber event**
  - **Plan to host beverage tables at Santa Parade in November**

#### Goal: Develop a marketing plan

- Coordinate advertising opportunities – **not started**
- Leverage local and regional branding initiatives - **not started**
- Formal new business welcome and promotion – **packets created, delivery method planning started**
- Communicate activity to stakeholders frequently and consistently – **working with org. dev. Committee on newsletter**

**Goal: Increase stakeholder participation**

- Create cohesive message with assistance from Organizational development committee – **not started**
- Begin creating a membership program – **not started**

- Team members
- Kozuch, Adkins, Ginis, Geer

## Strengthen, expand & diversify the economic base of the district

### Annual Goals

**Goal: Communicate Inventory of available space**

- Develop and promote commercial real estate inventory – **inventory listing exists and is available via Center City Newsletter and Chamber of Commerce Website**

#### Goal: Secure sustainable funding

- Develop an operational budget including realistic revenue and expense activity - **started**
- Create and implement a fundraising plan
  - Review tax district mechanisms
  - Review paid memberships
  - Review paid sponsorships
  - Key event fundraiser – **not started**
- Seek out grant opportunities – **not started**

#### Goal: Sufficient human capital

- Strengthen cooperation with Chamber, CBA, DDA and MDBA - **ongoing**
- Team Members
- Adkins, Lynch, Miles, Baker

## Attractive, consistent & modernized physical infrastructure

### Annual Goals

**This objective not started**

#### 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