



Goals & Objectives

March 11

2010

The Ferndale DDA holds its Annual Planning Meeting in January each year with the DDA Board of Directors, four standing committees, and its volunteers. Each committee is made up of residents, business and property owners, public officials and local business organizations. The Annual Planning Meeting is held in the evening over a 4-hour period to discuss the goals and objectives of the DDA for the next fiscal year. Each committee works on their goals and objectives at least one or two months prior to this meeting in order to present their thoughts and ideas. At the Annual Meeting they are shared with the group to prioritize and determine the highest area of volunteer needs. This process allows the group the opportunity to brainstorm for additional needs of the downtown and see where collaboration amongst committees is needed. Each volunteer walks out more knowledgeable about the overall goals of the downtown in order to spread the word amongst their peers. The following goals and objectives will help the Ferndale DDA meet our vision for Downtown Ferndale, maintain our status as an accredited National Main Street Community and remain a community in good standing with Main Street Oakland County.

**[Published
by the
Ferndale
Downtown
Development
Authority]**

ORGANIZATION

GOAL: DEVELOP A CLEAR PICTURE OF WHAT THE DDA IS, ITS ASSETS, ACCOMPLISHMENTS, GOALS AND NEEDS TO ALL OF ITS CONSTITUENTS BY COMMUNICATING DIRECTLY WITH BUSINESS OWNERS, PROPERTY OWNERS, RESIDENTS, CONSUMERS AND COMMUNITY ORGANIZATIONS, AND HOW THE DDA CAN ASSIST

OBJECTIVE: Compile all information to create a clear picture of the DDA.

TASK: Collect testimonials

TASK: Assemble a clear message

GOAL: COMMUNICATION—EDUCATE AND ENGAGE THE COMMUNITY ON THE NEED FOR POSITIVE COLLECTIVE ACTION IN MANAGING DOWNTOWN FERNDAL AND ITS NEED FOR CONTINUAL GROWTH AND REDEVELOPMENT BY EMPOWERING OUR STAKEHOLDERS TO BE DIRECTLY INVOLVED IN THE DDA.

OBJECTIVE: Host quarterly meetings in 2010 to educate businesses and residents on the role of the DDA, goals/objectives and downtown development plan. Host district-wide meeting in 2011.

TASK: Work with Citizens for a Fair Ferndale to set up first community forum

OBJECTIVE: To inform City Council members, and residents of Ferndale of the DDA's activities, accomplishments and needs on a regular monthly basis at City Council meetings.

TASK: Create a calendar of topics and speakers/back-ups

TASK: Develop outlines for each topic

OBJECTIVE: To provide constant and thorough communication through social networking sites, e-blasts and other types of e-communication

TASK: Create success publication

TASK: E-blasts

TASK: Blog

SECONDARY OBJECTIVES

OBJECTIVE: Create YouTube videos

TASK: "Man on the Street" interview

TASK: Use a live webcam for consumer content

GOAL: TO BUILD A STRONG AND DIVERSE BASE OF VOLUNTEERS TO HELP FULFILL THE MISSION AND GOALS OF THE FERNDAL DDA.

OBJECTIVE: Establish sub-committee chairs for Volunteer Development, Communication Strategic Planning, Fund Raising and Advocacy

TASK: Appoint chairs

TASK: Assign objectives

TASK: Have chairs develop work plans to accomplish objectives

TASK: Recruit additional volunteers to assist

OBJECTIVE: Create a Volunteer training program, management plan, handbook, orientation and schedule

TASK: Create a volunteer application

TASK: Create a handbook and goals of volunteer committee members

OBJECTIVE: Committees create a schedule of volunteer needs and criteria to communicate to the public our needs and fulfill recruitment

TASK: Constant Contact e-blast static message on recruitment

TASK: Promote on WFRN

TASK: Announce at City Council meetings

TASK: Promote to media via news releases and feature stories

OBJECTIVE: Recognize volunteers through an annual recognition program featuring an appreciation event, awards, rewards

SECONDARY OBJECTIVES

OBJECTIVE: Create a quarterly meeting of committee chairs to better communicate amongst members the projects, goals and needs to improve volunteer management

GOAL: REVITALIZE AND BUILD A CO-OPERATIVE BUSINESS COMMUNITY BY ACTIVELY ENGAGING AND EMPOWERING OUR STAKEHOLDERS, BUILDING A MUTUAL RELATIONSHIP WITH THEM AND BEING RESPONSIVE TO THEIR NEEDS.

OBJECTIVE: Define and communicate with businesses the DDA's Public Advocacy Role of business assistance and guidance; and services.

TASK: FAQ Sheet/Webpage

TASK: Education on policies of City

OBJECTIVE: Define and communicate expectations of staff to stakeholders

TASK: Create/refine staff job descriptions

TASK: Implement Board training

TASK: Establish roles of the Executive Board

TASK: Create development statement

OBJECTIVE: Conduct face-to-face interaction with business owners, government and residents on a monthly basis

TASK: Create a punch list and questions and answers

TASK: Have Board of Directors conduct monthly visits to businesses

TASK: Look into CRM management system

GOAL: TO RESTRUCTURE THE ORGANIZATION TO MEET THE GROWTH OF THE DDA BOUNDARIES

OBJECTIVE: Expand the number of Board members in order to include expansion area business perspectives

OBJECTIVE: Stabilize and the manage the finances of the DDA by continuing to increase and diversify funding

TASK: Create corporate sponsor packet in conjunction with Communications and Marketing Manager

OBJECTIVE: Engage "expansion area" in order to get businesses involved in the DDA

DESIGN

GOAL: PUBLISH DESIGN GUIDELINES

OBJECTIVE: Complete Design Guidelines with the inclusion of support images.

TASK: Find GRAPHIC DESIGNER to help. Perhaps offer stipend.

*** 1-2 Volunteers needed**

GOAL: DEVELOP MASTER PLAN OF ALL DDA BOUNDARIES

OBJECTIVE: Create a Public Art Overlay map identifying current works of art and potential locations for new artwork

TASK: Collaboration with local art galleries on processes of art commission

TASK: Draft Call to Artists for potential artwork identifying a location

TASK: Explore means of funding public art – grants, endowments, etc.

TASK: Replacement of Existing Mural on Record Collector

TASK: Complete MCACA Grant Application for February 2011

OBJECTIVE: Identify future streetscape and alley enhancement opportunities and develop plans for those already identified in Downtown Development Plan

TASK: Acquire survey of DDA Boundaries

TASK: Conduct Inventory and Analysis of area

TASK: Conceptual Develop of areas in need including incorporation of Green practices and include amenities such as bicycle racks, benches, trash/recycle receptacles, trees, planter areas, etc.

TASK: Develop Timeline of feasibility for implementation

TASK: Develop conceptual streetscape plans and budgets for West Nine Mile between Livernois & Pinecrest

OBJECTIVE: Shop Master Plan to DDA Stakeholders

TASK: Obtain retailer/merchant input of the conceptual plans

*** 3-5 Volunteers needed**

GOAL: PROMOTE POSITIVE PERCEPTION OF DOWNTOWN FERNDALE

OBJECTIVE: Enhance Pimp Your Pot Event by cross promoting with Third Thursdays on the Nine

TASK: Get more retailer participation

TASK: Develop a stronger sponsorship base

TASK: Enhance Kids Corner activities by involving a support group (Girl Scouts, Cheer club, etc.)

*** 10 Volunteers needed**

PROMOTIONS

GOAL #1: BUILD DOWNTOWN FERNDALE FOR THE BENEFIT OF ALL BUSINESSES.

OBJECTIVE: Continue to capitalize on the efforts of third party organizers who are bringing increased traffic to town to create a synergistic relationship with organizers and merchants and cross promote with events such as: Motor City Pride, Blues Festival, Art Fair/DIY, Film Festival, Assembly Line Concert, Memorial Day Parade, Pub Crawl, Prohibition Party, etc.

TASK: Continue to encourage merchant involvement by identifying events by type and date.

TASK: Create street/tent layout that is advantageous to merchants (1)

TASK: Create event package for organizer and merchant to include: (3)

- Contact information
- Event hotline (not DDA)
- Downtown Ferndale branding.

TASK: Include events on a planning calendar for merchants

TASK: Develop cross promotional components

OBJECTIVE: Establish a Shop Ferndale First campaign

TASK: Customer Loyalty Card

TASK: Coupon Booklet

TASK: Use "Ferndale First" on everything.

TASK: Use Business Guide to Promote

GOAL# 2: DEVELOP INITIATIVES TO PROMOTE ALL MERCHANTS, ENCOURAGING THEM TO ENGAGE IN DOWNTOWN FERNDALE EVENTS, ACTIVITIES, PROMOTIONS.

OBJECTIVE: To offer affordable opportunities for merchants, while advertising the entire district, promoting it as a retail center with a great business mix.

TASK: Develop Events/Promotions Calendar so merchants can determine how to spend their advertising dollars

TASK: Offer 24 Co-op advertising opportunities; Event flyers/posters

TASK: The Business Guide

TASK: Customer Loyalty Card

GOAL #3: USE DDA-ORGANIZED EVENTS TO SHOWCASE, PROMOTE AND STRENGTHEN BUSINESS AND NICHES IN DOWNTOWN FERNDALE.

OBJECTIVE: To attract the community, i.e. consumers, to the business district, familiarize them with the merchant mix, “open doors” to visitors and encourage them to shop, dine and engage with the business district, using DDA-driven events that are either already successful or have committees (volunteers) to complete the tasks as an incentive to visit.

TASK: Green Week – April 20 – 26 (10)

TASK: Third Thursdays (12)

TASK: Fido Does Ferndale – July 11

TASK: Trick or Treat Oct. 16 (3)

TASK: Holiday Ice Festival & Cookie Challenge (10)

TASK: Signage for events (2)

TASK: Volunteer Team for Each Event (1 leader per Thursday)

BUSINESS DEVELOPMENT

GOAL#1: RECRUIT & DIVERSIFY BUSINESS MIX

OBJECTIVE: Conduct a Market Analysis for FYE 2011

TASK: See Goal #3, Obj. 1

OBJECTIVE: Maintain awareness of the types of preferred businesses desired for the downtown.

TASK: Collaborate with Chamber Property Showcase to provide a unique downtown overview tour and encourage properties to participate.

TASK: Continue communication with brokers and landlords through an email blast

TASK: Create a fact sheet on preferred business types and what to look for in a tenant

OBJECTIVE: Actively recruit entrepreneurs, while blending in national/regional and mid-range price businesses to create a balanced mix.

TASK: Acquire and use list of DBA's from Oakland County

TASK: Cold call potential niche businesses

TASK: Identify businesses through downtown visits

TASK: Create an Entrepreneur Network Online Community

TASK: Create an Entrepreneur Recruitment Packet

TASK: Integrate some entrepreneurial opportunities into the FernNet calendar

TASK: Connect with local colleges to present at entrepreneur classes/business related classes

TASK: Network with Automation Alley, After Hours, and other membership networking organizations

TASK: Host a "Starting Your Own Business" with Oakland County for the southern area of the county

OBJECTIVE: Actively recruit national/regional and mid-range price businesses to create a balanced mix.

TASK: Create Business recruitment package for national and small-mid size companies

TASK: Find compatible, Complementary and Comparison business clusters with market niches.

TASK: Cold call potential niche businesses

TASK: Identify businesses through downtown visits

TASK: Search retail publications

TASK: Improve Website Listing

GOAL #2: RETAIN & ASSIST EXISTING BUSINESS MIX TO HELP THEM BECOME MORE STABLE TO GROW THE LOCAL ECONOMY

OBJECTIVE: Host FernNet business networking meetings with DDA businesses to strengthen the internal communication network amongst businesses, encourage sharing of ideas and proven strategies, and encourage cross-promotion amongst businesses to improve the local economy.

TASK: Develop calendar of meetings

TASK: Determine topics of discussion for each meeting & recruit speakers

TASK: Prepare communication and promotion pieces

TASK: Disseminate news releases and promote via social networking, eblasts, website, cable, city council meetings

TASK: Assess success of meetings with survey and participation level

OBJECTIVE: Offer a Ferndale First workshop to assist and strengthen businesses in the DDA

TASK: Create a One Page Document to be Used Year-Round Promoting Ferndale First Resources

GOAL #3: INCREASE DEVELOPMENT & REDEVELOPMENT TO STRENGTHEN DOWNTOWN

OBJECTIVE: Conduct a Market Analysis for FYE 2011 that includes site and district specifics of what is feasible for those areas.

TASK: Create RFP

TASK: Determine Site & District Areas of Need

TASK: Update Inventory Data

TASK: Select Team

OBJECTIVE: Encourage and assist owners better with various property developments

TASK: Identify Target Properties

TASK: Build a strong working relationship with property owners

TASK: Share information with property owners; provide market analysis.

TASK: Encourage absentee landlords to take more active role in their property or sell.

TASK: Research what other communities are doing to assist property owners

OBJECTIVE: Review Downtown Development Plan biannually and assess if we are addressing the recommendations.

TASK: Review plan bi-annually

TASK: Provide suggestions for each committee to address the plan

TASK: Provide update to Board

TASK: Determine prior to annual planning meeting what items should be a priority for following year

OBJECTIVE: Encourage mixed-use development and redevelopment for specific parcels that are underdeveloped or have poor building quality.

TASK: Conduct a charrette for the Troy Street Project

TASK: Create a strategy and promote the Downtown Development Plan to brokers and developers

TASK: Establish anchor business space for NW corner of Nine & Woodward

TASK: Increase construction of living space and office space on second floors and above in the downtown by 2009.

TASK: Create a financial incentives package with the assistance of the MEDC

OBJECTIVE: Develop four separate TIF Plans for areas in the DDA that are currently not within the TIF in order to develop funds for development improvement projects.

TASK: Determine Scope of Work

TASK: Conduct a Lessons Learned Session from past experiences (ie: PSD)

TASK: Investigate what other communities have done

TASK: Pursue County support for proceeding with an application

TASK: Prepare plans based off of downtown development plan; ie: public transit nodes, parking, median improvements, Livernois-Nine improvement

TASK: Develop an RFP Review Committee

TASK: Hire firm to determine income projections

TASK: Determine steps for approval

PARKING

GOAL: TO STIMULATE AND SUPPORT LOCAL BUSINESS GROWTH AND NEW DEVELOPMENT FOR DOWNTOWN FERNDALE.

OBJECTIVE: Create a DDA Parking Ad-hoc Committee that reports directly to the DDA Board of Directors made up of at least one member of each standing committee.

OBJECTIVE: Create an impact statement that parking has on the DDA and develop a strategy for addressing the issue that will improve business recruitment.

OBJECTIVE: Encourage City to create a payment-in-lieu of fee for intensification of use in the CBD.

OBJECTIVE: Assist the City in developing strategies to increase parking:

TASK: Smaller opportunities (land)

TASK: Parking deck

TASK: Develop options

GOAL: TO CREATE A COMMUNITY PARADIGM SHIFT IN THE WAY THEY VIEW PARKING, USE THE SYSTEM AND HOW IT IMPACTS THE COMMUNITY CITY-WIDE.

OBJECTIVE: More strategic parking fees

OBJECTIVE: Attain participation of businesses in the Parking Shuttle and other important strategies to improve the parking system

OBJECTIVE: Create a residential advisory committee of the DDA Parking Committee

GOAL: TO CHANGE THE CITY OF FERNDALE'S PRIORITIES OF CAPITAL IMPROVEMENTS SO THAT RESOLVING THE PARKING DEMAND AND MANAGEMENT OF THE SYSTEM BECOME NUMBER TWO ONLY TO CITY SERVICES.

OBJECTIVE: City Planning Commission partnership

OBJECTIVE: DDA Board resolution

OBJECTIVE: Create Council call script and meet with Council members

OBJECTIVE: Postpone Municipal Building Complex

GOAL: COMMUNICATE THE IMPORTANCE OF THE DOWNTOWN TO OUR COMMUNITY.

OBJECTIVE: Show comparable investments and property values

OBJECTIVE: Show how it affects the community with parking issues

OBJECTIVE: Hold a community forum

OBJECTIVE: Inform community on funding and budgets of the Auto Parking System vs. General Fund and DDA fund

Ferndale DDA Goals & Objectives | 2010

OBJECTIVE: Breakdown tax collection