

FYE 2004 Goals

**ECONOMIC RESTRUCTURING
FYE 2004 OBJECTIVES**

Retain & Grow Existing Business Mix

Establish & Coordinate Necessary Business Workshops Based on Business Survey
Establish and Coordinate In-Store Consultations Based on Business Survey Needs
Utilize Market Analysis for Recruiting & Retaining Businesses

Recruit & Diversify Business Mix

Utilize Market Analysis for Recruiting & Retaining Businesses
Coordinate a Ferndale Broker Meeting, Improve Communications & Assist WA3 with Quarterly Broker Meetings
Design & Publish a Recruitment Packet & Supporting Material
Establish Networking Opportunities with Entertainment Venues to Further Advance Cultural Diversity in Downtown
Coordinate Landlord/Property Owner Education Meetings

Increase Development & Redevelopment to Strengthen Downtown

Better Utilize Specific Parcels & Improve Building Quality

Encourage and Assist Owners with Various Property Developments
Complete Downtown Development Plan
Coordinate Property Development based on the Downtown Development Plan
Coordinate Landlord/Property Owner Education Meetings

**ORGANIZATION COMMITTEE
FYE 2004 OBJECTIVES**

Increase Volunteer Base

- Implement an Annual Recognition Program for Volunteers & Year-long Incentive Plan

Diversify Funding & Organization Strategy

- Establish a Principal Shopping District
- Plan the Annual Strategic Planning Meeting for the Board
- Maintain Parking Management Agreement with City if Established in 2003

Increase Awareness of Ferndale DDA, Downtown Ferndale & Main Street Approach

- Design and Publish a Welcome Packet for Residents
- Design & Publish a Quarterly Newsletter for the Public
- Launch & Maintain the DDA Website
- Coordinate Public Relations Activities & Public Awareness Campaign for the Ferndale DDA

Organization Committee FYE 2005 Objectives To Date

- Expand the DDA Boundaries
- Explore Tax Increment Financing for the New Expansion Area & Other Areas of Existing DDA

**PROMOTIONS COMMITTEE
FYE 2004 OBJECTIVES**

Increase Awareness of Businesses

- Assist other Organizations in planning the Ferndale Pub Crawl, Ferndale Blues Festival and Woodward Restaurant Tour
- Produce & Disseminate the New Downtown Business Guide
- Assist Downtown Businesses with Public Relations & Marketing
- Explore Reproducing the Taste of Ferndale

Increase Sales & Foot Traffic Downtown

- Create & Implement an Annual Group Advertising Campaign for the Downtown
- Coordinate Retail Promotions for the Downtown Businesses, including the Thursdays on the Nine & Downtown Winter Tale
- Expand the Thursdays on the Nine to be More Diverse and Longer Running

**DESIGN COMMITTEE
FYE 2004 OBJECTIVES**

Improve & Maintain Physical Appearance of Downtown

- Maintain the 3x Weekly Clean-Up of Downtown
- Provide BUILD Program Funds for Private Property Exterior Improvements
- Maintain & Add General Landscaping Improvements to the Downtown
- Maintain Watering of Landscaping Downtown
- Provide Tree Replacements When Necessary Due to Ash Bore Bug
- Publish the DDA Design Guidelines
- Encourage & Support Historic Preservation through the BUILD Program & Design Guidelines

Create A Greater Presence of Downtown & Pedestrian Friendliness

- Design & Install the Woodward & 9 Mile Median Improvements
- Design & Install a Public Improvement at Allen & Nine Mile
- Maintain Quarterly Banner Changes
- Expand & Maintain Holiday Light & Banner Programs

Design Committee FYE 2005 Objectives To Date

- Launch An Art Sponsor Competition
- Plan For A Way-Finding System
- Plan For The Withington Alley Enhancements
- Plan And Install Pedestrian Alley
- Enhancements In Coordination With Way-Finding System



Five Year Goal Plan

Economic Restructuring

- Expand The Cultural Diversity of the Downtown
- Assist Entrepreneurs and Potential Businesses that Meet Our Market Demand With Business Start-Up
- Assist Current Businesses With Expanding and Improving their Businesses.
- Strengthen Current Businesses through Education, Financial Assistance and Business Assistance.
- Focus Property Development based on Market Analysis and Downtown Development Plan
- Market Analysis to be Updated Every 4 Years
- Diversify the Business Mix to Include an Increase in Retail, Professional Office Space and Housing

Organization

- Address Parking Needs through thorough Planning
- To Expand the DDA Boundaries to Meet Public Perception & Needs of Area
- To Retain Quality Staff
- Provide Consumers, Businesses, Property Owners and Volunteers with Excellent Customer Service, Awareness & Accessibility Through a DDA Office in the Downtown
- Create A Downtown Development Plan
- Review & Revision Of Downtown Development Plan Every 5 Years
- To Follow and Utilize the Main Street Approach to Downtown Revitalization
- To Maintain National Main Street and Main Street Oakland County Status
- To Become a Certified Organization of the National Main Street Center
- To Strengthen The Volunteerism Of The Ferndale DDA
- To Provide thorough Communications & Strategic Planning
- Build Awareness of the Ferndale DDA
- Increase and Diversify Funding through a PSD, Sponsorships and Grants
- Improve Public Advocacy of Businesses in Downtown
- Maintain Relationships with City, County, State and National Organizations and Government

Design

- Make Public Improvements Incrementally as Needed
- Assist Property Owners and Tenants with Building Improvements Through Financing, Education, Incentives, Technical Assistance and Code Reform.
- Maintain & Improve the Physical Appearance of the Downtown Through Landscaping & Maintenance
- Improve Pedestrian Safety Across Woodward
- Create a Prominent Entrance to the Downtown, as Well as Recognition Leading Up To the District

Promotions

- Create Public Relations & Marketing Plans to Increase Awareness of the Downtown
- Improve The Bottom-Line and Foot-Traffic That “Rings Registers” through Retail Promotions
- Assist and Streamline Existing Events, Whether DDA Based or other Organizations