

# MEMBER MEETING

HARBOR CENTRE BID - FALL 2022





# WELCOME

## Harbor Centre BID Board President, Paul Rudnick

Thank you for joining us at the Fall 2022 Harbor Centre BID Member Meeting

## BID Board Members and Committee Members

Thank you for your time and energy that you put towards our BID. Reach out to Paul Rudnick or Heather Cleveland if you are interested in joining the Board of Directors or a Committee.

## BID Consultant, Heather Cleveland, Green Bicycle Co.

Green Bicycle Co. works for the Harbor Centre BID to support the development and accomplishment of BID goals and administrative tasks.

**THANK YOU TO THE JMKAC FOR  
THE USE OF THIS BEAUTIFUL VENUE**



# **BID PARTNERS**

Thank you for joining us!

**Chamber of Commerce - Diedre Martinez & Klohie Kuehne**

**Visit Sheboygan - Shelly Harms**

**City of Sheboygan - Abby Block, Development Dept.**

**Sheboygan Police Dept. - Officer Richard Hang**

**Parking Utility/ Shoreline Metro - Derek Muench**

**City Alderperson - Roberta Filicky-Peneski**





# MEETING RUNDOWN

01

## Holiday 2022

Introduce holiday calendar, engagement opportunities and other holiday events in the district.

02

## Strategic Planning

2023 SOP and budget, focus on updating the BID's Strategic Plan for 2023-2025, discussing work that has happened to develop the plan.

03

## Engagement

Discuss future engagement for members, and strategic plan engagement opportunities at this meeting.

# HOLIDAY 2022



# HOLIDAY CALENDAR

Harbor Centre BID will develop a calendar with a list of events happening within the district, which will help members be informed about what's happening so they can have the opportunity to leverage events, and which can be shared publicly to encourage people to come and experience the Harbor Centre District.

**Send submissions for the calendar  
to Heather Cleveland**

# Home for the Holidays

*Events and specials the whole month of December!*

- 1** 1p **Live Caroling in City Green** by Sheboygan North's Northern Lights
- 2** 8a-11a **Breakfast with Santa** Blue Harbor Resort
- 4** 6p/7p **Jingle Bus Tour of Lights** Shoreline Metro
- 5** 3p **Make + Take: Mug Glazing** JMKAC
- 6** 3p **Make + Take: Mug Glazing** JMKAC  
5p **Make it at MEAD: Snow Globes** MEAD Public Library  
6p/7p **Jingle Bus Tour of Light** Shoreline Metro
- 7** 3p **Make + Take: Mug Glazing** JMKAC
- 8** 10a-12p **Annual Holiday Make & Take Workshop** Above & Beyond Children's Museum  
10a **Winter Wreath Workshop** Bookworm Gardens  
11a-1p **Cookies with Santa** Ballhorn Chapels Funeral  
12p **11th Annual Local Yokel Yuletide Art & Fine Craft Sale** Paradigm Coffee and Music  
1p **Live Caroling in City Green** by Centro Comunitario La Cima  
1p **Winter Wreath Workshop** Bookworm Gardens  
1p **The Story of the Christmas Tree Ship** Sheboygan Yacht Club  
3p **Make + Take: Mug Glazing** JMKAC  
7:30p **Holiday Concert Past & Present** Sheboygan Symphony Chorus joins the Orchestra
- 13** 3p **Make + Take: Mug Glazing** JMKAC  
6p/7p **Jingle Bus Tour of Lights** Shoreline Metro
- 14** 3p **Make + Take: Mug Glazing** JMKAC  
7:30p **Clara Takes Flight: An Aerial Nutcracker** By Warped Dance Company JMKAC
- 15** 9a **Spirit of the Season + Photos with Santa** Bookworm Gardens  
1p **Live Caroling in City Green** by Kohler High Madrigals  
7:30p **Clara Takes Flight: An Aerial Nutcracker** By Warped Dance Company JMKAC  
7:30p **Lightwire Theater's A Very Electric Christmas** Weil Center
- 16** 8a-11a **Breakfast with Santa** Blue Harbor Resort  
3p **Make + Take: Mug Glazing** JMKAC  
7:30p **Clara Takes Flight: An Aerial Nutcracker** By Warped Dance Company JMKAC
- 18** 3p **Make + Take: Mug Glazing** JMKAC  
6p/7p **Jingle Bus Tour of Lights** Shoreline Metro
- 20** 6p/7p **Jingle Bus Tour of Lights** Shoreline Metro
- 21** 7:30p **Clara Takes Flight: An Aerial Nutcracker** By Warped Dance Company JMKAC



# DISTRICT HAPPENINGS

## **Pilot Window Decorating Contest**

Five selected businesses will pilot this contest, where non-profits will decorate their windows and the community will vote for a winner, with the prize being a donation to the non-profit.

## **Harbor Centre Member Spotlights**

Social media stories about our local businesses to connect our community to our small businesses, encouraging people to shop small.

## **Winter Lights**

The BID and the City sponsor lights throughout the district during the holiday season, lights are installed and maintained by Brilliant Lightscapes.

## **Holiday Parade & Tree Lighting Ceremony**

The Sheboygan Jaycees plan and execute a holiday parade with a route through the district, followed by the City's tree lighting ceremony in the library plaza. This year's theme is 'Santa's Ho-Ho-Ho-down' (western themed). These events take place on Sunday, November 27.



# MEMBER OPPORTUNITIES

## **Shop Small Saturday Swag Bags - November 26**

Shop Small Saturday happens the Saturday after Thanksgiving, and is a nation-wide day focused on encouraging people to patronize their local small businesses for their holiday shopping.

## **Holiday Open House - December 3**

The BID will host a Holiday Open House at the same time as Jingle & Mingle (taking place at City Green). The trolley will be running and people at Jingle & Mingle will be encouraged to shop the district. Participating businesses can run specials that will be included on advertising and marketing sponsored by the BID.



# STRATEGIC PLANNING





## **VISION & MISSION**

### **Vision**

The Harbor Centre Business Improvement District is a vibrant and sustainable district.

### **Mission**

To support the development, improvement, and promotion of Downtown, Riverfront, and South Pier.



# 2023 BUDGET AND STATEMENT OF PURPOSE

January - December 2023		
Income		
Income	Special Assessments; Interest	\$150,025
		Total Income
\$150,025		
Expenses		
Operations	Subcontractor; Rent; Insurance; Accounting; Website; Printing	\$60,000
Event/Marketing Support	Event Coordination and Planning Support; Social media; Promotions	\$34,025
Miscellaneous	Miscellaneous	\$1,000
Major District Investments/Enhancements	Major District Projects; Summer Decorations; Winter Decorations	\$55,000
		Total Expenses
\$150,025		

**BID's work in 2023 will support the goals:**

- MARKETING
- EVENTS
- COMMUNICATION
- PARTNERSHIPS
- PLACEMAKING
- ADVOCACY

# PREVIOUS STRATEGIC FOCUS AREAS

2020-2022

## Structure

Goals: To establish a relevant purpose and identity for the BID and to improve the BID Board and Committee structure and function

## Communication

Goals: To have transparent operation and communication with BID members, and to expand awareness of the Harbor Centre BID.

## Partnerships

Goals: To create synergy and efficiency, and to expand support for BID members.

## Placemaking

Goals: To create a beautiful and enticing business district and to increase vibrancy throughout the district.



# DEVELOPING NEW FOCUS FOR 2023-2025



- Member Survey
- Board and Committee Discussions
  - Board of Directors
  - Executive Committee
  - Business Development Committee
  - Communication Committee
  - Major Investments Committee
- Riverfront Walkthrough
- SOON: Downtown Meeting



# MEMBER SURVEY RESULTS

## How can the BID most effectively assist your business/property?

Beautification and Placemaking



Events



Marketing



## District Assets

Clustering and walkability, hometown feel, quality restaurants and shops, community events

## What can be improved?

Collaboration and cohesion, cleanliness, density/vacancy, public restrooms, general safety, parking

## What is the biggest value the BID brings to members?

Cooperation between businesses, centralized marketing, idea sharing and peer support, vibrancy and visibility

## If there is one thing the BID could focus on, what should it be?

Beautification, Marketing, Events, Placemaking, Education and Resources



# THREE AREAS OF CONCERN

## 01 Marketing

- Reactivating social media
- Creating Marketing Toolkit
- Photography
- Map
- District Branding

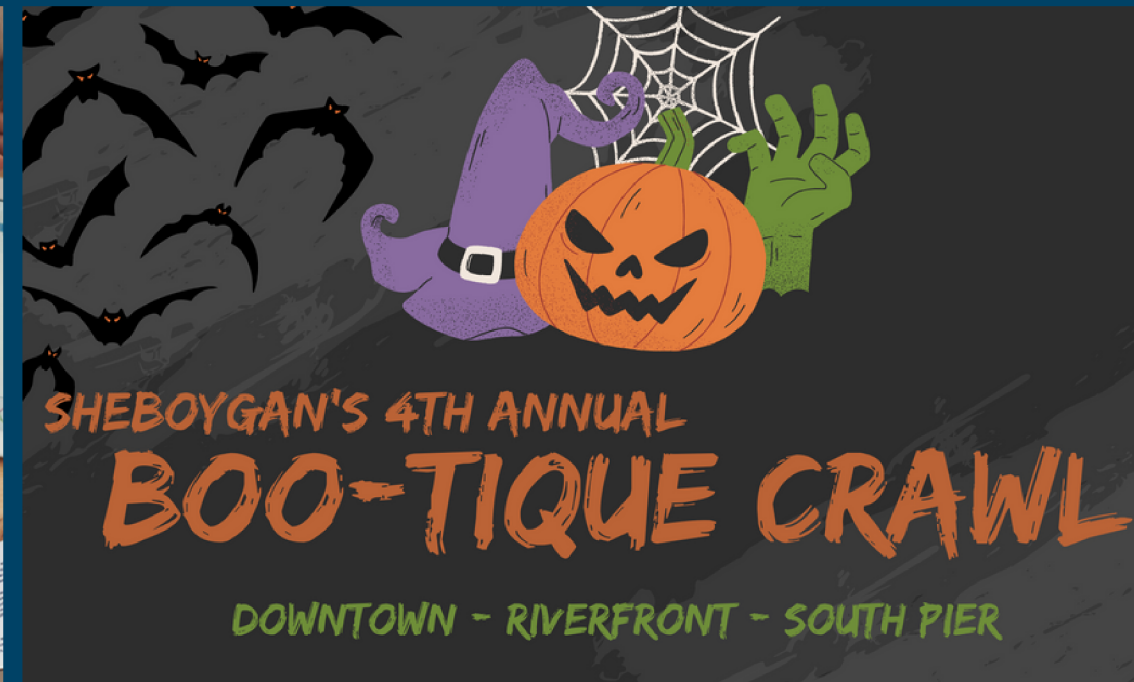
## 02 Events

- Six Events
- Seasonality
- Driving Business
- Include all sub-districts
- Business mix

## 03 Placemaking

- Simpler and smaller grants
- Collaborative major investments
- Advocacy
  - sidewalk permits, public art, restrooms, wayfinding

# ENGAGEMENT





# 2023 PLANNED ENGAGEMENT



- **2023 Workshops**

- Major Investments (January)
- Spring/Summer Planning (February)
- Fall/Winter Planning (August)
  - Galentine's Day
  - Restaurant Week
  - 8th Streeter/Night Market
  - Riverfest
  - Boo-Tique Crawl
  - Holiday Happenings

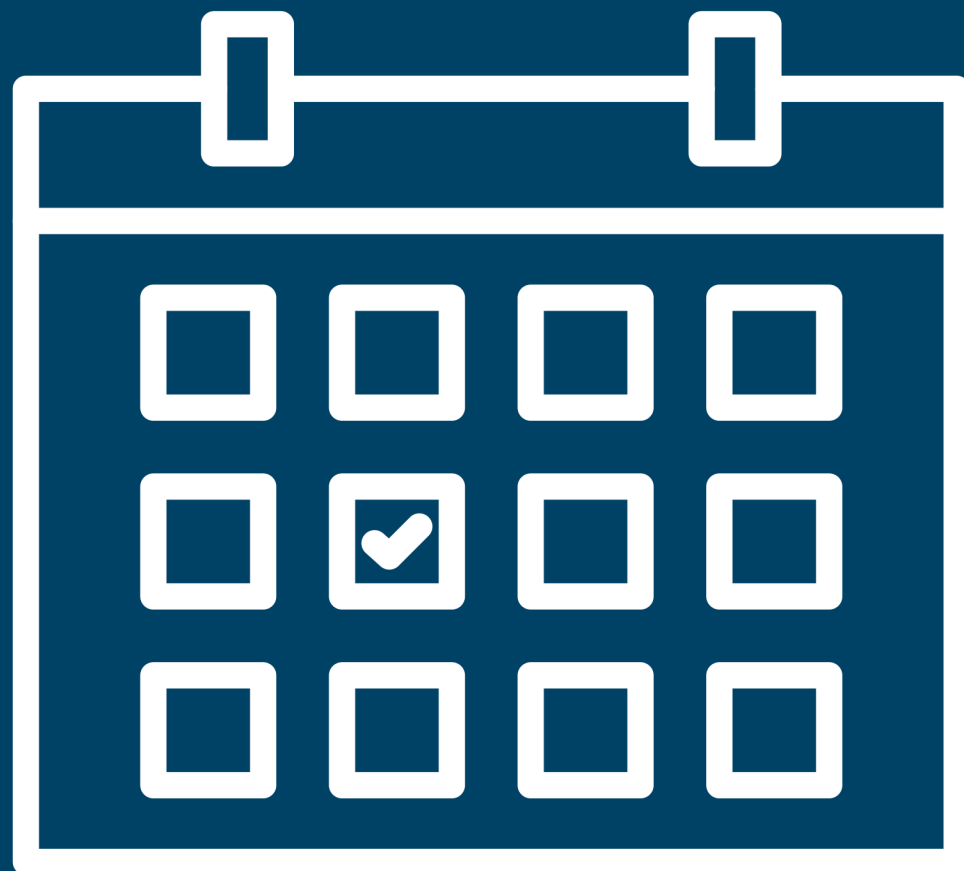
- **2023 Member Meetings**

- March - presentation of 2022 Annual Report, summer engagement and marketing
- September - SOP and budget, 2024 engagement, highlight 2023 engagement/plan



# 2023 EVENTS

- February - Galentine's Day
- March - Restaurant Week
- Summer - 8th Streatery/Night Market
- September - Riverfest
- October - Boo-Tique Crawl
- November/December - Holiday Happenings
- Shop Local Saturday, Holiday Open House, Window Decorating, Holiday Passport (idea)



# MEMBER MEETING ENGAGEMENT

Participate in stations to help inform planning



- **Developing a major investments "Wish List"**
  - What areas need more lighting for safety/ambiance?
  - What can we do to support and promote the pedestrian bridge?
- **Vacancy and business support**
  - With respect to business mix, what's missing in the BID?
  - In your opinion, what are the vacancy hotspots/dead zones?
    - Where are the gaps in the crumb trail?
- **Marketing**
  - What are your needs and desires for a district map?



**THANK YOU**

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