

HARBOR CENTRE BID

2023-2025 STRATEGY

Develop systems that create value for BID members, making BID membership sought after.



FOCUSES

MARKETING

Re-establish marketing efforts through social media, promotional assistance for key events, and the creation of promotional assets.

EVENTS

Identify and assist in the coordination of key, collaborative, seasonal events.

PHYSICAL DISTRICT

Develop plans to improve the physical appearance and connectivity of the BID.

ADVOCACY

Engage with members and committees to identify areas where collective advocacy can support members.

Financial feasibility and partnerships are key to making a robust marketing and event program successful for the BID.

CONTINUATION

Foundational aspects of the organization were developed in 2021-2022 and will continue to be executed and improved upon

- Communication
- Governance
- Partnerships
- Facilitation

HARBOR CENTRE BID

2023 OUTCOMES



PRIMARY

MARKETING

1. Re-establish social media presence
2. Provide promotional assistance for key events
3. Develop destination itineraries and maps
4. Obtain professional photography of district, shops, and key events

EVENTS

Explore the development of six signature events in the BID, evaluating success and improvement year over year.

- Encourage visitors to the BID
- Events across all seasons
- Include all regions of the BID
- Include various business sectors (retail, restaurant, wellness, service, etc.)
- Collaborate with BID businesses and other organizations to plan and implement events
- Ensure BID supported events provide benefit and value to membership

Through 2023 the BID will be evaluating feasibility and capacity for events and marketing efforts in the future.

Physical District

- Develop physical district "wish list"
- Implement planned major investments
- Research vacancy issue and solutions
- Develop partnerships to engage on vacancy issue
- Map district vacancy and areas where physical engagement is lacking

Advocacy

- Engage with members and committees to identify areas where collective advocacy can help support members
 - Outdoor seating, bike amenities, safety concerns, bathrooms, etc.
- Communicate and build relationships with responsible organizations regarding advocacy issues
- Map out and support planning for solutions


SECONDARY

Possible Events:
Galentine's Day
Restaurant Week
8th Streeterly
Riverfest
Boo-tique Crawl
Holiday Happenings

HARBOR CENTRE BID CONTINUATION


Foundational aspects of the organization were developed in 2021-2022 and will continue to be executed and improved upon

COMMUNICATION




Continue to create transparency with the BID members to expand awareness and increase engagement

GOVERNANCE




Continue to develop important documentation and organizational planning such as annual plans, budgets, finance reports, etc.

PARTERSHIPS



Continue to create synergy and efficiency through the enhancement of mutually beneficial connections

FACILITATION



Continue to facilitate and organize committee and board meetings, as well as member engagement events

UPDATES

- Create opportunities for in-person one-on-one member engagement, such as hand delivering postcards
- Further develop and evolve website to best serve member and organizational needs
- Implement regular structured updates to member listings
- Develop system for welcoming new businesses

BID GRANTS

The BID is shifting the grant process, and rather than an open ended grant the BID will offer a variety of mini-grants that are more focused, with a simpler process, to support members.

The mini-grants will fall into two categories:

Event and Beautification.



Event Mini-Grants: \$500

- Grand opening or anniversary celebration
- Promotional events

Beautification Mini-Grants: \$500

- New or updated exterior sign
- Facade improvement
- Other small project

HARBOR CENTRE BID

2024-25 FOCUSES

PRIMARY

PHYSICAL DISTRICT

- Explore historic preservation in the district
- Identify and execute 2-4 projects from the major investments "wish list"
- Develop and execute plan to address vacancy issues

ADVOCACY

- Work toward solutions for identified issues
- Learn from the issues and projects other BIDs have championed
- Continue to develop beneficial partnerships
- Communicate with membership around issues important to them, as well as BID supported advocacy topics

Government and community issues have an enormous impact on business and property owners. That's why the Harbor Centre BID is committed to advocating on the part of our membership. Harbor Centre BID will work to stay apprised on issues that affect our district.

Events and Marketing

- Continue to deliver six signature BID events
- Evaluate and monitor success
- Recommend changes as needed for continued success
- Continue to build social media presence
- Update and continue to develop marketing tools such as itineraries, photography, maps, etc.

Evaluate the opportunity for BID expansion - 2025

- Build the case for value in membership
- Gather feedback from existing membership on expansion
- Understand the process for expansion
- Engage possible future members on expansion

SECONDARY

HARBOR CENTRE BID METHODOLOGY



MEMBER SURVEY

A survey was available for all membership to respond to questions about the effectiveness, focus, and future direction of the BID

COMMITTEE & BOARD

All committees and the board participated facilitated discussions during meetings to discuss the upcoming BID strategy

DISTRICT ENGAGEMENT

Individual member discussions, as well as group engagements such as the Riverfront walk-through were held

MEMBER SURVEY RESULTS

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

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

Beautification and Placemaking



Events



Marketing



OPERATIONAL STRUCTURE

BOARD OF DIRECTORS

The Harbor Centre Business Improvement District Board is the governing body for the organization and assesses the overall direction and strategy of the BID. The board meets every-other month to discuss and vote on the affairs of the organization.

EXECUTIVE COMMITTEE

The Executive Committee provides organization direction for the full board. The main responsibilities of the Executive Committee are to:

- Monitor and review the operations of the BID
- Review and provide recommendations on matters that require the approval of the board
- Establish items for board meetings and agendas
- Act on behalf of the board in emergency situations

The Executive Committee is made up of the Board President, Vice President, Treasurer, and Secretary.

MAJOR INVESTMENTS COMMITTEE

The Major Investments Committee discusses overall district infrastructure, beautification, and placemaking initiatives. This committee also administers Beautification Mini-Grants.

MARKETING & COMMUNICATIONS COMMITTEE

The Marketing and Communications Committee develops and guides organizational communication, transparency, awareness, engagement and marketing.

BUSINESS DEVELOPMENT & EVENTS COMMITTEE

The Business Development and Events committee works to guide the implementation of six signature BID events, and administers the Event Mini-Grants.

HARBOR CENTRE BID

2023 BUDGET



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