



## Shorewood BID Strategic Plan

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### Mission Statement

The Shorewood Business Improvement District creates a thriving local & destination hub by branding and communicating both development and promotion to its stakeholders in the private and public sectors.

### Vision of Intended Future Impact

Shorewood is a vibrant and cohesive 18-hour urban marketplace of distinctive, engaged and successful businesses.

### Goals

Goal 1: Marketing and Branding: Effectively and efficiently communicate the Shorewood Business District's unique value proposition to current and new customers, members, clients, users and influencers.

Goal 2: Business Participation in the Business Improvement District: Deepen and expand engagement of members of the business community to unify and grow.

Goal 3: Business Recruitment and Retention: Attract, retain and facilitate the development of a unique mix of sustainable businesses.

### Goals and Strategies

**Goal 1: Marketing and Branding: Effectively and efficiently communicate the Shorewood Business District's unique value proposition to current and new customers, members, clients, users and influencers.**

#### Strategies:

- 1. Improve our dissemination of information including on BID website and social media.**

#### Action items:

- Before and after pictures of successful redevelopment/façade, etc. (Ruckus, Cloud Red, Three Lions when complete) (immediate, staff)
- Creating the code for a "badge" of BID logo for FB, Twitter, etc. that businesses may access for their use. E.g. Sticker in storefront window – (immediate, staff)
- Revamp website – (immediate, staff + marketing committee of board)

- 2. Create physical identifiers within the BID at entry points and in the corridors.**

#### Action items:

- Street pole banners – (2018?, research by staff 2017; plan and design marketing committee)
- Wayfinding/Placemaking – later 2017-2018 Blue "P" installation at public parking areas. (staff)
- Entry point signs – (2018, staff)
- Window decals for businesses/offices (see above)

**3. Create and launch effective events**

**Action items:**

- Create and launch a recurring one day, 18 hour event in the business district to attract customers who are residents and from the region. Somewhat modeled after Sunday Fun day on Brady St. (later 2017, staff and marketing committee)
- Taste of Shorewood – (late spring 2017, staff, marketing committee)
- Bike Race (summer 2018, staff)
- Holiday promotion/Tree lighting event (winter 2017, staff)
- Others? (2018, staff and marketing committee)
- Assist businesses with their own public event organization and promotions that will drive traffic to district (events that utilize a public space) (2017 and beyond, staff)

**4. Increase outreach and communication with existing and new businesses**

**Action items**

- Create print collateral about the BID that we are first point of contact to be delivered in person to existing and new businesses as they open. (2017, staff)
  - Welcome new businesses (2017, staff and board)
  - Welcome new businesses in person on opening/occupancy (2017, staff and board)
  - Have Village distribute packet on BID when first approached/visited by a new business (2017, staff in cooperation with Village staff).
  - Collateral to be printed: “Who we are” piece; dining and shopping guides, and programs (façade and loan). (2017 staff, graphic designer)

**5. Collaborate with the Village to market the business district to businesses and customers in outside communities.**

**Action items**

- Develop a market target area outside of the Village; use 2009 or 2014 market area and define new area. (mid-2017, staff and board)
- Advertising plan for consumer outside of Village (website, social media, print, radio, etc.) (2017 by fall, staff and marketing committee)

**Goal 2: Business Participation in the Business Improvement District: Deepen and expand engagement of members of the business community to unify and grow.**

**Strategies:**

**1. Be the communications hub for business activity.**

**Action items**

- Website, social media, enews (staff)
- Networking B2B (staff and board)

**2. Establish and maintain contact with all businesses and commercial landlords.**

**Action items**

- Business directory monitoring and updating (staff)
- Personal contact (with-business owner, property owner, day to day manager, etc. (2017, staff and board members). Purchase database management software product: [Filemaker](#)

**3. Establish and strengthen BID as contact point for existing and potential business and home-based business.**

- (see above)

#### **4. Guide and connect businesses.**

##### **Action items**

- Toolkit (financial programs, how to, welcome package, etc.) (see above)
- Business plan competition (2018, staff)
- Event planning (assist private events) (see above)
- Provide venue and opportunity for networking and communication among businesses.
- Coffee/breakfast events, resurrect learn over lunch, and once a quarter happy hours (spring 2017, staff and board)
- Seminars on best practices; professional networking (see above)
- Offer shared marketing and promotional opportunities. (see above)
- Create a data base of businesses and customers to help with cross promotion (see tracking software above, constant contact databases, FB "like" databases, active sign ups in store and online for consumers) (2017 summer, staff)

### **Goal 3: Business Recruitment and Retention: Attract, retain and facilitate the development of a unique mix of sustainable businesses in coordination with the Village and CDA.**

#### **Strategies:**

- 1. Support continued redevelopment of small, medium and large business locations as appropriate to the evolution of Shorewood.**

##### **Action items**

- Establish criteria for and create a new Village programs that may include business relocation grant or white box grant. (2018, staff and board)
- Promote existing economic development programs (new program rollout in 2017) (2017, staff)
- Continue to communicate with commercial real estate professionals and developers via a familiarization tour of the Shorewood market. Work alongside CDA, Village staff on actively marketing the Village for continued real estate investment. (2017, staff)

- 2. Establish measurable accountability for staff and board members in regards to overall attraction and retention objectives. (see above, 2017, staff)**

- 3. Create and utilize tools to promote Shorewood to existing and potential new businesses**

##### **Action items**

- Categorize businesses to improve our tenant mix
- Establish a base line (later 2017, staff)
  - a. Compare to other villages/BIDs (some of this exists in 2009 retail report)
  - b. Analyze success of existing clusters/categories
  - c. Reference local, regional, national trends and best practices
  - d. Develop a wish list of businesses

- 4. Develop and work a face-to-face contact process (see above tracking software) (2017, staff)**

- 5. Strengthen communication with commercial landlords (2017, staff)**