

BDL Full Organization Work Plan 2015

Mission: To create a vital, inviting downtown district in Lewiston which promotes quality business, cultural and community growth
Strategic Planning Priorities: Community Events, Advocacy, Fundraising, Tourism, Vacancies/Development

Activity	Planning Priority	Objective	Committee	Leader	Timeline	Budget
Move BDL office	Tourism	Locate BDL's office in visible, independent location	Board of Directors		January	Expense: \$5,200
Signage Grant Program	Tourism, advocacy	Provide small grants to downtown businesses/property owners to help update signage; ask recipient businesses to provide feedback on impact of funds	Design		Bi-annually	Expense: \$1,000
Third piano	Tourism, advocacy, community events	Increase engagement and nostalgia downtown, provides public art; host ribbon cutting ceremony with launch of third piano, invite public officials	Design, Promotions		Refresh event	<i>Seek donations</i>
Entryway signs	Tourism, advocacy	Redesign/update entryway signs at North Lewiston rose garden and west entry into downtown	Design		Pending permission and funding	<i>Seek grants/donations</i>
Bike racks	Advocacy	Install 2-4 bicycle racks downtown, in coordination with recommendations from LC Bicycle Alliance and interest from business owners	Design		April	Remainder of Complete Streets grant funds
Ped flag program	Advocacy	Maintain and expand pedestrian flag program to increase safety and ped-friendly environment downtown	Design		Ongoing	<i>Request flags be provided by PW</i>
Welcome banners	Tourism	Renew sponsorships annually for banners along Fifth Street, and potentially First Street, which welcome people to downtown Lewiston	Design		Ongoing	Income: Approx. \$1,200; Expense depends on weather, budget \$750

Ped wayfinding signage outside of downtown	Tourism, Advocacy	Getting people to downtown Lewiston from nearby neighborhoods, such as Normal Hill and Port of Clarkston; encouraging biking and walking, alleviates some parking issues	Design, ER, Org, Promo		Ongoing	<i>Seek grant funds and/or sponsorship</i>
Survey downtown businesses re: circulation options, speed limits, etc.	Advocacy	Work with Public Works to put together and administer survey to downtown businesses, one-on-one interview	Design, Economic Restructuring		6 month period	
Welcome packet to new businesses	Vacancies/ Development, Advocacy	ER delivers informational packet to new business license list, sends info to Org for follow-up re: BDL Partnership; all committees review packet	ER, Org, Promotions, Design		Update In January; administer ongoing	Expense: \$200 for printing
Host business development workshops	Vacancies/ Development, Advocacy	Partner with UI Extension to host Ready, Set, Grow session; survey members re: needs and then schedule two ISBDC workshops based on responses	ER, Promotions		Monthly; bi-annually	Expense: \$200
Live Downtown: Loft Tours	Vacancies/ Development, Advocacy, Community Event, Fundraising	Increase awareness of available upper floor residential units and their positive impact on downtown Lewiston	Economic Restructuring		Bi-annually	Income: \$1,200, Expense: \$500 (potential for sponsor to underwrite reception food/beverage costs)
Statewide political advocacy	Advocacy	Advocate for dedicated Main Street Idaho funding: Engage in LCVCC's Government Affairs committee, communicate directly with our district's elected officials	Organization		Ongoing	
Local political advocacy	Advocacy	Strengthen council liaison role, continue with quarterly work session updates, invite/educate politicians to attend events and visit project sites	Organization, Promotions, Economic Restructuring, Design		Ongoing	

Volunteer Appreciation	Community event	Plan and host annual celebration of BDL's committee volunteers to build BDL's volunteer community and express appreciation	Organization		November	Expense: \$1000 (seek ongoing sponsorship for "Volunteer Program", which can also fund smaller committee celebrations throughout the year)
My Downtown campaign	Tourism, Advocacy	Continue with and expand upon community identity campaign to drive people to BDL's website for business directory info to benefit businesses, create sense of personal connection to downtown and promote the district as a destination	Organization, Promotions		Ongoing	<i>Media trade</i>
Confluence Dinner	Fundraising, Community Events	Raise funds for BDL through a dinner, hosted at a downtown restaurant, that features 2 or more "local celebrity" hosts and topical conversations	Organization		Bi-annually	Income: \$3,000; Expense: \$1,500
Partnership Development	Fundraising	Provide quarterly partnership reports to board, includes Friends of Downtown, with the focus on retaining and increasing existing Partner contributions	Board of Directors, with quarterly reports initiated by Organization		Quarterly	
The Price is Right Downtown	Fundraising	Support BDL's general operations through a unique fundraising event	PiR sub-committee (Org)		2/27/2015	Income: \$12,000, Expense: \$4,000

Fun Run	Fundraising, Community Event	Host a "fun run" event, with proceeds benefiting BDL; potentially focus on businesses east of 9th Street	Organization, Promotions		TBD	Income (based on 100 reg. at \$15): \$1,500; Expenses (shirts, refreshments) underwritten by sponsors
St. Patrick's Day Pub Crawl	Fundraising, Community Event	Put attendees into downtown businesses for an annual pub crawl, with proceeds benefiting BDL	Promotions		3/14/2015	Income: \$4,500; Expense: \$1,500
Refresh the Valley	Community Event	Volunteer engagement in planting flowers, cleaning up, and performing other public improvement projects downtown	Design, Promotions		4/11/2015	Expense: \$200
Hometown Pep Rally	Community Event	Link downtown to the NAIA World Series by hosting a kick-off celebration for families, which puts participants in downtown businesses	Promotions	Beeg	5/16/2015	Income: \$1,500; Expense: \$600
Lewiston Farmers Market	Community Event; Tourism	Bringing quality local produce, educational resources, and artisan products and delicious food into the lives of Lewis-Clark Valley families in a vibrant community atmosphere to support their healthy lifestyle decisions.	Friends of the Market sub-committee (Promotions)	Staff: Market Manager	Saturdays, June-Sept.	Income: \$1,500; Expense: \$250
Sound Downtown	Community Event; Tourism	Provide a free, outdoor atmosphere to host live music. Summer concert series creates regular habit of finding entertainment and community in downtown Lewiston; supports restaurants and nightlife.	Promotions		12 Saturdays (select dates June-Sept.)	Income: \$4,500; Expense: \$2,500

Lewiston's Hot August Nights	Community Event; Fundraiser, Tourism	Annual car show draws huge crowds to downtown Lewiston every summer, including many tourists; benefits downtown businesses; proceeds benefit BDL and several other local non-profit groups.	LHAN sub-committee (Promotions)	Staff: LHAN Coordinator	August 27-29, 2015	Income: \$32,000; Expense: \$18,000
Downtown Art Walk	Community Event	Host a vibrant event that features local artists and directs attendees into downtown businesses	Art Walk sub-committee (Promotions)		9/25/2015	Income: \$4,500; Expense: \$1,500
Pumpkin Palooza	Community Event	Harvest festival and trick-or-treat draw a large crowd downtown for free family festivities; annual pumpkin roll serves as a fundraiser for BDL	Promotions	Beeg	TBD	Income: \$3,000; Expense: \$850
Decorate Downtown	Community Event	Decorate Brackenbury Square (potentially revisit Main Street lights) for the holiday season; opportunity for irregular (non-committee) volunteers to engage in downtown	Promotions, Organization, Design		TBD	
Vintage Lewiston	Community Events	Host window display competition and partner with other groups for open house (Bundle-Up Downtown) festivities to draw people downtown during prime shopping season	Promotions, Design		November 27, December 4	Income: \$500; Expense: \$250
Regular communication with property owners	Vacancies/ Development, Advocacy	Build relationships with property owners so as to work with them to fill vacancies, update facades, and connect them with resources and market data	Executive function, Economic Restructuring	Breanne	Ongoing	
Frequent, direct communication with downtown businesses	Vacancies/ Development, Advocacy, Community Events, Tourism	Communciate regularly with business owners to keep them informed about downtown trends and promotions, as well as to check in with them regarding the challenges they are facing so as to connect them with resources	Executive function, Organization	Breanne	Ongoing	

Promotion of downtown businesses	Vacancies/ Development, Advocacy, Tourism	Continually promote downtown businesses to keep the public excited and engaged downtown, as well as to directly benefit businesses through increased sales and new customers; promotion platforms include social media, newsletters, speaking engagements, booths at community events	Executive function, Promotions	Breanne	Ongoing	
Serve as a liaison between business/property owner and City of Lewiston	Advocacy	Assist property/businesses owners with tasks and issues related to the City of Lewiston; includes participating in various City meetings and commissions with the intent of advocating for downtown, education, and sharing of information with downtown stakeholders	Executive function, Design	Breanne	Ongoing	
Representing BDL on state-wide level	Advocacy, Tourism	Participate in Idaho Main Street calls and occasional meetings or conferences, participate in other state-wide initiatives (i.e. Idaho Heritage Conference)	Executive function, Organization	Breanne	Ongoing	
Coordinate marketing for all events and programs	Community Events, Tourism	Work with Media Partners to create and execute marketing campaigns for all BDL programs	Executive function, Promotions	Breanne	Ongoing	<i>Media trade</i>
Lead Cultural Corridor partnership	Tourism	Coordinate monthly meetings for the leaders of the museum, library, and galleries, with the intent of creating cohesive marketing and programs that will attract both locals and visitors to downtown	Executive function	Breanne	Monthly meetings with additional work in between	Expense: \$500

