

BURLINGTON DOWNTOWN CORPORATION PLAN OF WORK 2009-2011

Vision: To be developed

Mission:
To creatively manage and enhance the development of Downtown Burlington as the cultural, historic, social and economic center of the community.

Organization “An Energized Partnership”	Promotion “Rediscovering the Opportunities: Branding”	Design “It’s in the Details: Physical Improvements”	Economic Restructuring “The Regional Choice for Entrepreneurs: The Market”
<p>Vision: The BDC and a host of partners will unite to support the many facets of the master plan. The result will be a more vibrant economy, not only for downtown, but for Burlington and Alamance County as well.</p>	<p>Vision: The “Burlington Brand” will become a well-recognized promotional tool to publicize existing success stories, restore community pride in downtown, and attract investors from across the region and to the opportunities for new investment.</p>	<p>Vision: Burlington’s physical environment will be a signal to investors that the community is ready for revitalization and positioned for long-term investment, while showing immediate improvements for existing downtown stakeholders and visitors.</p>	<p>Vision: Downtown will leverage its strategic regional position to become the location of choice for a variety of entrepreneurs, creating a sustainable and diverse economic engine that will restore downtown as a vibrant part of the regional economy.</p>
<p>Goal: Strengthen the human, financial and knowledge-base resources of BDC for continued growth as the organization charged with leading and managing downtown.</p>	<p>Goal: Establish a recognized brand identity for the BDC and downtown Burlington to be used as the framework for improving communication and promoting the assets of downtown Burlington.</p>	<p>Goal: Improve the physical appearance and civic infrastructure of downtown Burlington for renewed community pride and increased private investment.</p>	<p>Goal: Position downtown Burlington for targeted new investment and business retention and expansion that will further the vision.</p>
Human Resources	Branding/Marketing Downtown	Civic Realm	Education
<ul style="list-style-type: none"> <input type="checkbox"/> Refocus the BDC mission statement to include a leadership role in recruiting and fostering redevelopment efforts <input type="checkbox"/> Develop an overall vision statement for downtown Burlington <input type="checkbox"/> Hire a full-time director with development experience and provide adequate staff <input type="checkbox"/> Fill existing Board vacancies in a way that will strengthen the Board and achieve the vision <input type="checkbox"/> Establish committees to focus on core mission functions 	<ul style="list-style-type: none"> <input type="checkbox"/> Launch a downtown Burlington image package <input type="checkbox"/> Develop an “Invest in Burlington” brochure/marketing package <input type="checkbox"/> Roll out brand expansion for all events <input type="checkbox"/> Work with the City to initiate the design of a wayfinding system using the brand <input type="checkbox"/> Create a Burlington Ambassador program to recruit destination retailers for expansion to downtown Burlington 	<ul style="list-style-type: none"> <input type="checkbox"/> Work with the City to initiate Depot area improvements as described in the Master Plan <input type="checkbox"/> Explore community partnership opportunities for beautification efforts downtown <input type="checkbox"/> Work with the City Public Works department to maintain and improve cleanliness and attractiveness of downtown 	<ul style="list-style-type: none"> <input type="checkbox"/> Host familiarization tours with development groups to acquaint them with Burlington <input type="checkbox"/> Present the findings of the Master Plan to groups in the community and region <input type="checkbox"/> Develop information sheets for each vacant and underutilized property in downtown <input type="checkbox"/> Present the findings of the market study to the community <input type="checkbox"/> Host biannual field trips to vibrant downtowns <input type="checkbox"/> Inform potential investors and property owners about potential for receiving tax credits
Financial Resources	Communication	Built Environment	Project Funding
<ul style="list-style-type: none"> <input type="checkbox"/> Build a sustainable funding strategy for the BDC <input type="checkbox"/> Identify potential supplemental funding sources 	<ul style="list-style-type: none"> <input type="checkbox"/> Update and maintain website <input type="checkbox"/> Produce a quarterly newsletter and e-newsletter <input type="checkbox"/> Initiate a bi-monthly Leadership Breakfast <input type="checkbox"/> Host Annual Meeting and produce Annual Report 	<ul style="list-style-type: none"> <input type="checkbox"/> Identify and rank properties in need of exterior improvements <input type="checkbox"/> Study the effectiveness of the façade grant program as an incentive tool <input type="checkbox"/> Work with property owners to suggest possible façade improvements 	<ul style="list-style-type: none"> <input type="checkbox"/> Create an “ED Toolbox,” with information about available development resources <input type="checkbox"/> Develop special financing for purchase and rehabilitation of structures <input type="checkbox"/> Build groundwork for a revolving loan fund/investment package
Knowledge Base	Promoting Downtown’s Assets	Gateways/The Broader Context	Project Development
<ul style="list-style-type: none"> <input type="checkbox"/> Maintain and manage statistical data <input type="checkbox"/> Maintain inventory of all MSD properties <input type="checkbox"/> Maintain database of available properties, including realtor’s marketing materials <input type="checkbox"/> Grow downtown relationships through one-on-one communication 	<ul style="list-style-type: none"> <input type="checkbox"/> Create a co-op campaign with existing businesses/investors outlining success stories <input type="checkbox"/> Produce PSA on Downtown Assets 	<ul style="list-style-type: none"> <input type="checkbox"/> Work with the City to develop a strategy and timeline for Master Plan improvements <input type="checkbox"/> Review City Ordinances and work with the City to initiate any needed updates or changes 	<ul style="list-style-type: none"> <input type="checkbox"/> Identify and develop database of potential developers & investors <input type="checkbox"/> Act as a liaison between project proponents and the City to facilitate development <input type="checkbox"/> Partner with the City for site control and marketing of key opportunity properties