



Partners working together to cultivate an attractive and thriving downtown

Planning and Organization Committee Profile Sheet

Team Leaders: Tom Leback, Shelley Leverenz, Rob Dudek, and Don Schwartz

Objective: The Planning and Organization Committee is charged with researching and recommending programs that have been successfully used by other municipalities to revitalize downtowns. This Committee will lead the Connect Communities and First Impressions programs and the results of these efforts along with other research, provide pertinent information to the Design, Economic Vitality and Promotion Committees.

Planning & Organization	Participate in UW-EX First Impressions program and/or schedule field trips to comparable cities to establish vision and best practices for downtown Burlington.
	Host quarterly downtown forums featuring topics of interest.
	Consider applying for Connect Communities
	Vet creation of Business Improvement District or Merchant Association
	Update wayfinding signage system plan, create pedestrian wayfinding plan and create funding strategy.

Goals: The Strategic Plan (see excerpt from Plan above) identified several possible goals along with a schedule of implementation for the Planning and Organization Committee, which includes the following:
(Completion dates in bold)

1. Participate in UW-Extension’s First Impressions program and/or schedule field trips to comparable cities to establish vision and best practices for downtown Burlington. **(Report complete by Quarter 3 – 2017)**
2. Host quarterly downtown forums featuring topics of Connect Communities, BID educational opportunities, challenges heard from the survey of property owners. **(Launch Quarter 2 - 2017 and ongoing)**
3. Research and apply to the Connect Communities Program. **(Complete - Quarter 4 -2016)**
4. Vet the creation of Business Improvement District or Merchant Association to perhaps be considered in the City’s Fiscal Year 2018 Budget. **(Launch Quarter 1- 2017; establish by Quarter 3- 2017)**
5. Update wayfinding signage system plan, create pedestrian wayfinding plan and create a funding strategy based on comparable cities and/or hybrid of cities. **(Quarter 4- 2018)**

Action Items:

- Participate in UW-Extension’s First Impressions program and/or schedule field trips to comparable cities to establish vision and best practices for downtown Burlington:
 1. Work with UW-Extension to obtain a partner community to assess opportunities, challenges and develop strategies for improvement.
 2. Take field trips to comparable cities which have successful and vibrant downtowns and waterfront locations.

- Host quarterly downtown forums:
 1. The responsibility for hosting could rotate among entities to minimize burden and maximize topics covered. Potential topics might include ‘coffee with a cop’, department head breakfasts, ‘fire safety and ADA for historic buildings’, social media for small businesses, HR & Accounting updates, storefront displays “how to”, update events calendar and store promotions, etc.

- Research, apply and join the Connect Communities Program annually:
 1. Work with Wisconsin Economic Development Corporation (WEDC) to apply for the program.
 2. Sign up for the Wisconsin Downtown Development Chatter Group.
 3. Utilize resources with the program and WEDC to identify needs of the downtown, gain project assistance from student interns and gain ideas to revitalize the downtown.
 4. Complete bi-annual reports to WEDC.

- Research the creation of a Business Improvement District (BID) or Merchant Association:
 1. Review communities’ operating plans to identify assessment amounts and use of funds.
 2. Identify the challenges and opportunities other communities have faced when establishing a BID.
 3. Develop a map/list with property owners and assessed property values.
 4. Identify key stakeholders and investigate the desire of business owners to establish a BID.
 5. Summarize a variety of BID operating plans to determine use of funds.
 6. Assist property owners and businesses to develop plans/finance projects, meet with individual property owners to introduce new programs.

- Research, apply and join the Connect Communities Program.
 1. Work with Wisconsin Economic Development Corporation (WEDC) to apply for the program
 2. Sign up for the Wisconsin Downtown Development Chatter Group.
 3. Utilize resources with the program and WEDC to identify needs of the downtown, gain project assistance from student interns and gain ideas to revitalize the downtown.
 4. Complete bi-annual reports to WEDC.

- Update wayfinding signage system plan, create pedestrian wayfinding plan and identify funding opportunities:
 1. Inventory current signage and create a ‘needs’ report.
 2. Utilize the 2016 Downtown Parking Analysis report for signage recommendations by Carl Walker.
 3. Create a plan to include pedestrian signage plan incorporating downtown areas as well as trails/Riverwalk to encourage existing customers and pedestrians to explore additional attractions while already in downtown Burlington.
 4. Inquire of the Village of Waterford regarding their recent wayfinding plan.

How is success measured?

- Acceptance and renewal in the Connect Community program.
- Comparable communities have been toured to assess opportunities, challenges and develop strategies for improvement report.
- Downtown has a welcoming appearance.
- Business Improvement District or Merchant Association is established.
- Quarterly educational forums are held for business owners and community members.
- Access is improved to the downtown including improvements in traffic circulation, pedestrian/bicycle circulation, parking and community wayfinding.

What resources/support is needed to ensure success?

- Partner with the City and RCEDC to assist in the research and discussion of a BID including Council review and approval of the BID.
- Work with WEDC and UW-Extension to join and fully utilize the Connect Community and First Impression programs.
- Partner with the Chamber, business owners and City staff to assist with quarterly forums.
- Other support needed?