

2011-2012 YDDA Work Plan

Priority	Goal	Objective	Policy	Oversight
1	Create a favorable business climate for entire DDA District	1. Identify infrastructure needs for area business owners through Survey's and SWOT analysis.	Decisions for infrastructure improvement shall be based on long term impact on DDA District.	ER/Design
		2. Investigate infrastructure needs for district improvement.	Funds leveraged toward infrastructure improvements shall be based on longevity and breadth of impact had on entire district.	ER/Design
			Support for infrastructure improvement shall enable multiple events rather than subsidize a specific event.	ER/Design
		3. Investigate purchases of vacant real estate for additional public parking.	All vacant real estate purchases shall be made with the intent of transforming the property into a productive use.	
			An real estate purchase shall not be made without the necessary examination of YDDA funds.	
			Any real estate purchase shall not be made without the establishing a concrete plan for the site.	
2	Open up business channels for prospective business owners	1. Work with Washtenaw County toward a Retail Incubator Program	Retail incubator program shall be used as a tool to support a strong and diverse business based on current market demands.	ER/Design
			Retail Incubator program shall not be used as a tool to proactively select business types for the district; all candidates will be selected based on sustainability and other criteria.	
			All prospective Incubator candidates shall be properly vetted to ensure DDA investment sees a positive return.	

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			Partners shall be identified to aid DDA in making informed decisions of potential Incubator candidates including but not limited to, MI-SBTDC and SPARK East.	
		2. Create a resource tool box for prospective business owners on DDA website.	All available development resources shall be identified for the tool box.	ER/Design
		3. Maintain an up to date inventory of available property on DDA website.	Available property list shall include a photograph of property, building contact information, and property description.	ER/Design
			Web link to DDA property list shall be available on other web sites frequented by prospective business owners.	
			Local building owners shall be made aware of DDA property list and that there assistance in promoting new vacancies is essential to keeping an up to date inventory.	
3	Continue to Identify opportunities to subsidize one time business expenses.	1. Move forward with Building Rehabilitation and Façade Grant Rd. III	All DDA districts shall be considered for Grant funding through Rehabilitation and Façade Grant Rd. III.	ER/Design
			All applicants for Grant funding shall be properly vetted based on YDDA; and, where applicable, Washtenaw County standards.	
			We shall remain open and supportive of partnerships that leverage outside resources that could be used to subsidize business expenses.	
			We shall continue to improve the process for all applications and requirements for Grant programs.	

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		2. Consider Round II of YDDA Façade Improvement Program	The importance of aesthetic appeal shall be considered when discussing the institution of YDDA Façade Improvement Program Rd. II.	ER/Design
1	Develop a clearer understanding of the long-term direction of YDDA	1. Establish a YDDA Mission Statement.	Mission shall clearly indicate the primary functions of YDDA.	Governance and Finance
		2. Establish a long-term YDDA Budget.	Long Term budgets shall consider projected revenues and expenses.	Governance and Finance
			Long Term budget shall include a 2 year history of YDDA expenditures.	
			Long Term budget shall be referenced prior to committing new YDDA Funds.	
			Long Term budget shall indicate any ongoing financial commitments.	
		3. Review all TIFA Expiration Dates.	The YDDA's role within the proposed new City Master Plan shall be considered when examining TIFA extension opportunities.	Governance and Finance
			TIFA plans that are set to expire in the near future shall be prioritized for re-evaluation.	
			Alternative sources of funding shall be investigated for TIFA Districts.	
			The extension of TIFA period shall be investigated.	
2	Develop a clearer understanding of YDDA responsibilities.	1. Create an comprehensive geospatial inventory of YDDA responsible streetscape furnishings.	Furnishings such as trash receptacles, dumpster enclosures, bike racks, flower planters, and benches shall be inventoried based on location and condition.	Governance and Finance
			Essential furnishings such as light poles shall be inventoried by location and condition.	
		2. Create a listed inventory of YDDA responsibilities throughout each district.	Property interests shall be inventoried.	Governance and Finance
			All YDDA responsibilities relating to property shall be recorded and mutually understood by all affected parties.	
			All maintenance agreements and sub-contracts shall be reviewed regularly .	

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3	Improve the internal processes of the YDDA Board.	1. Conduct a Board Composition Analysis.	Board Composition Analysis shall identify the skill sets of the board as well as any gaps in representation.	Governance and Finance
		2. Update the Standard Board Member Guide Book.	Guide Book shall be designed to educate incoming and current Board Members on YDDA Bylaws, TIF Plans, Properties, Code of Ethics, Explanation of Tax Increment Financing, and all other pertinent information.	Governance and Finance
		3. Conduct a Board Effectiveness Review.	Board Effectiveness shall be reviewed as a unit. No individual Board Member shall be reviewed for effectiveness.	Governance and Finance
1	Promote what is good about Ypsilanti through positive public relations.	1. Formally launch new YDDA website.	The website shall provide a calendar of events for public viewing.	Promotions
			The website shall have connected links to pertinent organizations.	
		2. Continue to promote YDDA through social media and other mediums.	Social media shall be leveraged to promote the YDDA districts to all residents, businesses, and visitors.	Promotions
		3. Improve marketing and promotion of area events.	Events that are to be promoted shall encompass entire DDA.	Promotions
			Business owners will be notified of events and requested to remain open during events.	
2	Promotion and support that is consistent for all districts and businesses.	1. Ensure that all district businesses are accounted for on the new website.	The website shall properly promote area businesses.	Promotions
		2. Update and re-circulate Ypsilanti Area Guide.	Updating and re-circulating the Ypsilanti Area Guide shall be an ongoing process to ensure accuracy.	Promotions
		3. Focus promotion energy on possible "Pub and Grub Crawl" or Retail/Commercial Scavenger Hunt.	Events shall seek to defeat real and perceived issues facing Ypsilanti.	Promotions
			Events shall seek to establish walkable linkages from on DDA District to another.	
			We should seek sponsorship opportunities between DDA and local business owners for events.	

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3	Coordinate promotion efforts with similar organizations in Ypsilanti to establish a singular message for promotion and business assistance.	1. Seek cooperative efforts with organizations such as YACVB, A2Y Chamber, Business and Merchant Organizations, MISBTDC, SPARK, EMU, WCC, Non-Profits, and others in regard to promotion.	Likely partners for area events and programs shall be identified.	Promotions
		2. Coordinate with organization websites for cross promotion opportunities.	A system shall be created that will aid in keeping all organizations up to date regarding area events and programs.	Promotions
		3. Keep communication open with organizations to better promote district.		Promotions
4	All seasonal decorations and plantings are instituted on schedule.	1. Create a solid schedule and budget for installing Holiday Lights in 2012.	When necessary, seek out partnership opportunities with the business community and business organizations to assist with seasonal decoration and planting funding.	Promotions
		2. Create a solid schedule and budget for Spring Plantings in 2012.	Seasonal decorations shall be regarded as essential; regardless of budgetary constraints.	Promotions
		3. Coordinate and budget for light pole banners for DDA Districts.	Indicate the importance of seasonal decorations and plantings through web site and social media. Look for community partners and opportunities to establish consistent banners throughout the YDDA districts.	Promotions
5	Strengthen and Enhance the YDDA/RAC partnership.	1. Explore DDA/RAC coordinated fundraising event.	Coordinated event shall have a mutual benefit for YDDA and RAC. Work load shall be equally shared between RAC and YDDA if/when coordinating event.	Promotions
1	Develop a clearer understanding of parking infrastructure.	1. Conduct a DDA-wide Parking Study.	Parking Study shall incorporate inventory, usage, travel data, community input, census data, lot conditions, projections, and other pertinent information in regard to parking infrastructure.	Ad-Hoc Parking
			Parking Study shall be of benefit to Ypsilanti DDA and City of Ypsilanti for guiding future parking improvements.	
			Parking study will be done through staff and volunteer/student participation and will not require a significant investment of YDDA funds.	

Priority	Goal	Objective	Policy	Oversight
1	Prepare and educate current and prospective business owners on City and DDA solid waste standards for the present and future.	1. Communicate DDA position regarding 200 Block W. Michigan Dumpster to stakeholders.	Any decision or established timeframe regarding dumpster service beyond 2013 shall not be made without considering DDA ability to effectively provide waste removal, Business community ability to coordinate service, overall necessity, and cost.	Ad-Hoc Dumpster
		2. Establish a timeline for a decision regarding DDA provided solid waste removal Downtown beyond 2013.	Educational packet shall be available on DDA website.	Ad-Hoc Dumpster
		3. Create educational packet for prospective and current business owners explaining City of Ypsilanti solid waste requirements.		Ad-Hoc Dumpster