

AGENDA



Neenah Central City Business Improvement District Board
Tuesday, November 17, 2020 ** 8:00 – 9:00 A.M.
City Hall Council Chambers



1. (ACTION) Approve minutes of October 20, 2020 meetings
2. Public Appearances. (Ten minutes divided among those wishing to speak on topics pertinent to the BID Board).
3. Financials (5 min)
 - (ACTION) Bills for Approval
 - Budget Status Report
4. Executive Committee (5 min)
 - (ACTION) 2021 operating plan
5. Maintenance Committee Report
 - No Meeting / No Report
 - Next Meeting is December 9
6. Recruitment and Retention Committee
 - No Meeting / No Report
7. Public Relations and Marketing Committee (10 min)
 - Report from Nov 12 meeting
8. City of Neenah Updates (5 min)
9. Future Neenah Updates (5 min)
 - Countdown To Christmas: December 12-20
10. Information Sharing (10 min)
Full Holiday Season Breakout with Schedules & Activities
11. Announcements and future agenda items
 - Next Meeting – January 19, 2021. No December meeting, happy holidays!

**BID Dates to
Remember:**

Small Biz Saturday:
November 28

A Very Neenah
December:
Begins December 4

Gift With Purchase:
December 12

Luminary Pop-Up &
Cookie Crawl:
December 17

**Minutes of Neenah Central City Business Improvement District Board
October 20, 2020 – 8:00 am**

PRESENT: Board Members: Alex Noskowiak, Alex Wenzel, George Brownell, Michelle Bauer, LeeAnn Wasinger, Bob Gillespie and Joe Ziemba. Also present: Sara Hanneman (Future Neenah, Inc.), Nikki Hessel (Future Neenah, Inc.), Samantha Jefferson (City of Neenah Community Development), Deputy Director Brad Schmidt (City of Neenah Community Development) and Mayor Dean Kaufert.

Approval of Minutes: MSC Ziemba/Bauer, the BID Board to approve the minutes from the September 15, 2020 BID Board meeting. All voting aye.

Public Appearances: None.

Financials:

- **Bills for Approval:** MSC Bauer/Gillespie, the BID Board to approve the bill packet for the amount of \$2,945.65. Motion passed.
- **Budget Status Report:** Assistant Executive Director Hanneman detailed some of the higher cost items that were listed on the budget status report. Member Gillespie asked about the administrative and maintenance fees that the BID pays to Future Neenah for their services and when that might be increased. Assistant Executive Director Hanneman explained that potentially next year as the new downtown projects are developed there may be an increase in this cost. The last time there was an increase was when Ascension and Plexus were developed.

Executive Committee Report:

- **Report from September Meeting:** Member Wenzel accepted the role of vice president. Member Brownell will continue as president, Member Gillespie as secretary and Member Noskowiak as treasurer. Member White currently sits on both the BID Board and the Future Neenah Board. She will not be continuing on the BID Board when her term ends in the coming months (but will remain on the PR & Marketing Committee). Member Ziemba will become the BID Board's representative on the Future Neenah Board as of 1/1/2021.
- **BID Operating Plan:** Assistant Executive Director Hanneman is working on the Operating Plan. Members are encouraged to contact Future Neenah with comments or ideas regarding the plan.

Maintenance Committee Report:

- **No Meeting/No Report:** Future Neenah staff has met with Memorial Florist and the snow removal company in preparation for the fall/winter seasons.
- **Next meeting December 9**

Recruitment and Retention Report:

- **No Meeting / No Report**

Public Relations and Marketing Committee Report:

- **Report from October 8 meeting:** The committee recapped Ultimate Ladies Day. Good feedback was given by participants (183 women participated). Many were appreciative that the event was still held despite the current conditions of the pandemic.

The Farmer's Market has ended for the season. About 230 participants completed 50 loops around the trail for the Log Your Loops program. Welcome efforts for Theda employees were discussed.

Upcoming Events: Pre-Holiday Gift Certificate Rewards – November 6 & 7
 Virtual Shopping Spree – November 19
 Small Business Saturday – November 28
 A Very Neenah December – Begins December 4
 Gift with Purchase/Reindeer – December 12

Luminary Pop-Up & Cookie Crawl – December 17
Carriage Rides – December 19

Due to the pandemic, *A Very Neenah Christmas* will be changed to *A Very Neenah December*. Instead of one night of events, there will be several events happening throughout the month of December including carriage rides, a reindeer visit, luminary pop-up, cookie crawl, etc.

MSC Ziemba/Noskowiak, the BID Board to approve the purchase for \$1,000 for A Very Neenah December Carriage Partnership. Motion passed.

City of Neenah Updates:

- Absentee voting has begun for the 2020 Presidential Election.
- 2021 Budget amounts have been given to Director Easker to begin formulating numbers for next year. The Mayor explained that the city is in a better position than was anticipated, overall, but that revenues were slashed. The Federal CARES Act did help with those losses. The Mayor plans to make 2021 a cautious year fiscally.
- The city did set hours for Trick-or-Treating this year. Tips for safety were communicated over social media.
- The Mayor urged members to encourage others to continue to wear masks.
- The trail on Lake Shore may be done before the end of the year but archeological findings have held up the project. The residents of the street have appealed the judge's original decision.
- Pendleton Park Apartments are full. Construction on the downtown developments will be starting within the coming months. Cobblestone Creek apartments are being constructed currently.
- The Mayor said that he has gotten positive feedback regarding the future downtown ice rink.
- The Bridgewood Trail continues to be worked on.
- Future Neenah will send all those properties within the BID their BID assessment information on November 6th and owners have the ability to pay this assessment until November 18th if they do not want the assessment to be on the property tax bill.
- The Mayor explained the disagreements that are occurring between the different municipalities in the area. The Town of Neenah has petitioned to annex several hundred acres into the City of Neenah.
- The Mayor said that if blatant abuse of the Governor's mandate (25% mandate) occurs, he has instructed the police to enforce the mandate.

Future Neenah Updates:

- Assistant Executive Director Hanneman discussed upcoming events (listed above under PR & Marketing).

Announcements and Future Agenda Items:

- **Next Meeting – November 17**
- Member Wenzel informed members of the WEDC's next round of We're All In grants that are available to small businesses in the amount of \$5,000.

Adjournment: The Board adjourned at 9:00 a.m.

Respectfully submitted,



Samantha Jefferson
Office Manager, Community Development

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT

2020 Budget Status Report

As of October 31, 2020

	Balance as of 1/1/2020	ACTUAL October 2020	ACTUAL YTD Total 2020	2020 BUDGET	Budget - Actual
Beginning Balance	\$ 17,273.51		\$ 17,273.51	\$ 14,542.45	17,273.51
INCOME					
BID assessment		\$ -	\$ 143,268.31	\$ 143,268.00	(0.31)
Total Income		\$ -	\$ 160,541.82	\$ 157,810.45	
CENTRALIZED MANAGEMENT		-	62,862.12	63,970.00	1,107.88
PUBLIC RELATIONS		2,098.73	15,790.91	23,515.00	7,724.09
RETENTION and RECRUITMENT		250.00	3,760.96	18,300.00	14,539.04
MAINTENANCE		596.93	35,320.08	44,915.00	9,594.92
TRANSFER TO SAVINGS			-	7,110.00	
Total Expenses		\$ 2,945.66	\$ 117,734.07	\$ 157,810.00	\$ 32,965.93

Remaining Funds Available	\$ 42,807.74
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CENTRALIZED MANAGEMENT

Auto Allowance	-	-	315.00	315.00
Postage	-	3.95	40.00	36.05
Conferences and Meetings	-	229.76	650.00	420.24
Auditing	-	2,600.00	2,600.00	-
Banking Fees	-	-	240.00	240.00
Professional	-	60,000.00	60,000.00	-
Office Supplies	-	28.41	125.00	96.59
Total - Centralized Management	\$ -	\$ 62,862.12	63,970.00	\$ 1,107.88

PUBLIC RELATIONS

Outside Printing	-	1,193.00	1,100.00	(93.00)
Advertising & Publications	28.04	733.04	2,800.00	2,066.96
Promotional Activites and Events	10.49	3,747.92	6,275.00	2,527.08
Outside Services	-	318.75	1,000.00	681.25
Secret Shopper	-	-	90.00	90.00
Gift Certificates	2,044.49	9,427.23	12,000.00	2,572.77

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT

2020 Budget Status Report

As of October 31, 2020

	Balance as of 1/1/2020	ACTUAL October 2020	ACTUAL YTD Total 2020	2020 BUDGET	Budget - Actual
Brand Implementation		15.71	370.97	250.00	(120.97)
Total Public Relations		\$ 2,098.73	15,790.91	\$ 23,515.00	\$ 7,724.09

RETENTION and RECRUITMENT

Misc. Expenditures		250.00	3,129.71	\$ 2,300.00	(829.71)
Awning / Sign Grant		-	\$ 600.00	\$ 3,500.00	\$ 2,900.00
Recruitment Tools		-	31.25	\$ 2,500.00	\$ 2,468.75
Retention Grant Program		-	-	\$ 10,000.00	\$ 10,000.00
Total Retention and Recruitment		\$ 250.00	\$ 3,760.96	\$ 18,300.00	\$ 14,539.04

MAINTENANCE

Banners		-	986.68	2,780.00	1,793.32
Maint.of Equip / Snow Removal		-	828.75	3,250.00	2,421.25
Waste Removal/Recycle		555.00	4,995.00	7,250.00	2,255.00
Tree Lights & Holiday Décor		-	-	550.00	550.00
All Other Supplies		41.93	304.65	725.00	420.35
Storage Rental		-	540.00	720.00	180.00
Flower Beds		-	23,340.00	23,940.00	600.00
Fixtures & Facilities		-	4,325.00	5,700.00	1,375.00
Total Maintenance Task Force		\$ 596.93	\$ 35,320.08	\$ 44,915.00	\$ 9,594.92

Transfer to Savings for Sign

Total Expenses			-	\$ 7,110.00	
		\$ 2,945.66	\$ 117,734.07	\$ 157,810.00	\$ 32,965.93

			Balance		
Capital Reserve Fund	20,073.15	\$ -	20,073.15	\$ 25,224.28	
Interest Earnings		-	4.97	27.00	
Savings - Signage	8,231.25	-	8,231.25	10,191.25	
Maintenance Savings *	3,200.00	-	3,200.00	3,200.00	
Reserve Fund Balance	\$ 31,504.40	\$ 31,509.37	\$ 31,509.37	\$ 38,642.53	

APPENDIX A

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT PROPOSED 2021 BUDGET

	ESTIMATED YTD Total 2020	2020 Budget	2021 BUDGET
Beginning Balance	\$ 17,273.51	\$ 14,542.45	\$ 22,122.16
INCOME			
BID assessment	\$143,268.31	\$ 143,268.00	\$ 143,534.00
Total Income	\$160,541.82	\$ 157,810.45	\$ 165,656.16
 CENTRALIZED MANAGEMENT	 63,475.36	 63,970.00	 64,005.00
PUBLIC RELATIONS	23,308.57	23,515.00	32,290.00
RETENTION and RECRUITMENT	6,010.96	18,300.00	26,500.00
MAINTENANCE	39,414.77	44,915.00	35,340.00
TRANSFER TO SAVINGS	7,110.00	7,110.00	7,500.00
Total Expenses	\$139,319.66	\$ 157,810.00	\$ 165,635.00
 Remaining Funds Available	 \$ 21,222.16		 \$ 21.16
 CENTRALIZED MANAGEMENT			
Auto Allowance	250.00	315.00	300.00
Postage	38.95	40.00	40.00
Conferences and Meetings	229.76	650.00	650.00
Review or Audit	2,600.00	2,600.00	2,650.00
Banking Fees	240.00	240.00	240.00
Professional	60,000.00	60,000.00	60,000.00
Office Supplies	116.65	125.00	125.00
Total - Centralized Management	\$ 63,475.36	\$ 63,970.00	64,005.00
 PUBLIC RELATIONS			
Outside Printing	1,193.00	1,100.00	1,500.00
Advertising & Publications	1,910.00	2,800.00	3,750.00
Promotional Activities and Events	5,392.87	6,275.00	8,200.00
Outside Services	348.75	1,000.00	3,500.00
Secret Shopper	-	90.00	90.00
Gift Certificates	14,108.69	12,000.00	15,000.00
Brand Implementation	355.26	250.00	250.00
Total Public Relations	23,308.57	23,515.00	\$ 32,290.00

APPENDIX A

CENTRAL CITY MANAGEMENT BUSINESS IMPROVEMENT DISTRICT PROPOSED 2021 BUDGET

RETENTION and RECRUITMENT

Misc. Expenditures	4,879.71	\$	2,300.00	\$	11,000.00
Awning / Sign Grant	\$ 1,100.00	\$	3,500.00	\$	2,500.00
Recruitment Tools	31.25	\$	2,500.00	\$	3,000.00
Retention Grant Program	-	\$	10,000.00	\$	10,000.00
Total Retention and Recruitment	\$ 6,010.96	\$	18,300.00	\$	26,500.00

MAINTENANCE

Banners	2,599.68		2,780.00		2,780.00
Maint.of Equip / Snow Removal	1,398.75		3,250.00		3,000.00
Waste Removal/Recycle	6,105.00		7,250.00		7,250.00
Tree Lights & Holiday Décor	443.16		550.00		800.00
All Other Supplies	483.18		725.00		600.00
Storage Rental	720.00		720.00		720.00
Flower Beds	23,340.00		23,940.00		13,690.00
Fixtures & Facilities	4,325.00		5,700.00		6,500.00
Total Maintenance Task Force	\$ 39,414.77	\$	44,915.00	\$	35,340.00

Transfer to Savings

	7,110.00	\$	7,110.00	\$	7,500.00
Total Expenses	\$139,319.66	\$	157,810.00	\$	165,635.00

Balance

Capital Reserve Fund	20,073.15	\$	25,224.28	\$	27,573.15
Interest Earnings	4.95		27.00		5.00
Savings - Signage	15,341.25		10,191.25		15,341.25
Maintenance Savings *	3,200.00		3,200.00		3,200.00
Reserve Fund Balances	\$ 38,619.35	\$	38,642.53	\$	46,119.40

APPENDIX F

2020 ANNUAL REPORT

The Neenah Central City Business Improvement District (BID) has successfully completed 19 full years of operation. We are pleased to report that as we review the accomplishments of this past year, many challenges and opportunities were addressed, and new partnerships were formed. Significant progress was made toward attaining the four goals and objectives of the BID, while also ensuring the long-term sustainability of the Neenah City Central Business Improvement District.

Served the Downtown as the central administrative hub:

- Continued implementation of a multi-party Cooperative Agreement between the BID, FNI and the City of Neenah to address volunteer and staffing solutions for maintenance and programming in the District. (Next meeting 2021.)
- Hosted BID annual meeting at the office on March 10. Event is a casual, social gathering of district business where information about the year in review is presented.
- Continued investment in the Downtown community of over \$143,268.
- Director Hessel participated in virtual meetings relative to Covid with the Chamber, Visitors Bureau, City, State and County.
- Future Neenah awarded Adam Shea the 2019 Downtown Business of the Year.
- In accordance with state statute 66.1108, conducted a review of the BID's 2019 financials. With an annual budget of under \$300,000 and a change in the statute, we were able to save money with a review rather than an audit.
- Staff and BID board members represented Downtown Neenah at the Convention & Visitors Bureau annual meeting.
- Continued distribution of email blasts and newsletters to district businesses.
- Future Neenah continued its 37-year history of supporting the Downtown and BID through administrative support.

Sustained the competitiveness of Downtown through an ongoing program of marketing:

Enhanced the availability of BID information on the web:

- Media Management: Instagram account for Downtown Neenah. #downtownneenah (1,582 followers on November 1 * a 18% increase over 2019)
- From 1/1/20 to 11/1/20, the FNI website had 25,505 sessions and 48,393 page views. The top requested BID pages were in order from most popular: Gift Certificates, Ladies Day, Business List, Shopping, Summer Madness Sale, Warm Your Heart and Dining/Entertainment.
*This site includes a password protected page exclusively for use by BID businesses.
- Utilized Future Neenah's 'MailChimp' email blast program (1,703 subscribers) to promote Downtown events and activities such as the Ladies Day, Warm Your Heart, Summer Madness Sale and Gift Certificate Sales.
- Utilized Facebook to implement a Small Business Saturday promotion the week prior to November 28 and a Countdown to Christmas Facebook promotion leading up to Christmas. We also paid to 'boost' exposure on the posts.

Events:

- Hosted the sixth Warm Your Heart event on February 8 to drive traffic in the district during the shoulder season. It was sold out with 285 in attendance. Sourced local mugs from Sunset Hill.
 - Hosted 15th Annual Ultimate Ladies Love Local with 183 in attendance.
 - Future Neenah Farm Market sponsor. To effectively translate market traffic (15,000 attendees) to district shoppers, we used a gift certificate sale opening day of the market (see stats below).
 - Sponsored Horse Drawn Carriage Rides at Future Neenah's A Very Neenah December Event. Businesses participated with a window display. Events all month long.
 - Hosted the 7th annual Summer Madness Sale, *Great Places, Great Prices, Great Fun*, on August 6-8 (3 days this year).
 - Hosted a successful 4th annual Downtown Neenah Employee Appreciation Day on June 25. Had to adapt the day's activities due to Covid.
 - Third annual luminary pop-up event with a cookie crawl on December 17, 2020.
- Customer Service: Offering a Secret Shopper Program.

Market analysis and branding study. Year 7 of implementation:

- Purchased additional personalized branded open/closed signs, window clings and note cards as needed/requested.

Community Partnerships:

- Welcome new ThedaCare employees to Three Neenah Center.
- Representation in west end developments.

APPENDIX F

2020 ANNUAL REPORT

Continued...

Destination Advertising/Marketing:

- Partnered with the Convention & Visitors Bureau:
 - Full page co-op ad in the upcoming 2021 Convention & Visitors Bureau Guide with participating businesses and Downtown Neenah editorial copy featuring our brand/logo.
 - Kiosk display at Fox River Mall during the month of September.
- Quarter page ad in the quarterly Future Neenah Magazine (circulation 6,000 & online).
- Supported the Navigate Neenah-Menasha project whenever possible. The Navigate Loop the Little Lake Trestle project brings trail users directly into our Downtown. Future Neenah hosted a Log Your Loops challenge for the two-year anniversary of the trestle loop to encourage traffic and awareness of the recreational trail. 700 people registered to Log their Loops and 230 completed 50+ loops.
- Reprinted Downtown directory brochure.
- Completed the design and placement of directional/informational kiosks and signs for Gateway Plaza (to drive traffic into the district) and bump out (to provide district info such as directions and shopping/dining options).

2020 Gift Certificate Program:

Sales Promotion Results:

- January 25 sale to boost post-holiday shoulder season sale at Downtown Businesses. 79 Sold. 8 customers were new to the program. District impact of \$3,950+
- June 13: 144 customers with a district impact of \$7,200+

Rewards Promotion Results:

- April 17 & 18 Covid Online Rewards of \$10 or \$25: 169 customers redeemed over \$25,000 in receipts. 26 businesses were represented on 211 separate receipts.
- November 6 & 7: 409 rewards distributed with sales receipts totaling \$30,062+. Distributed popular holiday happenings flier with BID business open houses/events to rewards customers.

Overall Program:

- Through October 31, 2020: Certificates valued at \$36,440 were issued.

Examined & pursued opportunities for business assistance, retention & recruitment:

- Toured and connected business prospects looking to relocate to the BID.
- Partnered with Relocate Fox Cities to recruit and retain talent.
- Because the aesthetics of the district are so important to our image, in 2020 the district continued the \$500 sign / awning grant to repair, replace or remove business signs or awnings that were in disrepair and the \$100 sandwich board sign grant. As of November 1, 2020, 3 grants were issued (1 sign & 1 sandwich board & 1 awning).
- 11 new businesses were recruited to the district. 6 business closed. 2 relocated within and 3 relocated out of the district.
- Promoted Retention & Recruitment Grant Program. App. G.
- Downtown Neenah 'Snapshot' on the City's website.
- Promoted the façade improvement grant program and assisted businesses with the application process. Since program inception, 35 grant applications have been received. \$203,519 has been granted toward projects valued at \$455,672. Currently 2 projects are under review and 1 is in progress. No new apps in 2020. See Appendix K.
- Announcement of 3 district developments; 1 residential, 1 mixed use, 1 public amenity.

Analyzed, improved and responded to maintenance issues:

- Banners. Ordered 30x60 Spirit Unequaled banners and 24x44 N banners to augment existing inventory. Ordered additional bracketing systems.
- Maintained alley lighting for safety.
- Saved 138 bulbs from the landfill with our florescent bulb recycling program – spring and fall.
- Executed a single year contract to professionally plant and maintain flowers in hanging lamp post planters, mulch and grade tree beds, and move grasses.

APPENDIX F
2020 ANNUAL REPORT
Continued...

Downtown Refuse & Recycling:

- Contracted for recycling services with Vans for three years to 12/31/21.
- Worked with the city to obtain trash cans compatible with the new automated trucks. Purchased 8 new cans on a cost share.
- Removed 4,368 yards of recycling from 3 common use refuse stations.
- Monitored corrals for cleanliness and misuse.

- Researched most effective snow removal practices. Updated the snow removal map and routes.

- Annual walking inspection tour of the district.

- Worked with the City of Neenah to maintain seasonal décor such as white tree lighting on Wisconsin Avenue, red tree lighting in Gateway and lamp post garland.
- Fall – added cornstalks and bows to lamp posts at bump outs.

- Contracted with Sparkle Wash for sidewalk cleaning. (½ in 2019 and ½ in 2020) 2020 = 100 block of East Wisconsin Avenue, one corral and automated cans.

- Work with city to replace tree lighting every other year. 2021 will be a full replacement year.

- Welcome monument at Winneconne and Commercial painted/sealed.

- Continue dialog with city toward WIFI and cameras.

- 19-year maintenance committee chair, Grant Birtch relocated out of the district ending his service. Thank you, Grant.

Unique 2020 Covid Related Activities:

- Host 3 virtual online shopping spree events.
- Social media – encourage sharing and online participation during quarantine with contests and gift certificate prizes.
- Website updates with business information and assistance.
- Host a special April gift certificate rewards.
- Order window signs for businesses with dry erase areas for businesses to communicate with customers.
- Offer \$250 visual ad grants.
- Adapt all special events to allow for safety and distancing.
- Order signs with messages of encouragement and positivity placed near public downtown art.
- Participate in “Downtown Faces Forward.”
- December 12 gift with purchase promotion. Free 4imprint holiday tumbler with downtown logo if you spend \$20+.
- Promote educational workshops with StellarBlue.
- Promote expanded outdoor seating for restaurants and outdoor displays for retail.
- Promote city, county, state and federal grant programs.
- Start “You Neenah To Know” YouTube video program to educate the public about what they Neenah to Know about our local businesses.

APPENDIX G

Work Plans of Standing Committees

MAINTENANCE TASK FORCE **2021 WORK PLAN PRIORITIES**

- Year 3 of 3 contract for comingle removal.
- Continue ongoing work with the City toward WIFI and placement of cameras.
- Manage garbage/trash and recycling. BID contracts for comingle recycling services in 3 corrals and the City contracts for garbage/trash.
- Address new/emerging maintenance issues that may arise with ongoing west end development.
- Coordinate efforts and manage snow removal process. Businesses=under 2"; Future Neenah Staff=common areas such as bumpouts, crosswalks and garbage corrals; Service Company=over 2"; City=public areas and parking lots.
- Continue schedule of steam cleaning of sidewalks, corrals, and cans with professional company.
- Upkeep of black & wooden district fixtures (cans & tables) including washing, painting, removing rust.
- Promote full utilization and maintenance of district green areas, especially tree and flower bed areas, through private contracted services.
- Continue ongoing clean-up work as needed to maintain a clean, attractive, inviting business district, and perform seasonal maintenance tasks (i.e. monitor dumpster corrals, sidewalk sweeping/scrubbing, snow removal, weed control, and leaf pickup).
- Continue implementation of on-going banner program and seasonal banner and bracket rotation plan.
- Work jointly with the City of Neenah on the holiday program of banners, lighting and décor.
- Continue florescent bulb recycling program.
- Stress personal business responsibility for property maintenance and upkeep of common areas.
- Showcase cleanliness of district prior to major community events, parade, marathon, etc.
- Continue to implement the updated Market Analysis and Branding Study as it pertains to maintenance during year 9. Such items may include, but are not limited to: Uniform maintenance personnel in branded attire to demonstrate the value of Future Neenah and the BID at work. Incorporate branding system graphics and elements in streetscape furnishings, seasonal décor, way finding signage/markers interpretive elements and Navigate Neenah-Menasha. Work to enhance and maintain the district's common areas, public spaces and special features.

RECRUITMENT AND RETENTION COMMITTEE **2021 WORK PLAN PRIORITIES**

- Continue sign, sandwich board and awning grant programs to accept requests for either/both in 2021 for uniformity and aesthetics.
- Order professional photos of the district for recruitment, retention and promotional purposes.
- Work with Community Development on a new downtown plan.
- Host a joint meeting with the BID PR and Marketing Committee.
- Promote BID Recruitment and Retention and Facade Grant Funds and the small business loan program to new and existing businesses.
- Augment those important retention tools such as snow and recycling as needed.
- Ambassador visits both in and outside of the district.
- Continue to work with the BID to implement the updated Market Analysis and Branding Study as it pertains to retention & recruitment for year 9. Such items may include but are not limited to: Sharing information collected in the market analysis with businesses so they can track our market trends. Also, use this information as a benchmark and update it on a bi-annual basis with newest Claritas data and by repeating the business survey. Collect testimonials from property owners to use in collateral materials.
- Continue to monitor the need for refinements to parking and trash management policies with the City. Utilize data gathered by the LPR systems. Advocate for parking solutions including a new ramp.
- Educate. Conduct workshops/seminars & provide other educational opportunities and information.
- Continue exit interviews with businesses that leave the BID due to business closure or relocation.
- Host open house as needed to fill vacancies if needed. Work with City, developers, businesses, and residents to capitalize on West end developments to benefit the district.

APPENDIX G

Work Plans of Standing Committees

MARKETING & PUBLIC RELATIONS COMMITTEE 2021 WORK PLAN PRIORITIES

Initiatives are ongoing to enhance the overall image and marketability of the District, as a way to attract a wide array of consumers, promote BID shops, restaurants, and other attractions and leverage the many positive changes in the District. New businesses and new investment opportunities are working together to create an exciting business mix.

Public Relations to raise awareness of the District and its unique shopping, dining, business and entertainment opportunities.

Update Map and Directory (print & online) to help consumers find their way around and to locate specific businesses incorporating the new brand system.

Welcome any new employee groups that may join the district with potential West End developments.

Collaborative Marketing among a diverse group of merchants and vendors in an effort to leverage marketing funds and resources.

Website & Social Media that maintains current information on area businesses and contact information. Integrate elements of brand. Effectively manage and promote the use of website in conjunction with the FNI web site. Continue to grow Instagram numbers. Obtain a social media plan.

Communication, including periodic District mailings or e blasts to keep businesses and property owners informed and updated on projects and initiatives. Continue use of newsletter format to distribute info to district businesses. Connect with residents of new developments to foster 24/7 live, work play environment.

Support of Special Events (both new and existing) that bring attention to the District and encourage visitors to shop, dine and play. Grand opening of The Plaza in October.

Navigate Neenah-Menasha work to connect the loop with and to the district and our activities.

Secret Shopper Program to look at your business through a customer's eyes and provide feedback about your business' experience.

Work to implement the Market Analysis and Branding Study as it pertains to marketing and PR for year 9. Ideas to include, but not limited to: Enhance the presence of Downtown Neenah in social media applications including promotions such VIE (very important employee) or Facebook Friday. Engage Downtown employees with an ongoing event or loyalty rewards

Brand Identity (Continued): Activities may include but are not limited to: Create a limited-time marketing grant program offering a rebate to businesses utilizing branding system graphics in marketing materials and advertisements. Provide branded elements for businesses to utilize such as: tags, store hours signs, window clings, branded merchandise (logoed shirts). Track brand usage investments made by Downtown area businesses. Promote public art projects.

Promote gift certificate program to increase district sales. Work toward online sales capability.

EXECUTIVE COMMITTEE 2021 WORK PLAN PRIORITIES

The Executive Committee of the Board will undertake activities in 2021 to strengthen the BID and improve service to businesses by:

- Co-op partners meeting year.
- Across all committees, ongoing Covid mitigation efforts.
- Partner with the city to promote any new parking and residential developments.
- Work to implement the Market Analysis and Branding Study during year 9.
- Monitor long term savings for continued investment.
- Assist with implementation of the recommendations in the City's 2040 comp plan.
- Remain involved with district development especially as it pertains to the district's western corridor.
- Do an annual compensation review for centralized management.
- Analyze BID priorities and allocate budget accordingly.