SPOONER BUSINESS IMPROVEMENT DISTRICT
2014 OPERATIONAL PLAN

GOALS

1- To best utilize the Business Improvement District allocated dollars to market, beautify, and grow the downtown business district
2- To utilize a “Eat, Shop, Play in Spooner” theme to take advantage of the valuable shop local trend.
3- To Create a “Sense of Place” for our Business Improvement District that
   • encourages tourists to make a trip to Spooner
   • encourages the residents of our community to eat, shop, and play local

FINANCIAL – PLANS/GOALS
1- Allocate BID dollars to reach our goals. Current collections are approximately $20,000 annually (2014 Budget is below)

MARKETING – PLANS/GOALS

1- Website—add new BID members, maintain and update as needed.
2- Billboards—monitor condition and effectiveness of current sites (Uncle Mike’s/Hwy 70; North bound 53 south of Spooner); watch for additional opportunities.
3- Downtown Spooner Book—continue to participate in this promotional/informational brochure with the Chamber and the Spooner Advocate.
4- Joint Advertising when appropriate—advertise downtown Spooner businesses for holidays or events in print or on radio
5- Shop Local Initiatives—implement initiatives such as door decals, bag stuffers, posters, joint promotions/coupons
6- Radio advertising—advertise with short “eat, shop, play in Spooner” messages on regional stations, rotating intense coverage on 1 station per month from May to December.
7- Movie advertising—create a movie ad to be run at regional theaters, such as Siren, Hayward, or Rice Lake, to encourage both local residents and tourists in those regions to visit Spooner.
8- Create postcards of Spooner, manufacture and sell wholesale to local businesses which would like to retail them.

INTERGOVERNMENTAL COOPERATION – PLANS/GOALS

1- Communicate BID plans with Spooner Area Chamber—Director is on Bid Board
2- Communicate BID plans with City officials—1 City Alderman on Bid Board and BID report on City Council’s monthly agenda
3- Communicate BID plans with County officials, including tourism board
4- Work with the City of Spooner in the development of the railroad park to provide a better sense of place for local customers as well as to attract tourists.
5- Pursue State and Federal Grants for larger façade or structural improvements that would not be feasible by the individual store owners

6- Continue to work with the City to maintain downtown Centennial Park and its bathrooms.

7- Work with city towards new lighting plan on River St., to include banners & holiday snowflake lights.

**DOWNTOWN PHYSICAL/STRUCTURAL – PLANS/GOALS**

1- Purchase signage/plaque to identify people in Aggie Mural.

2- Continue to improve visibility of and access to downtown shopping and services and adjacent municipal parking, as specified in plan prepared by consultant.

3- Increase awareness of the City’s Downtown Development Guidelines by all businesses. Include on website.

4- Pursue standardization of store hours to better serve our local and tourist customers’ needs

5- Continue and expand use of flowers downtown (pots and baskets) to entire district—add sections each year.

6- Set funds aside for major infrastructure projects, such as Railroad park, Murals.

**DOWNTOWN INFRASTRUCTURE/PHYSICAL NEEDS FROM CITY**

1- Maintenance of Centennial Park & Bathroom

2- Watering Downtown hanging pots

3- Replace/repair damaged garbage cans

**BID’S ACCOMPLISHED PROJECTS**

1- Created new overall theme for downtown Spooner – “Eat, Shop, Play in Spooner”

2- Financial and other support for Aggie Mural in Centennial Park (which was the idea of a local citizen and the result of her work. It is owned by the BID).

3- Planted flower pots/baskets in the downtown area

4- Purchased 2 sets of street banners (welcome and Spooner with train)

5- Developed website—www.shopspooner.com. The website was created to benefit the whole Spooner area, but focuses primarily on business activities in the BID

6- Experimented with extended summer and holiday hours

7- Billboards on Hwy 63 & 53; (past Hwy 70; and Hwy 35 in MN)

8- Placed joint ads in the Spooner Advocate/Evergreen newspapers and Burnett Sentinel

9- Participated in creation of Downtown Spooner Book—distributed locally and at visitor centers and trade shows.

10- Worked with the City to secure funding for new garbage cans on Walnut St.

11- Designed a Spooner medallion for the decorative light posts on Walnut and Summit. T & T Tool of Spooner created the medallions, which were paid for and are owned by the City
12- Hired Cedar Corp to create an Urban design for downtown businesses and connectivity to parking, as well as a plan for the Park.
13- Coordinated with city & garden club on major renovation of Centennial Park.
14- Budgeted funds to contribute to salary of part-time city worker, who will maintain bathroom and water plants
15- Shop Local decals and posters for all BID businesses.

2014 Budget—Spooner Business Improvement District

- New Billboard 4,500
- Web updates 500
- Aggie Mural 3,000
- City Worker contribution 3,500
- Current Flowers 4,000
- Radio Advertising 4,000
- Siren Movie Advertising
- Newspaper Ads
- Miscellaneous—cornstalks, xmas lights, etc.

TOTAL

Approved by Board at November meeting