

# **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](http://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