

A quorum of City of Omro boards, commissions, and committees other than the Common Council may attend this meeting, though no official action of bodies other than the Common Council will be taken.



**Business Improvement
District
Regular Meeting
Agenda**

205 S Webster Ave
Omro, WI 54963
www.omro-wi.com

Barbara J Van Clake
(920) 685-7000

Tuesday, August 18, 2026

9:00 AM

Council Chambers

- 1. Call to Order**
- 2. Roll Call**
- 3. Oath of Office Administered to Board Members**
 - a. Oath of Office Form
- 4. Adoption of Minutes**
 - a. Business Improvement District Meeting Minutes - June 16, 2026
 - b. Business Improvement District Meeting Minutes - July 21, 2026
- 5. Considerations for the 2027 BID Operating Plan**
 - a. Recommendations for Consideration
- 6. Discussion and Possible Action on Facade Grant Program Application - Some Good Stuff**
 - a. Some Good Stuff Facade Grant Application Packet
- 7. Review of BID 2027 Operating Plan Timeline**
 - a. 2027 Operating Plan Timeline
- 8. Bid Member Engagement, Business Retention and Communication Survey**
 - a. Sample Documents
- 9. Marketing, Business Improvement, and Social Media Strategic Planning Process**
 - a. Documents
- 10. Adjournment**

The City of Omro is committed to accessibility. Residents requiring accommodations to attend this meeting are invited to contact City Hall at (920) 685-7000 in advance of this meeting.

Official Oath

STATE OF WISCONSIN,)
) ss
 County)

I, _____, having been elected or appointed to
the office of _____
(title)

but have not yet entered upon the duties thereof, swear (or affirm) that I will support the constitution of the United States and the constitution of the State of Wisconsin, and will faithfully discharge the duties of said office to the best of my ability.

(Signature of elected or appointed official)

Subscribed and sworn to before me this _____ day of _____, _____.

(Signature of person authorized to administer oaths)

☐ Notary Public or ☐ other official _____
(Official title, if not a notary)

If Notary Public: My commission expires _____, or ☐ is permanent



Business Improvement District

Regular Meeting

~ Minutes ~

205 S. Webster Avenue
Omro, WI 54963
<http://www.omro-wi.com/>

Barbara J Van Clake (920) 685-7000

Tuesday, June 16, 2026

9:00 AM

Council Chambers

Call to Order

Interim City Administrator Consultant Jess Wildes called the meeting to order at 9:02 a.m. and requested the City Clerk conduct roll call.

Roll Call

Attendee Name	Organization	Title	Status	Arrived
Justin Schmick	City of Omro	Board Member	Present	
Roger Manock	City of Omro	Board Member	Absent	
Jess Wildes	City of Omro	Interim City Administrator	Present	
Roberta Wenzel	City of Omro	Board Member	Present	
Robert Mohr	City of Omro	Board Member	Absent	
Deanna Freeman	City of Omro	Board Member	Present	
Nicole Bos	City of Omro	Board Member	Present	
Barbara J Van Clake	City of Omro	Clerk/ Deputy Treasurer	Present	
Samuel Mingo	City of Omro	Interim City Administrator	Present	
Steve Zink	Omega Brewing Experience	Business Owner	Present	

Election of BID Board President

Ms. Wildes discussed the importance of electing a BID Board President to provide leadership for meetings and serve as a liaison between the Board and City administration on BID-related matters. She explained that the position would primarily facilitate meetings, assist with planning initiatives, and work collaboratively with staff on BID priorities. Roberta Wenzel inquired about the duties and responsibilities of the position. Ms. Wildes provided an overview of the role and its anticipated time commitment. Following the election, Ms. Wenzel assumed chairmanship of the meeting.

nominate and
unanimously elect
Roberta Wenzel as BID
Board President

Justin Schmick motioned and Deanna Freeman seconded to nominate and unanimously elect Roberta Wenzel as BID Board President as presented.

RESULT: APPROVED [UNANIMOUS]

MOVER: Justin Schmick, Board Member

SECONDER: Deanna Freeman, Board Member

AYES: Justin Schmick, Roberta Wenzel, Deanna Freeman,
Nicole Bos

ABSENT: Roger Manock, Robert Mohr

Minutes Approval

Business Improvement
District - Regular
Meeting - Jun 2, 2026
9:00 AM

Justin Schmick motioned and Deanna Freeman seconded to approve the minutes of Business Improvement District - Regular Meeting - Jun 2, 2026 9:00 AM as presented.

RESULT: ACCEPTED [UNANIMOUS]

MOVER: Justin Schmick, Board Member

SECONDER:	Deanna Freeman, Board Member
AYES:	Justin Schmick, Roberta Wenzel, Deanna Freeman, Nicole Bos
ABSENT:	Roger Manock, Robert Mohr

**Review of Updated 2026
BID Operating Plan**

The Board reviewed the updated 2026 BID Operating Plan, including the revisions approved at the June 2 meeting. Discussion focused on the allocation of funds for marketing, sponsorships, and façade grants. Board members discussed potential uses of the marketing budget, including:

Promotion of the façade grant program.

Marketing campaigns encouraging patronage of downtown businesses during road construction.

Holiday shopping promotions.

Business district branding and promotional materials.

Support for collaborative marketing efforts initiated by downtown businesses.

Additional discussion centered on potential opportunities to better promote the Fox River and waterfront amenities as part of future BID marketing efforts. No action was taken as the operating plan had previously been approved.

**Review 2027 BID Operating
Plan Timeline**

Ms. Wildes reviewed the proposed timeline for development, public review, and adoption of the 2027 Business Improvement District Operating Plan. She explained that the timeline was intended to ensure compliance with Wisconsin Business Improvement District requirements, allow adequate public input, and coordinate the BID planning process with the City's annual budget cycle.

The proposed timeline included the following milestones:

August 2026

BID Board President and City Administration meet to discuss priorities, goals, budget considerations, and potential modifications to the 2027 Operating Plan. Staff prepares a preliminary draft of the 2027 Operating Plan for Board review. Initial outreach materials and public notices are prepared.

August 18, 2026 - Regular BID Board Meeting

Review and discussion of the preliminary 2027 Operating Plan.

Discussion of proposed budget allocations, marketing initiatives, sponsorship opportunities, façade grant funding levels, and other BID priorities.

Direction provided to staff regarding revisions.

August 19, 2026

Public hearing notices and operating plan review materials prepared and distributed.

Draft plan made available for public inspection.

BID property owner and business contact lists updated and verified.

September 15, 2026 - Regular BID Board Meeting and Public Forum

Conduct public forum to receive comments from BID property owners, businesses, and community members regarding the proposed 2027 Operating Plan.

Review public comments and discuss any recommended revisions.

Consider formal recommendation of the 2027 Operating Plan and budget.

September 16-30, 2026

Staff incorporates any Board-approved revisions.

Final operating plan prepared for Common Council consideration.

October 2026 - Common Council Review

Presentation of the 2027 BID Operating Plan to the Omro Common Council.

Council consideration and approval of the plan and associated BID assessments.

Final assessment amounts incorporated into the City's annual budget and tax roll process.

November-December 2026

Assessment information transmitted for inclusion on property tax bills.

Administrative preparations completed for implementation of the 2027 Operating Plan effective January 1, 2027.

Board members discussed the importance of maintaining accurate contact information for BID property owners and businesses to improve communication regarding the public forum and proposed operating plan. City Clerk Barbara Van Clarke noted that portions of the existing contact list appeared outdated and suggested updating owner and business information prior to distribution of notices.

Ms. Wildes stated that staff would work with BID representatives to update contact information and develop outreach methods including email communications, postcards, and website notices to encourage participation in the planning process.

Ms. Wildes also informed the Board that the Common Council would be considering appointment of a new City Administrator later that evening. She noted that the incoming administrator would ultimately serve as staff liaison to the BID Board and assist with implementation of the 2027 Operating Plan process.

The Board expressed support for the proposed timeline and agreed that establishing a structured annual planning schedule would improve budgeting, transparency, and long-term planning efforts.

No action was taken.

Review and Possible Action on Façade Grant Program

The Board reviewed the updated Façade Grant Program application materials and website enhancements completed by City staff. Discussion included:

Increasing awareness of the grant program among eligible property owners.
The current grant structure providing up to \$1,800 for eligible projects with an additional \$200 bonus incentive for utilizing an Omro-based contractor.
The Board's prior decision to increase grant funding from earlier program levels to better reflect current construction and improvement costs.
Continued support for encouraging the use of local contractors whenever possible.
Clarification that qualifying contractors should be based within the Omro area and ZIP Code 54963 service area.

Ms. Van Clake reported that:

The BID webpage had been updated.
Frequently Asked Questions had been added.
The grant application was available online as a fillable form.
BID documents and resources had been posted to improve accessibility.

Board members discussed opportunities to further enhance the webpage, including adding photographs of completed projects and before-and-after images to showcase successful façade improvements.

Steve Zink provided an update regarding renovation plans for the former pharmacy building at 109 East Main Street and related improvements involving the Omega Brewing properties. Mr. Zink discussed structural repairs already completed, future residential units on the upper floor, expansion of the taproom, and long-term plans to enhance the riverfront-facing portions of the property. The Board discussed how future façade grant awards and project completion photographs could be used to promote successful downtown investment projects. No formal action was taken.

spend up to \$250.00 of marketing funds to prepare a direct mailing with survey to Business Improvement District property owners promoting the Façade Improvement Grant Program

Roberta Wenzel motioned and Deanna Freeman seconded to spend up to \$250.00 of marketing funds to prepare a direct mailing with survey to Business Improvement District property owners promoting the Façade Improvement Grant Program as presented.

RESULT: **APPROVED [UNANIMOUS]**

MOVER: Roberta Wenzel, Board Member

SECONDER: Deanna Freeman, Board Member

AYES: Justin Schmick, Roberta Wenzel, Deanna Freeman, Nicole Bos

ABSENT: Roger Manock, Robert Mohr

Facade Grant Marketing Plan

The Board discussed strategies to improve participation in the Façade Grant Program. Ideas discussed included:

Utilizing before-and-after project photographs.
Publicly recognizing grant recipients.
Social media promotion of completed projects.
Website news articles highlighting awarded grants.
Direct outreach to eligible property owners.
Distribution of promotional materials and grant information.

Staff requested that businesses provide photographs of completed projects to assist with future marketing efforts. The Board expressed support for expanding promotional efforts and increasing awareness of the program throughout the district. No action was taken.

Adjournment

adjourn the meeting at
9:43 PM

Justin Schmick motioned and Nicole Bos seconded to adjourn the meeting at 9:43 PM as presented.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Justin Schmick, Board Member
SECONDER:	Nicole Bos, Board Member
AYES:	Justin Schmick, Roberta Wenzel, Deanna Freeman, Nicole Bos
ABSENT:	Roger Manock, Robert Mohr

Respectfully Submitted by,



Barbara Van Clarke, WCPC, MMC
Clerk /Deputy Treasurer



**Business Improvement
District
Regular Meeting
Minutes**

205 S Webster Ave
Omro, WI 54963
www.omro-wi.com

Barbara J Van Clarke
(920) 685-7000

Tuesday, July 21, 2026	9:00 AM	Council Chambers
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Call to Order

Board Members Present: Roberta Wenzel Adams, Deanna Freeman, Steve Zink.
Board Members Absent: Justin Schmick, Nicole Bos, Rodger Manock and Robert Mohr.
Staff/Others: Kaija Snyder (City Administrator), Barbara J. Van Clarke (City Clerk), Jess Wildes (Interim City Administrator) and Alicia Wenger (GOEDC)

**Welcome and Introduction
of New City Administrator
Kaija Snyder**

The new City Administrator, Kaija Snyder, introduced herself to the board members present and the presenter from GOEDC, Alicia Wenger.

**Oath of Office
Administered to Board
Members**

Oaths will be done at the next meeting when a quorum is present.

**Review of Timeline for BID
2027 Operating Plan**

This item will be placed on the next agenda.

2027 BID Operating
Plan Timeline

Adoption of Minutes

06/16/2026 BID
Meeting Minutes

The minutes will be presented for approval at the next meeting.

**SPARK
Presentatio
n**

Downtown Revitalization / SPARC Planning Presentation

July 2026

Meeting Status

A quorum of the Business Improvement District Board was not present; therefore, no official meeting was convened, no business was conducted, and no action was taken. Those members and guests in attendance proceeded with an informational presentation regarding downtown

redevelopment opportunities.

SPARC Downtown Revitalization Presentation

Representatives provided an overview of the Strategic Planning and Revitalization for Communities (SPARC) Program completed for the City of Omro through East Central Wisconsin Regional Planning Commission and Ayres Associates. The purpose of the project was to build upon previous downtown planning efforts and develop a conceptual vision for revitalization of the South Webster Avenue corridor extending from the Fox River pedestrian bridge to West Huron Street.

Project Goals

The presentation emphasized several long-term objectives:

- Strengthen downtown as a destination for residents and visitors.
- Increase pedestrian activity and business visibility.
- Create attractive gathering spaces for community events.
- Improve traffic circulation and pedestrian safety.
- Encourage private investment and redevelopment.
- Position the City to pursue future grant funding.

The consultants noted that the plan is intended to serve as a visioning document rather than a final engineering design. It provides concepts that can be implemented incrementally as funding becomes available.

Major Planning Concepts Presented

The conceptual downtown plan included recommendations such as:

- Enhanced streetscape improvements along South Webster Avenue.
- Wider sidewalks to encourage outdoor dining and pedestrian activity.
- Additional landscaping, trees, decorative lighting, and street furnishings.
- Improved pedestrian connections between the downtown and the Fox River.
- Creation of flexible public gathering spaces for festivals and community events.
- Redevelopment opportunities for underutilized and vacant properties.
- Additional residential development to increase downtown activity.
- Future redevelopment of the former Dollar General property.
- Long-term relocation of Public Works facilities to free additional redevelopment opportunities.

Discussion Highlights

Following the presentation, attendees engaged in an informal discussion regarding the concepts.

Topics discussed included:

Parking

Discussion centered on balancing redevelopment with maintaining adequate downtown parking.

Comments included:

- Importance of preserving convenient parking for existing businesses.
- Opportunities to reorganize parking more efficiently.
- Possibility of replacing surface parking with mixed-use redevelopment.
- Need to consider ADA accessibility requirements.
- Importance of ensuring parking remains convenient for downtown visitors and businesses.

Downtown Events

Attendees expressed strong support for creating more flexible public gathering areas that could accommodate:

- Farmers Markets
- Festivals
- Community celebrations
- Outdoor dining
- Live entertainment
- Seasonal events

Participants felt these improvements could significantly increase pedestrian traffic and business activity downtown.

Streetscape Improvements

Discussion included:

- Decorative lighting
- Street trees
- Landscaping
- Public art
- Wayfinding signage
- Gateway features at the entrance to downtown
- Enhanced pedestrian connections to the Fox River

Attendees agreed these improvements would improve the overall appearance and identity of downtown Omro.

Economic Development

Discussion emphasized:

- Redevelopment of vacant or underutilized properties.
- Attracting additional retail, restaurants, and housing.
- Creating an environment that encourages private investment.
- Using the conceptual plan as a marketing tool for prospective developers.

Several participants noted that a coordinated long-term vision gives developers greater confidence in future investment opportunities.

Funding Opportunities

Representatives reviewed numerous potential grant programs that could assist implementation of the downtown vision, including:

- Wisconsin Economic Development Corporation (WEDC)
 - Idle Sites Redevelopment
 - Community Development Investment (CDI)
 - Vibrant Spaces
 - Small Business Development Grants
- T-Mobile Hometown Grants
- Alliant Energy Community Grants
- AARP Livable Communities Grants
- Wisconsin Arts Board
- National Endowment for the Arts
- USDA Community Development Programs
- WHEDA financing opportunities
- Oshkosh Area Community Foundation grants

It was noted that many projects could be phased over several years while leveraging multiple grant opportunities.

Future Planning

Discussion also included:

- Incorporating downtown projects into future City capital improvement planning.
 - Identifying projects that could be implemented incrementally.
 - Continuing collaboration between the City, BID, ECWRPC, and redevelopment partners.
 - Developing priorities for grant applications over the next several budget cycles.
 - Considering wayfinding signage and branding initiatives as early implementation projects.
-

General Consensus

Those present expressed appreciation for the conceptual planning work and agreed the vision provides a strong foundation for future downtown redevelopment. Participants recognized that implementation will require continued collaboration, strategic prioritization, and pursuit of outside funding over multiple years.

No formal recommendations were made, and no votes were taken due to the lack of a quorum.

Presentation

Documents

Marketing of Facade Improvement Grant Program

Marketing Documents

Adjournment

There was no formal motion to adjourn as the presentation was the only item on the agenda to be completed due to lack of quorum.

MEMORANDUM

DATE August 13, 2026
TO BID Board
FROM Kaija Snyder, City Administrator
RE Recommendations and Considerations for the 2027 BID Operating Plan

Wisconsin State Statute 66.1109(3)(b) requires that BID boards review and update their operating plans annually. The Omro BID's Operating Plan further specifies that this process occurs for each calendar year, meaning a review and update is in order for 2027.

BID Board President Roberta Wenzel and City Administrator Kaija Snyder recently met to discuss certain ideas for the Omro BID's 2027 Operating Plan. These are described below for consideration by the Board. Board discussion will inform Administrator Snyder, acting as the BID's Executive Director, in the development of a 2027 Operating Plan to be reviewed by this body.

The ideas presented here are intended to visually demonstrate to the community the value the BID brings to Omro. This will promote community buy-in, which will position the BID for further growth.

Beautification of Business Improvement District

- Refuse and recycling containers along downtown and riverwalk areas
- Garden beds along downtown (consider coordinating garden adoption or sponsorship by local organizations/businesses)
- Wayfinding signs downtown, along riverwalk, and/or in nearby parks (Stearns, Scott)
- Planters along buildings or upon light posts (pending DOT restrictions)

Public Improvements

- Coordinate with appropriate parties on repair of launch behind Tanners Tap & Grill
- Coordinate with City to clean light fixtures along riverwalk
- Fill in holes in earth along riverwalk

Partnership Development

- Work with Future Omro to make downtown a stronger backdrop for events such as the Thursday Night Market
- Explore options for representing BID during event

These ideas and others shared by the Board may require additional research by City staff, but provide a strong starting place for Operating Plan development.

Recommendation: Staff recommends directing staff on which specific activities to incorporate into the Omro BID's 2027 Operating Plan, for ultimate review and approval by the BID Board and Common Council.



Omro Business Improvement District (BID) Grant Application Form

Business Information

- Business Name: Some Good Stuff
- Owner/Contact Person: Diane Rosephal
- Business Address: Some Good Stuff
- Phone Number: 920-509-0552
- Email Address: somegoodstuff.LLC@gmail.com
- Type of Business: Thrift / Antique
- Years in Business: 3 months

Project Information

1. Project Description and Goals

Provide a detailed description of your proposed project. Include the purpose of the project, expected improvements, and how it will benefit your business and the Omro BID district.

repaired wood around windows, painted the front
of the building.

2. Detailed Project Budget (attach additional sheets if necessary)

Item/Service Description Estimated Cost

Total Estimated Cost \$ 1898.61

Attach supporting quotes, estimates, or actual invoices

3. Project Timeline

- Anticipated Project Start Date: _____
- Anticipated Project Completion Date: 6/21/20

4. Permits and Approvals

- Does your project require permits or approvals? ☐ Yes ☐ No
- If yes, please list and attach proof of permits/approvals:

**Additional Considerations**

If applicable, will materials be purchased in Omro or will local tradesmen (54963 area) be hired?

☒ Yes ☐ No

If yes, please provide documentation with your reimbursement request to qualify for the additional \$200.

Agreement & Signature

By signing below, the applicant agrees to comply with the BID grant guidelines and understands that:

- The grant is reimbursement-based and requires proof of expenses and project completion.
- Only eligible project costs will be reimbursed.
- The business is responsible for any costs exceeding the awarded grant.

Signature: Deanna Freeman

Printed Name: Deanna Freeman (co owner)

Date: 7-20-26

Application Submission

Submit completed applications to:

Omro Business Improvement District

205 S. Webster Street, Omro, WI 54963

Phone: 920-685-7000

Email: bhennes@omro-wi.com

Website: Omro-WI.com



DATE ORDERED	ORDER TAKEN BY
PHONE NO.	CUSTOMER ORDER #
JOB LOCATION <i>SAME</i>	
JOB PHONE	STARTING DATE <i>6/15/26</i>
TERMS	

Some
The Good Stuff
111 Main St
Omro WI 54963

WORK ORDERED	\$1440 ⁰⁰	TOTAL LABOR	
DATE ORDERED	458.61	TOTAL MATERIALS	
DATE COMPLETED 6/21/26	 	TOTAL MISCELLANEOUS	
CUSTOMER	\$1898.61	SUBTOTAL	
APPROVAL SIGNATURE _____	 	TAX	INC.
AUTHORIZED SIGNATURE _____	\$1898.61	GRAND TOTAL	

**KEY DATES FOR 2027 BID OPERATING PLAN
(2026 Tax Bill)**

Tuesday, August 8	Discuss ideas for 2027 Operating Plan with Board President Send “Save the Date” for BID open forum meeting after the budget is approved Get Legal Opinion from City Attorney
Tuesday, September 15	BID Board Meeting – Present and approve 2027 Operating Plan (Open Forum Meeting) Request Class I (1 notice 30 days before the Council meeting) Public Notice **Send this immediately after the meeting. Omro Herald will publish the following Thursday after receiving notification. The public hearing notice mailings must be mailed out at least 10 days prior meeting.
Wednesday, September 16	Send City Council Public Hearing notice to BID members Enclosures: Cover Letter Public Hearing Notice BID Assessment List 2027 Budget Agenda Packet: Council Cover Letter Resolution 2027 Operating Plan
Tuesday, October 6	BID @ Council – Public Hearing (If not approved at this meeting, the very next council meeting); Operating Plan and Resolution Approval
Week of October 12	Receive signed copy of Resolution from Clerk’s Office Save to BID files Check on state assessed values (Finance) Request Affidavit of Public Notices if not received yet (bill for posting in newspaper). Pay with BID funds and file in BID folder.
Early November	Deadline for including assessments on tax bill By Nov. 3, send updated BID assessment spreadsheet with state assessed manufacturing values.



BID Survey Cover Sheet

Please complete the BID Member Engagement Survey. Your feedback will help establish priorities for marketing, business retention, downtown improvements, and events.

City of Omro Business Improvement District



CITY OF OMRO BUSINESS IMPROVEMENT DISTRICT (BID)
BID MEMBER ENGAGEMENT, BUSINESS RETENTION, AND COMMUNICATION SURVEY

Downtown Omro Business Improvement District
2026–2027 Strategic Planning Initiative

PURPOSE OF THIS SURVEY

The Omro Business Improvement District (BID) is conducting this survey to better understand the needs, priorities, concerns, and opportunities of businesses and property owners within the district.

Information gathered will assist the BID Board in developing future operating plans, marketing initiatives, business retention programs, downtown improvement projects, façade grant programs, and community engagement efforts. The information collected will also help the BID maintain accurate contact records to ensure businesses receive important communications regarding meetings, events, grants, promotions, and economic development opportunities.

Thank you for your participation.

SECTION 1

BUSINESS AND CONTACT INFORMATION

Business Name

Physical Business Address

Mailing Address (if different)

Business Owner Name(s)

Primary Contact Person

Title/Position

Property Owner Name (if different from business owner)

Property Owner Mailing Address

Business Phone Number

Cell Phone Number

Business Email Address

Owner Email Address

Preferred Email for BID Communications

Business Website

Facebook Page

Instagram Account

LinkedIn Page

Other Social Media Accounts

Preferred Method of Communication

- ☐ Email
- ☐ Phone
- ☐ Text Message
- ☐ Mail
- ☐ Social Media
- ☐ In-Person Visit

Preferred Contact for Emergency Downtown Notifications

Name: _____

Phone: _____

Email: _____

Business Operating Hours

Monday: _____

Tuesday: _____

Wednesday: _____

Thursday: _____

Friday: _____

Saturday: _____

Sunday: _____

Business Type

- ☐ Retail
- ☐ Restaurant/Food Service
- ☐ Professional Service
- ☐ Financial Institution
- ☐ Health Care
- ☐ Manufacturing

- ☐ Personal Service
 - ☐ Non-Profit
 - ☐ Home-Based Business
 - ☐ Mixed Use
 - ☐ Other: _____
-

Number of Employees

Full-Time: _____

Part-Time: _____

Seasonal: _____

How Long Has Your Business Operated in Omro?

- ☐ Less than 1 Year
 - ☐ 1–5 Years
 - ☐ 6–10 Years
 - ☐ 11–20 Years
 - ☐ More than 20 Years
-

Do You Own or Lease Your Business Location?

- ☐ Own
 - ☐ Lease
 - ☐ Other: _____
-

Are You Interested in Receiving Information Regarding:

(Check all that apply)

- ☐ BID Meetings
 - ☐ Downtown Events
 - ☐ Grant Opportunities
 - ☐ Façade Improvement Programs
 - ☐ Business Training
 - ☐ Economic Development Programs
 - ☐ Marketing Opportunities
 - ☐ Business Networking Events
 - ☐ Tourism Promotion
 - ☐ City Projects Affecting Downtown
 - ☐ Volunteer Opportunities
 - ☐ All BID Communications
-

SECTION 2

BUSINESS CLIMATE AND ECONOMIC CONDITIONS

1. How would you describe your current business outlook?

- ☐ Very Positive
- ☐ Positive
- ☐ Neutral
- ☐ Negative

☐ Very Negative

2. Compared to one year ago, your customer traffic is:

- ☐ Significantly Higher
 - ☐ Slightly Higher
 - ☐ About the Same
 - ☐ Slightly Lower
 - ☐ Significantly Lower
-

3. Compared to one year ago, your sales are:

- ☐ Significantly Higher
 - ☐ Slightly Higher
 - ☐ About the Same
 - ☐ Slightly Lower
 - ☐ Significantly Lower
-

4. What are the greatest challenges facing your business?

(Check all that apply)

- ☐ Workforce Recruitment
 - ☐ Workforce Retention
 - ☐ Inflation
 - ☐ Utility Costs
 - ☐ Taxes
 - ☐ Building Maintenance
 - ☐ Parking
 - ☐ Customer Traffic
 - ☐ Marketing
 - ☐ Competition
 - ☐ Online Sales Competition
 - ☐ Housing Availability
 - ☐ Regulations
 - ☐ Other: _____
-

5. What opportunities do you see for growth in your business?

SECTION 3

BID COMMUNICATIONS AND MEMBER ENGAGEMENT

6. How do you currently receive information about BID activities?

(Check all that apply)

- ☐ Email
- ☐ Facebook
- ☐ City Website

- ☐ Other Business Owners
 - ☐ Newspaper
 - ☐ BID Meetings
 - ☐ I Do Not Receive BID Information
-

7. How would you prefer to receive BID communications?

- ☐ Email
 - ☐ Text Message
 - ☐ Social Media
 - ☐ Mail
 - ☐ Website Updates
 - ☐ Other: _____
-

8. How would you rate current BID communications?

- ☐ Excellent
 - ☐ Good
 - ☐ Fair
 - ☐ Poor
 - ☐ Very Poor
-

9. What information would you like to receive more frequently?

(Check all that apply)

- ☐ Downtown Events
 - ☐ Marketing Opportunities
 - ☐ Grant Programs
 - ☐ Economic Development Updates
 - ☐ City Projects
 - ☐ Business Resources
 - ☐ BID Activities
 - ☐ Training Opportunities
 - ☐ Other: _____
-

SECTION 4

MARKETING AND PROMOTION

10. What BID marketing efforts would most benefit your business?

(Check all that apply)

- ☐ Social Media Marketing
- ☐ Business Directory
- ☐ Downtown Website
- ☐ Cooperative Advertising
- ☐ Tourism Promotion
- ☐ Shop Local Campaigns
- ☐ Seasonal Promotions
- ☐ Event Marketing
- ☐ Visitor Attraction Campaigns

☐ Other: _____

11. Would you participate in a BID Business Spotlight Program?

- ☐ Yes
☐ No
☐ Maybe

12. Which social media platforms does your business actively use?

- ☐ Facebook
☐ Instagram
☐ TikTok
☐ LinkedIn
☐ X (Twitter)
☐ YouTube
☐ None
☐ Other: _____

13. How important is increased social media marketing for Downtown Omro?

- ☐ Very Important
☐ Important
☐ Neutral
☐ Not Important
☐ Not Necessary

SECTION 5

DOWNTOWN IMPROVEMENTS

14. Please rate the following:

Topic	Excellent	Good	Fair	Poor
Downtown Appearance	☐	☐	☐	☐
Streetscape	☐	☐	☐	☐
Parking Availability	☐	☐	☐	☐
Wayfinding Signage	☐	☐	☐	☐
Downtown Events	☐	☐	☐	☐
Economic Activity	☐	☐	☐	☐

15. What physical improvements would you like to see downtown?

(Check up to three)

- ☐ Landscaping
☐ Decorative Lighting
☐ Benches
☐ Public Art
☐ Parking Improvements
☐ Directional Signage
☐ Streetscape Improvements

- ☐ Riverfront Improvements
 - ☐ Building Façade Improvements
 - ☐ Event Spaces
 - ☐ Public Gathering Areas
 - ☐ Other: _____
-

16. What should be the BID's highest priority improvement project?

SECTION 6

EVENTS AND COMMUNITY ENGAGEMENT

17. Which events provide the greatest benefit to your business?

(Check all that apply)

- ☐ Corn Roast
 - ☐ Holiday Events
 - ☐ Small Business Saturday
 - ☐ Community Festivals
 - ☐ Farmers Market
 - ☐ Networking Events
 - ☐ Other: _____
-

18. Would you participate in BID-sponsored events?

- ☐ Yes
 - ☐ No
 - ☐ Depends on Event
-

19. What event ideas would attract more visitors downtown?

SECTION 7

BUSINESS RETENTION AND EXPANSION

20. Do you anticipate remaining in Omro for the next five years?

- ☐ Yes
 - ☐ No
 - ☐ Unsure
-

21. Are you considering expansion?

- ☐ Yes
 - ☐ No
 - ☐ Possibly
-

22. What resources would help your business succeed?

(Check all that apply)

- ☐ Marketing Assistance
- ☐ Façade Grants
- ☐ Financing Resources
- ☐ Workforce Assistance
- ☐ Business Planning
- ☐ Tourism Promotion
- ☐ Networking Opportunities
- ☐ Building Improvement Assistance
- ☐ Other: _____

23. Are there barriers preventing growth or expansion?

- ☐ Yes
- ☐ No

If yes, please explain:

SECTION 8

BID PERFORMANCE AND FUTURE PRIORITIES

24. Overall, how satisfied are you with the BID?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

25. What does the BID do well?

26. What should the BID improve?

27. What should be the BID's primary focus during the next 1–3 years?

(Select up to three)

- ☐ Business Recruitment
- ☐ Business Retention
- ☐ Downtown Beautification
- ☐ Marketing
- ☐ Social Media
- ☐ Events
- ☐ Tourism
- ☐ Façade Programs
- ☐ Economic Development

- ☐ Riverfront Promotion
- ☐ Parking Improvements
- ☐ Other: _____

SECTION 9

OPEN COMMENTS

Please share any additional thoughts, concerns, ideas, or recommendations for improving Downtown Omro and the Business Improvement District.

SECTION 10

Would you be willing to participate in future BID activities?

Activity	Yes	No
Business Retention Interview	☐	☐
Focus Group Discussion	☐	☐
Marketing Committee	☐	☐
Event Planning Committee	☐	☐
Downtown Beautification Projects	☐	☐
Strategic Planning Sessions	☐	☐

Preferred Follow-Up Method

- ☐ Phone
- ☐ Email
- ☐ In-Person Meeting
- ☐ No Follow-Up Requested

Signature (Optional)

Date

Thank you for completing the Omro Business Improvement District Member Engagement Survey. Your feedback will directly assist the BID Board in developing future marketing strategies, business retention efforts, downtown improvement projects, community events, and economic development initiatives that support a vibrant and successful Downtown Omro.

OMRO BID

BUSINESS IMPROVEMENT DISTRICT

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OMRO BID

BUSINESS IMPROVEMENT DISTRICT



FACADE IMPROVEMENT — GRANT PROGRAM —

*Refresh. Restore.
Revitalize.*
DOWNTOWN OMRO

Enhance your storefront.
Grow your business.

Strengthen our community.

The Omro BID offers grant funding to help you improve your building's exterior, increase curb appeal, and make a lasting impression.

UP TO \$2,000 AVAILABLE!

Receive up to **\$1,800** for eligible improvements, plus an **additional \$200** when materials are purchased in Omro and/or local (54963 area) tradespeople are hired. Projects are reimbursed upon completion and approval.

ELIGIBLE IMPROVEMENTS INCLUDE:



Storefront &
Facade
Improvements



Exterior
Renovations



Windows
& Doors



Landscaping &
Exterior
Enhancements



New Signage &
Window
Displays



ADA Accessibility
Improvements



Energy-Efficient
Upgrades



Business
Improvement
Projects



WHO CAN APPLY?

Businesses and eligible property owners located within the Omro BID.

Applications reviewed on a rolling basis.

Learn More & Apply Today!

VISIT OUR WEBSITE

[www.https://www.omro-wi.com/
community-and-economic-development/
page/business-improvement-district-bid](https://www.omro-wi.com/community-and-economic-development/page/business-improvement-district-bid)
or scan the QR code



QUESTIONS?

Omro Business
Improvement District
205 S. Webster Avenue
Omro, WI 54963
(920) 685-7000



Building a Stronger Downtown— One Storefront at a Time

OMRO BID

BUSINESS IMPROVEMENT DISTRICT



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BETTER TOGETHER.

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SUPPORT **LOCAL.**
STRENGTHEN **COMMUNITY.**
BUILD **TOMORROW.**

The Omro BID works to enhance
our downtown, support local businesses,
and create a **vibrant, thriving**
community for all.



SHOP LOCAL
Keep dollars
in Omro.



**COMMUNITY
EVENTS**
Celebrate
together.



**BUSINESS
GROWTH**
A stronger
downtown.



BEAUTIFICATION
Vibrant spaces.
Stronger place.



PROMOTION
Showcasing
Omro pride.



Proud Past. Bright Future. Better Together.

— LIVE LOCAL. LOVE OMRO. —



SUPPORT LOCAL. STRENGTHEN COMMUNITY.
Build Tomorrow.



**SHOP
LOCAL**



**EVENTS
& FUN**



**BUSINESS
GROWTH**



**BEAUTIFY
OMRO**



**PROMOTE
OUR PRIDE**

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TOGETHER, WE BUILD
A BETTER OMRO.



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CITY OF OMRO BUSINESS IMPROVEMENT DISTRICT BUSINESS & PROPERTY OWNER ENGAGEMENT SURVEY

Thank you for taking the time to complete this survey. Your responses will help guide future BID programs, projects, and investments.

SECTION 1 – RESPONDENT INFORMATION

☐ Property Owner ☐ Business Owner ☐ Property Owner & Business Owner ☐ Commercial Tenant ☐ Other: _____

Business/Property Name: _____

Address: _____

Contact Name (Optional): _____

Email: _____

SECTION 2 – OVERALL BID EFFECTIVENESS

1. How familiar are you with the purpose and activities of the BID?

☐ Very Familiar ☐ Familiar ☐ Somewhat Familiar ☐ Not Familiar

2. How would you rate the overall effectiveness of the BID?

☐ Excellent ☐ Good ☐ Fair ☐ Poor

3. Do you believe the BID provides value to the district?

☐ Yes ☐ No ☐ Unsure

Please explain: _____

4. What do you believe are the BID's greatest strengths?

5. What areas need the most improvement?

SECTION 3 – DISTRICT PRIORITIES

Please rank the following priorities from 1 (Highest Priority) to 10 (Lowest Priority).

- ___ Business Recruitment
- ___ Marketing & Promotion
- ___ Community Events
- ___ Façade Improvement Grants
- ___ Streetscape Beautification
- ___ Downtown Signage & Wayfinding
- ___ Tourism Promotion
- ___ Public Art Initiatives
- ___ Business Retention Programs
- ___ Property Redevelopment Assistance

Additional priorities: _____

SECTION 4 – ECONOMIC DEVELOPMENT

6. What types of businesses would you like to see attracted to downtown Omro?

- ☐ Restaurants/Cafes ☐ Specialty Retail ☐ Professional Services ☐ Entertainment ☐
☐ Lodging ☐ Grocery/Food Markets ☐ Arts & Cultural Businesses ☐ Other:

7. Are there vacant buildings or properties that should be targeted for redevelopment?

- ☐ Yes ☐ No

If yes: _____

8. What barriers are affecting business growth in the district?

- ☐ Lack of Customers ☐ Building Conditions ☐ Parking Issues ☐ Signage Visibility ☐
☐ Property Maintenance ☐ Workforce Availability ☐ Marketing Limitations

☐ Other: _____

SECTION 5 – BEAUTIFICATION & APPEARANCE

9. Which projects would most improve the appearance of downtown?

- ☐ Landscaping ☐ Seasonal Decorations ☐ Public Art/Murals ☐ Decorative Lighting ☐
☐ Building Façade Improvements ☐ Streetscape Improvements ☐ Riverfront
Enhancements ☐ Gateway Signage

10. Are there specific areas that need attention?

SECTION 6 – EVENTS & PROMOTION

11. Which events should the BID continue to support?

12. What new events or promotions would you recommend?

13. How can the BID better promote local businesses?

☐ Social Media Marketing ☐ Business Spotlights ☐ Cooperative Advertising ☐ Tourism Partnerships ☐ Business Directory ☐ Seasonal Campaigns ☐ Other: _____

SECTION 7 – FAÇADE IMPROVEMENT PROGRAM

14. Are you familiar with the BID Façade Improvement Grant Program?

☐ Yes ☐ No

15. Have you applied for the program previously?

☐ Yes ☐ No

16. What improvements would encourage participation?

☐ Higher Grant Amounts ☐ Simpler Application Process ☐ Faster Approval ☐ More Eligible Projects ☐ Design Assistance ☐ Better Communication

Comments: _____

SECTION 8 – COMMUNICATION

17. How would you prefer to receive BID updates?

☐ Email ☐ Website ☐ Social Media ☐ Printed Newsletter ☐ Text Message ☐ Meetings

18. How often would you like BID updates?

☐ Monthly ☐ Quarterly ☐ Semi-Annually ☐ Annually

19. Would you attend a BID Annual Meeting, Strategic Planning Session, or Business Roundtable?

☐ Yes ☐ No ☐ Maybe

SECTION 9 – FUTURE VISION

20. What should the BID accomplish during the next five years?

21. What is your vision for Downtown Omro in 2030?

22. Would you be interested in serving on a BID committee or assisting with special projects?

☐ Yes ☐ No

If yes, please provide contact information: _____

FINAL COMMENTS

Please share any additional comments, concerns, suggestions, or ideas that could help strengthen the Omro Business Improvement District and support local businesses.

Thank you for participating. Your feedback will help guide the future of the City of Omro Business Improvement District and ensure that BID resources are directed toward initiatives that provide meaningful value to the business community.







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Marketing, Business Improvement, and Social Media Strategic Planning Process

July 2026 – March 2027

Purpose

The purpose of this strategic planning process is to develop a comprehensive Marketing, Business Improvement, and Social Media Plan that strengthens the vitality of the Downtown Omro Business Improvement District while supporting the goals established in the BID Operating Plan.

The planning process will focus on:

- Promoting Downtown Omro as a destination for shopping, dining, services, recreation, and community events.
- Identifying opportunities for physical and economic improvements within the district.
- Enhancing communication and engagement among BID members.
- Establishing a coordinated and sustainable social media presence.
- Supporting business growth and long-term economic vitality.
- Improving the overall appearance, experience, and perception of Downtown Omro.
- Creating measurable goals and implementation strategies for future BID initiatives.

Recommended July 21, 2026 BID Board Discussion

1. Review BID Mission and Purpose.
2. Discuss the future vision for Downtown Omro.
3. Identify district strengths, weaknesses, opportunities, and challenges.
4. Establish the Marketing, Business Improvement, and Social Media Committee.
5. Approve the Strategic Planning Timeline.
6. Authorize development of the BID stakeholder survey.
7. Schedule district assessment activities.
8. Establish preliminary goals for marketing, beautification, and downtown promotion.
9. Discuss marketing of Riverwalk Park and Businesses along the Fox River
10. Discuss addition of fire pit and tent placement holders in Riverwalk Park
11. Flyer for Marketing Façade Improvement Grant Program
12. Putting QR Code to Website on all Marketing Materials

This strategic planning process will provide the Omro BID with a structured roadmap for enhancing downtown promotion, strengthening the district's identity, improving the appearance and functionality of the business district, and creating a coordinated social media presence that supports long-term economic vitality and community engagement.

PHASE 1 – ORGANIZATION AND DISCOVERY

July 2026

BID Board Strategic Planning Kickoff

Objectives

- Establish a Marketing, Business Improvement, and Social Media Committee.
- Review BID mission and purpose.
- Identify key challenges and opportunities.
- Approve planning timeline.
- Assign responsibilities.

Committee Composition

Recommended Membership:

- Two BID Board Members
- One Common Council Representative
- One City Staff Representative
- Three Downtown Business Owners
- One Property Owner
- One Community Representative

Discussion Topics

Marketing

- Current marketing efforts.
- Event promotion effectiveness.
- Public awareness of downtown businesses.

Business Improvement

- Streetscape needs.
- Façade improvement opportunities.
- Beautification priorities.
- Signage and wayfinding.
- Parking and accessibility concerns.

Social Media

- Current social media presence.
- Available content.
- Management responsibilities.
- Audience engagement opportunities.

Deliverables

- ✓ Committee Established
- ✓ Strategic Planning Timeline Adopted
- ✓ Planning Goals Identified

August 2026

BID Member and Stakeholder Survey

Conduct a comprehensive survey of:

- BID Members
- Property Owners
- Business Owners
- Community Partners

Survey Categories

District Appearance

- Downtown aesthetics.
- Landscaping.
- Streetscape improvements.
- Public spaces.

Marketing

- Current advertising efforts.
- Desired promotional activities.
- Event participation.

Business Improvement Priorities

- Façade grant programs.
- Public art.
- Wayfinding signage.
- Beautification projects.
- Economic development initiatives.

Social Media

- Preferred platforms.
- Desired content.
- Business promotion opportunities.

Deliverables

- ✓ Survey Completed
- ✓ Minimum 75% Participation Goal
- ✓ Survey Results Summary

PHASE 2 – DISTRICT ASSESSMENT

September 2026

Downtown District Inventory and Assessment

Conduct a comprehensive review of the BID District.

Evaluate

Physical Conditions

- Building façades
- Signage
- Streetscape conditions
- Public spaces
- Lighting
- Landscaping
- Parking

Economic Conditions

- Occupancy rates
- Vacant storefronts
- Business mix
- Property investment trends

Marketing Assets

- Existing website content
- Social media channels
- Photography resources
- Event branding

Deliverables

- ✓ Downtown Assessment Report
 - ✓ Improvement Opportunity List
 - ✓ Priority Project Inventory
-

October 2026

Downtown Identity and Branding Workshop

Evaluate and define the BID's identity.

Key Questions

- What makes Downtown Omro unique?
- What attracts visitors?
- What makes downtown businesses successful?
- How should Downtown Omro be perceived regionally?

Potential Branding Themes

- Historic Downtown Omro
- Fox River Destination
- Shop Local Omro
- Small-Town Charm with Big Experiences
- Riverfront Community

Deliverables

- ✓ Brand Positioning Statement
- ✓ Marketing Theme Development
- ✓ Visual Identity Recommendations

PHASE 3 – MARKETING AND SOCIAL MEDIA DEVELOPMENT

November 2026

Social Media Strategy Workshop

Develop a formal social media strategy.

Recommended Platforms

- Facebook
- Instagram
- YouTube
- Website Integration
- Community Event Calendars

Content Categories

Business Spotlight Series

Highlight one business each week.

Downtown Success Stories

Promote investments and improvements.

Event Promotion

- Corn Roast
- Christmas in Omro
- Parades
- Community Festivals
- Downtown Activities

Historic Downtown Features

Promote Omro history and architecture.

Shop Local Campaigns

Seasonal shopping initiatives.

New Business Announcements

Grand openings and ribbon cuttings.

Deliverables

- ✓ Social Media Strategy
- ✓ Content Calendar Template
- ✓ Annual Posting Schedule

December 2026

Marketing Plan Development

Develop a comprehensive marketing framework.

Target Markets

Primary Market

- City of Omro Residents

Secondary Market

- Oshkosh Area Residents
- Winnebago County Residents

Regional Market

- Visitors and Tourists
- Fox River Recreation Users
- Regional Event Attendees

Marketing Goals

Examples:

- Increase social media engagement by 25%.
- Increase website traffic by 20%.
- Increase attendance at downtown events by 15%.
- Increase public awareness of BID businesses.
- Increase participation in BID programs.

Deliverables

- ✓ Draft Marketing Plan
- ✓ Marketing Budget Recommendations

PHASE 4 – BUSINESS IMPROVEMENT STRATEGY

January 2027

Business Improvement Planning Workshop

Identify and prioritize district improvement projects.

Potential Projects

Beautification

- Seasonal flowers
- Decorative planters
- Hanging baskets
- Landscaping enhancements

Façade Improvements

- Grant program enhancements
- Design assistance
- Historic preservation support

Public Spaces

- Riverfront enhancements
- Public gathering spaces
- Streetscape amenities

Wayfinding

- Gateway signage
- Downtown directional signage
- Parking signage

Economic Development

- Business recruitment support
- Vacancy reduction initiatives
- Property improvement incentives

Deliverables

✓ Business Improvement Project List

✓ Capital Improvement Priorities

✓ Multi-Year Improvement Strategy

February 2027

Budget and Implementation Planning

Develop implementation priorities and budget recommendations.

Review

- Available BID revenues.
- Sponsorship opportunities.
- Grant funding opportunities.
- Partnerships with the City and community organizations.

Funding Categories

Program Area	Estimated Annual Funding
Marketing & Advertising	TBD
Social Media Promotion	TBD
Beautification	TBD
Façade Improvements	TBD
Community Events	TBD

Program Area	Estimated Annual Funding
--------------	--------------------------

Business Improvement Projects TBD	
-----------------------------------	--

Deliverables	
---------------------	--

- | | |
|--------------------------|--|
| ✓ Budget Recommendations | |
| ✓ Funding Strategy | |
| ✓ Annual Work Plan | |

PHASE 5 – PLAN ADOPTION

March 2027

Final Plan Review and Adoption

Present the completed strategic plan to the BID Board.

Final Plan Components

- District Assessment
- Marketing Plan
- Social Media Strategy
- Branding Recommendations
- Business Improvement Strategy
- Annual Work Plan
- Budget Recommendations
- Performance Measures

Board Action

- Review Strategic Plan.
- Consider modifications.
- Adopt Marketing, Business Improvement, and Social Media Strategic Plan.
- Establish annual reporting requirements.

Deliverables

- ✓ Strategic Plan Adopted
- ✓ Annual Work Plan Approved
- ✓ Performance Tracking Established

Recommended Performance Measures

Marketing

- Website visits.
- Event attendance.
- Advertising reach.
- Newsletter subscribers.

Social Media

- Followers gained.
- Engagement rate.
- Post reach.
- Business feature participation.

Business Improvement

- Façade projects completed.
- Beautification projects completed.
- New signage installed.
- Streetscape enhancements completed.

Economic Vitality

- Commercial occupancy rate.
 - New businesses opened.
 - Downtown property investment.
 - BID member participation.
-