

## Strategy: Commercial Development

**Person(s) Responsible: BID Office and Committee**

**Target Audience: potential business owners**

**Message(s): Develop and maintain attractive, convenient and safe business districts that include a full range of goods and services that compliments both existing and future residential developments.**

Tactic #1:	Strengthen working relationships between the City, Chamber & private sector in planning & development of downtown revitalization efforts	Budget:	Due By:	Assigned To:	Done Date:
<b>Action #1:</b>	Gather information from City Hall (ML) regarding price of available buildings, price previously sold for, taxes and square footage of building space. (Rent/Lease options & owner's name)	N/A	done	Lisa (CommUNITY Team - Sue K./ML)	ongoing
<b>Action #2:</b>	Explore and further develop the potential tourism/hospitality industry in the City by establishing closer links with the regional tourist base. (CoGL/Oshkosh CVB/Fond du Lac)	N/A	in progress	Lisa & ad hoc committee	
<b>Action #3:</b>	Conduct market/economic studies in order to determine specific businesses that should be encouraged to locate within the city.	N/A	in progress	Lisa & ad hoc committee (with planning commission Jodie, ML)	
<b>Action #4:</b>	Use developed incentives to encourage business location and expansion in developed areas. Work with area Chambers to know what we do have	unknown	in progress	Lisa & Ad hoc committee	
Tactic #2:	Assist local shop owners to increase profitability of their business; Assist residents in finding the goods they need within the city. Keep downtown area attractive to residents and tourists alike.	Budget:	Due By:	Assigned To:	Done:
<b>Action #1:</b>	Recognize and encourage business development in the BID as the focal point of commercial, cultural, governmental, employment and entertainment activities within the city.	N/A	in progress	All entities of City of Berlin	constant
<b>Action #2:</b>	Promote the BID as an attractive location for business. <i>Special attention should be paid to the contribution of historic preservation in order to preserve the character and charm of the downtown.</i>	N/A	in progress	BID Office and Committee	
<b>Action #3:</b>	Implement physical changes that will enhance the historical look and feel of the downtown, including making it more pedestrian friendly.	N/A	in progress	BID Office ad hoc Committee & Historical Society	
<b>Action #4:</b>	Define funding opportunities, implementation strategies, and time schedules for revitalization efforts downtown.	N/A	ongoing as projects come up	BID Office and Committee	
<b>Action #5:</b>	Educate the community on the history and the value of the downtown (Ex: Hamilton's, Goodrich's...etc)	N/A	ongoing	BBA/Historical Society	
<b>Action #6:</b>	Use Tax Increment Funding Districts (TIF) to encourage economic development within the City	N/A	ongoing	BID Office and City Hall officials	
Tactic #3:	Promote with press releases to papers in target cities	Budget:	Due By:	Assigned To:	Done:

<b>Action #1:</b>	Press release of new logo, tagline	N/A	TBD	Lisa & ad hoc committee	
<b>Action #2:</b>	Press release for the Pumpkins bash	N/A	March '08	Lisa & ad hoc committee w/ POP planning committee	
<b>Action #3:</b>	Press release for the website enhancements (feedback forms, interactive site)	N/A	immediately	Lisa & ad hoc committee (w/ Debbie Gross)	
<b>Action #4:</b>	Press releases regarding upcoming events/promotions (Berlin, Fond du Lac, Green Lake, Oshkosh, Fox Valley)	N/A	ongoing	Lisa & ad hoc committee	
<b>Action #5:</b>					
<b>Tactic #4:</b>	<b>Internal promotion</b>	<b>Budget:</b>	<b>Due By:</b>	<b>Assigned To:</b>	<b>Done:</b>
<b>Action #1:</b>	Create a work flow chart for all boards/commissions regarding updating of what's going on.	---	02/13/08	Lisa and ad hoc Committee	
<b>Action #2:</b>	Present the information to organizations	---	Feb. '08	Lisa and BID Board (possibly CommUNITY Team)	
<b>Action #3:</b>	Place info on website & in all area media	---	Ongoing	Lisa	
<b>Action #4:</b>	Comprehensive Plan	---	Ongoing	Lisa/Mayor & city staff (Jodie, ML)	
<b>Action #5:</b>	Plan and implement meetings with all entities of city government to touch base on plans		Feb & Aug. '08	Lisa & ad hoc committee	
<b>Action #7:</b>	Redefine job description for PT office employee to create a plan of work and desired goals/responsibilities	DONE	DONE	Lisa & committee	DONE