

Strategy: Evaluate selling points for communities and geographical area

Person(s) Responsible: Lisa and committee
Target Audience: Fox Valley, Oshkosh, North of Berlin and West of Berlin

Message(s): Review and prioritize current selling points

Tactic #1:	Conduct focus groups with tourists or potential tourists, and/or prepare survey to help identify key points	Budget:	Due By:	Assigned To:	Done Date:
Action #1:	Establish an incubator for both commercial & industrial entrepreneurs (include Moraine Park/FVTC/UWO & SBA)	—	April '08	BID, & UWEX Staff (BCDC)	
Action #2:	Develop a business mentoring program where more experienced business owners and managers help less experienced owners and managers to start a business, avoid pitfalls and become profitable	—	ongoing	BID, & UWEX Staff (BCDC), Advocap	
Action #3:					
Action #4:					
Tactic #2:	Preserve & improve Berlin's downtown	Budget:	Due By:	Assigned To:	Done:
Action #1:	Review & rewrite (if applicable) the zoning ordinances to encourage infill development and higher densities throughout the downtown business district. (Michael Burayidi @ UWO - City Planning Specialist)	—	June '08	BID Board (and committee) and city planning commissions	
Action #2:	Develop a capital improvement plan for additional items that will enhance the downtown, such as ornamental lighting, benches, plantings and paver bricks instead of concrete	—	March '08	Friends of the Parks, BBA & UWEX Staff (BCDC), planning commission	
Action #3:	Investigate financial and technical support that may be available if the downtown were designated a "Main Street" Community	—	ongoing	BBA, BID sub-committee	
Action #4:					
Tactic #3:	Communication	Budget:	Due By:	Assigned To:	Done:
Action #1:	Update and keep informed all realtors, landlords and apartment managers of BID incentives and programs to help them become active participants.	—	ongoing	Lisa, BBA & committee	
Action #2:	Keep website information on programs updated and current.	—	ongoing	Lisa, BBA & committee	ongoing
Action #3:	Research (through building owners and visitors) regarding programs and services they can provide to assist the commercial sector of the community (from state & others)	—	ongoing	Lisa, UWEX staff, BBA	ongoing

Action #4:	Work Common hours; BBA to assist with implementation to collaborate on common hours during promotions in return for BID sponsored advertising. (seasonal)	—	ongoing	BID office staff and BBA	ongoing
Action #5:	Rapid Response Team		Ongoing	Lisa, Russ Kuehn & ad hoc members	
Tactic #4:	Find the money	Budget:	Due By:	Assigned To:	Done:
Action #1:	Choose and develop major projects per year with goals, guidelines, objectives, etc. and completion dates		ongoing as applicable	Lisa, UWEX staff, and city hall staff	
Action #2:	Write grant applications to the state for specific projects		ongoing as applicable	Lisa, UWEX staff and ad hoc committee (Dept. of Tourism)	
Action #3:	Develop and complete implementation plan		ongoing as applicable	Lisa, UWEX Staff, Dept of Tourism & ad hoc committee	
Action #4:					
Tactic #5:		Budget:	Due By:	Assigned To:	Done:
Action #1:					
Action #2:					
Action #3:					
Action #4:					
Tactic #6:		Budget:	Due By:	Assigned To:	Done:
Action #1:					
Action #2:					
Action #3:					
Action #4:					