



## Regular Meeting Agenda

*Owosso DDA/Main Street*

Wednesday April 1, 2015, 7:30 a.m.

Owosso City Council Chambers,  
301 W Main St.

Owosso, MI 48867

### **7:30 to 7:40**

Call to order and roll call:

Review and approval of agenda: April 1, 2015

Review and approval of minutes: March 4, 2015

Public Comments:

### **7:40 to 8:00**

Committee Updates

- 1) Design
- 2) Economic Restructuring
- 3) Organization
- 4) Promotion

### **8:00 to 8:30**

Items of Business:

- 1) Check Register ..... (Resolution)
- 2) Budget Report ..... (Discussion)
- 3) 2015/2016 Work Plan Approval ..... (Resolution)
- 4) Wesener Development Update (Susan)..... (Discussion)

Public Comments:

Board Comments:

Adjournment:

[The City of Owosso will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon 72 hours notice to the City of Owosso. Individuals with disabilities requiring auxiliary aids on services should contact the City of Owosso by writing or calling Amy Kirkland, City Clerk, 301 W. Main St, Owosso, MI 48867 (989) 725-0500 or on the Internet. The City of Owosso Website address is [www.ci.owosso.mi.us](http://www.ci.owosso.mi.us).]

7:09 AM

04/01/15

**Owosso Main Street**  
**Check Register - By Check Number**  
**March 2015**

Num	Date	Name	Memo	Account	Paid Amount
2097	03/12/2015	Joshua Adams	Manager Wa...	296-000-101.250 Checking #0425	
	03/12/2015		Manager Wa...	296-200-999.101 MANAGER WAGES	-2,115.38
TOTAL					-2,115.38
2098	03/12/2015	Comstock Inn & Confer...	Conference ...	296-000-101.250 Checking #0425	
	03/06/2015		Conference ...	296-698-818.000-BUSXPROMO	-75.20
TOTAL					-75.20
2099	03/12/2015	Kelly's Refuse	Downtown T...	296-000-101.250 Checking #0425	
	03/06/2015		Downtown Tr...	296-200-831.000 MAINTENANCE	-500.00
TOTAL					-500.00
2100	03/12/2015	Shiawassee Chamber o...	Home, Gard...	296-000-101.250 Checking #0425	
	03/06/2015		Home, Garde...	296-695-818.000-BUSSTEWARD	-461.00
TOTAL					-461.00
2101	03/26/2015	City of Owosso		296-000-101.250 Checking #0425	
	09/29/2014		2009 LTGO ...	296-966-999.397 SIDEWALK FUND	-19,517.50
	03/12/2015		2015 LTGO ...	296-966-999.397 SIDEWALK FUND	-54,517.50
TOTAL					-74,035.00
2102	03/26/2015	DayStarr Communication	Phone forwa...	296-000-101.250 Checking #0425	
	03/20/2015		Phone forwar...	296-200-728.000 OPER SUPPLIES	-15.19
TOTAL					-15.19
2103	03/26/2015	Joshua Adams	Manager Wa...	296-000-101.250 Checking #0425	
	03/26/2015		Manager Wa...	296-200-999.101 MANAGER WAGES	-2,115.38
TOTAL					-2,115.38

**Owosso Main Street**  
**Profit & Loss Budget vs. Actual**  
July 2014 through June 2015

	<u>Jul '14 - Jun 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Ordinary Income/Expense			
Income			
296-000-401.403 GEN PROP TAX	32,019.73	27,700.00	4,319.73
296-000-401.405 TIF	156,889.64	149,300.00	7,589.64
296-000-671.676 DESIGN INCOME			
296-000-671.676-FLOWER PROGRAM	2,095.00	0.00	2,095.00
296-000-671.676-WAYFINDING	7,500.00		
Total 296-000-671.676 DESIGN INCOME	<u>9,595.00</u>	<u>0.00</u>	<u>9,595.00</u>
296-000-671.678 PRO INCOME			
296-000-671.678-ARTWALK	560.00		
296-000-671.678-GLOW	6,229.75		
296-000-671.678-MKTCAMP	<u>250.00</u>		
Total 296-000-671.678 PRO INCOME	<u>7,039.75</u>		
296-000-671.679 ORG INCOME			
296-000-671.679-BUSSTEWARD	<u>185.00</u>		
Total 296-000-671.679 ORG INCOME	<u>185.00</u>		
296-000-671.694 MISC	18.17		
296-000-695.699 FUND BALANCE	<u>6,793.40</u>		
Total Income	<u>212,540.69</u>	<u>177,000.00</u>	<u>35,540.69</u>

**Owosso Main Street**  
**Profit & Loss Budget vs. Actual**  
July 2014 through June 2015

	<u>Jul '14 - Jun 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Expense			
DEP 200 GEN SERVICES			
296-200-728.000 OPER SUPPLIES	773.81	1,000.00	-226.19
296-200-818.000 CONTRACT SER	3,055.00	2,800.00	255.00
296-200-831.000 MAINTENANCE	12,667.30	17,000.00	-4,332.70
296-200-858.000 MEMBER + DUES	489.00	500.00	-11.00
296-200-860.000 ED + TRAINING	0.00	1,000.00	-1,000.00
296-200-999.101 MANAGER WAGES	40,192.22	55,000.00	-14,807.78
<b>Total DEP 200 GEN SERVICES</b>	<b>57,177.33</b>	<b>77,300.00</b>	<b>-20,122.67</b>
DEP 695 ORGANIZATION EXPENSES			
296-695-728.000 OPER SUPPLIES	184.22		
296-695-818.000 ORG WK PLNS			
296-695-818.000-BUSSTEWARD	461.00		
<b>Total 296-695-818.000 ORG WK PLNS</b>	<b>461.00</b>	<b>0.00</b>	<b>461.00</b>
DEP 695 ORGANIZATION EXPENSES - Other	0.00	1,000.00	-1,000.00
<b>Total DEP 695 ORGANIZATION EXPENSES</b>	<b>645.22</b>	<b>1,000.00</b>	<b>-354.78</b>
DEP 696 PROMOTION EXPENSES			
296-696-818.000 PRO WK PLNS			
296-696-818.000-ARTWALK	525.25	0.00	525.25
296-696-818.000-GLOW	7,812.06	6,000.00	1,812.06
<b>Total 296-696-818.000 PRO WK PLNS</b>	<b>8,337.31</b>	<b>6,000.00</b>	<b>2,337.31</b>
<b>Total DEP 696 PROMOTION EXPENSES</b>	<b>8,337.31</b>	<b>6,000.00</b>	<b>2,337.31</b>
DEP 697 DESIGN EXPENSES			
296-697-818.000 DES WK PLNS			
296-697-818.000-CHRISTMAS	605.00	0.00	605.00
296-697-818.000-FLOWER PROGRAM			
296-697-818.000-BASKETS	25.98	0.00	25.98
296-697-818.000-BED PLANTS	123.83	0.00	123.83
296-697-818.000-FLOWER PROGRAM - Other	881.40	6,800.00	-5,918.60
<b>Total 296-697-818.000-FLOWER PROGRAM</b>	<b>1,031.21</b>	<b>6,800.00</b>	<b>-5,768.79</b>
<b>Total 296-697-818.000 DES WK PLNS</b>	<b>1,636.21</b>	<b>6,800.00</b>	<b>-5,163.79</b>
<b>Total DEP 697 DESIGN EXPENSES</b>	<b>1,636.21</b>	<b>6,800.00</b>	<b>-5,163.79</b>
DEP 698 ER EXPENSES			
296-698-818.000 ER WK PLNS			
296-698-818.000-BUSXPROMO	75.20		
296-698-818.000 ER WK PLNS - Other	0.00	500.00	-500.00
<b>Total 296-698-818.000 ER WK PLNS</b>	<b>75.20</b>	<b>500.00</b>	<b>-424.80</b>
<b>Total DEP 698 ER EXPENSES</b>	<b>75.20</b>	<b>500.00</b>	<b>-424.80</b>
DEP 901 - CAPITAL OUTLAY			
296-901-965.730 CAPITOL BOWL	0.00	10,000.00	-10,000.00
<b>Total DEP 901 - CAPITAL OUTLAY</b>	<b>0.00</b>	<b>10,000.00</b>	<b>-10,000.00</b>
DEP 966 TRANSFER OUT			
296-966-999.397 SIDEWALK FUND	74,035.00	75,400.00	-1,365.00
<b>Total DEP 966 TRANSFER OUT</b>	<b>74,035.00</b>	<b>75,400.00</b>	<b>-1,365.00</b>
<b>Total Expense</b>	<b>141,906.27</b>	<b>177,000.00</b>	<b>-35,093.73</b>
<b>Net Ordinary Income</b>	<b>70,634.42</b>	<b>0.00</b>	<b>70,634.42</b>
<b>Net Income</b>	<b>70,634.42</b>	<b>0.00</b>	<b>70,634.42</b>

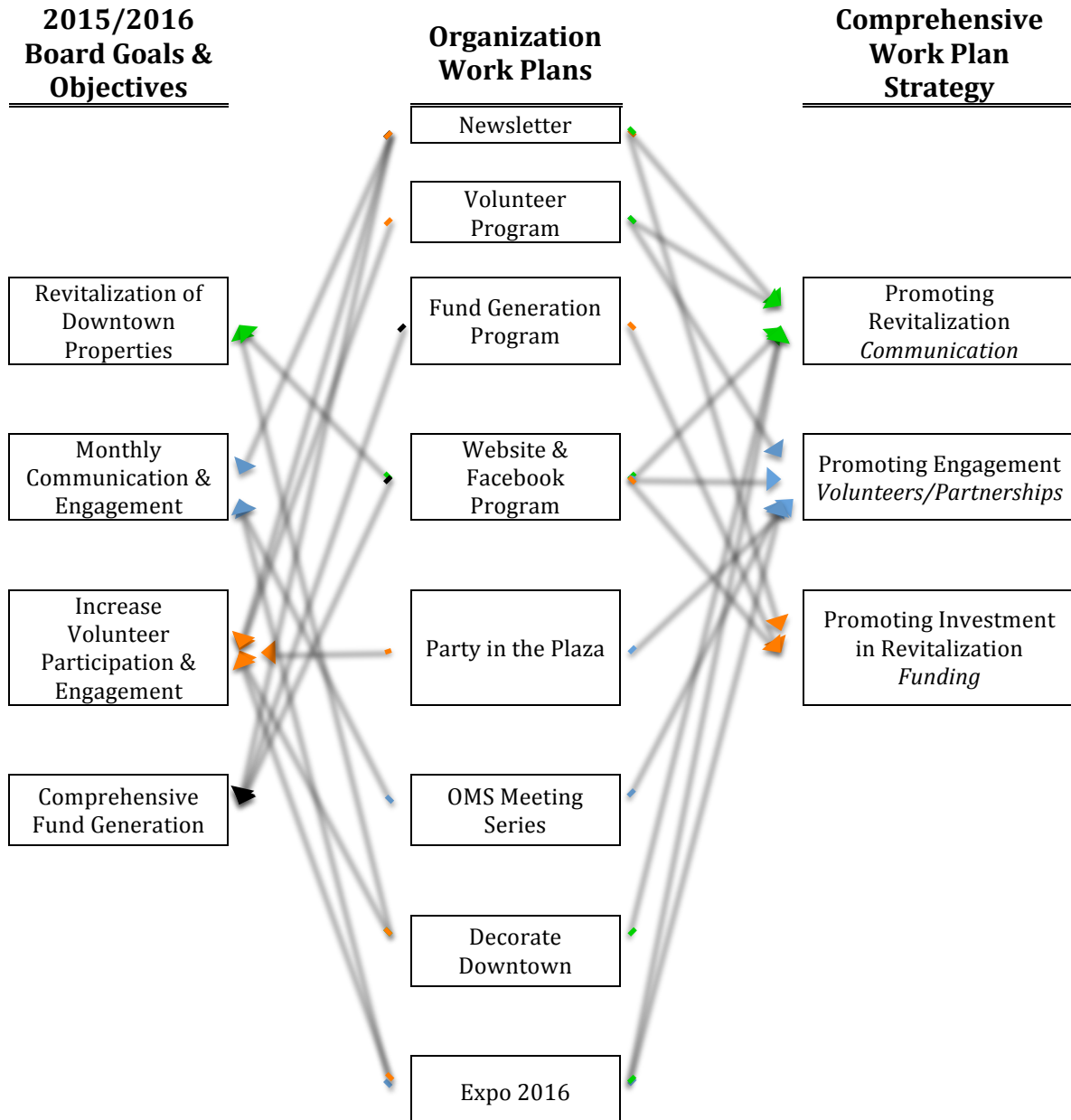
Owosso Main Street  
**Checking Account Balance**  
As of Monday, April 1, 2015

Checking Account = **\$95,600.53**




# OWOSSO MAIN STREET WORK PLAN CORRELATION SHEET

## *ORGANIZATION WORK PLANS*



**Note:** The OMS Meeting Series may be eliminated if current work plans take too much time.

		<b>Description:</b> <i>To create a volunteer recognition party that celebrates each years success in the OMS program.</i>		<b>Committee:</b> Organization				
				<b>Work Plan Name:</b> Party in the Plaza 2016				
				<b>Manager:</b> Dawn Gonyou, Alaina Kraus, & Josh Adams				
				<b>Purpose:</b> Volunteer Recognition				
				<b>Goal of Project:</b> Support volunteers and recruit more				
<b>Work Plan process:</b> Please list the ways or steps in which you plan on completeing this project/event.		<b>Task Leader</b>	<b>Month Started</b>	<b>Month Completed</b>	<b>Budgeted \$</b>	<b>Actual \$</b>	<b>Estimated Hours</b>	<b>Actual Hours</b>
<b><u>Invite Volunteers</u></b>								
Select date & time for the event (rain date??)	Dawn, Alaina, & Josh	Mar-16	Apr-16	\$0			2	
Create a volunteer invite list (encourage each person to invite someone new to OMS)	Alaina	Apr-16	Apr-16	\$0			2	
Create invitations	Kaitlyn	Apr-16	Apr-16	\$0			4	
Mail out invites with RSVPs	Josh	Apr-16	Apr-16	\$0			1	
<b><u>Event Food &amp; Décor</u></b>								
Talk with local restaurants about food for the event - order the food	Josh	Apr-16	Apr-16	\$600			4	
Find seating & tables for the event	Dawn	Apr-16	Apr-16	\$200			2	
Find decorations for the event	Dawn	Apr-16	Apr-16	\$100			2	
<b><u>Awards</u></b>								
Talk to the committee chairs and develop 5 awards and categories	Committees	Apr-16	Apr-16	\$0			4	
Get awards made & purchased	Alaina	Apr-16	Apr-16	\$0			2	
<b><u>Pre-event Stuff</u></b>								
Complete TCO for Plaza	Josh	Apr-16	Apr-16	\$0			1	
Conduct Event set-up the afternoon of the event	Tori & Josh	Jul-16	Jul-16	\$0			3	
Cordinate food and seating delivery	Dawn	Jul-16	Jul-16	\$0			2	
<b><u>Event Programming</u></b>								
Develop an event schedule & agenda	Josh & Dave	May-16	May-16	\$0			2	
Create information handouts	Josh & Dave	May-16	May-16	\$0			2	
Work on presentation materials	Josh & Dave	May-16	May-16	\$0			2	
<b><u>Event Promotion</u></b>								
Invite Press to the event	Alaina	Jul-16	Jul-16	\$0.00			1	
Take photos throughout the event	Alaina	Jul-16	Jul-16	\$0.00			2	
<b><u>Event Follow-up</u></b>								
Reach out to any new volunteers that signed up	Meredith	Jul-16	Jul-16	\$0.00			1	
Conduct a follow-up meeting to talk successes and improvements	Alaina	Jul-16	Jul-16	\$0.00			2	
Overall Budget =	\$900.00	OMS Budgeted Funds=	\$900.00	Projected Fund Generation=	in-kind	spent to-date (as of 3/12/15)=	\$0.00	Total hours=
<b>Measurable Outcome of Completion:</b> To have 90 people take part in the celebration - 20 of which are new to the OMS program.								
<b>Notes:</b> <i>Projected Fund Generation WILL NOT be added to the WP budget until it is aquired and deposited into the OMS account.</i>								



**Description:** Create a series of events, processes, forms, and actions that will help with volunteer recruitment and retention.

**Committee:** Organization

**Work Plan Name:** Volunteer Recruitment & Retention Plan

**Manager:** Alaina Kraus

**Purpose:** Communication & promote engagment for OMS volunteers

**Goal of Project:** Form a comprehensive volunteer organization plan

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.				Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
<b><u>Volunteer Database</u></b>										
Review old database and email lists and form a new, updated database with volunteer information				Alaina & Josh	Jul-15	Jul-15	\$0		5	
Collect all volunteer information from committee chairs				Alaina	Jul-15	Jul-15	\$0		5	
Distribute list out to all committee chairs				Josh	Jul-15	Jul-15	\$0		4	
<b><u>Volunteer Recruitment Tools</u></b>										
Collect a list of volunteer opprotunities (per WPs) from each committee and WP manager				Meredith	Jul-15	Jul-15	\$0		4	
Create a volunteer interest form (see Saline's template)				Kaitlyn	Aug-15	Sep-15	\$0		2	
Create a volunteer handbook for distribution (see Scottsville's template)				Josh	Aug-15	Sep-15	\$0		6	
Create a volunteer opprotunity worksheet for distribution to all committees (see National's template)				Tori	Aug-15	Sep-15	\$0		2	
<b><u>Volunteer Communication</u></b>										
Create a social media strategy to engage Facebook fans (turn likes into volunteers) - Education, opprotunity, information, etc...				Alaina	Jul-15	Jun-16	\$0		20	
Create a volunteer email list from database information				Kaitlyn	Sep-15	Sep-15	\$0		4	
<b><u>Business Engagement</u></b>										
Meet with local businesses and educate them on volunteer opprotunities through OMS				Josh	Jul-15	Jun-16	\$0		8	
<b><u>Student Engagement</u></b>										
Talk to the Owosso School District about getting all volunteer opprotunities in their weekly newsletters				Meredith	Jul-15	Jun-16	\$0		3	
Talk with Baker College about offering volunteer opprotunities to all students on campus				Alaina	Jul-15	Jun-16	\$0		1	
<b><u>Volunteer Care</u></b>										
Schedule regular "Thank You" via letter, email, Facebook, etc..				Kaitlyn	Jul-15	Jun-16	\$0.00		12	
Conduct regular "check-ins" and all WP managers every year				Josh	Jul-15	Jun-16	\$0.00		4	
<b>Overall Budget =</b>	\$0.00	<b>OMS Budgeted Funds=</b>	\$0.00	<b>Projected Fund Generation=</b>	\$0.00	<b>\$ spent to-date=</b>	\$0.00	<b>Total hours=</b>		

**Measurable Outcome of Completion:**

An overall increase in volunteer recruitment and engagement. 20 new volunteers by June 30, 2016.

**Notes:**

**Projected Fund Generation WILL NOT be added to the WP budget until it is aquired and deposited into the OMS account.**





**Description:** To create a fun and uplifting volunteer event that will assist the Glow Owosso team in decorating downtown Owosso for the holidays as well as increase the number of OMS volunteers (with proper data collection)

**Committee:** Organization

**Work Plan Name:** Decorate Downtown 2015

**Manager:** Meredith Landino & John Hankerd

**Purpose:** Help the Glow Owosso team decorate for the holidays

**Desired Outcome:** A positive volunteer event with increased recruitment

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.				Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
Coordinate an event date with John Hankerd and Meredith Landino.				Meredith L.	Sep-15	Sep-15	\$0.00		1	
Create an event flyer.				Alaina K.	Sep-15	Sep-15	\$0.00		3	
Email and hand out flyers.				Alaina K.	Sep-15	Sep-15	\$0.00		6	
Coordinate food and drinks for the event.				Meredith L.	Sep-15	Sep-15	\$0.00		1	
Discuss the decorating plan with John Hankerd.				Josh Adams John Hankerd	Sep-15	Sep-15	\$0.00		2	
Perpare the Organization Committee for volunteer recruitment.				Alaina K.	Sep-15	Sep-15	\$0.00		1	
Create volunteer information sheet and waiver.				Meredith L.	Sep-15	Sep-15	\$0.00		2	
Gather supplies and equipment for the event (lights, chords, etc..).				John Hankerd	Sep-15	Sep-15	\$0.00		1	
Secure an indoor facility for lunch (with suppiles).				John Hankerd	Sep-15	Sep-15	\$0.00		1	
Conduct the event.				Org & Promo	Oct-15	Oct-15	\$0.00		80-160	
Send "Thank You" letters to each volunteer.				Meredith L.	Oct-15	Oct-15	\$0.00		2	
Overall Budget =		\$0.00	OMS Budgeted Funds=	\$0.00	Fund Generation=	\$0.00	CVB & Private Donations=		\$0.00	Total hours=

**Measurable Outcome of Completion:**

**Notes:**

After talking with the Glow Committee last year, we think that this event should be conducted in October - this will provide better weather which will allow more people to volunteer.



**Description:** *Owosso Main Street is working in collaboration with the Shiawassee Regional Chamber of Commerce to allow downtown businesses to take part in the local Home, Garden, & Business Expo (March 12th & 13th at Owosso High School) at a discounted rate. OMS will create a "downtown" section of the Expo that will highlight local stakeholders & what they have to offer.*

**Committee:** Organization

**Work Plan Name:** Expo 2016

**Manager:** Alaina Kraus & Tracey Peltier

**Purpose:** Private collaboration with the Chamber & assistance to local stakeholders

**Desired Outcome:** To highlight/promote local merchants to increase downtown business.

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.	Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
Work with the Chamber for a discounted rate & expo location	Tracey P.	February-16	February-16	\$700.00		5	
Contact local, downtown businesses to gather interest & secure vendor spots (charge \$60 for a space)	Alaina K.	February-16	February-16	\$600.00		6	
Contact Hankerd Sportswear for booth backdrop	Josh A.	February-16	February-16	\$100.00		1	
Finalize vendors & locations	Alaina K.	February-16	February-16	\$0.00		2	
Contact merchants about set-up & tear-down times	Alaina K.	February-16	February-16	\$0.00		4	
Conduct event	Tracey P. & John H.	March-16	March-16	\$0.00		60	
Talk to vendors after Expo to see how this opprotunity impacted their business.	Alaina K.	March-16	March-16	\$0.00		7	

<b>Overall Budget =</b>	\$900.00	<b>OMS Budgeted Funds=</b>	\$300.00	<b>Fund Generation=</b>	\$600.00	<b>\$ spent to-date (as of 3/11/15)=</b>	\$0.00	<b>Total hours=</b>	
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**Measurable Outcome of Completion:**

**Notes:**

With all the estimated costs above there is still around \$100.00 in unbudgeted funds that we can appropriate as we move forward. *Projected Fund Generation WILL NOT be added to the WP budget until it is aquired and deposited into the OMS account.*



**Description:** To create a monthly newsletter that communicates current information and education to downtown stakeholders.

**Committee:** Organization

**Work Plan Name:** OMS Newsletter 2015/2016

**Manager:** Meredith Landino

**Purpose:** Communication with stakeholders

**Goal of Project:** Continue communication of organization and community

Work Plan process: Please list the ways or steps in which you plan on completing this project/event.	Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
<b>Information Collection</b>							
All committees need to report their monthly communication by no later than two weeks prior to the release date	Committees	Jun-15	Jul-15	\$0		72	
Create an email address that can be used to send information to	Josh	Jun-15	Jul-15	\$0		2	
Promote email address.	Alaina	Jun-15	Jul-15	\$0		2	
Gather information each month from committees, email, and community calendar for newsletter development.	Meredith	Jul-15	Jun-16	\$0		12	
<b>Newsletter Creation</b>							
Find a two-page (duplex) template to use for the newsletter	Meredith & Josh	Jun-15	Jul-15	\$0		2	
Create a simple template for data and photo entry (we want to make this quick and simple, but informative)	Meredith & Josh	Jun-15	Jul-15	\$0		3	
Enter stories and information to the template each month	Meredith & Kaitlyn	Jul-15	Jun-16	\$0		24	
<b>Newsletter Distribution</b>							
Update our MailChimp account with new emails	Alaina	Jul-15	Jun-16	\$0		2	
Send out an emailed newsletter each month	Alaina & Meredith	Jul-15	Jun-16	\$0		12	
Post the newsletter on the OMS website & Facebook page each month	Alaina & Kaitlyn	Jul-15	Jun-16	\$0		12	
Distribute paper copies to local participating businesses each month	Josh & Kaitlyn	Jul-15	Jun-16	\$0		36	
<b>Overall Budget =</b> \$0.00		<b>OMS Budgeted Funds=</b> \$0.00		<b>Projected Fund Generation=</b> \$0.00		<b>\$ spent to-date=</b> \$0.00	

**Measurable Outcome of Completion:**

To see an increase of informed stakeholders throughout our district - this should show through an increase in volunteers and business/community participation.

**Notes:**

**Projected Fund Generation WILL NOT be added to the WP budget until it is acquired and deposited into the OMS account.**



**Description:** *To create a useful and usable website to generate interest in downtown activities and provide information to residents and visitors*

**Committee:** Organization  
**Work Plan Name:** Website and Facebook Campaign 2015/2016  
**Manager:** Alaina Kraus & Meredith Landino  
**Purpose:** Maintain & update website and social media outlets  
**Desired Outcome:** See above

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.				Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
Do card sorts with committees				Alaina	Jan-14	Mar-14	\$0.00		6	
Analyze card sort data				Alaina	Jan-14	Jun-14	\$0.00		2	
Develop IA Map for site				Alaina	Jun-14	Jun-14	\$0.00		3	
Develop checklist of missing information				Alaina	Jun-14	Jun-14	\$0.00		2	
Choose new theme				Alaina	Jun-14	Jun-14	\$0.00		1	
Implement theme (includes redesigning logo to work)				Alaina	Jun-14	Jun-14	\$0.00		1	
Build out/change current architecture to reflect new IA				Alaina	Jul-15	Jun-16	\$0.00		6	
Maintain links and partnership sites				Alaina	Jul-15	Jun-16	\$0.00		1	
Add facade information				Alaina	Jul-15	Jun-16	\$0.00		10	
Add Event Pages (Main, Tour Our Town, Curwood, Oktoberfest, Artwalk, Historic Home Tour)				Alaina	Jul-15	Jun-16	\$0.00		24	
Add Retail Merchandising Section				Alaina	Jul-15	Jun-16	\$0.00		40	
Digitize workplans and update committees page				Alaina	Jul-15	Jun-16	\$0.00		32	
Conduct weekly facebook posts on our Facebook Page to keep our audience engaged (educational, informative, & entertaining)				Alaina, Josh, Tracey, Susan	Jul-15	Jun-16	\$0.00		120	
<b>Overall Budget =</b>	\$0.00	<b>OMS Budgeted Funds=</b>	\$0.00	<b>Projected Fund Generation=</b>	\$0.00	<b>\$ spent to-date=</b>	\$0.00	<b>Total hours=</b>		

**Measurable Outcome of Completion:**



**Description:** Create a complete fundraising plan for OMS as a whole using sponsorships and stakeholder engagement.

<b>Committee:</b> Organization
<b>Work Plan Name:</b> Fundraising Plan
<b>Manager:</b> Alaina Kraus and Dave Acton
<b>Purpose:</b> Promoting investment into OMS
<b>Goal of Project:</b> Increase fundraising for the organization

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.	Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
<b>Stakeholder Assessment</b>							
Review who OMS' stakeholder are and how the committee can reach out to them for funds (each group will be different)	Alaina & Meredith	Jul-15	Aug-15	\$0		4	
Assess what forms of media should be used to address each stakeholder group	Alaina & Josh	Jul-15	Aug-15	\$0		2	
Chose which method of funding opprotunities need to be offered to each group (sponsorships, "friends", improvments, etc..)	Alaina & Dave	Jul-15	Aug-15	\$0		2	
<b>Sponsorships</b>							
Create a complete sponsorship plan to offer to stakeholders and partners (see Hart's template)	Meredith & Kaitlyn	Jul-15	Aug-15	\$0		5	
Create a listing of the impact OMS has on our community and the reach that our organization has (for promotional purposes)	Nick & Josh	Jul-15	Aug-15	\$0		2	
Promote sponsorships to businesses throughout the county	Josh & Dave	Jul-15	Jun-16	\$0		12	
Support each committee with all the materials and volunteers to help with each work plan	Alaina	Jul-15	Jun-16	\$0		12	
<b>Create a Friends Program</b>							
Search for templates and create an OMS "friends" program that will allow individuals to give to the program	Josh	Jul-15	Aug-15	\$0		4	
Develop a list of reasons WHY, OMS is a great organization to give to - Why should they be a friend?	Alaina & Meredith	Jul-15	Aug-15	\$0		2	
Promote this program on all social media outlets	Alaina	Jul-15	Jun-16	\$0		12	
<b>Merchandising and/or Event Fundraising</b>							
Develop a list of items and/or events that would be good for OMS to sell as a fundraiser. Example: t-shirts & 5K Run	Nick & Alaina	Jul-15	Aug-15	\$0		2	
Choose which one would be the most profitable and turn them into a WP.	Committee	Jul-15	Jun-16	\$0		1	
<b>Fundraising Communication</b>							
Communicate all findraising successes to the board & committees on a regular basis	Dave	Jul-15	Jun-16	\$0.00		12	
Work with all committees for volunteers and implementation strategies.	Kaitlyn & Meredith	Jul-15	Jun-16	\$0.00		12	
Send out regular communications to stakholders about all funding opprotunities	Alaina	Jul-15	Jun-16	\$0.00		12	

<b>Overall Budget =</b> \$0.00	<b>OMS Budgeted Funds=</b> \$0.00	<b>Projected Fund Generation=</b> \$0.00	<b>\$ spent to-date=</b> \$0.00	<b>Total hours=</b>
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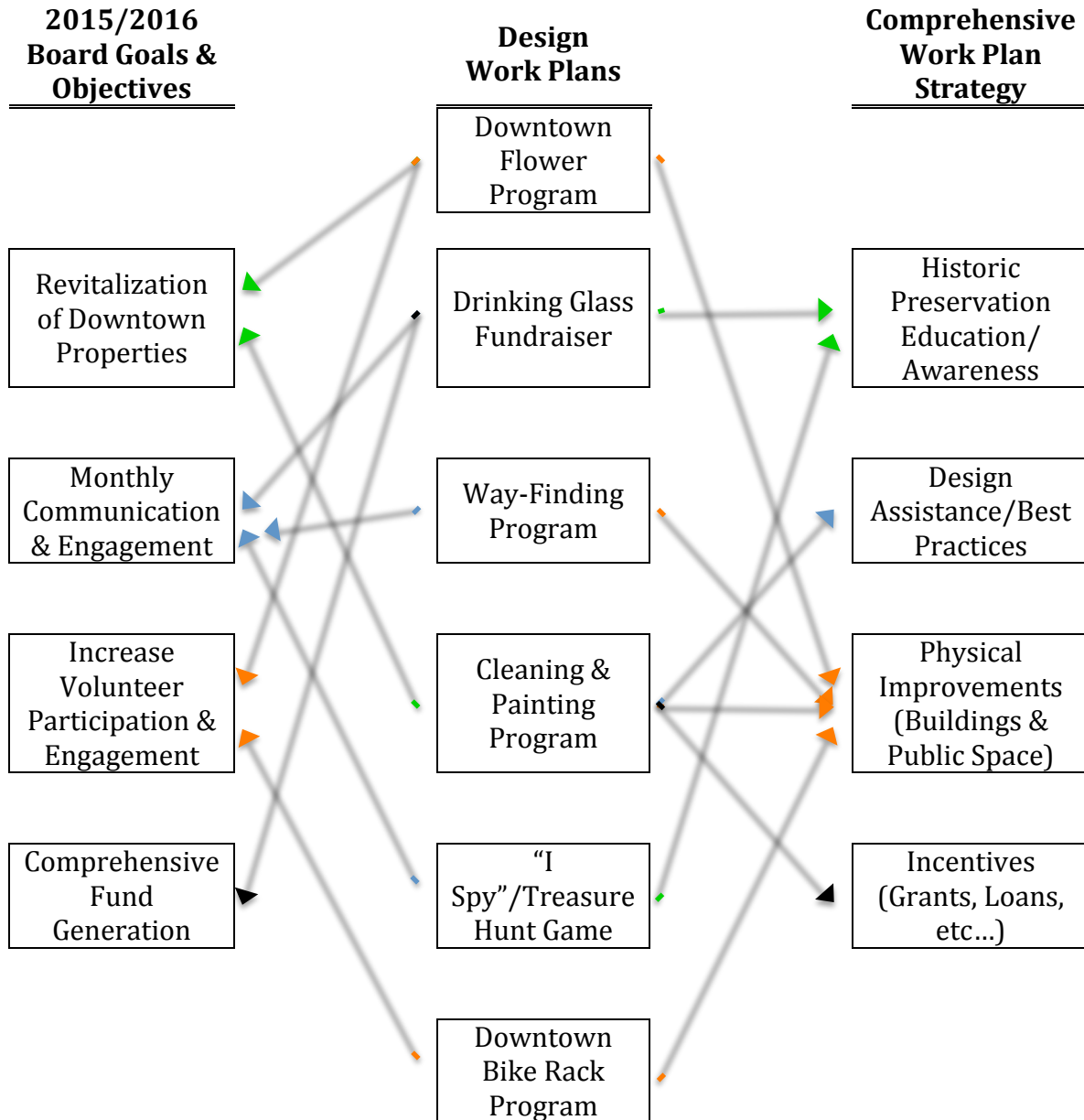
**Measurable Outcome of Completion:**  
To generate over \$6,000.00 additional dollars to the overall budget of OMS.

**Notes:**  
*Projected Fund Generation WILL NOT be added to the WP budget until it is aquired and deposited into the OMS account.*



# OWOSSO MAIN STREET WORK PLAN CORRELATION SHEET

## *DESIGN WORK PLANS*





**Description:** To complete downtown Bike Racks throughout the Main Street district.

**Committee:** Design

**Work Plan Name:** Downtown Bike Racks 2015/2016

**Manager:** Bill Gilbert

**Purpose:** Completion of downtown bike racks

**Goal of Project:** Get all proposed bike rack installed by June 2016

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.				Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
<b>Contact Baker College &amp; obtain their commitment</b>										
Contact the President of Baker College to set up a meeting				Bill G.	May-15	Jun-15	\$0		1	
Meet with President to talk about the history of Baker & the Bike Racks				Bill G. & Dave A.	Jun-15	Jul-15	\$0		3	
Obtain a commitment from the college				Bill G.	Jul-15	Jul-15	\$0		1	
<b>Bike Rack Style &amp; Manufacturing</b>										
Have the committee work with Baker students to redesign the racks				Committee	TBD	TBD	\$0.00		8	
Schedule a completion date for racks (determined by the college)				Dave A.	TBD	TBD	in-kind		1	
Complete Bike Racks				Baker Students	TBD	TBD	in-kind		TBD	
<b>Installation</b>										
Schedule the installation of the racks with the DPW				Bill G.	TBD	TBD	\$500.00		1	
<b>Bike Rack &amp; Baker College Promotion</b>										
Schedule a press release & presentation to Baker College thanking them for their donation				Shaffer F.	TBD	TBD	\$0.00		3	
Take photos of event & bike racks				Sara A.	TBD	TBD	\$0.00		1	
Create a "Thank You" packet for Baker				Lorraine W.	TBD	TBD	\$0.00		2	
<b>Overall Budget =</b> in-kind		<b>OMS Budgeted Funds=</b> \$500.00		<b>Projected Fund Generation=</b> in-kind		<b>\$ spent to-date=</b> \$0.00		<b>Total hours=</b>		

**Measurable Outcome of Completion:**

The completion of downtown bike racks by June 30, 2016.

**Notes:**

*Projected Fund Generation WILL NOT be added to the WP budget until it is aquired and deposited into the OMS account.*



**Description:** To aid downtown property owners with the maintenance of their downtown buildings through volunteer participation

<b>Committee:</b> Design
<b>Work Plan Name:</b> Façade Cleaning & Painting Program
<b>Manager:</b> Bill Gilbert
<b>Purpose:</b> Physical Improvements & Design Assistance to Downtown structures
<b>Goal of Project:</b> Help with the maintenance of at least 2 downtown buildings

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.	Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
<b><i>Find Downtown Properties</i></b>							
Talk to prespective property owners about improvements	Bill	May-15	Jul-15	\$0		4	
Create a list of particpating owners, their properties, and their needs	Lorraine	May-15	Jul-15	\$0		2	
Have the committee work with the owner to chose appropraite colors and techiques	Committee	May-15	Jul-15	\$0		4	
Set dates & times for improvements to be made	Bill	May-15	Jul-15	\$0		1	
<b><i>Create Volunteer Teams</i></b>							
Contact people & organizations to collect volunteers (Baker College, Chemical Bank, Churches, Youth Organizations, etc.)	Lorraine & Josh	May-15	Jul-15	\$0.00		3	
Set and conduct a volunteer meeting explaining the work for each project and volunteer expectations	Josh & Thomas	May-15	Jul-15	\$0.00		5	
Create a volunteer task list (custom to each property) and get volunteers to sign up for them (VolunteerSpot)	Thomas	May-15	Jul-15	\$0.00		2	
<b><i>Conduct Events</i></b>							
Schedule events, work with owners with permitting issues, provide volunteer liability info	Susan	TBD	TBD	\$0.00		1	
Gather all materials, tool, and equipment needed to complete tasks - get donations from local businesses & property owners	Josh & Bill	TBD	TBD	in-kind		6	
Conduct Event as scheduled	Committee	TBD	TBD	\$0.00		50-100	
Create a follow-up process with owner (survey, comments, photos, etc...)	Bill	TBD	TBD	\$0.00		2	
<b><i>Promote Efforts</i></b>							
Contact media outlets about upcoming events	Schaffer	TBD	TBD	\$0.00		1	
Have before & after photos taken, as well as action shots. Even video would be nice	Schaffer & Sara	TBD	TBD	\$0.00		4	
Create a success story to promote the building & business	Schaffer	TBD	TBD	\$0.00		2	
<b>Overall Budget =</b> in-kind	<b>OMS Budgeted Funds=</b> \$0.00	<b>Projected Fund Generation=</b> \$0.00	<b>\$ spent to-date=</b> \$0.00	<b>Total hours=</b>			

**Measurable Outcome of Completion:**

**Notes:**  
*Projected Fund Generation WILL NOT be added to the WP budget until it is aquired and deposited into the OMS account.*





**Description:** *The Owosso Main Street Design Committee has decided to use a portion of their budgeted funds to create a series of historical drinking glasses for the purposes of selling to generate funds for OMS. In addition to raising funds, these glasses will highlight many of the historic buildings/homes throughout our downtown. The hope is to further educate stakeholders in the historic gems Owosso has.*

**Committee:** Design

**Work Plan Name:** Historical Drinking Glasses 2015

**Manager:** Thomas Ainsworth

**Purpose:** Promote downtown historical assests & fund generation for Owosso Main Street

**Desired Outcome:** Greater education and awarness of historic preservation.

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.				Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
Decide which building/homes to use for the series. Select four different locations.				Design Com.	January-14	February-14	\$0.00	\$0.00	10	12
Get permission from the OHC to use the likeness of the Castle and the cabin.				Josh A.	January-14	February-14	\$0.00	\$0.00	5	3
Acquire estimates for glasses & printing costs.				Thomas A.	January-14	February-14	\$0.00	\$0.00	1	1
Order glass from winning bidder.				Thomas A.	January-14	February-14	\$900.00	\$881.40	1	1
Create order forms & cost sheets.				Thomas A.	February-14	March-14	\$0.00	\$0.00	3	2
Contact residents & business owners to sell the glasses.				Schaffer F. & Josh A.	February-15	April-15	\$0.00	\$0.00	6	
Advertize the glasses for sale. (press release, social media, phone calls, etc...)				Josh A.	April-15	May-15	\$0.00	\$0.00	14	
Sell glasses at the Farmer's Market - contact Tracie P. for permission.				Design Com.	May-15	June-15	\$0.00	\$0.00	80	
Collect \$ from businesses & individuals every week.				Josh A.	May-15	June-15	\$0.00	\$2,095.00	15	
Choose another four locations for series 2				Design Com.	August-15	August-15	\$0.00	\$0.00	20	
Projected Budget = \$881.40		OMS Budgeted Funds (taken profits from the last round of glass fundraising)= \$881.40		Projected Fund Generation= \$0.00		\$ spent to-date= \$881.40		Total hours=		

**Measurable Outcome of Completion:**  
The public is receiving the glasses well. Many people are very excited to purchase the glasses. The write-ups on the glasses have done a great job with educating the public on the historical significance of each highlighted building.

**Notes:**  
The majority of the profit to-date (as of 3/11/15) is from the purchase made in the 2013/2014 fiscal year. In the winter of 2014, the Design Committee voted to purchase another round of glasses, we are currently in the process of selling those 144 sets. The committee's hope is to sell the remaining sets by June 30, 2015. After that, they will be putting together a second round of historical buildings.



**Description:** To create a downtown beautification project that will create an inviting presene throughout the community. Visual appearance is a very important part of placemaking. Our hope is that further beautification of the downtown will increase the number of patrons, as well as increase the amount of time each patron spends within the downtown district.

**Committee:** Design

**Work Plan Name:** Downtown Flower Program 2015/2016

**Manager:** Lorraine Weckwert

**Purpose:** Downtown Beautification

**Desired Outcome:** Increased patrons to the downtown

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.	Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
Identify potential gardeners and contact previous gardeners	Lorraine W.	Apr-16	Apr-16	\$0.00	\$0.00	2	
Collect sponsorship dollars for the program	Bill G.	Apr-16	Apr-16	\$5,000.00		8	
Determine the # of flower baskets and order them from vendor	Lorraine W.	Mar-16	Apr-16	\$2,000.00		3	
Determine new planting areas	Design	Apr-16	Apr-16	\$0.00	\$0.00	3	
Assign beds to gardeners	Lorraine W.	Apr-16	Apr-16	\$0.00	\$0.00	2	
Update Garden Maps and make copies	Kathryn G-P	May-16	Jun-16	\$1,000.00	\$0.00	4	
Facilitate and Advise on flower selection for each garden	Lorraine W.	Apr-16	Apr-16	\$0.00	\$0.00	3	
Identify growers and suppliers	Lorraine W.	Apr-16	Apr-16	\$0.00	\$0.00	4	
Order plants & baskets (w/purchase order)	Lorraine W.	May-16	May-16	\$4,000.00		3	
Communicate with each gardener (via phone, email, etc..) several weeks prior to the planting	Lorraine W.	Apr-16	Apr-16	\$0.00	\$0.00	2	
Arrange dates for plant delivery and planting of each garden	Lorraine W.	Apr-16	Apr-16	\$0.00	\$0.00	2	
Conduct Planting - 70 volunteer gardeners in total	Gardeners	May-16	May-16	\$0.00	\$0.00	500	
Arrange with other committees and sub-contractors for watering and fertilizing of each garden.	Bill G.	May-16	May-16	\$0.00	\$0.00	5	
Communicate with gardeners (email, phone, & cards) thanking them for their work & dedication to the program.	Lorraine W.	May-16	Oct-16	\$0.00	\$0.00	4	
Give gardener encouragment and recognition	Lorraine W.	May-16	Oct-16	\$0.00	\$0.00	8	
<b>Overall Budget =</b> \$11,800.00	<b>OMS Budgeted Funds=</b> \$6,800.00	<b>Projected Fund Generation=</b> \$5,000.00	<b>\$ spent to-date=</b>		<b>Total hours=</b>		

**Measurable Outcome of Completion:**



**Description:** The committee has decided to create a game to highlight historic downtown buildings. Participants will be given a series of pictures that show special architectural features of the building throughout downtown. The goal will be to walk around and find each location.

**Committee:** Design

**Work Plan Name:** Downtown I Spy Game

**Manager:** Susan Montenegro

**Purpose:** Historic Preservation Education

**Goal of Project:** To get people looking at the fine architecture of downtown buildings

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.				Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
<b><u>Collect Photographs</u></b>										
Have 2 volunteers walk throughout town and take photos of the architectural features of downtown buildings				Fernando & Sara	Apr-15	May-15	\$0		10	
Review & edit all photos				Fernando & Sara	Apr-15	May-15	\$0		12	
<b><u>Create the Game</u></b>										
Create a layout and order for the game. Decided how it will be presented to the participant.				Sara	May-15	May-15	\$0		4	
Create little hints to lead the participant to the location (hint ideas: streets, businesses, colors, etc..)				Josh & Susan	May-15	May-15	\$0		5	
Find a printer to create the game (OMS office can print the game if needed)				Josh & Susan	May-15	May-15	\$0		1	
<b><u>Distribute the Game throughout town</u></b>										
Create a team to help distribute the game to downtown businesses				Susan	May-15	May-15	\$0		3	
Create a distribution schedule that includes contact info so businesses can contact OMS when they need more games				Susan	May-15	May-15	\$0		3	
<b><u>Create a reward structure</u></b>										
Find ways to create rewards for kids and adults that successfully complete the game (facebook recognition, fun prizes, etc..)				Sara	May-15	May-15	\$0		2	
Talk to local merchants about supplying reward gift				Bill	May-15	May-15	\$0		4	
Create a reward structure (when do people get rewards?)				Sara	May-15	May-15	\$0		2	
<b><u>Promote Game to the Public</u></b>										
Create a series of Facebook Posts				Josh	Apr-15	May-15	\$0		2	
Create a press release for the Independent & the Argus (2 releases for each paper)				Schaffer	Apr-15	May-15	\$0		2	
Talk to the Farmer's Market about supplying the game to people on Saturday mornings				Josh	Apr-15	May-15	\$0		1	
Give games to the Hotel to distribute				Kim	Apr-15	May-15	\$0		1	
<b><u>Game Follow-up</u></b>										
Create a socila media outlet where people can let OMS know that they have played the game (Facebook posts, hashtags, etc..)				Josh	May-15	Jun-15	\$0.00		2	
Keep creating new photos and adding to the game throughout the year (maybe every summer)				Fernando & Sara	Jul-15	May-16	\$0.00		6	
Overall Budget = \$0.00		OMS Budgeted Funds= \$0.00		Projected Fund Generation= \$0.00		\$ spent to-date= \$0.00		Total hours=		

**Measurable Outcome of Completion:**

**Notes:**



**Description:** The committee has decided to create a game to highlight historic downtown buildings. Participants will be given a series of pictures that show special architectural features of the building throughout downtown. The goal will be to walk around and find each location.

**Committee:** Design

**Work Plan Name:** Downtown I Spy Game

**Manager:**

**Purpose:** Historic Preservation Education

**Goal of Project:** To get people looking at the fine architecture of downtown buildings

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.				Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
<b><u>Collect Photographs</u></b>										
Have 2 volunteers walk throughout town and take photos of the architectural features of downtown buildings					Apr-15	May-15	\$0		10	
Review & edit all photos					Apr-15	May-15	\$0		12	
<b><u>Create the Game</u></b>										
Create a layout and order for the game. Decided how it will be presented to the participant.					May-15	May-15	\$0		4	
Create little hints to lead the participant to the location (hint ideas: streets, businesses, colors, etc..)					May-15	May-15	\$0		5	
Find a printer to create the game (OMS office can print the game if needed)					May-15	May-15	\$0		1	
<b><u>Distribute the Game throughout town</u></b>										
Create a team to help distribute the game to downtown businesses					May-15	May-15	\$0		3	
Create a distribution schedule that includes contact info so businesses can contact OMS when they need more games					May-15	May-15	\$0		3	
<b><u>Create a reward structure</u></b>										
Find ways to create rewards for kids and adults that successfully complete the game (facebook recognition, fun prizes, etc..)					May-15	May-15	\$0		2	
Talk to local merchants about supplying reward gift					May-15	May-15	\$0		4	
Create a reward structure (when do people get rewards?)					May-15	May-15	\$0		2	
<b><u>Promote Game to the Public</u></b>										
Create a series of Facebook Posts					Apr-15	May-15	\$0		2	
Create a press release for the Independent & the Argus (2 releases for each paper)					Apr-15	May-15	\$0		2	
Talk to the Farmer's Market about supplying the game to people on Saturday mornings					Apr-15	May-15	\$0		1	
Give games to the Hotel to distribute					Apr-15	May-15	\$0		1	
<b><u>Game Follow-up</u></b>										
Create a socila media outlet where people can let OMS know that they have played the game (Facebook posts, hashtags, etc..)					May-15	Jun-15	\$0.00		2	
Keep creating new photos and adding to the game throughout the year (maybe every summer)					Jul-15	May-16	\$0.00		6	
Overall Budget = \$0.00		OMS Budgeted Funds= \$0.00		Projected Fund Generation= \$0.00		\$ spent to-date= \$0.00		Total hours=		

**Measurable Outcome of Completion:**

**Notes:**



**Description:** Gather funding to complete the installation of the 12 Way-finding signs that were ordered in 2013.

**Committee:** Design

**Work Plan Name:** Way-finding Program 2015/2016

**Manager:** Susan Montenegro

**Purpose:** Create a downtown way-finding program

**Goal of Project:** Get our remaining 6 signs fully funded

Work Plan process: Please list the ways or steps in which you plan on completing this project/event.				Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
<b><u>Funding</u></b>										
Create a list of possible donors/sponsors				Susan M.	Aug-15	Aug-15	\$0		2	
Contact possible donors and set up meeting dates				Susan M.	Aug-15	Aug-15	\$0		3	
Meet with donors				Susan M. & Josh A.	Aug-15	Aug-15	\$0		12	
Send invoices out to businesses that committed to donation (\$1,500) per donor				Susan M.	Sep-15	Sep-15	\$0		1	
Collect funds				Josh A.	Sep-15	Sep-15	\$9,000		1	
<b><u>Sign Installation</u></b>										
Choose and order poles and bases				Committee	Aug-15	Aug-15	\$2,400.00		1	
Order inserts with sponsor logos on them (Agnew Graphics)				Josh A.	Aug-15	Aug-15	\$5,700.00		1	
Schedule installation with DPW				Bill G.	Oct-15	Oct-15	\$900.00		1	
<b><u>Sign and Sponsor Promotion</u></b>										
Create a press release showing signs & thanking sponsors				Shaffer F.	Oct-15	Oct-15	\$0.00		1	
Take photos of each sign				Sara A.	Oct-15	Oct-15	\$0.00		2	
Create "Thank You" packets for each sponsor				Lorraine W.	Oct-15	Oct-15	\$0.00		2	
<b>Overall Budget =</b>	\$9,000.00	<b>OMS Budgeted Funds=</b>	\$0.00	<b>Projected Fund Generation=</b>	\$9,000.00	<b>\$ spent to-date=</b>	\$0.00	<b>Total hours=</b>		

**Measurable Outcome of Completion:**

The complete funding of the remaining 6 Way-finding signs & their installation.

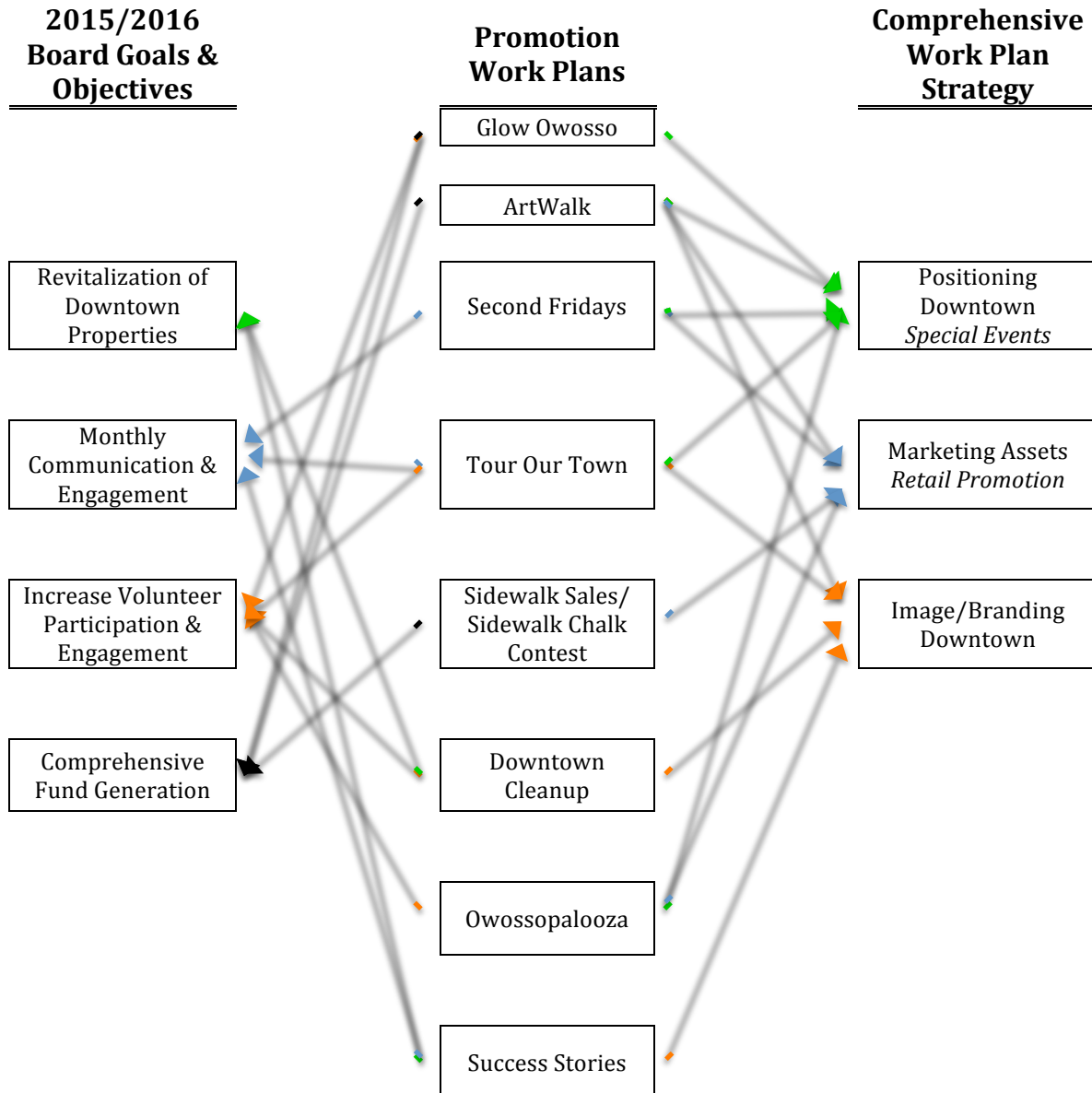
**Notes:**

**Projected Fund Generation WILL NOT be added to the WP budget until it is acquired and deposited into the OMS account.**



# OWOSSO MAIN STREET WORK PLAN CORRELATION SHEET

## *PROMOTION WORK PLANS*





**Description:** Showcase local and regional artists in downtown Owosso by partnering with community businesses and organizations. Our goal is to foster a community that celebrates art and culture.

**Committee:** Promotions

**Work Plan Name:** Art Walk 2014

**Manager:** Josh Adams & Kim Springsdorf

**Purpose:** To increase the number of patrons within the downtown area.

**Desired Outcome:** Increased patrons to the downtown district.

Work Plan process: Please list the ways or steps in which you plan on completing this project/event.	Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
<b><u>Get Community Involved</u></b>							
Form an Art Walk Subcommittee with Volunteers	Kim S.	Feb-15	Feb-15	\$0.00		2	2
Create a new Artist Registration Sheet	Josh & Robert	Mar-15	Mar-15	\$0.00		3	4
Contact Local Artists	Kim & Sue	Feb-15	Jul-15	\$0.00		5	
Contact Local Bands & Talent	Josh & Nick	Apr-15	Jul-15	\$0.00		2	
Get map sponsors	Sue	Apr-15	Jul-15	\$500.00		3	
Contact Downtown Merchants	Kim & Sue	Apr-15	Jul-15	\$0.00		6	
<b><u>Advertise Art Walk to the Public</u></b>							
Create a new sponsorship sheet (one that can be customized to each business)	Josh A.	Feb-15	Feb-15	\$0.00		3	3
Press Release 1	Nick	Jul-15	Jul-15	\$100.00		1	
Press Release 2	Nick	Aug-15	Aug-15	\$100.00		1	
Update graphics and promotional material	BMG	May-15	Jun-15	\$1,000.00		10	
Boost Facebook Posts ( <i>Boosts were donated by a private individual</i> )	Josh & Nick	Aug-15	Sep-15	\$200.00		1	
Find Sponsors (LAFCU)	Sue	Mar-15	Apr-15	\$2,000.00		3	
Make Info Poster for Downtown Merchants	Nick	May-15	Jun-15	\$100.00		3	
Distribute Poster	Nick & Kim	Aug-15	Aug-15	\$0.00		3	
<b><u>Organize &amp; Inform</u></b>							
Link up Merchants and Artists	Josh	Jun-15	Jul-15	\$0.00		2	
Inform Artists of their location/merchant	Kim	Jun-15	Jul-15	\$0.00		2	
Inform merchants who their artists will be	Kim	Jun-15	Jul-15	\$0.00		3	
Talk to the SAC about having an increased role in this event (possibly having children's events)	Kim	Mar-15	Apr-15	\$0.00		1	
Update Map	Nick	Aug-15	Aug-15	\$0.00		4	
Print Map	Kim	Aug-15	Aug-15	\$250.00		1	
Pass out map to downtown merchants	Josh	Aug-15	Aug-15	\$0.00		3	
Make copies of Artists Locations/Merchants that are participating	Sue	Aug-15	Aug-15	\$0.00		3	
<b><u>Equipment</u></b>							

Talk to McClaren about using 2 tents for the event (donation through offering a sponsorship)				Sue	Apr-15	May-15	\$500.00		2	
Talk to business owners about purchasing a sandwich board sign (see Agnew costs)				Josh & Kim	Apr-15	May-15	\$0.00		2	
Make sure all businesses put out their photo booths				Kim & Sue	Sep-15	Sep-15	\$0.00		2	
<b>Artisan Market</b>										
Talk to Tracey P. about organizing a market for the Artwalk				Josh A.	Apr-15	Apr-15	\$0.00		2	
Allocate vendors for the market				Tracey P.	Apr-15	May-15	\$0.00		5	
Create a market registraion fee and cost for the market (\$20 for a booth space)				Tracey P.	Apr-15	May-15	\$400.00		4	
Submit a TCO for the road closure for the market				Josh A.	Aug-15	Aug-15	\$0.00		1	
<b>Entertainment</b>										
Select Entertainers				Committee	May-15	Jul-15	\$500.00		2	
Find face-painters for kids section				Kim	May-15	Jul-15	\$100.00		1	
Provide materials for children's art				SAC	Jun-15	Jul-15	\$200.00		2	
Inform entertainers time & locations				Kim & Josh	Aug-15	Aug-15	\$0.00		1	
<b>The Big Day</b>										
Set up Information Booth				Committee	Sep-15	Sep-15	\$0.00		3	
Pass out balloons for participating merchants to attach to their own sign, door, etc...				Kim & Sue	Sep-15	Sep-15	\$0.00		2	
<b>Projected Budget =</b>	\$3,900.00	<b>OMS Budgeted Funds=</b>	\$500.00	<b>Projected Fund Generation=</b>	\$2,900.00	<b>CVB &amp; Private Donations=</b>	\$500.00	<b>Total hours=</b>		
<b>Measurable Outcome of Completion:</b>										
<b>Notes:</b>										
With all the estimated costs above there is still around \$850 in unbudgeted funds that we can appropriate as we move forward. <i>Projected Fund Generation WILL NOT be added to the WP budget until it is aquired and deposited into the OMS account.</i>										





**Description:** Owosso Main Street is organizing a spring clean-up to help in preparing the downtown for the summer season. We will be taking down holiday decorations, conducting trash pick-up amongst other activities. In addition, OMS will be having a "best pizza" contest during the lunch time period. This will determine the best slice of pizza in Owosso (as well as feed our volunteers for free). The winner will receive a banner naming them "The Best Slice of Pizza in Owosso."

**Committee:** Promotions

**Work Plan Name:** Downtown Clean-Up

**Manager:** John Hankerd

**Purpose:** To help prepare/clean up the downtown area for the summer season.

**Desired Outcome:** A clean downtown. Increased community involvement & advertising for OMS

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.				Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
Contact with OMS & the city about the tasks that need to be completed during the clean-up				Josh & Susan	April-15	April-15	\$0.00		3	
Gather resources & tools for the event (volunteer provided)				John	April-15	April-15	\$0.00		6	
Contact local pizza places to take part in the Pizza Contest				John	April-15	April-15	\$0.00		5	
Organize a set-up team for the event.				Susan & John	April-15	April-15	\$0.00		4	
Advertize the event (press release & social media)				Josh & Susan	March-14	April-15	\$0.00		4	
Create a clean-up "game plan" dividing the city up in clean-up blocks.				John	March-14	April-15	\$0.00		10	
Hankerd Sportswear will provide the banner				John	April-15	April-15	Donation		3	
Create voting sheets & flyers for the event & pizza judging.				Susan	April-15	April-15	\$0.00		5	
Conduct the clean-up				Volunteers	April-15	April-15	\$0.00		90	
Schedule a date & time to reveal the winner of the judging. Conduct a photo op & press release.				John	April-15	April-15	\$0.00		3	
<b>Overall Budget =</b> \$0.00		<b>OMS Budgeted Funds=</b> \$0.00		<b>Fund Generation=</b> \$0.00		<b>\$ spent to-date=</b> \$0.00		<b>Total hours=</b>		

**Measurable Outcome of Completion:**

**Notes:**



**Description:** To create a fourth quarter festival that will continue to build the image of downtown Owosso and bring additional patrons to the districts.

**Committee:** Promotions

**Work Plan Name:** Glow Owosso 2014


**Manager:** Susan Treen

**Purpose:** Conduct a Christmas Event to attract new downtown patrons

**Goal of Project:** Increased patrons to the downtown district.

Work Plan process: Please list the ways or steps in which you plan on completing this project/event.	Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
<b>Glow Parade</b>							
Develop Invitation for Participation	Chris E.	Aug-14	Aug-14	\$0		2	
Review Parade Route and Time	Committee	Aug-14	Aug-14	\$0		1	
Create Flyer for Recruitment	John H.	Jun-14	Aug-14	\$0		3	
Review Rules and Applications	Chris E.	Aug-14	Aug-14	\$0		1	
Talk to schools and other sources for finding a band	John H.	Jun-14	Aug-14	\$0		4	
Research Awards	Sue T.	Aug-14	Aug-14	\$0		3	
Present to the Promotions Committee	John H.	Aug-14	Sep-14	\$0		2	
Print Flyers for Recruitment	Josh A.	Aug-14	Aug-14	\$50		1	
Fill out purchase order forms/Order awards	Sue T.	Jun-14	Sep-14	\$0		1	
Send Applications (mail, email, website)	Chris E.	Jun-14	Aug-14	\$0		1	
Contact Prospective Entries (in person or phone)	Chris E.	Aug-14	Sep-14	\$0		4	
Contact last year's Santa for parade	Sue T.	Jun-14	Aug-14	\$0		1	
Contact Tracey Thomas with horse & carriage for Santa	Sue T.	Aug-14	Sep-14	\$0		2	
Order Horse & Carriage for Parade Day fill out purchase order forms	Sue T.	Aug-14	Sep-14	\$500		3	
Compile Parade Applications	Chris E.	Nov-14	Nov-14	\$0		3	
Setup Parade Lineup On Site	Chris E.	Nov-14	Nov-14	\$0		2	
Make Markers for the Parade Lineup	John H.	Nov-14	Nov-14	\$0		2	
Conduct Parade Management Onsite (prior)	CRW	Nov-14	Nov-14	\$0		2	
Conduct Parade Management Onsite (during)	CRW	Nov-14	Nov-14	\$100		1	
Parade Announcing/Award Ceremony	John H.	Nov-14	Nov-14	\$0		1	
Create a survey to gauge feedback for participants and attendees	Chris E.	Sep-14	Nov-14	\$0		2	
Distribute Survey	Sue T.	Nov-14	Nov-14	\$0		1	
Record Survey Results	Sue T.	Dec-14	Dec-14	\$0		1	
Discuss results during the follow-up meeting	Committee	Dec-14	Jan-15	\$0		3	

<b><u>Glow 5K Run/Walk</u></b>									
Contact run organizers to start web promotion and registration	Denise W.	Jul-14	Jul-14	\$0.00		2			
Find run sponsorships	Denise & Sue	Jul-14	Oct-14	\$1,500.00		10			
Create paper registration forms for the run	Denise W.	Jul-14	Jul-14	\$0.00		2			
Contact DJ	Sue T.	Sep-14	Oct-14	\$200.00		1			
Get water for runners	Denise W.	Nov-14	Nov-14	\$50.00		1			
Organize run set-up and processes	Rich W.	Sep-14	Nov-14	\$0.00		8			
Create route signage	John H.	Sep-14	Nov-14	\$100.00		3			
Order supplies, decorations for run	Denise W.	Sep-14	Nov-14	\$250.00		3			
Order runner's gifts	Denise W.	Sep-14	Nov-14	\$900.00		2			
Order runner metals and parade trophies	Sue T.	Sep-14	Nov-14	\$350.00		1			
Reserve port-a-jons for the run	Denise W.	Sep-14	Nov-14	\$200.00		1			
Set up security for the run	CRW	Sep-14	Nov-14	\$0.00		2			
Order t-shirts	Denise W.	Sep-14	Nov-14	\$2,000.00		2			
Collect runner registration fees	Denise W.	Sep-14	Nov-14	\$4,000.00		2			
Order food for runners (bagels & bananas)	Rich W.	Nov-14	Nov-14	\$100.00		1			
Conduct race	Run Team	Nov-14	Nov-14	\$0.00		25			
Announce winners	Rich W.	Nov-14	Nov-14	\$0.00		1			
<b><u>Glow Lights/Plaza &amp; Park Decorating</u></b>									
Corrdinate with Organization committee for Holiday Decor (Decorate Downtown WP)	John H.	Sep-14	Sep-14	\$0.00		5			
Get Christmas tree and organize set-up	John, Robert & DPW	Oct-14	Nov-14	\$500.00		4			
Order new lights and decor	John & Sue	Sep-14	Oct-14	\$2,000.00		1			
Order set-up supplies and needs	Josh A.	Sep-14	Oct-14	\$500.00		1			
<b><u>Marketing &amp; Event Promotion</u></b>									
Create a social media campaign for promotion	Tracey P.	Aug-14	Oct-14	\$500.00		5			
Hand out flyers and posters	Josh & Theresa	Aug-14	Oct-14	\$450.00		2			
Create print ads for newspaper	Sue & Tracey	Aug-14	Oct-14	\$100.00		2			
<b>Overall Budget =</b>	\$11,500.00	<b>OMS Budgeted Funds=</b>	\$6,000.00	<b>Projected Fund Generation=</b>	\$5,500.00	<b>\$ spent to-date=</b>	\$0.00	<b>Total hours=</b>	
<b>Measurable Outcome of Completion:</b>									
<b>Notes:</b> With all the estimated costs above there is still around \$2,700.00 in unbudgeted funds that we can appropriate as we move forward. <i>Projected Fund Generation WILL NOT be added to the WP budget until it is aquired and deposited into the OMS account.</i>									

		<b>Description:</b> To create an event that introduces new Baker Students to the downtown district. The goal is to show them the local goods/merchants throughout downtown and introduce them to the volunteer opportunities through Owosso Main Street.		<b>Committee:</b> Promotions				
				<b>Work Plan Name:</b> Owosso Palooza 2014				
				<b>Manager:</b> Baker College and Chemical Bank Staff				
				<b>Purpose:</b> Bring Baker students to downtown				
				<b>Desired Outcome:</b> Increased patrons from Baker to the downtown district				
<b>Work Plan process: Please list the ways or steps in which you plan on completing this project/event.</b>		<b>Task Leader</b>	<b>Month Started</b>	<b>Month Completed</b>	<b>Budgeted \$</b>	<b>Actual \$</b>	<b>Estimated Hours</b>	<b>Actual Hours</b>
Kick Off meeting		Baker College and Chemical Bank Staff (TBD)	Aug-14		\$0.00		14	
Compile and update a list of potential businesses			Aug-14		\$0.00		3	
Prepare an intro flyer			Aug-14		\$0.00		4	
Personally visit all potential businesses and restaurants with intro flyer- local and non local			Sep-14		\$0.00		9	
Submit material for the Website and Facebook page to Alaina			Sep-14		\$0.00		1	
Put together a group to plan the contest			Sep-14		\$0.00		4	
Prepare a flyer/map for the Contest			Sep-14		\$0.00		5	
Door prizes for the game			Sep-14		\$100.00		3	
Contact businesses for final participation			Sep-14		\$0.00		3	
Meet with Baker College to compile the final details			Oct-14		\$0.00		2	
Organize and book music			Sep-14		\$0.00		2	
Order shirts for the volunteers			Sep-14		\$50.00		3	
Prepare and order door signs/event poster			Oct-14		\$0.00		4	
Prepare a final brochure including a map and list of participating businesses.			Oct-14		\$50.00		6	
Revisit all participating business to confirm participation.			Oct-14		\$0.00		4	
Contact the City for clearing the Plaza			Sep-14		\$0.00		2	
Press release w/ Photos			Sep-14		\$20.00		1	
Deliver event posters and brochures to participating businesses			Oct-14		\$0.00		4	
Food Vouchers, Voucher Pick up and Checks			Sep-14		\$300.00		5	
Set up, layout and assign locations, direct businesses			Oct-14		\$0.00		2	
Deliver and set up table & Chairs			Oct-14		\$0.00		3	
Banner pick up and put up			Oct-14		\$0.00		1	
Set up Main St. Booth w/ 4 volunteers			Oct-14		\$0.00		8	
Place "Lot Closed" signs on Event morning			Oct-14		\$0.00		1	
Prepare Thank You's including outcome of the event		Nov-14		\$0.00		14		
<b>Overall Budget =</b> \$520.00		<b>OMS Budgeted Funds=</b> \$0.00		<b>Fund Generation=</b> \$0.00		<b>Baker Funding=</b> \$520.00		<b>Total hours=</b>
<b>Measurable Outcome of Completion:</b>								
<b>Notes:</b>								



**Description:** Create themed, evening shopping events every second Friday of the month (except January) in order to foster a much needed evening retail presence within our district.

**Committee:** Promotion

**Work Plan Name:** Second Friday Evening Shopping Events 2015/2016

**Manager:** Kevin Wiles & Josh Adams

**Purpose:** Special Events & Retail Promotion

**Goal of Project:** Conduct 11 evening shopping events in downtown Owosso

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.	Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
<b>Create Themed Events</b>							
Meet with Business Owners once a month to plan evening shopping events (choose themes & events)	Josh A.	Jul-15	Jun-16	\$0	\$0	16	
<b>Promote Events</b>							
Create Flyers	Josh A.	Jul-15	Jun-16	\$0.00	\$0.00	22	
Collect promotion funds	Tina J.	Jul-15	Jun-16	\$1,400.00		2	
Submit Press Releases and schedule facebook posts (boosted posts)	Josh A. & Tracey P.	Jul-15	Jun-16	\$0.00	\$0.00	11	
Create Maps	Josh A.	Jul-15	Jun-16	\$0.00	\$0.00	22	
Print and handout flyers & maps	Tina J.	Jul-15	Jun-16	\$0.00	\$0.00	36	
<b>Pre-event Preparation</b>							
Order all themed supplies	Debra G.	Jul-15	Jun-16	\$0.00	\$0.00	11	
Corrdinate with business owners	John H.	Jul-15	Jun-16	\$0.00	\$0.00	22	
Collect of supplies for set-up	Kevin W.	Jul-15	Jun-16	\$0.00	\$0.00	11	
<b>Conduct Event</b>							
Conduct Set-up	Tina J. & Josh A.	Jul-15	Jun-16	\$0.00	\$0.00	11	
Conduct event	Kevin W.	Jul-15	Jun-16	\$0.00	\$0.00	44	
Take photos during each event	Sara A. & Michael P.	Jul-15	Jun-16	\$0.00	\$0.00	44	
<b>Event Follow-up</b>							
Get retail reports from each business that participated	Kevin W.	Jul-15	Jun-16	\$0.00	\$0.00	22	
Discuss ways to improve	Businesses	Jul-15	Jun-16	\$0.00	\$0.00	22	
<b>Overall Budget =</b> \$1,400.00	<b>OMS Budgeted Funds=</b> \$0.00	<b>Projected Fund Generation=</b> \$1,400.00	<b>\$ spent to-date=</b> \$0.00	<b>Total hours=</b>			

**Measurable Outcome of Completion:**

To have 11 evening shopping events that draw people from throughout our county and region. To have these events increase in attendance throughout the year. To have measurable sales success for downtown businesses as a result of these events. To turn these evening events into a regional draw for downtown Owosso.

**Notes:**

This will be an ongoing event that takes place every month with a different theme but the tasks listed above will be implemented each month. **Projected Fund Generation WILL NOT be added to the WP budget until it is aquired and deposited into the OMS account.**



**Description:** To conduct our annual downtown sidewalk sales in collaboration with the downtown JCPenny store. Also, conduct our annual sidewalk chalk event.

**Committee:** Promotion

**Work Plan Name:** Sidewalk Sales & Chalk Art Contest 2014/2015

**Manager:** John Hankerd & Shar H.

**Purpose:** Retail Promotion & Downtown Branding

**Goal of Project:** Conduct Sidewalk Sales and Sidewalk Chalk contest

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.	Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
<b>Event Organization</b>							
Schedule sales dates (determined by JCPenny sales dates)	John H.	Apr-16	May-16	\$0		1	
Create a press release for contacting artists; Create artist registration	John H.	Apr-16	May-16	\$0		1	
Collect prize money (contact business owners) (find sponsor)	Josh A.	May-16	May-16	\$300.00		3	
Create promotional posters for event (art & sale)	Tina J.	May-16	May-16	\$0		3	
Create social media posts & press releases for event (art & sale)	Tracey P.	May-16	Jun-16	\$0		2	
Find judges for art competition	Ben F.	May-16	Jun-16	\$0		1	
Collect artist registrations	John H.	May-16	Jun-16	\$0		1	
Assign street locations for each artist	John H.	Jun-16	Jun-16	\$0		1	
Create a list of participating downtown businesses; create map	Josh A.	Jun-16	Jun-16	\$0		2	
Handout maps & flyers	Tina J.	Jun-16	Jun-16	\$0		3	
<b>Conduct Event</b>							
Create "connection" points between each store (music, art, etc...)	Dawn G.	Jul-16	Jul-16	\$0		2	
Conduct Judge "Walk Through"	Ben F.	Jul-16	Jul-16	\$0		1	
Take photos of all art, sales, and activities	Sara A.	Jul-16	Jul-16	\$0		2	
Log-in all registered artists and show them their location	Dawn G.	Jul-16	Jul-16	\$0		2	
<b>Post Event</b>							
Reveal the winners	John H.	Jul-16	Jul-16	\$0		2	
Distribute Prize money	John H.	Jul-16	Jul-16	\$300.00		1	
Create a press release of all the winners and thanking the sponsors	John H.	Jul-16	Jul-16	\$0		1	
Conduct follow-up with businesses to report sales #s	Josh A.	Jul-16	Jul-16	\$0		3	
Conduct follow-up meeting	John H.	Jul-16	Jul-16	\$0		1	
<b>Overall Budget =</b> \$300.00	<b>OMS Budgeted Funds=</b> \$0.00	<b>Projected Fund Generation=</b> \$300.00		<b>\$ spent to-date=</b> \$0.00		<b>Total hours=</b>	

**Measurable Outcome of Completion:**

Business record sales figures that doubled last year's sales. The chalk art contest saw over 35 artists participate. People from throughout our region came to take part in this event.

**Notes:**

**Projected Fund Generation WILL NOT be added to the WP budget until it is aquired and deposited into the OMS account.**



**Description:** *This is an ongoing work plan that helps in celebrating the successes of all downtown merchants.*

<b>Committee:</b> Promotions
<b>Work Plan Name:</b> Success Story Promotion
<b>Manager:</b> John Hankerd
<b>Purpose:</b> To promote the successes of local merchants.
<b>Desired Outcome:</b> Increased press and foot traffic

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.	Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
Design the custom banner	John H	on-going	on-going	\$0.00	\$0.00	3	
Set-up a time to present the banner with <b>Business</b>	Ken C.	on-going	on-going	\$0.00	\$0.00	1	
Contact the press about the date & time of the presentation	Kim S	on-going	on-going	\$0.00	\$0.00	1	
Contact the CVB and the Chamber to take part in the event.	Ken C.	on-going	on-going	\$0.00	\$0.00	1	
Conduct the presentation.	Josh A & Kim	on-going	on-going	\$0.00	\$0.00	2	
Conduct follow-up with <b>Business</b> to see if there was any increase in foot traffic.	Ken C.	on-going	on-going	\$0.00	\$0.00	2	
<b>Overall Budget =</b> \$0.00	<b>OMS Budgeted Funds=</b> \$0.00	<b>Fund Generation=</b> \$0.00	<b>\$ spent to-date=</b> \$0.00	<b>Total hours=</b>			

**Measurable Outcome of Completion:**

**Notes:**  
Please note that this is an on-going work plan that will be implemented upon the success of any downtown business. A custom work plan will be created for each event.



**Description:** To create an event that celebrate local art, culture, and natural resources. Our hope is to create a FREE event that opens our community's cultural assets to all. In addition, our goal is that individuals and families become a "tourist in their own town," exploring everything our town has to offer.

**Committee:** Promotion

**Work Plan Name:** Tour Our Town

**Manager:** Kim Springsdorf

**Purpose:** To increase visibility and exposure to our community's cultural and natural assets.

**Desired Outcome:** Increased patrons to all participating organizations.

Work Plan process: Please list the ways or steps in which you plan on completing this project/event.				Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
Put together a committee of non-profit leaders				Kim S. & Lorraine A.	May-15	May-15	\$0.00		1	
Submit a grant application in to the Cook Family Foundation for funding				Lorraine A.	May-15	May-15	\$0.00		5	
Find funding for passports & advertising (apply for a Cook Family Foundation grant)				Lorraine A.	Mar-15	Apr-15	\$1,000.00		8	
Contact the local papers for initial advertising of the event				Kim S.	Apr-15	May-15	\$0.00		1	
Update logo (if needed)				Heather B.	May-15	Jun-15	\$0.00		10	
Choose the events that each non-profit will do during the event				All Non-Profits	May-15	Jun-15	\$0.00		3	
Create passports & postcard				Heather B.	Jun-15	Jul-15	\$0.00		20	
Create content for the passport				Lorraine A. & Kim S.	Jun-15	Jul-15	\$0.00		6	
Get postcards printed				Piper B.	Jul-15	Jul-15	\$200.00		1	
Get passports printed				Kim S. & Jessie L.	Jul-15	Jul-15	\$800.00		1	
Advertise the event at the Farmer's Market (handing out postcards and discussing the events)				Committee	Jul-15	Jul-15	\$0.00		24	
Get yard signs for the event				Kim S.	Aug-15	Aug-15	\$100.00		3	
Collect gifts, prizes, and gift certificates for event giveaways				Kim S. & Josh A.	Aug-15	Aug-15	\$0.00		4	
Gather attendance information from all non-profits during the event				Kim S.	Aug-15	Aug-15	\$0.00		2	
Conduct a wrap-up meeting to discuss successes & improvements				Committee	Sep-15	Sep-15	\$0.00		3	
Overall Budget = \$1,500.00		OMS Budgeted Funds= \$500.00		Projected Fund Generation= \$1,000.00		\$ spent to-date= \$0.00		Total hours=		

**Measurable Outcome of Completion:**

**Notes:**

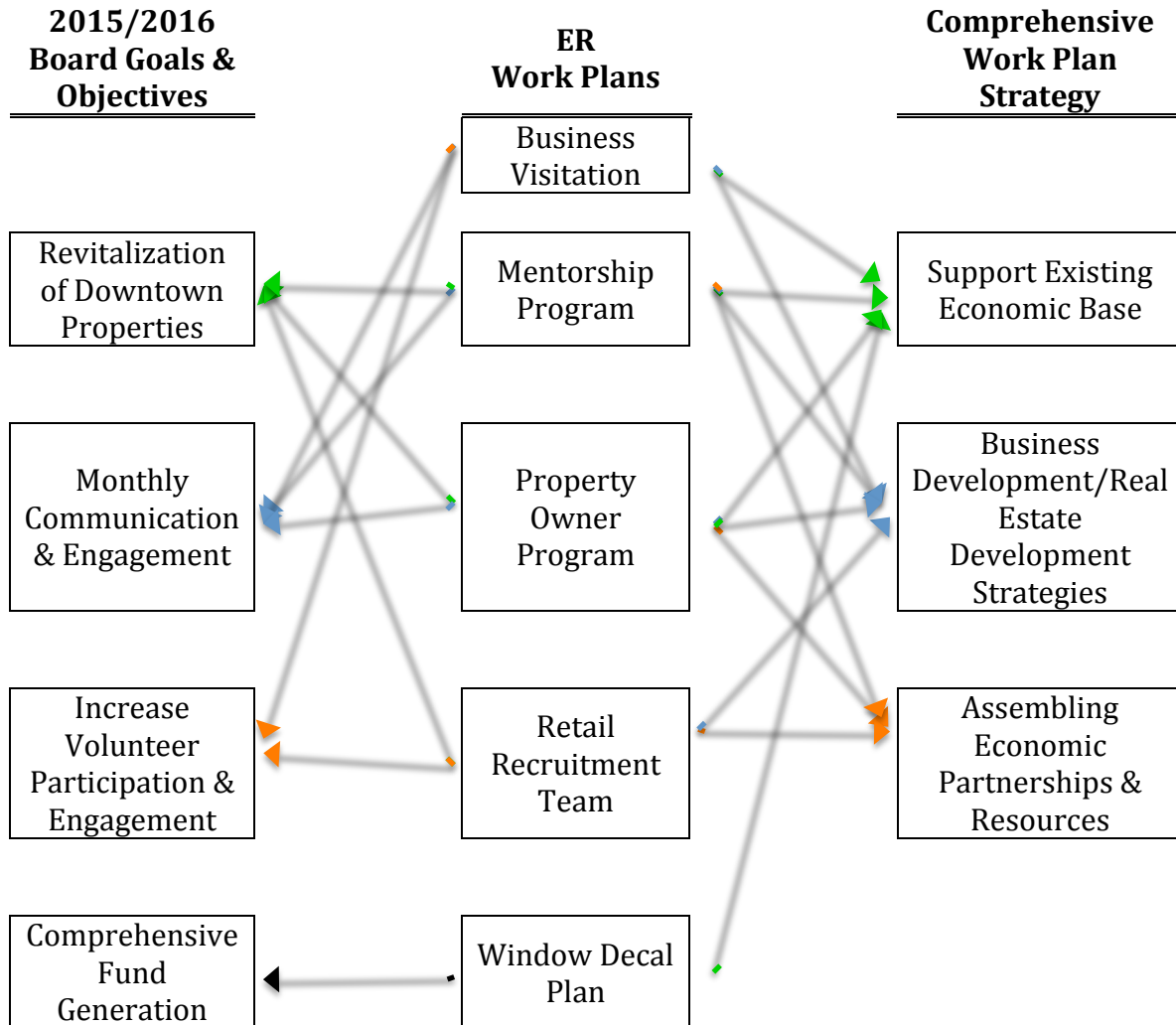
With all the estimated costs above there is still around \$400 in unbudgeted funds that we can appropriate as we move forward. Possibly for additional supply costs associated with the non-profit's activities. **Projected Fund Generation WILL NOT be added to the WP budget until it is acquired and deposited into the OMS account.**





## OWOSSO MAIN STREET WORK PLAN CORRELATION SHEET

### ECONOMIC RESTRUCTURING WORK PLANS



***Note:*** Mentorship, Property Owner, and Retail Recruitment Programs will be subsets within the Business Visitation Program – as the program grows the ER Committee will start to implement them. The Committee wants to focus on completing a single comprehensive work plan (we need to get the ball rolling).



**Description:** To create a Business Visitation Plan were ER members and additional volunteer conduct monthly "check-ins" on local businesses to build relationship with local stakeholders and to see if there are any needs to be addressed.

**Committee:** Economic Restructuring

**Work Plan Name:** Business Visitation

**Manager:** Lance Omer

**Purpose:** Assembling Partnerships & Business Development

**Goal of Project:** To create a regular visitation program

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.	Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
<b><u>Assemble Teams</u></b>							
Find interested individuals to help in forming 5 teams for visitations (10 people total)	Lance & Rick	Jun-15	Jul-15	\$0		3	
Have shirts created for all team members (talk to Hankerd's about sponsoring the shirts)	Josh	Jul-15	Jul-15	in-kind		2	
After teams are created - allocate an area for them to be in charge of (rotate locations amoungst team twice a year)	Ken	Jul-15	Jul-15	\$0		2	
<b><u>Create Team Content</u></b>							
After teams are formed set up a meeting with them for light training	Lance	Jul-15	Jul-15	\$0		12	
Create a list of frequently asked questions and concerns from business owners with answers	Josh & Ken	Jul-15	Jul-15	\$0		2	
Create a visitation "tool kit" (handouts, materials, etc..) that will help each team give out information	Dave & Rick	Jul-15	Jul-15	\$0		3	
<b><u>Team Implementation</u></b>							
Set a date for each team to walk their area	Teams	Aug-15	Aug-15	\$0		1	
During the team's first visit, Josh will join them to introduce the team to each business owner	Teams & Josh	Sep-15	Sep-15	\$0		4	
Develop a list of information for each team to gather during each outing.	Rick & Lance	Sep-15	Jun-16	\$0		2	
Teams are to visit the businesses in their designated area at least once every two months.	Teams	Sep-15	Jun-16	\$0		180-240	
Develop a simple, one page report sheet for the teams to submit to the ER committee every other month	Josh	Jul-15	Jul-15	\$0		2	
All questions, concerns, or information that each team recieves and cannot remedy will be communicated to the ER committee.	Committee	Sep-15	Jun-16	\$0		6	
<b><u>Visitation Follow-up</u></b>							
Each team can send out emails to the businesses during the months they are not visiting (this keeps communication moving)	Teams	Jul-15	Jun-16	\$0.00		6	
<b>Overall Budget =</b> \$0.00	<b>OMS Budgeted Funds=</b> \$0.00	<b>Projected Fund Generation=</b> in-kind	<b>\$ spent to-date=</b> \$0.00	<b>Total hours=</b>			

**Measurable Outcome of Completion:**

**Notes:**

With all the estimated costs above there is still around \$2,700.00 in unbudgeted funds that we can appropriate as we move forward. **Projected Fund Generation WILL NOT be added to the WP budget until it is aquired and deposited into the OMS account.**



**Description:** Create a program (after forming a relationship with business & property owners) that will help facilitate future development/occupancy of downtown buildings.

**Committee:** Economic Restructuring

**Work Plan Name:** Mentorship Program

**Manager:** Dave Acton & Rick Hebert

**Purpose:** Creating Partnerships & Supporting Existing Economic Base

**Goal of Project:** Create a community of shared resources and advice

**Work Plan process:** Please list the ways or steps in which you plan on completeing this project/event.

***Assemble Resources***

Talk to the Chamber & SBDC about teaming up with their tools and resources (they offer a ton of help with business development). Find a way to partner with them.

Josh & Lance

Jul-15

Jul-15

0.00

3

Find long-time Business and Property owners to take part in this program as "mentors" (have a meeting with them)

Teresa & Dave

Aug-15

Sep-15

0.00

8

Develop mentorship criteria and ways to implement (sharing experience; being available for consultation, etc..)

Dave & Ken

Aug-15

Sep-15

0.00

4

***Create a way to Communicate***

Create teams of mentors and the topics they are best to advise in.

Dave & Rick

Sep-15

Oct-15

0.00

4

Create a database of above teams with contact information (listed by need and type)

Alaina

Sep-15

Oct-15

0.00

4

Provide regular updates of information to the teams to use in advising individuals.

Rick

Jul-15

Jun-16

0.00

12

Add the list of mentors and contact information in all welcome packets

Rick

Jul-15

Jun-16

0.00

2

***Advertise Services***

Provide database on website and links from social media pages

Alaina

Jul-15

Jun-16

0.00

1

Send reminders periodically to business and property owners

Josh & Dave

Jul-15

Jun-16

0.00

12

Provide mentoring list to the Chamber & SBDC

Rick

Jul-15

Jun-16

0.00

2

**Overall Budget =**

\$0.00

**OMS Budgeted Funds=**

\$0.00

**Projected Fund Generation=**

\$0.00

**\$ spent to-date=**

\$0.00

**Total hours=**

**Measurable Outcome of Completion:**

Increased communication and mentoring will provide more consistent tenants and longer occupancy retention.

**Notes:**

**Projected Fund Generation WILL NOT be added to the WP budget until it is aquired and deposited into the OMS account.**



**Description:** *Implement a plan that will create regular communication with downtown property owners. This will aid in the effort in providing services and informing each owner of local, state, and national incentives.*

**Committee:** Economic Restructuring  
**Work Plan Name:** Property Owner Program  
**Manager:** Dave Acton  
**Purpose:** Assembling Economic Partnerships & Supporting Local Economic Base  
**Goal of Project:** Foster regular communication with downtown property owners

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.				Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
<b><i>Assemble Downtown Propety Owners</i></b>										
Collect all owner information from Assessing records				Dave & Larry C.	Jul-15	Aug-15	\$0		6	
Create a property owners database that includes contact information (by address)				Tori	Jul-15	Aug-15	\$0		10	
Create a letter to send out to properties that do not have contact infor readily available; Send letter out				Rick	Jul-15	Aug-15	\$0		3	
<b><i>Make Contact</i></b>										
After collecting owner information reach out to each property owner for an introduction to OMS (email, face-to-face, phone, etc...)				Dave & Lance	Sep-15	Sep-15	\$0.00		24	
Create a rotation of volunteers (within the ER committee) to reach out to the owners on a regular basis				Committee	Sep-15	Sep-15	\$0.00		36	
<b><i>Information Gathering &amp; Reporting</i></b>										
Work with the city, MEDC, and, SHPO to provide routine, up-to-date information for all property owners (regular emails)				Josh & Lance	Jul-15	Jun-16	\$0.00		24	
Mail out yearly reports and OMS end of the year information				Committee	Jul-15	Jun-16	\$0.00		12	
Report encouraging statistics and grow numbers within the district.				Committee	Jul-15	Jun-16	\$0.00		12	
<b>Overall Budget =</b>	\$0.00	<b>OMS Budgeted Funds=</b>	\$0.00	<b>Projected Fund Generation=</b>	\$0.00	<b>\$ spent to-date=</b>	\$0.00	<b>Total hours=</b>		

**Measurable Outcome of Completion:**  
 See an increase in communication with property owners. This will spark a higher participation in offered services.

**Notes:**  
*Projected Fund Generation WILL NOT be added to the WP budget until it is aquired and deposited into the OMS account.*



**Description:** To create a plan and team that will help in recruiting new businesses to downtown Owosso.

**Committee:** Economic Restructuring  
**Work Plan Name:** Retail Recruitment Team  
**Manager:** Lance Omer & Lorraine Weckwert  
**Purpose:** Assembling Partnerships & Real Estate Development Strategies  
**Goal of Project:** To recruit new businesses to downtown Owosso

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.				Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
<b><u>Assemble Team</u></b>										
Create a team of local stakeholders & specialist				Lance & Dave	Jul-15	Aug-15	\$0.00		6	
Meet together to discuss recruitment methods				Lance & Lorraine	Aug-15	Aug-15	\$0.00		4	
Talk to local property owners with vacancies and help line up tenant needs (help owner in deciding the type of business should occupy their location)				Dave & Rick	Aug-15	Aug-15	\$0.00		8	
Create a recruitment schedule				Lorraine	Sep-15	Sep-15	\$0.00		2	
<b><u>Assemble Information and Possible Recruits</u></b>										
Search for methods to find possible businesses (seek realtor & MMS advice)				Rick & Lance	Jul-15	Aug-15	\$0.00		4	
Create a recruitment "tool kit" that highlights the reasons why a business should occupy a downtown location				Rick & Lorraine	Jul-15	Aug-15	\$0.00		6	
<b><u>Seek possible businesses</u></b>										
Implement recruitment schedule (setting priorities by referring to the Market Study)				Lance & Lorraine	Sep-15	Jun-16	\$0.00		24	
Find ways to invite business owners into the district for a tour of downtown locations (wine & dine); get help for other business owners				Lorraine	Sep-15	Jun-16	in-kind		36	
Conduct follow-up communication with each prospective business				Lance & Lorraine	Sep-15	Jun-16	\$0.00		12	
<b>Overall Budget =</b>		<b>OMS Budgeted Funds=</b>		<b>Projected Fund Generation=</b>		<b>\$ spent to-date=</b>		<b>Total hours=</b>		
\$0.00		\$0.00		\$0.00		\$0.00				

**Measurable Outcome of Completion:**  
 An active recruitment plan/team will help dractically increase the number and diversity of occupied buildings.

**Notes:**  
*Projected Fund Generation WILL NOT be added to the WP budget until it is aquired and deposited into the OMS account.*



**Description:** To create and implement window signs for vacant buildings throughout the downtown area

**Committee:** Economic Restructuring  
**Work Plan Name:** Window Decals  
**Manager:** Lance Omer  
**Purpose:** Supporting Existing Economic Base & Assembling Partnerships  
**Goal of Project:** To help filling vacant building quickly throughout downtown

Work Plan process: Please list the ways or steps in which you plan on completeing this project/event.				Task Leader	Month Started	Month Completed	Budgeted \$	Actual \$	Estimated Hours	Actual Hours
<b>Research Decals</b>										
Find a style of decal that will fit well with the downtown buildings; decide on how many OMS should get				Lance & Rick	Jul-15	Jul-15	\$0.00		3	
Create 5-6 sayings that the committee would want on the decals (note: they should be catchy but encourage development)				Committee	Jul-15	Jul-15	\$0.00		3	
Get the costs for all the decals and find sponsors for them (possibly banks or realtors)				Lance & Josh	Jul-15	Aug-15	\$500.00		2	
Order Decals				Lance & Josh	Aug-15	Aug-15	\$500.00		1	
<b>Install Decals</b>										
Talk with property owners and get permission to place decals in windows				Rick	Aug-15	Aug-15	\$0.00		4	
Create an installation team to go into each building, clean windows, and install the decal				Rick	Aug-15	Aug-15	\$0.00		8	
<b>Follow-up</b>										
Rotate decals every month throughout the buildings				Installation team	Aug-15	Jun-16	\$0.00		12	
Once a building is occupied remove decal				Installation team	Aug-15	Jun-16	\$0.00		12	
Once a building becomes vacant contact the property owner for placement				Lance	Aug-15	Jun-16	\$0.00		12	
Overall Budget = \$500.00		OMS Budgeted Funds= \$0.00		Projected Fund Generation= \$500.00		\$ spent to-date= \$0.00		Total hours=		

**Measurable Outcome of Completion:**  
 To see longtime vacancies get occupied.

**Notes:**  
*Projected Fund Generation WILL NOT be added to the WP budget until it is aquired and deposited into the OMS account.*