

## North End District – Strategic Work Plan Dashboard – 2023

ADVISORY BOARD	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
<ul style="list-style-type: none"> <li>Monthly reporting to MEDC/Lisa</li> <li>Updating Vanguard CDC Board Members</li> </ul>	<ul style="list-style-type: none"> <li>Volunteer Recruitment &amp; Training</li> <li>Resource Development – For MS Organization and Events</li> <li>Update and Maintain Website (SEO) Share the Strategy</li> <li>Work with the MEDC consultant to create Main Street (June 27th - 29th) Brand/Logo (MEDC Technical Support)</li> <li>Create new Main Street name and website- move existing website to new URL</li> <li>Create Monthly Business Newsletter (Main 5 Point Communication Plan) June 28th (2PM - 4 PM) (MEDC Technical Support)</li> <li>Share the Main Street strategy and dashboard with other organizations, business owners and property owners</li> <li>Resource Development for Campus Plan Implementation/Acquisition</li> </ul>	<ul style="list-style-type: none"> <li>Celebration of community gateway sign and kick off construction phase of East Grand Blvd (May 2nd)</li> <li>Branding/Logo of Main Street (June 27th - 29th) (MEDC Technical Support)</li> <li>Maintain Events Promotion Calendar</li> <li>Work Partner initiative strategy cultural heritage (storytelling)</li> <li>Pop – up Food Truck -BBP (Start date???) ***</li> <li>Juneteenth “Movement” – Event (June 17 th ) June 18?? – BBP - Annual</li> <li>Lyrics &amp; Libation Summer Festival series in BBP – (Wednesdays) June 21 st through - Sept. 6th - Annual (warehouse space if raining) - Annual</li> <li>Hug Detroit (BBP) – August 27th - Annual</li> <li>“Bikes on Main” Event – September 9th - Annual</li> <li>Lyrics &amp; Libation Fall Festival series in BBP – (Wednesdays beginning September 13th as weather permits) Warehouse space if bad weather - Annual</li> <li>“Angels &amp; Men” – Event – October 28th (Warehouse space) - Annual</li> <li>“Let’s Get Lit” – Event – November 25th (First shopping Saturday) Warehouse Annual</li> </ul>	<ul style="list-style-type: none"> <li>East Grand Blvd Streetscape Transformation Project Completion</li> <li>Façade Grant Program (looking at expansion) ***</li> <li>Placemaking Projects – Campus and Park – Have Concept Plan and Budget</li> <li>Clean and Safe Programming</li> <li>GIS Update w/Mike – Updating and Maintain Inventory and Use with Building Improvements and Businesses; Potential Redevelopment Prospects (MEDC Technical support Date ?)- Monthly Reporting</li> <li>Work with Detroit City Planning Department on the North End Framework Plan – ensure communication of strategy and targets</li> <li>East Grand Blvd. Transformation Project (Streetscape) – monthly updates to businesses and community members</li> </ul>	<ul style="list-style-type: none"> <li>Pure Michigan Pilot Program</li> <li>Small Business Support, including Grants/Loans and Technical Assistance (Initiate)</li> <li>Facilitate monthly BDA Board meetings to launch the BDA to the business community</li> <li>Develop a plan that puts forth comprehensive efforts to address commercial gentrification</li> <li>Support and nurture existing businesses by pop-up programming at the Vanguard Campus other locations</li> <li>Focus programming and any incentives on our Business Cluster Strategy (Artists; Small-Scale Producers; Food)</li> <li>Main Street Paraphernalia (tee shirts and cups with MS logo to sale on website (New item added today)</li> </ul>

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|  |  | <ul style="list-style-type: none"> <li>• Lyrics &amp; Libation – (Wednesdays) Warehouse Space - November through December - Annual</li> <li>• Lyrics &amp; Libations Christmas music event - December 16th Annual</li> <li>• Future Fest An Afro Futuristic Art &amp; Music Festival - June 17th 12pm to 12 am</li> </ul> |  |  |
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**How to Use Your Dashboard:**

1. Facilitate Communication on Work Projects at Advisory Board Meetings
2. Easily Communicate to Stakeholders your work for the year.
3. Use Partners and Volunteers to Showcase areas to get involved.
4. Gives you the Ability to Say No.....and if you want to say Yes, you need to think about what comes off the table.
5. Raise resources to support your work.

**What Your Dashboard is Not:**

1. It Doesn't Describe Detail as to how the work gets done.
2. It's not static...it's organic.

**Next Steps:**

1. Review the dashboard
2. Start thinking through your structure (both existing and new) for the best way to task out the work.
3. Get in groups to start deep diving on the work-plan templates for each project that needs one.
4. Remember your identified current and future partners: Where can they fit in to help and grow your capacity and resources?
5. Lean on your friends at MMS for assistance.

**Partners:**

- + Detroit Economic Growth Corp (Business Attraction and Business Liaison areas); Quasi
- + Detroit Future City
- + Detroit Planning Department (are doing a plan for the area)