



## **FBID Workplan July 2018 - June 2019**

### **FBID Mission Statement:**

- The goal of the Board of Directors and Staff of the Fortuna Business Improvement District is to work together with Fortuna's diverse business community to effect positive economic change.
- We plan to achieve this by presenting a proactive, cohesive image of integrity, value and service through promotion of community events, the retention and recruitment of businesses and provision of effective public relations, advertising and information services.

### **FBID Vision Statement:**

- A business community that provides an attractive and unique atmosphere that supplies an abundance of shopping opportunities for residents and guests in addition to activities that are safe, friendly and inviting to all generations.
- A business environment that welcomes new business industries and cultivates innovation and forward thinking. The business community is well informed, supported, and has easy access to updated information that provides strength and encourages new ideas and positive change.



### **Annual Meeting –**

- Review Budget
- Go over work plan
- Answer questions
- Open forum for businesses and City staff to ask FBID board to start new projects or ask questions.

### **Member Benefits**

Regular Meetings to Attend-

Board Representatives should attend monthly meetings of the areas in which they represent. If a board representative is unable to attend a meeting, they need to schedule a City Wide at Large Representative as their alternate. The Executive Director should be the alternate for the City Wide at Large Representative.

- Monthly FBID Board meetings
- Weekly Chamber of Commerce meetings (Monday's at Noon) - Chamber Representative
- Monthly Chamber of Commerce mixers (2<sup>nd</sup> Wednesday at 5:30p) Chamber Representative
- Weekly Sunrise Rotary meetings (6:45a Wednesday's at Hot Brew)- FBID Executive Director
- Weekly Fortuna Rotary meetings (Noon Thursday's at Hunan's) - FBID Executive Director
- Monthly Headwaters meetings- FBID Executive Director
- Weekly Ferndale Rotary meetings- FBID Executive Director
- Monthly City Council meetings – City Council Representative (televised)
- Biweekly Interact meetings at Fortuna High- FBID Executive Director
- Monthly Downtown Association meetings -Downtown Representative
- Quarterly Strongs Creek Plaza meetings- City Wide at Large or Alternate
- Quarterly Redwood Village Association Meetings – Redwood Village Representative
- Monthly Fortuna Tourism meetings with the Chamber of Commerce- Hospitality Representative
- In addition to the organizations FBID is currently associated with the FBID board members are associated with other clubs, events and organization

### **Fortuna Gift Certificates**

- Administer Program
- Keep financials on certificates
- Promote Gift Certificates to businesses
- Promote to the general public
- Fund reprint of certificates as needed.



**Member Benefits Cont.**

Marketing Fortuna

- Grass Roots Marketing Campaign
- Social Media
  - Facebook, Instagram, Twitter, Snapchat
- Press Releases
- Shared advertising with other organizations to promote Fortuna.
- Recruitment for relocating businesses.
  - Redirect business support to the City of Fortuna staff
- Recruitment for new business.
  - Redirect business support to the City of Fortuna staff
- Informational website- Provide by office staff, content with the help of the board
  - Property data base of commercial space
  - Advertising job openings
  - Advertising local events
  - Business directory
  - Minutes and agendas for FBID board meeting
  - FBID's work plan and budget
  - Redirect tourism to the Chamber Website
- Intake point for businesses opening or moving to Fortuna.
  - Redirect business support to the City of Fortuna staff
- Provide information on resources available to businesses
- Referral resource
  - Lending
  - Locations
  - Workshops
  - Events
  - City of Fortuna (Planning, Building, & Finance Departments)
  - Businesses (attorneys, CPA's, Insurance, etc....)
  
- Continue to make the FBID's Bulk Mailing privileges available to all Fortuna businesses.
  - Send an informational e-mail and print piece informing businesses what the bulk mail is and that it is a service we have to offer.
  
- Promote and inform businesses of seminars and workshops available
  
- The FBID office communicates with media for the following:
  - Community event information
  - Business Briefs
  - General Business news
  - Event news
  
- Invites the media to all the events



### **Member Benefits Cont.**

#### **Core Areas**

Board Representatives should attend monthly meetings of the areas in which they represent. If a board representative is unable to attend a meeting, they need to schedule a City Wide at Large Representative as their alternate. The Executive Director should be the alternate for the City Wide at Large Representative.

- Board Representatives to assist members in the Core Areas
  - Downtown Business Association
  - Redwood Village Shopping Center Merchant Association
  - Strongs Creek Plaza Association.
- FBID office to provide insurance coverage for promotional activities
- Board Directors will help facilitate an annual budget and provide financials to FBID board meetings
- FBID office will be a guide and tool for all three associations

### **Marketing - Advertising, Press Release, Banners and Promotion**

Board of Directors will assist their representative areas with community events that fall in their district. As content is provided to FBID Executive Director, press releases, social media campaigns and informational news blitzes will be sent to the community and business owners. If Board Director is unable to assist with their representative events, then the alternate shall step up.

1. 9/11 Event
2. Apple Harvest
3. Art and Wine in the Park
4. AutoXpo
5. Back to School Event
6. Bridal Fair
7. Christmas Music Festival
8. City Wide Yard Sale
9. Daffodil Days
10. Downtown and core area trick-or-treating
11. Downtown Merchant Open House
12. Farmers Market
13. Fortuna Bucks
14. Fortuna Clean Team
15. Fortuna Concert Series
16. Fortuna High School Homecoming
17. Garden Club Home Tour and Holiday Tea
18. Grave Matters
19. Holiday Movies
20. Homebased Business Expo
21. Hops in Humboldt
22. Humboldt County Fair
23. Humboldt Ice Rink



24. Kids Free Movies
25. Redwood Comedy Fest
26. Redwood Village Al Gray Electric Lighted Parade
27. River Lodge Craft Fair
28. Rodeo
29. Shop Fortuna
30. Strongs Creek Plaza Open House
31. Strongs Creek Plaza Spring Extravaganza
32. Workshops and Seminars

FBID has planted seed money in a number of Fortuna events. The hope is that the events will bring many people from out of this area to Fortuna; new people to Fortuna would help plant “new” money in our town. Above are some Fortuna events that FBID currently assists or has over the year’s whether financially or physically.

#### **Public Decoration**

- Act as scheduling authority and design review for street light vertical banners as outlined in policies drafted in 07-08 and the agreement with City of Fortuna.
- Schedule most of the Fortuna event banners to go across the street with city staff pending a location and line provided.
- FBID holds the liability insurance for the banners displayed and scheduled.