



# Final Workplan July 2017 - June 2018

## **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.



## **1. Organization**

### **Annual Meeting**

Annual Meeting should be held prior to the Thanksgiving Day holiday in November. FBID will be hosting a Fortuna Chamber mixer at US Bank for 2017/18 as a way to connect with the Fortuna businesses. This mixer will be less formal than a meeting, but will allow all Fortuna business license holders the opportunity to see some of the activities, promotions, workshops the Fortuna Business Improvement District is responsible for, in the City of Fortuna. FBID will also host a formal meeting for questions and answers following the mixer in 2017. The 2017-2018 FBID annual meeting & mixer will be announced once dates are secured for September 20<sup>th</sup>.

### **Regular Meetings to Attend**

FBID Executive Director will attend; weekly Chamber of Commerce meetings, monthly Chamber of Commerce mixers, monthly City Council meeting, annual dinners & State of the City Annual Breakfast.

## **2. Business Recruitment & Retention**

### **Member Benefits**

- Continue marketing Fortuna as a desirable place to locate a business or move an existing business. Use FBID website for attracting and informing businesses which are relocating, growing or starting-up.
- Be intake point for businesses opening or moving to Fortuna. Provide information on resources available to businesses and stay current with local, state and other regulations.
- Refer businesses to other economic development partners as needed.
- Provide available commercial property and businesses seeking commercial space. Use our online database to make available property open to the public with the resources provided. This can be valuable for business looking to upgrade, purchase a building, downsize or even moving a home based business to an office or retail space.
- Send recruitment letters to specific businesses that would be appropriate to fill a particular open retail space, office building, wholesale or manufacturing building.
- Continue to make the FBID's Bulk Mailing privileges available to all Fortuna businesses.

### **Classes and Seminars**

- Co-produce seminar topics might include speakers from afar, but all businesses in Humboldt County would benefit from them and attendance could potentially be county-wide. Develop new classes that affect underserved businesses. Possible topics; QuickBooks, Secret Shoppers, Gorilla Marketing, Customer Service, How to run my business with a changing economy (marijuana), Using technology to make your business more effective and Spanish basics for business owners.
- FBID to host and facilitate social media classes for business owners needing help to understand the world of social media.
- Working with other non-profits to host more classes and workshops in Fortuna (Fortuna Senior Service, McLean Foundation, The MGC, Fortuna Chamber of Commerce, Service Clubs, etc.)

### **Public Relations**

- The FBID office is the "Public Relations Agency" for the business community of Fortuna. In this role the office communicates with local, regional and national media for the following: Community event information as needed by event committees, Business Briefs, General Business news, Event news.
- Invites the media to all the events to get as much positive exposure to Fortuna as possible.

### **Advertising**

- Advertise other FBID promotions (i.e. Back to School Event, Kids Free Movies, Fortuna Clean Team, Holiday Movies, Shop Fortuna, Fortuna Bucks, Workshops and Seminars etc...)
- FBID will continue to work with the Chamber of Commerce Tourism and Marketing Committee to co-promote Fortuna and our events in Humboldt County and in nearby markets.



- Grants available as a funding opportunity's to local events, core areas and organization looking to advertise/promote events and workshops in Fortuna.

**Email Newsletter**

- Produce and email newsletter four times a year (quarterly) and/or other mailed or emailed publications, to all licensed businesses in Fortuna.
  - Use newsletters and other mailings to inform Fortuna businesses of FBID activities & plans and ask business owners' opinions on issues related to projects and budgeting.
- FBID to post a link to e-newsletter, so it is available on FortunaBusiness.com website.

**3. Events and Promotions**

FBID has planted seed money in a number of Fortuna events. The hope is that the event will bring many people from out of this area to Fortuna; new people to Fortuna would help plant "new" money in our town. Below is some Fortuna events that FBID has assisted with currently or over the year's whether financially or physically.

The "person" (👤) shows what events we have physically **helped** with and the dollar sign (\$) shows events that we have financially funded in one way or another (seed money, banners, insurance, etc...)

**Fortuna Rodeo Week- July 10-16, 2017**

- Assist Rodeo Board Promotion Chair in organizing and releasing Rodeo public relations materials and setting media events. Increase visibility of Fortuna's business community as part of the Rodeo Week activities.
- Aid Rodeo Board and business groups in advertising for Rodeo Week events. Develop packages with local media to increase business visibility during Rodeo Week.
- Continue to help Redwood Village Tuesday night event. Giving Rodeo a FULL week of events.
- FBID also helped fund the new banners on Main Street for the light poles.
- List event and brief description in FBID quarterly electronic newsletters.

**\$ Back to School Fashion Show at Humboldt County Fair August 23 – September 3, 2017**

- FBID to organize fashion show to show by contact Humboldt County Fair.
- FBID to gather businesses in the Eel River Valley to participate.
- Recruit models to participate. This will allow more businesses to participate without having to stress to find models.
  - Work with Safe and Sober, FUHS, Band, etc.
- Find local DJ to donate time, MC event and provide music.
- FBID to promote event with social media, posters, fliers, with the fair, etc.
- List event and brief description in FBID quarterly electronic newsletters.

**\$ Humboldt Ice Rink December 1, 2017- January 7, 2018**

- FBID Co-host events with community group.
- Promote event with posters and advertising.
- Secure Insurance with community group
- Secure Ice Rink
- Schedule schools to attend for field trips
- Schedule service groups to work the rink as fundraiser
- On site manager for Ice Rink.
- Seek sponsors
- Work with City of Fortuna regarding site.
- Breakdown on event hours/structure:
  - 14 hours x 7 days
    - 98 hours x 6 weeks
      - 588 hours at \$13.60 per hour



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- Secure tent and/or structure to go over rink.
  - And so much more!
  - List event and brief description in FBID quarterly electronic newsletters.
- \$ Shop Fortuna for the Holidays November 24 – December 18, 2017
- A Fortuna shop local contest, hosted by Fortuna Business Improvement District. The contest encourages Eel Valley locals to spend their money in Fortuna save and turn in their receipts. When their receipts total \$200 their name gets entered in to win a Fortuna Buck prize. Last year we included 8 gift baskets in addition to the three Fortuna Buck prizes, thanks to local business owners. Locals are encouraged to enter as many times as possible. Any and all Fortuna business receipts will count. This year we will not allow your electricity or water bill.
  - List event and brief description in FBID quarterly electronic newsletters.
- \$ Holiday Kids' Movie Days – December 9 & 16, 2017
- Find sponsors for the two weekends help pay for popcorn, soda and holiday gift.
  - Distribute tickets through Fortuna business locations. Encourage businesses to give tickets to loyal customers as business building activity.
  - Send press release, invite and encourage the media to come out.
  - Pending City approval, use "Rent Fund" to fund this promotion. Supplement City gift with promotional funds and sponsorships.
  - Contact Donny at the Theater.
    - Figure out cost with him.
  - List event and brief description in FBID quarterly electronic newsletters.
- \$ Citywide Christmas Events
- Send out press release for:
    - Kids' Free Movie
    - Strongs Creek Plaza Open House
    - Fortuna Garden Club Holiday Home Tour & Tea
    - Downtown Business Association Open House
    - Redwood Village Hosts the Al Gray Electric Lighted Parade
    - Fortuna's Free Christmas Music Festival
    - FBID schedules the holiday street banners and candy canes to go up and come down with city staff.
    - Design posters, print and disburse to businesses for some of the Holiday events (window decorating contest)
  - Promote Fortuna Bucks as great Holiday gift.
  - Promote "Shopping Local" for the Christmas Holiday.
  - Host "Shopping Local" contest during the holiday peak shopping weeks!
  - FBID also provides liability insurance coverage for public decorations on Fortuna Boulevard and Main Street.
  - Provide overall public relations support for holiday events.
  - List event and brief description in FBID quarterly electronic newsletters.
- \$ Redwood Comedy Festival Tentative Dates – September 15, 2017; January 19, 2018
- FBID Host Event
  - Promote event with posters and advertising.
  - FBID recruit comedians, book security, working with businesses, work with City for shuttle, work media for ads and give a ways. Work with hotels and Humboldt Lodging alliance. Work with River lodge. AND MORE!
  - Work with other cities in the Eel River Valley to grow event.
  - List event and brief description in FBID quarterly electronic newsletters.
- \$ Fortuna Home Based Business Expo – March 4, 2018



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- FBID Host Event
- Promote event with posters and advertising.
- Work with other cities in the Eel River Valley to grow event.
- Promote to give an outlet to as many home based businesses that would like to participate.
- List event and brief description in FBID quarterly electronic newsletters.

### Art and Wine in the Park - June 10, 2018

- Assist the Fortuna Rotary where needed.
- Send out press release
- FBID schedules the street banner to go up and come down with city staff.
- List event and brief description in FBID quarterly electronic newsletters.

### \$ New Events –

- New Events – As funding, resources and time become available, FBID could assist with new events. FBID has a three year phase out policy for new event funding. The same three year phase out policy applies to the use of the FBID event insurance. The hope is that events should be “on their own” at the start of their fourth year.

### Fortuna Gift Certificates

- Administer Program, keep books on certificates, assist Umpqua Bank in filling large orders etc.
- Promote Gift Certificates to the area employers as alternatives to cash or gift certificates to other shopping destinations.
- Promote to the general public as an option for gifts to friends and family during November and December.
- Fund reprint of certificates as needed.
- Advertise certificates to Fortuna and Eel River Valley small employers as a perk for employees.

### FBID Website

- FBID website revamped: given a new look and more user friendly
- FBID Business Directory: Maintain online Business Directory. Monitor usage of online guide and try to educate and inform businesses they can update and change their information.
- Provide information to Fortuna business owners about FBID’s Workplan, meetings, programs and timely information.
- Provide information for new and relocating businesses about coming to Fortuna, contacts for available commercial property and business development.
- Continue successful search engine marketing of “FortunaBusiness.com” aiming for relocating businesses and start-up entrepreneurs.
- Re-direct tourists and other visitors to the Chamber of Commerce web site.

### 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. For example: Rodeo, AutoXpo, Hops, Apple Harvest, Downtown Street Fair, Daffodil Days, etc.
- Grants available as a funding opportunity’s to locals looking to do public art and decoration in the City of Fortuna. Public decoration can be anything from; public arts displays to banners for the street light poles. This can also be funding for greenery and flowers for blubs, anything for the beautification of the city.

### Core Areas

- Assist members of the three FBID "Core Areas" in their promotional activities and committee work.



- Downtown Business Association
- Redwood Village Shopping Center Merchant Associations
- Strongs Creek Plaza Association.
- Provide insurance coverage for promotional activities in core areas.
- Help facilitate an annual budget and be a checks & balances system on association bank accounts and fund.
- Be a guide and tool for all three associations.
- FBID allow a discretionary fund to help core areas with event promotion, event entertainment (music) and core area public decoration.
- FBID Board Representative will be present at association meetings.

### **5. Other Funding Sources - Grants:**

- Continue to pursue grant funding for projects consistent with FBID's mission and contract with the City of Fortuna.
- Pursue education in grant written classes and workshops.

### **6. Community Events and Projects started, insured and/or Funded by FBID**

- AutoXpo- seed money planted
- Hops In Humboldt- seed money planted
- Apple Harvest money invested, FBID organized event for many years, and FBID provided insurance for many years.
- Supply our students SOS- seed money planted insured event organized distribution of supplies collected.
- BOSS Workshops- seed money planted scholarships provided by FBID and instruments provided.
- Grave Matters and Untimely Departures- seed money planted pop-up tents provided.
- 9/11 remembrance we provided press release and media contacts.
- Fortuna Fireworks Festival FBID planted seed money and insurance.
- Lions Club Annual Egg Hunt we provided press release and media contacts and man power.
- Fortuna's Farmers Market we provided press release and media contacts.
- FBID provided Core Area Event Support; Rodeo, AutoXpo, Redwood Village Spring into Summer, Strongs Creek Plaza Spring Extravaganza, Fortuna Downtown Spring Fling, The City Wide Yard Sale, Core Area Trick-or-Treat, Fortuna Firsts Friday, Holidays Open Houses, Lemonade Days, Paddle To The Headwaters, FBID provided workshops over the years which cost the businesses almost nothing to participate, Advertising, FBID provided scholarships for ad campaigns for businesses, Business to Business networking, FBID created an electronic offer for businesses to connect with each other.
- Among many other events FBID has been involved with.