



2019 Strategic Plan-Simplified

February 2019

The Watt Avenue Partnership (80Watt) Board of Directors aims to create an annual business plan in order to provide policy direction, create measurement tools by which actions and outcomes can be analyzed each year and to further enhance the mission to ensure for accountability and transparency.

Property owners along the Watt Avenue corridor created a Property and Business Improvement District (PBID) in 2015 to be proactive in determining the future of the Watt Avenue corridor, create a clean and safe environment for businesses and patrons, to attract new business and investment throughout the District and to create a unified voice for the area.

The undertaking of the 80Watt as outlined above has given way to three distinct areas of focus, including 1) Maintenance and Security, 2) Beautification/ Land Use and Advocacy and 3) Events/Marketing and Communication. 4) Member outreach for 7-10 Renewal 5) In order to further the Board's goals, a plan has been outlined with specific objectives in the specified areas of interest.

2019 Objectives:

Strategic plan for 80 Watt District/PBID

- Short Term: 1 year (2019-2020)
- Long Term: 5 years goals/objectives (2019/2020 and per renewal 2020-2024)

This plan will help 80 WATT DISTRICT-PBID reach our goals of 'building a sense of place,' and giving us realistic and measurable objectives. This 'strategic document,' will help focus our resources and plan for business growth. *Having this type of 'strategy direction,' will support our efforts in following way:*

- Identify our service plan for the year to two years (Short term), to four years (Long term)
- Understand and evaluate our PBID services and support products
- Identify our beautification projects for 'quality of life' needs
- Position our brand to increase economic impact in the local businesses
- Set specific, measurable goals and timeframes for our beautification and marketing activities
- Map out a strategy to reach our target audience and the tools needed for success.

Tier One: Create map for business outreach for open commercial and retail spaces within the PBID

Tier Two: RENEWAL / Addition of boundaries

Strategic Goals 2019 - 2020

Goal 1: Establish an inspiring identity by mapping the 80 Watt District to understand business strengths, open vacancies and lease rates in real estate, excellence and vulnerabilities in security and maintenance needs and marketing opportunities, designing a '80 Watt District Developing Guide.' Investment into an 'Economic Impact Study' will help the renewal, business opportunities and more.

Goal 2: Build and strengthen relationships with strategic business partners, through communication, convening and grant (sponsorship) support to local business, thus encouraging the strength for renewal.

Goal 3: Build and strengthen outreach campaigns and sponsorships to property owners providing constructive support and accessible outreach and renewal information, so that renewal is straightforward and uncomplicated.

Goal 4: Engage partners in a coordinated and unified effort at events including collaboration opportunities to showcase our mission, vision and branding to the larger communities.

Goal 5: Increase the online presence of 80 WATT DISTRICT/PBID through web marketing and social media strategies.

The 80 WATT DISTRICT/PBID 's top priorities continue to be a strong partnership with the County of Sacramento and other key stakeholders in strengthening a 'virtuous cycle' of economic stimulus. In turn, spending generates millions of dollars in income for the businesses, assuring jobs for thousands of local residents. Finally, as the local economy expands, the assessment and taxes (both TOT, property and sales tax) will increase, allowing the county to increase their investment into the economy.

Clean and Safe

Upon creation of the District in 2016 an enhanced maintenance program, building upon existing public services, was launched. The enhanced maintenance program includes graffiti removal, regular litter pickup, street sweeping and bulky item clean-up. These services are provided and paid for exclusively by property owners within the District.

The 80Watt has an established Clean and Safe Committee. In its inaugural year, the Committee focused on cleaning up areas of the District that had been neglected for years. This included working with the California Highway Patrol, Cal Trans, and the County to gain access and cooperation. Additionally, security was a prime component of the Clean and Safe Committee. The 80Watt contracted with the Sacramento County Sheriff's Department as well as a private security agency to provide around the clock security measures. The Committee works diligently to manage the work product of the assigned contractors and to ensure all services are being handled according to the Agreements. With the great progress made in 2017, the Committee has identified the following objectives for 2019.

Continuous Programs:

- Connect with and support the Sheriff's Work Program
- Continue to coordinate with the Sheriff's Dept. on programs to help curb theft/prostitution/drug use in the District
- Work with the District Attorney's Office on programs aimed to curb homelessness, prevent human trafficking
- Monitor and request business/property owners have a signed Notice of Agency on file
- Create and maintain a database of chronic nuisance offenders
- Continually Identify and prioritize outreach to neighboring community residents/associations to discuss how to partner on issues such as homelessness and crime
- Implement Shine Grant, 'Light it up,' to install lighting within the district to deter after hours criminal behavior (2nd Quarter, 2019)
- Set Calendar dates for the Adopt-a-Highway & Adopt-a-Street program (s) for volunteer support.
- Disseminate safety tips to owners through mailings/electronic communication
 - Crime prevention through environmental design
 - 311
 - What information to give security patrols, sheriff's

Land Use and Advocacy

The 80Watt would like to facilitate a strong and organized voice to represent the property and business owners in the District. The Land Use and Advocacy currently falls under the Marketing Committee. The Committee (along with the Board of Directors) outlined the following objectives for 2019:

2019 Objectives:

- Support the Marketing Committee to create a 'Developing Guide,' for the 80 Watt District.
- Represent the District in front of public bodies, advocate for additional funding for the area, advocate for additional police presence and other services
- Monitor state and local policies/ bills
- Establish a legislative advocacy policy
- Reach out and work with brokers to identify vacant for sale/rent properties (1st and 2nd Quarter, 2019)
 - Create an opportunity to post these properties on the 80Watt website (2nd Quarter, 2019)
 - Disseminate electronically (newsletter/ social media) (Monthly)
- Generate interest in properties by placing articles in local media outlets
- Continually develop action plans and possible sources of funding for beautification of entrances to the District

Marketing/Communications/Advocacy/Events

A focus for the Marketing & Advocacy Committee in 2019 will be to create a strong presence and awareness of the District's successes. This will include frequent communication (social media, electronic, etc.) with owners, media placement and active community engagement.

2019 Objectives:

- Map the 80 Watt District to understand business strengths, open vacancies and lease rates in real estate, excellence and vulnerabilities in security and maintenance needs and marketing opportunities. Using this data to create a new '80 Watt District Developing Guide.'
- Continue to create and give opportunities for a diverse array of sponsorship programs that will provide opportunities to reach new markets that are otherwise cost-prohibitive. Local projects are in the first tier, and as we grow and strengthen, digital branding, social media marketing and public relations campaigns, Monument signage, and banner programs, are only a few projects that will provide messaging to continue the growth of the 80 Watt District.
- Investment into an 'Economic Impact Study' will help the renewal, business opportunities and more.
- Continue to create opportunities for special events, including partnering with other organizations to promote the 80Watt
- Grow the list reading the monthly electronic newsletters-Mail an 'annual newsletter' to all members/partners
- Continue to update the database of business and property owner email listings
- Plan and host quarterly Lunch and Learns
- Explore opportunities to work with other community events that would promote the District
- Ensure brand consistency in all that we work on
- Install street banners (2019)
- Monthly website and social media updates (agendas, news articles, vacancies, etc.)
- Generate interest in properties by placing articles in local media outlets

Renewal/ Contingency Program

Build and strengthen outreach campaigns for renewal support to property owners providing constructive and easily accessible outreach and renewal information as needed, so that renewal is straightforward and uncomplicated.

2019 Objectives:

- Work with the Steering Committee and Civitas (vendor) to monitor and guide the process for renewal.
- Data and mapping with timeline of renewal
- Lead the committee/board of directors to outreach to stakeholders for focus groups, plan review workshops and forums, showcasing the benefits of the district to business.
- Use budget to create district parameters for growth, assessments
- Petition preparation
- Presentation to Board of Supervisors
- Media Outreach/ Celebration Reports
- Collect signatures
- County Hearings

In working with the 80Watt Board of Directors, it is the objective to create a metrics scale by which these goals and subsequent outcomes will be measured. 80Watt staff will track throughout the year and provide a monthly update and status to the Committees and Board.