

**Shorewood Business Improvement District  
Work Plan 2004**

Vision Statement:

*Shorewood will be a premier destination for businesses to locate and thrive including:*

- *A desirable location for cultural experiences;*
- *A vibrant dining and entertainment district; and,*
- *A walkable family-friendly community.*

The Mission Statement of the Shorewood Business Improvement District is:

*The mission of the Shorewood Business Improvement District is to:*

- *Promote and leverage dining and entertainment;*
- *Develop and solicit quality businesses;*
- *Focus, promote and enhance the brand image of the District; and,*
- *Monitor infrastructure.*

Goals and Objectives:

Leadership Development: Garner support and involvement of 4 new people actively working/serving on the board or on committees.

Long Range Plan:

Continue to work to implement plan with an emphasis on addressing issues key to businesses, commercial property owners, and residents including additional retail businesses and new development.

Branding: Continue to implement a multi-pronged plan of branding efforts with long range plan of strong target market specific recognition. Utilize the media and "free" programs to leverage the Shorewood District branding via participation by businesses and the District itself.

Promotion: Develop actionable promotion(s) that distinguish Shorewood and its business and service providers from the competition – most specifically related to branding efforts.

Aesthetics: Use resources of the District in conjunction with the Village to have an aesthetic and welcoming central business district.

Promotional: Continue the cooperative television advertising program for those interested merchants.

Recruitment/Development: Target two high quality businesses to be added to the Village. Target areas of the Village that may be suitable for redevelopment while concurrently working with developers that have in-fill experience and are of the type and quality that will bring desirable projects to Shorewood. Participation and cooperation with CDA is key.

Operations: Continue to develop a positive and strong working relationship with Village, CDA, Village Board, and other similar organizations in the Village. Operate the District ethically and efficiently while engaging outside, part-time management.

[Board Approved, 11-20-03]

**2004 Shorewood Business Improvement District Budget**

**REVENUES**

Assessment	\$ 76,119.00	
Contributions	\$ 1,000.00	
Dividends	\$ 50.00	
Façade Prgm Admin	\$ 21,200.00	
Mktg Tif #1 Funding	\$ 44,733.00	
Interest	\$ 100.00	
		\$ 143,202.00

**EXPENSES**

**Administrative**

Accounting	\$ 3,000.00	
Audit	\$ 1,000.00	
Cell Phone	\$ 300.00	
Copies	\$ 750.00	
Legal	\$ 500.00	
Liability Ins.	\$ 500.00	
Long Distance	\$ 250.00	
Management	\$ 36,000.00	
Meals	\$ 200.00	
Miscellaneous	\$ 1,200.00	
Office Supplies	\$ 2,000.00	
Postage	\$ 1,200.00	
Seminars	\$ 500.00	
Subscriptions	\$ 50.00	
Welcome Gifts	\$ 250.00	
		\$ 47,700.00

**Marketing and Communic**

Banners (Replacement)	\$ 750.00	
Shorewood Seasonals	\$ 1,600.00	
Business Recruit Materials	\$ 1,000.00	
GMCVB/JEM Program	\$ 6,000.00	
Newsletter	\$ 500.00	
Web Hosting & Updating	\$ 6,000.00	
Mag: Milw Mag. NSL	\$ 13,860.00	
Newsppr:Shp Exp, CNI North	\$ 9,000.00	
Public Relns/Editorial, etc	\$ 20,000.00	
Radio	\$ 22,140.00	
Web Site Creation	\$ 10,000.00	
Measurement	\$ 5,000.00	
		\$ 95,850.00

\$ 143,550.00

**SUBTOTAL**

\$ (348.00)

Fund Bal. Carry Over \$ 34,317.00

**NET**

\$ 33,969.00

Totals may vary due to date of transfer of funds from CDA.