

## Enhanced Two-Way Communication

### Objectives

- Monitor membership participation and increase awareness of the BIA
- Continue to cultivate civic pride
- Identify and recognize all BIA sectors
- Celebrate the arrival of every new business in the BIA

### Priority Initiatives

- Rollout new database software
- Host networking opportunities
- Enhance our communication plan
- Mobilize street and neighborhood captains
- Develop and report the economic successes

## Continued Financial Sustainability

### Objectives

- Optimize our financial resources
- Maximize and leverage our annual revenue
- Be effective stewards of our financial reserve
- Identify and secure other sources of revenue

### Priority Initiatives

- Ensure timely and effective collection of BIA levies
- Collaborate with our membership on capital expenditures
- Increase grant writing, corporate partnerships and sponsorships

## Advocacy

### Objectives

- Formalize our advocacy role
- Act on advocacy issues that are relevant to our membership
- Advocate on important issues that support and advance the goals of our membership

### Priority Initiatives

- Establish formal advocacy committee
- Develop principles and guidelines for addressing advocacy issues

## Ongoing Effective Governance

### Objectives

- Review and improve on our corporate governance documents and manuals
- Policies and procedures to be comprehensive and current

### Priority Initiatives

- Annually review current policies and procedures
- Recruit new board members by means of a structured nominating process
- Improve on Board orientation, training, and evaluation



Five Strategic Pillars (BIA Act)

ADVOCACY

• BEAUTIFICATION

• CLEAN AND SAFE STREETS

• MARKETING

• URBAN DESIGN AND DEVELOPMENT