| **TASK** | **RESPONSIBLE** | **VALUE** | **BUDGET** |
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| **Serve Members/Grow Economy** | | | |
| **MEMBER MEETINGS:** Host quarterly Networking Mixers at member businesses; ensure at least 10-20 attendees at each.   * February (Annual Meeting) * May (Nat’l Small Business Week) * September (Back to School/Business) * November (Holiday) |  | **Members:** Networking.  **District:** Connect diverse district.  **Association:** Connection with Members and Prospects. | $2,000 ($500/each) |
| **SIGNATURE ANNUAL EVENT:** Host Street Fair (August). Close Street. Ensure at least 50% of members participate. Secure at least 100 vendors, 10 sponsors and 2 earned media stories. Generate increased customer traffic and sales (collect data from businesses). **GOAL:** Increase business revenue 10-20%. |  | **Members:** Make cash registers ring.  **District:** Celebrate district.  **Association:** Generate revenue. Provide visible member benefit. | $3,000 |
| **REVENUE GENERATING EVENT:** Host Holiday Tree Lighting and Gift Passport (Small Biz Saturday). Produce at least 200 Passports. Ensure at least 50% of retail/restaurant members participate. Secure at least 5 sponsors and 1 earned media story. Generate increased customer traffic and sales (collect data from businesses) during critical holiday season. **GOAL:** Increase business revenue 10-20%. |  | **Members:** Make cash registers ring.  **District:** Promote as holiday shopping destination.  **Association:** Generate revenue. Provide visible member benefit. | $2,000 |
| **Market and Promote District** | | | |
| **WEBSITE:** Maintain website: business/member list, events, calendar, district news. Secure links to site from 50% members. Increase visits 20%. Connect online assets (web/newsletter/social media). |  | **Members:** Promote members.  **District:** Promote district.  **Association:** Increase relevance. | $1,500 |
| **SOCIAL MEDIA:** Increase Social Media followers (Facebook 10%); ensure like/follow all members. Post consistently, highlight seasonal events. Connect online assets (web/newsletter/social media). |  | **Members:** Promote members.  **District:** Promote district.  **Association:** Increase relevance. | $250 ($20/month to boost posts) |
| **NEWSLETTER:** Produce monthly newsletter to highlight district businesses, events, ‘Meet Your Neighbor’ promotion, member benefits and successes and send via email. Increase subscribers 20%; ensure all members get newsletter. Connect online assets (web/newsletter/social media). |  | **Members:** Promote members.  **District:** Promote district.  **Association:** Increase communication and relevance. | $360 |
| **MAP:** Produce district map to highlight district businesses, events, culture and history. Secure at least 10 ads. |  | **Members:** Promote members.  **District:** Promote district.  **Association:** Generate revenue. Provide visible member benefit. |  |
| **Strengthen Business Association** | | | |
| **BOARD:** Host monthly Board meetings and Annual Meeting (February). Recruit Board members from all aspects of district; ensure smooth governance transition. Host Orientation for new Board. **GOAL:** Increase volunteers 10-20%, ensure Board reflects district. |  | **Members:**  **District:**  **Association:** Manage leadership transition. Meet Contract Staffing goals (increase volunteers). |  |
| **MEMBERS:** Facilitate annual membership campaign (Dec-March). Retain at least 80% of current members. Implement member tracking system. **GOAL:** Increase membership 10-20%. |  | **Members:** Show district accomplishments/ROI.  **District:**  **Association:** Generate revenue. Increase relevance. |  |
| **GRANTS:** Apply for Venture Portland grants; secure at least $4,000 ($2,000 grant awards, $2,000 match; eligible Fall 2017). Manage grant funds; ensure grant compliance. |  | **Members:** Create new benefits.  **District:** Create new benefits.  **Association:** Generate revenue. |  |
| **ANNUAL FILINGS:** Submit Annual Report (Oregon; 8/5/17) and 990 tax return (Federal). |  | **Members:**  **District:**  **Association:** Ensure legality and Venture Portland eligibility. | $50 |
| **VENTURE PORTLAND:** Renew Venture Portland membership. Support delegate representing district on Venture Portland Board. |  | **Members:** Access to Training.  **District:** Access to city wide advocacy / marketing.  **Association:** Ensure access to benefits. | Sliding Scale |