

HIGHLANDS BID WORK PLAN SUMMARY

PARTNERS

| | BID | Municipal | Corporate | Banks | Federal State/ County |
|--|-----|-----------|-----------|-------|-----------------------|
| VISUAL IMPROVEMENT COMMITTEE | | | | | |
| Parking/Beautification | | | | | |
| Improve, expand, beautify public areas/linkages to business district | X | X | | X | |
| Maintenance | | | | | |
| Promote attractive, clean public areas at gateways and linkages | X | X | X | | X |
| Design | | | | | |
| Promote design standards with incentive programs (commercial loan/matching grants) | X | X | | X | |
| Capital Improvement | | | | | |
| Continue and expand streetscape program | X | X | X | | X |
| Promote partnerships to plan flood prevention strategies | X | X | X | X | X |
| SPECIAL EVENTS COMMITTEE | | | | | |
| Promotion/creation of district event activities | X | X | | | |
| MARKETING & COMMUNICATIONS COMMITTEE | | | | | |
| Regional consumer merchandising calendar & campaigns | X | X | X | X | X |
| Image/customer building advertising campaigns | X | X | X | X | X |
| Publish a quarterly newsletter for entire community | X | X | X | | |
| Maintain and expand website address | X | X | | | |
| Communications with commercial owners/operators/retailers | X | | | | |
| ECONOMIC DEVELOPMENT COMMITTEE | | | | | |
| Business Recruitment/Retention | | | | | |
| Vision for community | X | X | | | |
| ID distressed or underutilized commercial properties | X | X | | | X |
| Establish a ferry service/water taxi linkage | X | X | | | X |
| Establish a marina/docking facilities | X | X | | | X |
| Waterfront Re-development | | | | | |
| Start process with Atlantic Group Report to identify opportunities | X | X | | | |