

DRAFT



FY2009-10

CHIEF PROFESSIONAL WORK OBJECTIVES:

Kraig Kojian, President and Chief Executive Officer

- Position the DLBA as a vital Downtown organization
- Serve as the clearinghouse of Downtown Economic Development information
- Improve the reality and perception of public safety around Downtown
- Create a culture of objective accountability among Board and staff
- Create an annual event production and sponsorship calendar

STRATEGIC DIRECTIVE	EXECUTIVE APPROACH	STRATEGY	OUTCOME
<p>Position the DLBA as a vital Downtown organization</p>	<p>Practice “high-touch” communications with Downtown stakeholders</p> <p>Advocate private-public partnerships to maximize resources and enhance productivity, efficiency, and measureable results</p> <p>Assess and compare organizational infrastructure practices with other communities</p>	<ul style="list-style-type: none"> • Develop strategic organizational communications strategy by February. • Make XXXX monthly personal visits to property owners/businesses • Co-sponsor the design of Downtown Residential Council website and expand marketing area pages on DLBA website by May. • Collaborate with Downtown Residential Council to sponsor/organize Summer social event by April. • Meet monthly with at least one Neighborhood Association rep or the Downtown Residential Council. • Meet with Central Project Area Committee leadership and apply for a Board seat by June. • Investigate other BIDs’ incorporation and representation of residential owner-occupied properties by April. • Research organizational structures such as Economic Development Corporation, Community Development Corporation, for-profit Special Events Corporation by August. • Gather information on ability to bond against assessment dollars or alternative assessment districts for specific benefits (e.g., landscape, lighting) by September. • Bring forth XXXX opportunities totaling a value of \$XXXX to supplement property and business assessments and diversify the association’s funding through expanding partnerships with CVB, the Port, educational institutions, and other partners. 	<p><i>The Association will be best positioned to amend and renew the PBID in 2013 and provide additional leadership upon the expiration of the Downtown RDA Project Area in 2017</i></p>

STRATEGIC DIRECTIVE	EXECUTIVE APPROACH	STRATEGY	OUTCOME
<p>Serve as the clearinghouse of Downtown Economic Development information</p>	<p>Deliver a Retail Strategy</p> <p>Publish an Economic Development Profile</p>	<ul style="list-style-type: none"> Facilitate the publication of a Retail Visioning Plan by April Lead staff in the generation of vital data of property owners, vacancies, leases and rates, in advance of publishing for existing and potential businesses collateral for ICSC conferences in January and May Lead staff in the publication of an Economic Development Profile by April. Create and market a business incentives package in partnership with the City of Long Beach by DATE 	<p><i>The Association will be a critical component of the community's Economic Development strategy and enhance the ability of owners and reps to draw business.</i></p>
<p>Improve the reality and perception of public safety around Downtown</p>	<p>Create credible tracking method for future measurement and comparison of perceptions of public safety</p>	<ul style="list-style-type: none"> Create a Public Safety webpage by February. Facilitate XXXX Neighborhood and Community Watch meetings for businesses and residents by September. Collaborate with Capital Improvement Projects Task Force to enhance experience of public safety (e.g., maximize grants provided to the RDA for lighting and signage improvements by June) Facilitate annual survey to document trends and measure empirical data re: public's perception of safety in Downtown 	<p><i>The Association will demonstrate improved perceptions of public safety through reliable annual data collection and will collaborate with diverse community members to communicate safety improvements—both perceived and real.</i></p>
<p>Create a culture of objective accountability among Board and Staff</p>	<p>Initiate three planning and review processes</p> <p>Implement an employee performance planning and incentive compensation program</p> <p>Develop a succession-planning strategy</p>	<ul style="list-style-type: none"> Conduct a board self-assessment by April Arrange an organizational evaluation process with an outside consultant by February to update the strategic plan to for FY '10-11 Report results of achieving goals on monthly basis Facilitate the Executive Committee's performance review of the President and CEO by September Create a year-round Board Development Committee by March to engage, orient, and mentor new members for Board or various task forces Devise for FY '10-11 budget an employee incentive program based on commission and/or bonus appropriate to the position based on exceeding standards of performance Create succession plan by April to assure there are processes in place to choose and support a successor to a leader at all times 	<p><i>Future planning efforts for the Board, Organization and Management will be based on an organized and participatory objective data collection and review process. The Association will also encourage, maintain, and develop its Board and staff leadership.</i></p>
<p>Create annual event production and sponsorship calendar</p>	<p>Identify events to produce and sponsor that raise awareness and generate critical mass to the various neighborhoods of the business district</p>	<ul style="list-style-type: none"> Lead staff in producing nine on-budget events by September. Lead staff in producing events that draw a total of 100,000 people as measured by ROI data by September. Facilitate creating sponsorship contracts with event producers to limit the organization's expenditures and liability by February Lead staff in sponsoring XXXX events that draw XXXX people by September. Raise \$205,000 of outside sponsorship (not inclusive of contracted RDA support) for events in FY2009-10. 	<p><i>The Association will benefit from creating critical mass and exposure for the business community in a fiscally responsible manner.</i></p>