

| Area | Deliverable |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Membership & Engagement Funded by: Member dues, Great Streets Grant | Facilitate 12 member meetings as seminars (topics as per requests of members) |
| | Increase membership by 20% |
| | Increase outreach to businesses with emphasis on small / East African businesses. |
| | Introduce services for businesses |
| | Continue partnering with ADC as applicable for hosting / co-hosting seminars |
| | Increase small business participation in meetings |
| | Invite outside event planners to participate in meetings |
| Marketing / Outreach Funded by: Great Streets grant, Twin Cities Local Initiatives Support Corporation* (*tbd in Dec 2013.) | Continue to refine website, making it more mobile-friendly and image friendly |
| | Explore opportunities to improve and install new wayfinding and signage |
| | Continue to grow mailing list / audience for online promos to support West Bank |
| | Increase positive perceptions of the West Bank - through articles, marketing |
| | Finish Loyalty Card Program / Explore continuation of it |
| | Plan with partners for Lightrail Opening in 2014 |
| | Partner with Meet Mpls / Explore MN to establish West Bank as destination district |
| Programs Funded by: Sponsors, Grants (These things should be funded and/or revenue generating!!!) | Establish firm budgeting parameters for programs with goals around funding |
| | Increase member participation and support of program committees so they are supported by those that benefit directly from them. (Ex - bike shop sponsorship of West Bank Ride, venue sponsorship of Fest.) |
| | (See individual recommendations for committees, below) |
| Organization / Admin Funded by: Member dues. *Not fully funded for the amount of hours we consistently spend. Could be additionally funded by General Operating grants | Increase use of committees to help achieve goals, increase committee participation |
| | Manage staff capacity and burnout by adhering to priorities and growing offerings only with supporting revenue streams |
| | Create additional / more streamlined reporting - example: quarterly member report |
| | Create calendar on site for meeting posting |
| | Increase strategic use of interns and volunteers to help achieve goals |
| | Turn more administrative work in relation to committees over to committees themselves. (Example: board secretary posting board meetings.) |
| Revenue (includes grantwriting, donor development, introducing services) Funded by: Member dues. *Not fully funded for the amount of hours we consistently spend. Could be additionally funded by General Operating grants | Increase applications submitted to foundations of appropriate scope (2013 goal 175K, 2014 goal 200K) |
| | Introduce service revenue / fees for service |
| | By increased fundraising, new revenue, and maximizing revenue-generating time of staff and volunteers, goal to reduce debt by a minimum of 25% |
| | Nurture and establish relationships with new potential donors. (Minneapolis Foundation, McKnight, Carolyn Foundation) |
| | Increase sponsorship dollars for events |
| | Increase membership by 20% |