

# CONNECT COMMUNITIES PROGRAM SERVICES

## BENEFITS OF CONNECT COMMUNITIES' MEMBERSHIP

Connect Communities can take advantage of many tools and resources to assist your program, municipality, property owners and businesses. A sampling of the most requested services is listed below, but the Wisconsin Downtown Development team is always open to identifying other strategies to meet community needs. Any business, property owner or stakeholder engaged with the downtown revitalization efforts is welcome to participate provided that the host community has returned their contract and \$200 annual fee.

## GENERAL

- » Access to recorded webinars on relevant topics such as: interior merchandising, signage and storefront design, development financing, board development, marketing, inventory management, etc.
- » Access to numerous toolkits on common topics; road construction, design guidelines, event impact measurement, etc.
- » Access to research and case studies for common initiatives (residential development, public art, façade improvement programs, entrepreneurship, etc.)
- » Access to 35 years of case studies and examples of representative projects and initiatives including images and materials
- » Access to Network Wisconsin discussion group with a network of individuals with deep knowledge of downtown issues
- » Ability for businesses to participate in annual contests to receive funding and assistance including Main Street Makeover and Place-Makeover
- » For women-, minority- and veteran-owned businesses, the ability to access match funds for kiva 0% interest loans
- » Ability to host regional discussion group networking sessions to foster conversation on key topic of interest

## ORGANIZATION

### Basic Services

- » Draft Infographic and basic economic data
- » Online orientation module for board/volunteer training

### Enhanced Services

- » Organizational Structure Assessment – review and suggestions for changes to bylaws, organization policies, memorandums of understanding and partnership agreements.
- » Committee Refreshers/Strategic Planning – staff attendance at committee meeting to set goals, update work plans, generate new ideas and improve work processes.



## DESIGN

### Basic Services

- » Access to examples of the following upon request:
  - Successful design and signage regulations
  - Design-related articles and toolkits
  - Local design guidelines template

### Enhanced Services

- » Regional design training (schedule permitting)
- » Examples of similar property style rehab project designs/color schemes to encourage quality design



## ECONOMIC VITALITY

### Basic Services

- » Entrepreneur/new business market information.
- » Review of financial projections for development project.

### Enhanced Services

- » Business Retention Survey – assistance developing survey questions, hosting survey tool and analyzing results. Property Rehab Strategy – discuss property challenges and develop potential strategies to foster reuse or rehab.



## PROMOTIONS

### Basic Services

- » Website or social media review/audit.
- » Monthly promotions call

### Enhanced Services

- » Canva Template Development – develop custom social media templates for program or businesses to create branded materials.
- » Social Media Calendar Planning – assistance to develop annual social media posting plan.

