

Approved 11.19.21

Engage SODO Work Plan - 2022 (Business Community Engagement Committee)

Purpose: Increase communication and interaction within SODO so that the BIA most effectively represents and executes the interests and priorities of the ratepayers

Goal: SODO welcomes and creates a cohesive and interconnected community of businesses

Total Budget Allocation: \$209,841

Goal/ Project Description	2022 Actions	Description/Measures	Budget Line Item	Current Budget
Objective: Expand community social networking for businesses to support one another				
Business Community Networking	Hold at least four quarterly business networking events	Number of attendees and number of newly engaged ratepayers	Engage Events and Programs	\$10,000
SODO Affinity Groups	Identify potential groups and engage businesses	Create Affinity groups of like businesses in SODO	Engage Projects and Partnerships	
Adopt a Block	Identify areas to establish microcommunities through out the district	Expand "Adopt a Block" program to encourage relationships between geographically close businesses.	Engage Events and Programs	\$2,000
Objective: Develop a streamlined and easy to use data and record keeping process to track ratepayer connections				
New CRM program	Identify other CRM platforms for BIA functionality and ease of staff use.	Adapt new CRM platforms. Create internal communications processes for updating ratepayer information across all platforms.	Engage Projects and Partnerships	\$8,000
SODO Service Dashboard	Identify key information to track	Build a SODO dashboard to track key work plan elements including crime and safety info from the surveys.	Engage Projects and Partnerships	\$2,000
Objective: Elevate the stories of SODO's business community to citywide and broader regional audiences				
SODO Stories	Produce and Release SODO Stories video & accompanying content.	Expand the SODO Stories videos and editorial content. Increase ratepayer participation, and social media analytics.	Engage Projects and Partnerships	\$30,000
Website Update	Research and implement website improvements	Update website, including the business directory to be more user friendly and relevant.	Engage Projects and Partnerships	\$15,000
Objective: Strengthen relationships with SODO businesses through expanded outreach and communication				
Ratepayer Communications	Continue and expand monthly newsletter and semi-annual one sheets.	Communicate BIA progress through printed and digital newsletters, one sheets and annual reports.	Engage Projects and Partnerships	\$10,000
Business Directory & Marketing	Engage ratepayers through marketing/media kit, website badges, window clings, etc.	Increase business participation in SODO BIA activities and community. Strengthen BIA Support through business involvement and representation	Engage Events and Programs	5,000
Direct Business Outreach	Visit SODO ratepayers in their business	Number of new businesses engaged.	Engage Projects and Partnerships	
Engage SODO Staffing				
Engage SODO Staffing Allocation	Staff support for Communications, Outreach, Events & Advocacy	Portion of Staff Salaries dedicated to Engage SODO activities.	Engage SODO Staffing	\$127,841