

## Engage SODO Work Plan - 2023 (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

**Objectives:** Expand community social networking for businesses to support one another.

Elevate the stories of SODO's business community to citywide and broader regional audiences

Strengthen relationships with SODO businesses through expanded outreach and communication

**Total Budget Allocation: \$233,460**

Goal/ Project Description	2023 Actions	Description/Measures	Current Budget
<b>Engage SODO Partnerships &amp; Projects</b>			
Internal Communications	Promote the SODO BIA and increase awareness amongst SODO-area businesses. Produce accurate printed collateral to inform and engage ratepayers in the activities of the SODO BIA	Produce high-quality promo items and One Sheets printed bi-yearly, maintain branding, Newsletter	\$9,000
CRM Database	Maintain new CRM with accurate ratepayer data	Maintain internal communications processes for updating ratepayer information across all platforms.	\$4,000
SODO Stories	Promote SODO businesses to highlight SODO's offerings	Complete video in 2023 on Services SODO.	\$25,000
External Communications	Engage new followers with relevant social media posts and ads and drive traffic to the website and increase awareness of the BIA and SODO.	Increase community awareness, following and reach.	\$11,000
Website Development & Maintenance	Maintain website functionality and implement improvements for UE/UI. Maintain directory, plugins, etc.	Ensure website is live at all times, maintain accurate and timely info	\$7,100
Office Expansion & Supply	Complete office expansion work to accommodate larger staff.	Remodeling costs to create another office in our existing space to accommodate staffing growth. Expenses to be allocated across program work plans.	\$5,981
<b>Engage SODO Events &amp; Programs</b>			
Business Networking	Engage SODO community members with quarterly networking events	Connect community members and encourage community growth	\$20,000
Communications Training & Conferences	Attending communications training and conferences	Attend training and conferences to gain knowledge and resources to implement Engage SODO	\$4,000
State of SODO	Produce Annual State of SODO event.	Connect community members for a celebration of our hard work and progress. Reflected in RP Budget	
<b>Engage SODO Staffing</b>			
Engage SODO Staffing Allocation	Staff support for Communications, Outreach, Events & Advocacy	Portion of Staff Salaries dedicated to Engage SODO activities.	\$147,379