

Hillcrest Business Association 2023+

As the Hillcrest Business Association plans for its first fiscal year after the end of the Covid 19 Pandemic, it makes sense to return to a longer planning cycle. The HBA Board of Directors has identified several priority areas for the organization for the next three years. These priorities can be segregated between projects with a short term impact and longer term impact and with high, medium, and low priority to the organization.

While all projects are important, the priority level will determine how funding sources are applied with more flexible funding sources being applied to high priority projects (where appropriate) while less flexible sources are assigned to lower priority projects. High priority projects will be supported by the HBA general fund or will see municipal contract funding supported by HBA general fund resources. Medium priority projects will be funded through municipal contracts (BID and MAD) exclusively, and low priority projects will be funded through third party, or yet to be identified, funding.

Short term project priorities:

Short term projects are those whose impact is realized during the day-to-day operations of the organization. These impacts are most observed and appreciated by the membership. However, in isolation, they do not change the long-term economic outlook for the neighborhood.

These projects have been identified in priority order and as such have been prioritized in the budget attached.

High priority projects are projects that will take priority in funding via municipal contracts and the general funds. They include: *On-call security, social media promotions, and special events.*

Medium priority projects shall be funded via municipal contracts and shall not take precedence from the general fund. They include: *Neighborhood walk-about, weekly sidewalk cleaning, and gardening/ tree trimming.*

Low priority projects shall not be implemented unless an independent funding source can be found or they cost nothing to implement. They include: *Farmers Market pop-up shop, public right of way permits, open house, and patriotic sidewalk flags.*

New ideas that are as yet unprioritized shall be considered and include: *a business mentoring program and permanent security patrols.*

Long term project priority:

In order to truly meet its mission to improve the neighborhood of Hillcrest both physically and economically, the HBA must spend resources implementing longer term programs that seek to influence the business climate at-large in the neighborhood. While these projects may not immediately yield results for the membership, they will change the business climate in positive ways over the next several years.

High priority projects are projects that will take priority in staff attention and funding via dedicated fundraising campaigns and advocacy work. They include: *LGBT Cultural District/ Entertainment District creation, Management of Normal Street Promenade, and the Greater Hillcrest MAD Formation.*

Medium priority projects are projects that will take priority in funding via allocation of third party funding and advocacy work: *Developing Little Spot, 400 University Ave. project.*

Low priority projects shall not be implemented unless an independent funding source can be found or they can be implemented through advocacy alone. They include: *Developing DMV property.*

New ideas that are as yet unprioritized shall be considered and include: *Fabulous Hillcrest App; and Digital Arts Graphics district, street or alley.*

Long term project priority project timeline:

As long term projects take place over a number of years, it makes sense to map out when the projects will occur. The chart below illustrates the timeline for deploying long term projects relative to other events occurring in the neighborhood.