

LITTLE ROCK CITY BEAUTIFUL COMMISSION

2003 STRATEGIC PLAN OUTLINE

January 16, 2003

OVERALL COMMISSION GOAL

To raise the level of community expectations for the quality of its environment.

2003 GOALS

- Build on momentum of existing projects.
- Raise the overall profile of the City Beautiful Commission within city government and the community at large.
- Pursue more partnership opportunities with other groups with similar missions.

KEY FOCUS AREAS/PROJECTS

- Networking/Enforcement
- "Adopt-A-Street" Project
- City Beautiful Landscape Awards
- "Eye of the Beholder" Recognition Program
- "Polish the Rock" Awards
- Grants & Fundraising
- Strategic Planning & Publicity

2003 OBJECTIVES/STRATEGIES BY KEY FOCUS AREA/PROJECT

NETWORKING & ENFORCEMENT

Committee Chair: Nash Abrams

Objective:

- To raise awareness of the City Beautiful Commission, its role in the community and government during 2003.

Strategies:

- Secure a strong City Board advocate for CBC.
 - Discuss scheduling a review/proposing amendments to strengthen the landscape ordinance.
 - Publicize scheduled hearings, recommendations and results.
 - Network with organizations with similar missions to identify potential partnerships/alliances.
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ADOPT-A-STREET PROJECT

Committee Chair: *Karol Zoeller*

Objective:

- To secure at least five (5) new participants for the Adopt-a-Street program in each key segment by June 30, 2003.

Strategies:

- Continue PSA activity.
- Consider kick-off event/news conference with participation of the Mayor and all current Adopt-a-Street participants.
- Partner with the Environmental Coalition.
- Set up an information booth at busy times at the River Market.
- Set up an information booth at the mall.
- Create a "tool kit" consisting of a sample solicitation letter, message points and a photo of the commission with their "adopted" street at Bowman Curve.

LANDSCAPE AWARDS

Committee Chair: *Troy Laha*

Objective:

- To receive at least 100 nominations from the community for the 2003 Landscape Awards.

Strategies:

- Improve the mailing/contact list, adding the following audiences:
 - Previous award winners
 - Little Rock Chamber of Commerce membership
 - Civic/service clubs
 - Neighborhood associations
 - Professional landscape designers
 - Nurseries
 - Realtors association
 - ASID
 - Churches
 - Commercial builders association

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-Oil marketers association

- Produce a public service announcement with the City to promote the awards and solicit nominations from the community.
- Distribute information to newsletters of targeted audiences to solicit nominations.
- Invite key news media to attend the awards ceremony (i.e. *Inviting Arkansas, Soiree, Democrat-Gazette Garden Section, etc.*)
- Produce yard signs for display on winning properties.
- Post information about the awards and listing of previous winners on the CBC website.
- Consider selling duplicate trophies to winners at a profit.
- Ask commission members to submit a minimum of three entries each.
- Highlight wards from which entries and winners came during the presentation to the City Board.
- Secure a sponsor earlier in the planning process.

EYE OF THE BEHOLDER AWARD

Committee Chair: Ann Ivey

Objective:

- To present at least 100 Eye of the Beholder Awards in 2003.

Strategies:

- Send a letter to POA Presidents with information about the program and a nomination form.
- Mail information/nomination forms to Garden Clubs.
- Ask nurseries to serve as a distribution point for nomination forms/information.
- Solicit publicity support from Janet Carson on her radio show/newspaper column.

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- Promote the program at home & garden shows.
- Assign commissioners to fill a quota of nominations from a specific city ward.

POLISH THE ROCK AWARD

Committee Chair: Tim Heiple

Objective:

- Seek opportunity to recognize outstanding contributions with Polish the Rock Award in 2003.

GRANTS & FUNDRAISING

Committee Chair: Lynn Warren

Objectives:

- To prepare and submit one grand application for a new initiative in 2003.
- To support existing initiatives by lending assistance in securing sponsorships and for in-kind donations.

STRATEGIC PLANNING & PUBLICITY

Committee Chair: Sharon Tallach Vogelpohl

Objectives:

- To hold a strategic planning retreat and prepare strategic outline for 2003.
- To serve all committees with strategic planning and publicity support during 2003.
- To proactively seek opportunities to raise awareness of the CBC in the community during 2003.

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BRAINSTORMING NOTES

- Environment
 - air quality
 - improve existing sites
 - seek partnership with the downtown partnership
 - revise the landscape ordinance
 - showcase sites like Allright parking
- Incentive/Enforcement
 - POAs
 - commission observe
- Fouche Creek Clean Up
- Pride & Ownership in residential
- Revive Pretty & Clean Program
- More partnerships