

# Govanstowne Business Association Work Plan - Proposed

Originated March 14, 2006; Last Updated 01/03/08

*FOR REVIEW/DISCUSSION PURPOSES; ADDITION/CHANGES/IDEAS WELCOME.*

## **Description of the Govanstowne Business Association (GBA):**

The GBA was established in 1980 as one of nine Retail Business Districts throughout the City of Baltimore. These districts were set up as mandatory business associations by City Council bill. The GBA RBDL district boundaries include all businesses that are roughly in the area that extends from the city/county line to 43rd street, along the York Road corridor (approximately 250 businesses): 4300-6310 York Road, 400-525 Benninghaus Rd., 401-500 Woodbourne Ave., 410-416 Lyman Ave., 415-600 E. Belvedere Ave., 4320-4334 Old York Road., and 5700-5710 Bellona Ave.

All businesses within the Govanstowne RBDL district are GBA members. The GBA Board of Directors is comprised of volunteer business representatives from three diversely different business districts, including York-Belvedere, York-Woodbourne, and York-Coldspring, as well as non-voting, non-business members, such as neighborhood representatives, school and religious organization representatives, non-profit representatives and Baltimore City representatives. Officers include President, Vice-President, Treasurer, Assistant Treasurer, Secretary and Executive Director. The Executive Director position is a paid part-time staff position.

GBA is a non-profit corporation, IRS 501 (c) (6), and board meetings are generally held every two months, currently at 8:30AM on the second Tuesday of alternate months. GBA bylaw objectives include promoting and enhancing the interests of the business members, and bringing a closer relationship among all businesses. It has also been a forum for proactively marketing and pursuing new businesses to join the York Road corridor, and has recently worked with Baltimore Development Corporation (BDC) to expand the Enterprise Zone to include GBA businesses. GBA promotes business incentive programs and improvements projects, especially promoting the façade improvement grants offered by BDC.

All businesses pay dues, the Retail Business District License (RBDL), based upon square footage. Baltimore City sends out bills to the businesses within these districts and collects the dues. A portion of the funds are provided to the GBA to be used for business promotions, to encourage more shoppers and part-time staffing. The GBA, since its inception, has also put a significant portion of its funds into community projects, with the belief that improving the community beautification and involvement would do more to encourage shoppers and improve the commercial corridor than just simple business promotions. GBA has received Parks & People grants for streetscape greening projects, and has partnered with Loyola College students and community residents for successful beautification projects along York Road. The GBA has been applying for additional funding for special projects, most recently being awarded a Community Legacy grant for façade improvements.

Govanstowne was selected as one of two Main Street Affiliate areas, and we are grateful for the guidance and technical assistance provided by Baltimore Main Street and the National Main Streets organization. Since Affiliate status does not include Main Streets funding for staff, the following is an adaptation of the Main Street Four-Point Approach, based upon current GBA board activities.

*Source: Lauren Adkins, Sr. Program Associate, National Trust Main Street Center*

**Mission of the Govanstowne Main Street Affilliate Program:**

*Increase viability and success of GBA businesses  
and increase the sense of community and pride for businesses and residences of Govanstowne.*

**Goal of the Organization/Officers:**

- GBA Officers will support projects (based upon GBA committee and/or member wishes); manage budget and volunteer commitments; divide workload and responsibilities; office management, including updated RBDL business list.

**Goal of the Promotion/Marketing Committee:**

- Promote Govanstowne, businesses and GBA activities through effective communication to businesses and larger community

**Goal of the Activities/Fundraising Committee:**

- Coordinate special activity projects, fundraising events and grant writing

**Goal of the Design/ Streetscape Committee:**

- Improve the visual appearance of the Govanstowne Business District

**Goal of the Economic Restructuring Committee:**

- Promote business opportunities to help improve existing GBA Businesses and recruit new businesses

**Organization/Officer Objective #1: Learn  
Projects:**

1. Attend Main Street Manager meetings
2. Attend Main Street educational seminars and conferences
3. Read /research about Main Street program
4. Communicate with other Main Street areas

**Organization/Officer Objective #2: Educate  
Projects:**

1. Coordinate Main Street Technical Meetings
2. Reach out to GBA members and community members for participation

**Organization/Officer Objective #3: Support  
Projects:**

1. Initiate the GBA Main Street Work Plan
2. Communicate with committees regularly
3. Recruit volunteers for Work Plan as needed by committees
4. Include committee reports in GBA meeting agendas

**Organization/Officer Objective #4: Meeting Agendas  
Projects:**

1. Coordinate bi-monthly meetings and Annual Meeting
2. Reach out to GBA members for participation
3. Set up guest speakers

**Organization/Officer Objective #5: Office Management  
Projects:**

1. Determine Executive Director duties
2. Prioritize tasks
3. Keep updated Business Directory/send each update to BDC (RBDL list due in November)

**Promotion/Marketing Committee Objective #1: Communicate**

## Projects:

1. GBA Gazette – issued every two months - write blurbs/articles, gather photographs; assemble for printing
2. Coordinate effective e-mail distribution
3. GBA website – maintain/update on a bi-monthly basis, after each mtg.

**Promotion/Marketing Committee Objective #3: Advertising**

## Projects:

1. GBA Database/Directory – coordinate updates
2. Advertise GBA events – flyers, media, meeting announcements, etc.
3. Communicate with media, and expand media attention
4. New Govanstowne Brochures (2007-2008 budget)
5. Utilize Main Street website opportunities, promote events

**Promotion/Marketing Committee Objective #4: Community Outreach**

## Projects:

1. Attend community meetings (communities, Govans Manor, etc.)
2. Attend religious, school, non-profit meetings (Senior Network, Chinguapin, etc.)
3. Attend special meetings as needed (City, GHCC, Councilman, etc.)
4. Attend Northern District meetings

5. Update GBA board regarding community issues

**Promotion/Marketing Committee Objective #5: Congratulations**

## Projects:

1. Scan print media (Sun, Daily Record, Baltimore Business Journal, Urbanite, Baltimore Magazine, Style) for articles about GBA businesses and accomplishments of members
2. Announce GBA kudos at GBA meetings
3. Place Gazette notices of kudos
4. Add announcement to website, with link to article
5. Announce business improvements, for acknowledgement and to inspire others.

**Promotion/Marketing Committee Objective #4: Welcome New Members**

## Projects:

1. Compile as much information as possible for Member Bags; prepare checklist of items to be included
2. Meet with new businesses as soon as they move in and present GBA Member bag
3. Recruit new businesses to attend GBA meetings and activities

### **Activities/ Fundraising Committee Objective #1: Special Community Activities**

#### Projects:

1. Coordinate Baltimore Main Streets Miracle on Main Street events – collect basket donations, coordinate parking meters
2. Coordinate Parks and People planting projects
3. Coordinate Mayor clean-ups – spring and fall
4. Others TBD

### **Activities/ Fundraising Committee Objective #2: Fundraising Events**

#### Projects:

1. Govanstowne Classic Basketball Tournament
2. Coordinate Taste of York Road/Govanstowne 2007 TBD
3. Coordinate York Road/Govanstowne Festival 2007 TBD
4. Coordinate York Road Yuletide Event
5. Determine other fundraising opportunities

### **Activities/ Fundraising Committee Objective #3: Grant Writing**

#### Projects:

1. Parks & People grants (Spring project application due early February or Fall application due July) – coordinate with Streetscape committee for project, volunteers, etc.; submit application, submit report after project. Submitted 7/28/06
2. Community Legacy Grant? Submitted 6/30/06; GBA awarded \$50,000.00 façade improvement plus \$10,000.00 admin.!
3. Baltimore Capital Improvement Grant? Do we need to submit for next phase of streetscape?
4. **Neighborhood BusinessWorks Grant Application Due 09/08/06**
5. TBD: Future goal – new Govanstowne banners; hanging planter baskets on new lampposts (determine grant opportunities)
6. TBD: Curran Memorial – Grant opportunities?

*Source: Lauren Adkins, Sr. Program Associate, National Trust Main Street Center*

**Design/Streetscape Committee Objective #1: Review/Understand**

Projects:

1. Read Baltimore City codes and regulations
2. Read goals of the Belvedere Planned Unit Development (PUD);  
Woodbourne Urban Renewal Plan (URP)
3. Understand community responsibilities for maintenance of past projects  
(Bellona Triangle, Curran Memorial/Smart Growth, P&P)
4. Review and understand the GBA procedure for concerns and complaints,  
issued to community June, 2004

**Design/Streetscape Committee Objective #2: Code Enforcement**

Projects:

1. Set priorities for design/code compliance concerns
2. Prepare priority list of businesses to approach and coordinate  
enforcement by Harvey Jones, (Code Enforcement) and BDC
3. Respond to Community concerns, per above procedure

**Design/Streetscape Committee Objective #3: Review business alteration proposals**

Projects:

1. Review business alteration proposals for exterior design alterations  
proposed by businesses.
2. Assure compliance with City codes and/or regulations and goals of any  
other applicable regulation (Belvedere PUD or Woodbourne URP).
3. Notify business of concerns and work with them to accomplish goals  
within design guidelines

4. Suggest improvements to design, even if not required (however, make  
sure the business understands that they would not be mandated, only  
improved as a measure of a Good Neighbor)

**Design/Streetscape Committee Objective #4: Streetscape projects**

Streetscape Events/Projects:

1. Spring/Fall Clean Sweeps
2. Parks&People Grant - streetscape projects
3. Loyola student project (August and/or October?)
4. GBA/CARES regular cleanups (when funding available)
5. Bellona Triangle Grant – maintenance
6. Tunbridge Box – maintenance, rework garden
7. Treepits - plantings and maintenance
8. Smart Growth Grant @ York/Woodbourne – maintenance
9. Curran Memorial Renovation - fundraising
10. TBD - Banners – new Govanstowne banners (future budget?)
11. TBD - Hanging planter baskets on new lampposts – (future budget?)

**Design/Streetscape Committee Objective #2: Storefront Improvements**

Projects:

1. Gazette articles and/or flyers promoting clean storefronts, façade  
improvements (promote pride, attract new customers)
2. Contact individual businesses with ideas that GBA might coordinate  
with Streetscape projects (planters, Adopt-A-Planter, etc.)

### **Economic Restructuring Committee Objective #1: Assist Existing GBA Businesses**

#### Projects:

1. Promote business opportunities, such as Façade Improvement Grant Program (BDC matching grant program), Shop Baltimore, Main Street architectural services, Enterprise Zone (EZ) Expansion opportunities for Govanstowne, Small Business Resources, Community Block Watch, Security Options, Promote Northern District Police Services
2. Research and gather additional opportunities to promote

### **Economic Restructuring Committee Objective #2: Vacancy list/Marketing materials**

#### Projects:

1. Develop a vacancy list with sizes, determine appropriate uses for each building/site (add to Main Street website)
2. Develop marketing flyer for prospective businesses (BDC)

### **Economic Restructuring Committee Objective #3: Recruit New Businesses**

#### Projects:

1. Gather list of desired businesses (determined by business and residential community, community charettes, Main Street technical meeting, SNAP, etc.)
2. Market Govanstowne available properties to new desired business
3. Promote marketing information and business opportunities (coordinate with Promotions/Marketing committee)
4. Coordinate Farmer's Market opportunities at 5315 York Road