



Program of Work 2016-17

Mission: UCP envisions and implements strategies and actions to drive University's long term economic vitality as a center for employment, living, education, commerce and entertainment.

Highlighted Priorities:

		<u>Measure</u>	<u>Metric</u>	<u>Source</u>
MARKET				
<input type="checkbox"/>	Create and execute a comprehensive economic development strategy with shared responsibilities with chamber, regional partnership and State EDP	Collateral produced and used	10% increase in click throughs on website	Website analytics
<input type="checkbox"/>	Execute a communications strategy through advertising, public outreach and engagement and building key relationships that invites economic development and builds the University City brand.	Ads placed, survey analysis	5% increase in awareness	3rd Party Survey + SM survey
<input type="checkbox"/>	Manage URP administration. Maintain the URP landscape and investment. Address ROW and tenant issues.	Specific metrics	varies	Metric report
CONVENE				
<input type="checkbox"/>	Convene stakeholders and partner organizations to inform, educate and advocate.	# of meetings, # attendees	2 meetings, minimum of 35 people	Ex Director report, meeting attendance database
ENGAGE				
<input type="checkbox"/>	Meet with major employers in the MSD annually to retain and grow existing businesses. Measure impact through retention/losses and job growth.	# meetings with ME, Brokers, Sq Ft Leased/Renewed	Absorption rate decrease in existing product, new product delivery	Karnes, brokers, major employer
<input type="checkbox"/>	Create communications tools for economic development (presentations and collateral). Measure effectiveness through analytics, perception interviews and ED partner surveys.	# of presentations for ED partners	5 presentations, positive survey results	Ex Director report, website analytics and ED survey
<input type="checkbox"/>	Convene economic development partners including Chamber, Regional Partnership, City and County to share information about ED prospects, trends, market conditions and support recruitment efforts.	# of meetings	1-2 per year	Ex Director report
PLAN & ADVOCATE				
<input type="checkbox"/>	Support construction of Blue Line Extension through completion and initial operations.	# of meetings attended	100% participation	Ex Director report
<input type="checkbox"/>	Envision and execute placemaking opportunities that support the vision for University City and create unique spaces and places.	Advancement	Visioning activity	Ex Director report
<input type="checkbox"/>	Advocate for housing and office development that fulfills the vision for University City and meets future needs/demands for tomorrow's workforce.	Advancement	Documented interest and activity	Ex Director report
<input type="checkbox"/>	Implement parks and greenways plan for University City in partnership with Park and Rec. Advocate for land acquisitions to fulfill plan and then funding to build/operate.	Advancement	Documented interest and activity	Ex Director report
<input type="checkbox"/>	Develop a plan for public realm investments to create a sense of place and support brand identity goals. Execute plan as funding is identified.	Advancement	Documented interest and activity	Ex Director report
EMPOWER				
<input type="checkbox"/>	Support the Nominating Committee in identifying and developing new board members.	Completed slate by deadlines	75% of targeted nominees accept board seats	Board candidate slate vs. new board members