

# Post-Pandemic Preparation

**Things to Do NOW  
To Get You Ready for LATER**

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# Takeaways

- Get Together
- Get Ready
- Get Found
- Be Open

# Get Together

- Build your organizational capacity
- Build your connections and connectivity
- Build your Policies, so it's about the Policies not the Personalities
- Use/invest in the tools that you have access to
- Do it NOW

# Get Together: Do it NOW

- Board/Org Policies based on 2020 Reality & Requirements
  - Social Media policy
  - Media outreach policy
  - Conflict of Interest policy\* (Key with grants, etc.)
- Board/Org Procedures based on 2020 Reality & Requirements
  - Online filesharing
  - Online meetings
  - Online voting
  - Board Member Handbook (Digital Binder)
  - Everything Important Online

# Get Together: The Disagree & Commit Culture

Board and staff can disagree passionately and share opinions while in the discussion phase, but when a decision has been made, everyone needs to **commit** to the successful implementation of that decision *as though it had been their own*.

To disagree and work half-heartedly is not an option. To disagree and covertly sabotage the plan is not an option. To disagree and whisper behind closed doors (or on social media) is not an option.

You can either recuse yourself by turning in your resignation, or you can disagree and commit. Those are your options.

# Get Ready

- Assess your District in Real Time
  - Economic Value
  - Place Value
  - Social Value
  - Civic Value
- Ask: How are we guiding change?
  - Design Guidelines/Requirements for Buildings
  - Placemaking Guidelines/Requirements
  - Incentive Programs (Old and New)

# Get Ready: Do it NOW

- Do a District Walkthrough
  - Think about and write down:
    - What works – Assets
    - What sucks – Challenges
  - Photograph every building (street level)
  - Look at things from the COVID-Experienced User's standpoint
  - Consider the % of your GLA that is office space
    - It is likely going to be thinning out for the foreseeable future



# Get Ready: Do it NOW

- Look at What You Offer and What Its Results Have Been
  - Do your incentive programs help create the district you want?
  - Do your design/placemaking guidelines/regs help create the district you want?
  - Do your municipal partner's ordinances help create the district you want?
- Now Answer Those Questions Thinking About COVID's Impacts
- If the Answer is NO, then NOW is the time to make those changes

# Get Found

- District Online Presence
  - Information
  - Commerce
- Business Online Presence
  - Information
  - Commerce
- District Appearance/Ease of Accessibility
- Business Appearance/Ease of Accessibility
- District Programming

# Get Found: Do it NOW

- My god, if you don't have a quality District website what the hell are you thinking?
  - Create/Upgrade your District website to 2020 Mostly-Mobile standards
    - SquareSpace, Wix, PeachTree, Google...
- Same for your businesses.
  - There is no other option.
  - There is no excuse.
  - Doesn't have to be ecommerce (yet) but needs to *facilitate* commerce.

# Get Found: Do it NOW

- Make your District fully accessible, inviting, and comfortable
  - Build/Enhance to remove barriers and provide ease
    - Lighting, Seating, Authenticity (Newark Ex.)
  - Build/Enhance to provide a (positive) sensory experience
- Make your Businesses fully accessible, inviting, and comfortable
  - Visible and transparent storefronts
    - For all that is holy, please, please, please NO MORE TINTED GLASS
  - Lights into the evening
  - Store design: Point Of Sale and curbside/pick-up access = priority
  - Multi-use store space
- Program District Experiences Differently
  - Passive > Packed

# Be Open

- Assess Hours:
  - Working from home shifted the market, forever
  - E-Commerce is 24/7
- eGift-Cards
  - 24/7 Access
  - Community and/or business based
    - Community = Flexibility/District-Wide Marketing
    - Business = Cash Up Front/Single Business Use

# Be Open: Do it NOW

- Incentivize/Market E-Commerce Districtwide & for Businesses
  - [collingwoodcommons.com](http://collingwoodcommons.com)
  - [cinchmarket.nyc](http://cinchmarket.nyc)
  - [beyondmain.com/g/downtown-westfield](http://beyondmain.com/g/downtown-westfield)
- Use and Incentivize an eGift-Card Program
  - At a minimum for your District
  - Can set it up FREE in a week or two