

Accomplishments

2017

Promotions & Events

- Over 70 days** of civic events & activities bring over **100,000** attendees (customers) Downtown.
- 1,602** Facebook Followers
- 545** Instagram Followers
- 2,000** Downtown Retail Walking Maps Printed
- 1** Brand New Website for Downtown Hillsboro



Design

- 13** storefront improvements completed or in process
- 1** grant to restore the *only* Art Deco building in Hillsboro
- 2** New Public Art Sculptures
- 1** Oregon Main Street Award for Rain Art Project
- 90** Hanging Flower Baskets
- 40** Snowflake lights in the winter
- 20** new bike racks installed
- 80** Colorful Downtown banners installed

Boomin' Business

- 10** Net New Businesses
- 17** Net Expansions & Relocations into District
- 69** Net New Employees
- \$913,082** Building & Business Reinvestment
- 6** Additional businesses opening SOON
- 1** Retail Market Analysis Conducted resulting in **12** Immediate action steps to attract customers, retain and recruit new retailers and restaurants, and promote Downtown to future business.



Income



■ EID ■ Farm to Table Event ■ Grants

Involvement & Investment

- 100** Percent strong partnership with City of Hillsboro
- 65** Volunteer Committee Members; **100+** Volunteers total
- 2,670** Hours contributed by volunteers
- 87** EID paying Property Owners
- \$116,000** leveraged **\$139,000** in additional investment





HILLSBORO DOWNTOWN
PARTNERSHIP

2017-2018

Strategies

Strategy 1: Stay Local More Often

1. Focus on housing and correct variety in Downtown.

What to Track	Ways to Track
Is the correct variety of housing available?	<ul style="list-style-type: none"> Conversations with real estate agents and rental sales
New Unit Construction	<ul style="list-style-type: none"> Partnership with City Bldg Dept
Vacancy Rates	<ul style="list-style-type: none"> Periodic polling of rental sales offices
Where do residents work?	<ul style="list-style-type: none"> Community surveys

2. Expanded or optimized business hours that reflect the needs of the customer base.

What to Track	Ways to Track
When are customers wanting business hours?	<ul style="list-style-type: none"> Survey/Retail Market Analysis Results
What are the current busy times?	<ul style="list-style-type: none"> Google Searching (side bar)
What is the foot traffic?	<ul style="list-style-type: none"> Manual counting Pedestrian counters

3. Increased foot traffic and spending from Hillsboro residents. Play on the the “Cheers!” feeling of Downtown.

What to Track	Ways to Track
Where do Downtown’s customers live?	<ul style="list-style-type: none"> POS Data (zip codes) Intercept Surveys
How loyal are customers?	<ul style="list-style-type: none"> Trackable Promotions
How engaged are people with HDP?	<ul style="list-style-type: none"> Friends, Volunteer & Membership programs

Strategy 2: Civic & Cultural Heart of Hillsboro

4. Improve safety perceptions.

What to Track	Ways to Track
Are incidents decreasing? What is the real story?	<ul style="list-style-type: none"> Regular reports from Police Dept
What is the public’s perception?	<ul style="list-style-type: none"> Survey perception on an annual basis (ie. cleanliness, lighting, sense of safety)

5. Property & Business facelifts.

What to Track	Ways to Track
Investment	<ul style="list-style-type: none"> \$ invested in façade or tenant improvements
Business Satisfaction	<ul style="list-style-type: none"> Survey satisfaction of businesses that underwent facelift (ie. foot traffic, perception, new customers)
Growth	<ul style="list-style-type: none"> Sales/square foot (periodic polling or ESRI reports with est. credit card sales)

6. Better understanding of partner events.

What to Track	Ways to Track
Who attends?	<ul style="list-style-type: none"> Intercept surveys of event attendees, identify common questions to ask at all events
Are goals being coordinated?	<ul style="list-style-type: none"> Pre and post event meetings with partners