



30-90-180 DAY COVID-19 PLAN

INGRID TIGHE

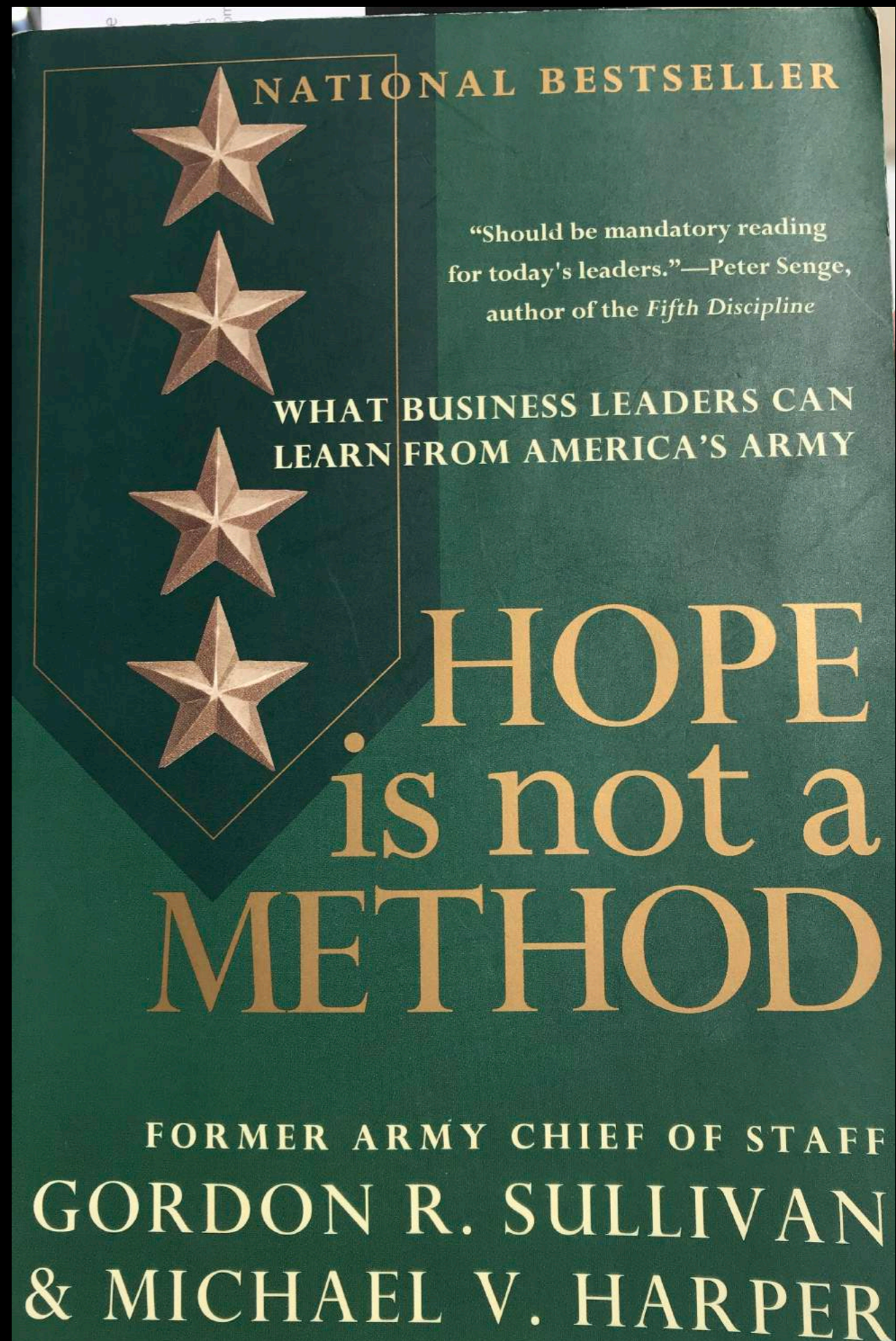
EXECUTIVE DIRECTOR, BIRMINGHAM
SHOPPING DISTRICT

AGENDA

- Leadership Action Cycle
- 30-90-180 days for Downtown Managers
- 30-90-180 days for Businesses

HOPE IS NOT A
METHOD...

HOPE IS FUEL



NATIONAL BESTSELLER

"Should be mandatory reading
for today's leaders."—Peter Senge,
author of the *Fifth Discipline*

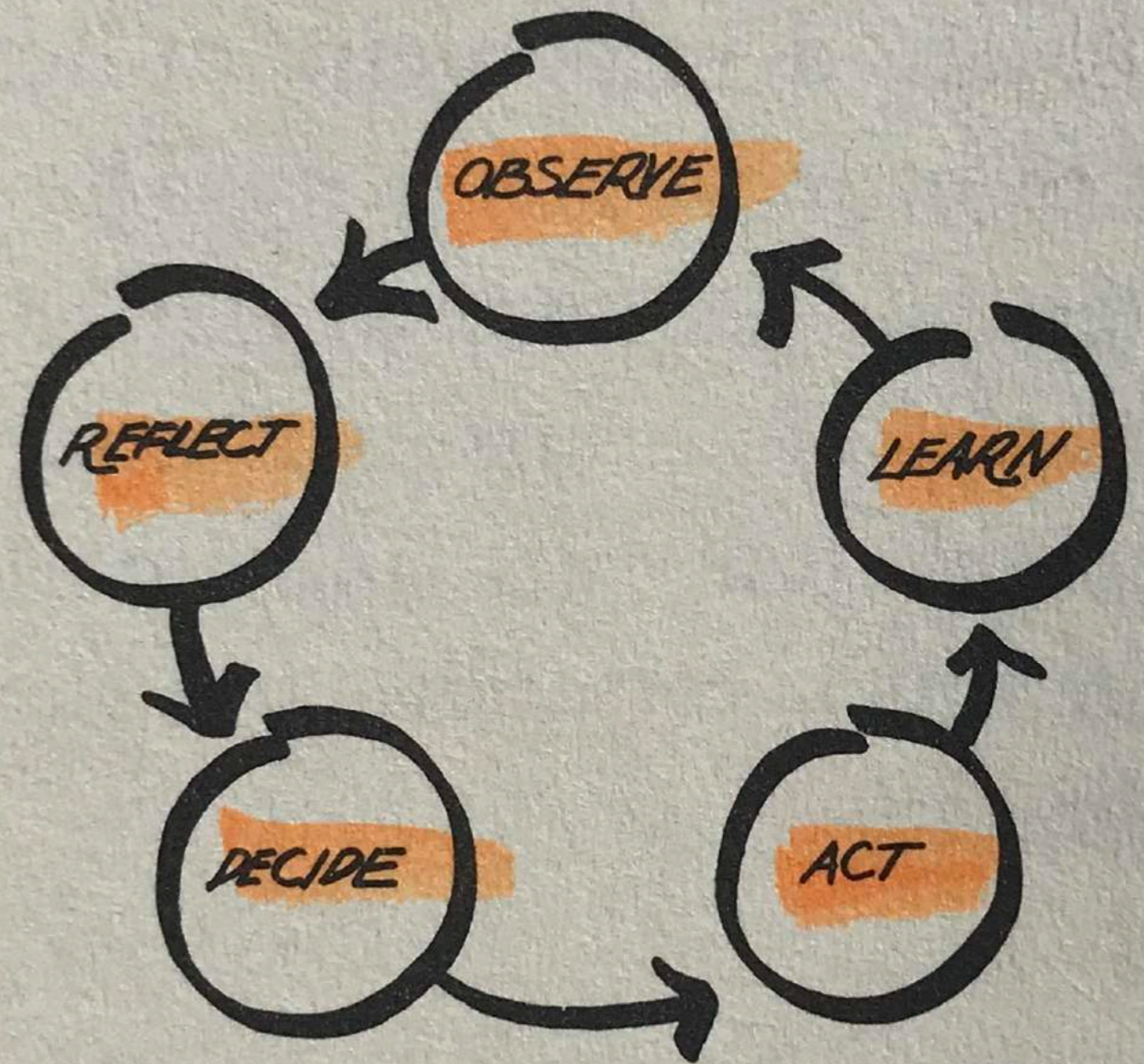
WHAT BUSINESS LEADERS CAN
LEARN FROM AMERICA'S ARMY

HOPE
is not a
METHOD

FORMER ARMY CHIEF OF STAFF
GORDON R. SULLIVAN
& MICHAEL V. HARPER

LEADERSHIP ACTION CYCLE

- Observe
 - What is happening?
 - What is not happening?
- Reflect
 - What can I do to influence the situation?
- Decide
- Act
- Learn



Leadership Action Cycle

30-90-180 DAYS DOWNTOWN MANAGERS



TODAY

- ACT AS THE CONDUIT FOR FEDERAL, STATE AND COUNTY RESOURCES
 - UPDATE WEBSITE, CALL EVERY BUSINESS
- DETERMINE ESSENTIAL SERVICES AND REVIEW BUDGET WHERE YOU CAN REALLOCATE FUNDS TO COVID-19 RELIEF PROGRAMS
 - I.E. MANY EVENTS CANCELED
- WORK WITH CITY LEADERSHIP AND DEPARTMENTS
 - FREE PARKING, ELIMINATE FEES, CLOSE STREETS FOR DINING, ETC.
- REEVALUATE HOW TO SAFELY IMPLEMENT INITIATIVES, PROGRAMS, & EVENTS I.E. DRIVE THROUGH FARMERS MARKET

NEXT 30 DAYS

- WAIVE OUTDOOR DINING PLATFORM FEES
- WAIVE ANNUAL FEES FOR VALET LICENSES
- WAIVE LIQUOR LICENSE RENEWAL FEES
- WAIVE FEES/PERMITS TEMPORARY SIGNAGE
- WAIVE INITIAL MERCHANT LICENSE FEES
- FREE PARKING IN GARAGES
- DESIGNATE CURBSIDE PICK UP FOR RETAIL AND RESTAURANTS
- MEET WITH FEDERAL AND STATE LEGISLATORS - ADVOCATE FOR DOWNTOWN BUSINESSES
- HOST VIRTUAL MERCHANT MEETING



NEXT 90 DAYS

- PROVIDE HAND SANITIZER STATIONS AROUND CITY
- APPROVE STREET CLOSURES FOR RESTAURANTS TO EXPAND SEATING
- ALLOW DINING IN PARKS
- INSTALL ADDITIONAL SEATING IN CITY TO ALLOW TAKEOUT DINING
- PROVIDE SMALL BUSINESS KITS I.E. GLOVES, MASKS, THERMOMETERS
- DEVELOP SYSTEM TO ALLOW BUSINESSES TO CONDUCT OUTDOOR EXERCISE CLASSES AT CITY PARKS
- FACADE PROGRAMS I.E. WINDOWS, DRIVE THROUGH
- GRANT OR LOAN PROGRAMS
- CROWDFUNDING



NEXT 180 DAYS

- HOLIDAY SHOPPING CAMPAIGN
- PACKAGE DELIVERY PROGRAM
- PROMOTE SHORT-TERM LEASES
- UPDATED REAL ESTATE INVENTORY



30-90-180 DAYS DOWNTOWN BUSINESSES



30-DAY PLAN

- Touchless experience:
 - E-commerce
 - Curbside pick-up
 - Bonobos model
 - Partner with other stores i.e. delivery to customers
 - Create “Stitch Fix” type boxes
 - Family-style meals and meal kits
 - Thermometers, masks, gloves, cleaners



90-DAY PLAN

- Touchless bathrooms installed i.e. faucets, soap / towel dispensers, doors, trash
- Automatic door openers
- Hand sanitation stations near entry and throughout store
- Rearrange store and restaurant to facilitate "safe" experience
- Make cleanliness part of the experience i.e. Mataam Fez



180-DAY PLAN

- “Inside Out”
- Dining on sidewalks and parks??
- Social distancing exercise classes in parks
- Other?



THANK YOU!
INGRID TIGHE, EXECUTIVE DIRECTOR
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