preface

Since the adoption of the 2013 Strategic Plan by the Board of Directors of the University District Organization (UDO) and the University Community Business Association (UCBA), there have been many advancements in these two organizations. Most notably, the creation of the University District Special Improvement District (UDSID), which had long been a goal for the Board and community leaders. The University District Organization is now responsible for the day-to-day operations of the special improvement district. It is also its primary source of funding for the organization. Once the UDSID was incorporated, it then was added as a member to the UDO and UCBA Board.

With the operation changes to the University District Organization and its Board makeup, it became evident that the 2013 Strategic Plan needed an update with revised goals and new strategies to implement. The 2013 Strategic Plan still remains a relevant document and will continue to provide guidance. It contains many visionary strategies that take several years and extensive stakeholder coordination to accomplish.

This Strategic Plan Update will guide organizational activities for a three year period ending in 2020. With new resources at the organization’s disposal, efforts will go towards promoting the University District as a dynamic place to work and do business. New focuses such as neighborhood arts advancement are currently underway.

At the end of this plan’s timeframe, a new UDSID Plan for Services will have been approved with the potential for changing the scope of work for the organizations. A new, more comprehensive Strategic Plan will be needed for continued organizational success.
Organization Structure:

- University District Businesses
  - University Area Review Board
  - University Community Association
  - University Area Commission
  - Business Association Members
    - Business Council Sub-committees

- University District Residents
  - Public Service/Code Enforcement Move-out Committee
  - Safety Committee
  - Human Resources Committee
    - Development Committee
    - Archives Committee
    - Arts Committee

- Special Improvement District
  - SID Property Owners
mission & goals

UDO/UCBA MISSION STATEMENT

“The University District Organization and the University Community Business Association promotes the image, quality of life, and economic growth of the greater University District.”

udo/ucba organizational goals

1) To position the organization as a visionary and planning organization for positive growth and change throughout the University District.

2) To facilitate this organization becoming a catalyst for long-term mutual cooperation within the University District, The Ohio State University, The City of Columbus, and the State of Ohio.

3) To implement, promote, improve, and coordinate initiatives through city commissions, task forces, civic organizations, and student groups.
objectives

**objective one**
Continue to improve the organizational capacity of UDO & UCBA

- Educate civic associations and commission members about the mission and goals of UDO & UCBA
- Issue annual reports to summarize yearly accomplishments
- Produce yearly project initiative summaries at the beginning of each year
- Provide continuous funding for an internship position so that the scope of projects and initiatives can be expanded
- Assist with strengthening ARTSpace and growing its support base
- Increase student volunteerism for UDO tasks, projects, and initiatives

**objective two**
Act as a facilitator between City staff and elected officials to solve neighborhood issues

- Work with community leaders, commissions, and civic organizations to identify issues affecting the quality of life
- Assist with solutions which are unique to the University District
- Create task forces with community leaders and city staff as necessary to address problems
- Maintain the Public Service Committee for move-out/move-in planning and operations
**objectives**

**objective three**
Increase public art and placemaking projects for the University District

- Create a committee to promote the arts and artists
- Implement the University District Arts & Character Plan
- Secure private and grant funding for art projects
- Work with institutional and organization partners to leverage existing resources

**objective four**
Facilitate updates to the Residential Parking Permit program and business parking for University District neighborhoods

- Work with Columbus Public Service on a parking study
- Facilitate business and resident input on parking policy updates
- Assist with identify programs and improvements associated with a parking benefit district

**objective five**
Continue to work with the Columbus Planning Division on the implementation of the University District Plan

- Assist with identifying zoning and development issues which affect neighborhood quality of life
- Encourage a fair and balance development review process for new development and existing resident
- Support a spectrum of housing opportunities that attract and retain residents at all stages of life

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2017 strategic plan update
objectives

**Objective Six**
Study the use of special improvement districts in other areas of the University District

- Create a needs assessment for potential plans of services
- Discuss with property owners on needs and potential projects
- Create task forces to guide new special improvement districts and facilitate the approval processes

**Objective Seven**
Develop a strategy for completing unrenovated sections of the High Street streetscape

- Develop a standard to be applied to remaining sections
- Engage city staff and elected officials to coordinate funding
- Engage property owners on the need for a special assessment

**Objective Eight**
Increase knowledge of and participation in UCBA for businesses not represented within a special improvement district

- Establish business welcome packets for new businesses with need-to-know information and resources
- Create a regular survey of businesses to assess needs and identify issues
- Assist with business marketing initiatives which promote visitation to the University District
objectives

objective nine
Focus public communication on neighborhood promotion, University District visitation, and brand distinction from campus

- Increase awareness of University District logo through co-branded marketing opportunities and visuals in the University District
- Promote neighborhoods through the “I Heart U” campaign
- Increase visitor related content on the website to include a business directory and self-guided tours
- Work with partnering organizations such as Experience Columbus and the University Hospitality District to promote University District assets
- Communicate University District housing opportunities to varied populations and demographics

objective ten
Streamline social media messaging to single University District branded accounts

- Increase awareness of University District accounts
- Provide consistent updates on neighborhood events, meetings, and issues affecting the University District
- Promote new business announcements, openings, and accolades