

Issues Management

Tannery Business & Living Center

Challenge: To develop a government and public relations plan that would secure all local government approvals for a tax-incremental financing (TIF) district for a proposed development of renovated office space and loft style apartments, and deal effectively with the owners' plan to serve as the developer, construction manager and property manager.

Target: Local government officials, opinion leaders and members of the community.

Solution: Working as a team with the owners and their lawyers, Bottom Line generated positive news stories about the economic impact and increased property tax base. We initiated a direct mail and neighborhood meeting campaign to organize and demonstrate the broad support for the development to local officials. We also organized a series of one-on-one meetings with decision makers involved in the approval process and arranged a media tour of the complex led by the mayor, a supporter of the efforts to maintain the historical, urban flavor of the original tannery complex.

Outcome: The TIF received unanimous support at every step of the city approval process. The project developers were praised by members of the Common Council for their commitment to the neighborhood and the innovative approach to real estate development.