



NoDa Neighborhood & Business Association
2017 Goals in Review

- Increase Participation:
 - Memberships, dues paying, volunteers, etc.
 - Overall flat from 2016 in both members and dues
 - 91 members in 2017 (84 individuals, 7 businesses)
 - \$3,330 in dues revenue this year
 - NoDa News ran a “Pay your Dues” ad for several months
 - Challenge the members to volunteer and participate!
 - Several nonmembers volunteered for Greenification cleanups and tree banding (which had 21 volunteers - 7 brand new ones!)
 - Ghosts & Legends Tours had increased guides/helpers and participants
 - Board recognized this is an ongoing effort and has established a Membership Drive
- Increase NoDa Business Cohesion/Collaboration:
 - Memberships, dues paying, events, etc.
 - Lead an initiative to re-activate Business Committee
 - Assumed social media business promotions
 - Increased *NoDa News* ads
- Revamp NoDa NBA Fundraising/Sponsorship Plans
 - \$1,200 in sponsorships for Krampus
 - Trashcan initiative is helping build momentum
- One Big Event (Grand Re-Opening)
 - 36th Street Grand Re-Opening was delayed by City – TBD
 - Successful Ghosts & Legends, Charlotte Marathon Cheer Station, Krampus, and multiple Drinks & Thinks
- Work to Achieve Neighborhood Mission:
 - Green goals
 - Held 3 street cleanups
 - Record high tree banding (increase of ~50 trees)
 - Included green goals in 100% of rezoning letters to City, where applicable
 - Preserve history
 - Established a Historic District Designation Task Force
 - Held a historic photo installation at Company Store
 - Public art installation/improvements/rehabilitations
 - \$500 grant for cleaning of Matheson Bridge mural
 - Successful Jane's Walk (also historical!)
 - Several NoDa News articles regarding updated/new murals
 - Hosted a public art dedicated Drinks+Thinks
 - Included public art request 100% of rezoning letters to City, where applicable
 - Branding improvement
 - Social media followers are stable with the Board assuming responsibilities for managing our social media presence
 - Facebook: 11,837 followers
 - Twitter: 12,887 followers
 - Instagram: 22,700 followers
 - Nextdoor: 2,164 neighbors