

THOUGHT LEADERSHIP: NBA IS AN ACTIVE AND VITAL PARTNER AND FACILITATOR IN DISCOURSE RELATED TO ISSUES FACING THE NEIGHBORHOOD BUSINESSES, LGBT COMMUNITY AND THE NEIGHBORHOOD AT LARGE.

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| THOUGHT LEADER & INFLUENCER | I N I T I A T I V E S | | | | | | | |
| | Leverage & Access NBA and its members utilize their unique and collective talents to motivate, influence and inform. | | Partnerships & Relationships NBA develops key partnerships and facilitates the development of new collaborations between and within member businesses and the external community. | | Urban Design & Innovation NBA implements creative, culturally relevant and community adopted best practices in design. | | Constituent Advocacy NBA is a leading voice on behalf of its members and the neighborhood. | |
| | Yearly Milestones | | Yearly Milestones | | Yearly Milestones | | Yearly Milestones | |
| | 2015 | Development of LGBT business catalog | 2015 | Cooperative back office development | 2015 | Sponsored Incubation Space | 2015 | LGBT Milestone Program |
| | 2016 | LGBT business network implementation plan | 2016 | Cooperative back office implementation | 2016 | Land Use Plan | 2016 | Town Hall Meetings |
| | 2017 | LGBT business conference | 2017 | Cooperative buying program | 2017 | Design Comp. | 2017 | State of the LGBT Movement Conference |
| | Metrics | | Metrics | | Metrics | | Metrics | |
| | 1. Increased meeting attendance at community and City levels | | 1. Increased interface between NBA and building ownership 2. Partnerships with LGBT groups at local business schools 3. Increased collaboration within business members | | 1. Culturally competent security throughout the neighborhood 2. Increased business development 3. More integrated neighborhood aesthetics 4. RFP for Design competition | | 1. Strong relationships with community and civic leadership 2. Increased media around individual business, shared collaborations and community development | |
| | NBA will present in some capacity at community and City meetings, NBA will develop relationships with elected and community officials, Annual LGBT remembrance activities, Network developed with LGBT groups as business schools, Work collaboratively with security, Secure sponsorship for multi-year incubator space | | | | | | | |