



WALKERTON

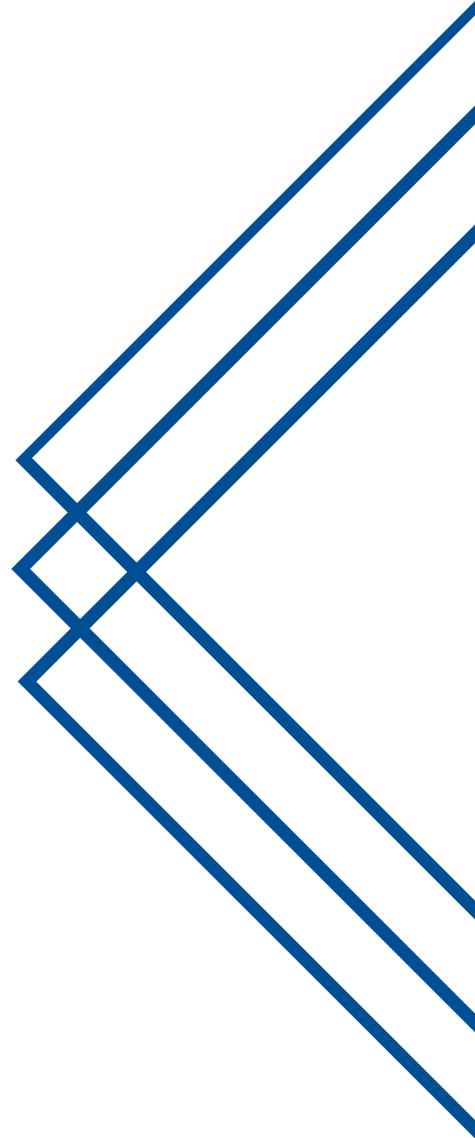
BUSINESS IMPROVEMENT AREA

Strategic Plan

2021

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Our Mandate

Designation of Improvement Area

204 (1) A local municipality may designate an area as an improvement area and may establish a board of management,

(a) to oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the area beyond that provided at the expense of the municipality generally; and

(b) to promote the area as a business or shopping area. 2001, c. 25, s. 204 (1)

Our Mission

The Walkerton Business Improvement Area is dedicated to promoting the area as a shopping and service destination. To improve, beautify and maintain public lands and buildings within the BIA, beyond that which is provided by the municipality at large.

Our Vision

To encourage and maintain a positive and healthy business environment in our community

About Us

As our name suggests, the Walkerton Business Improvement Area works to promote the area as a business, shopping and service destination. We also strive to improve, beautify and maintain the area within the BIA, beyond what is provided by the Municipality of Brockton. If you're looking to start a new business or relocate your existing business, you're going to get hooked on Walkerton!

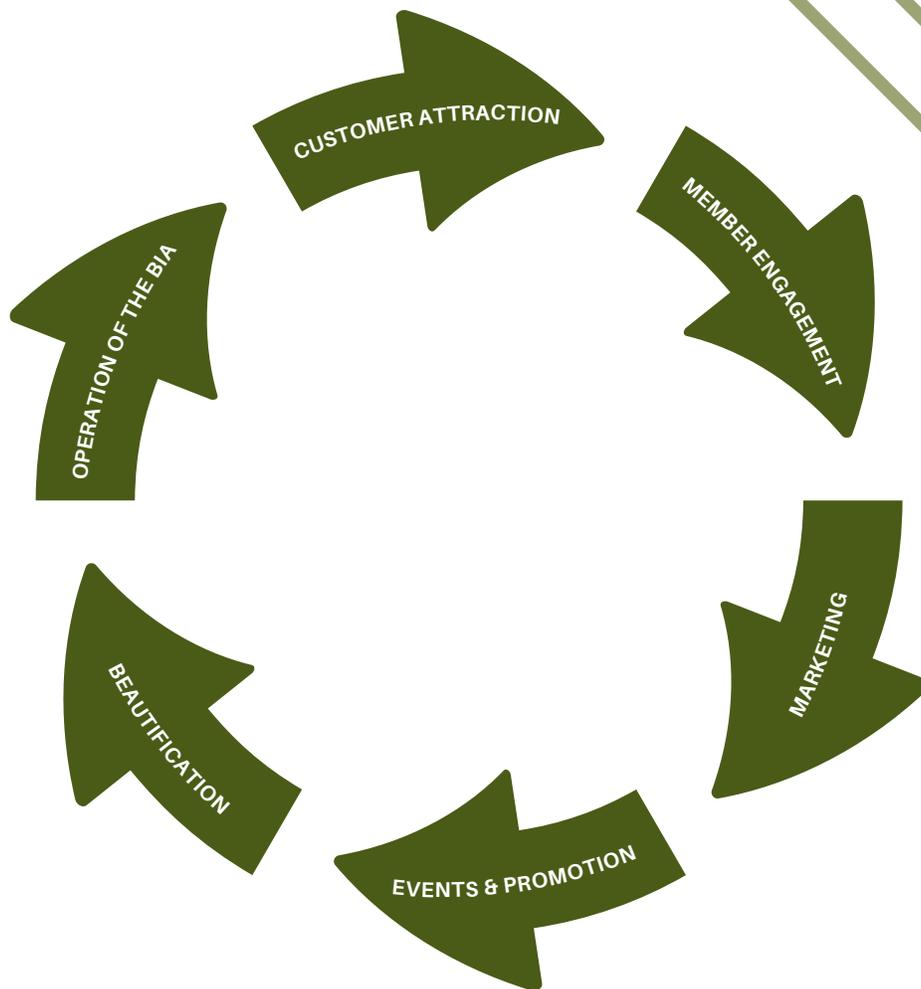
Every business located on a commercial or industrial property within the BIA area is automatically included in our membership and contributes to the BIA budget through a special levy. Together we are 200+ voices strong, represented by an elected Board of Directors and supported by Brockton Council.

The BIA functions best through the co-operation of each and every business. It is our goal to help our members realize success by growing the number of people who choose to do business in Walkerton. To assist in this endeavour we host numerous special events and promotions every year, plan and execute streetscape improvement projects, and partner regularly with other groups and organizations focused on bettering our community.

We are a proud member of the Ontario Business Improvement Area Association. The OBIAA represents over 60,000 local businesses across the province.

Strategic Pillars

To achieve our 2021 Strategic Plan we are focusing on six strategic pillars. These pillars are interdependent- recognizing that the achievements of objectives or goals in one area strengthens our capacity to achieve objectives or goals in another area.



Customer Attraction

OBJECTIVES

- Create a recognized brand and positive reputation within the community
- Bring our members "ideal customer" to the BIA

INITIATIVES

- Streamline our events
 - Create seasonal events that are run annually to build "year round" traffic
 - Reallocate resources from low return events run in the past
 - Develop partnerships to manage or co-manage events
- Build our brand:
 - Differentiate from other local BIA's and Chamber's
 - Create advertisements that are recognizable to our brand
 - Develop branding, social media and event guides
- Community Knowledge
 - Educate the community about the purpose of the BIA
 - Focus campaigns on teaching the community about the importance and benefits of the Walkerton BIA (ie. Local shops support local initiatives)
- Develop Experience Guides
 - Create Dining/Restaurant Guides
 - Annual Shopping Guides
 - Calendar of Events
 - Virtual/downloadable guides where applicable

Member Engagement

OBJECTIVES

- Create a supportive member network with a clear mandate that collaborates for a more effective business area

INITIATIVES

- Promote Relatability
 - Board of Directors communicate to members on behalf of the BIA on a business owner to business owner level to promote relatability
- Member-wide Communication
 - Improve member communication by creating engaging and informative email campaigns to members, rather than sharing repetitive information
 - Create a 'Members Only' Portal on the website to allow information to be easily accessed by members
- Inclusiveness
 - Creating events and promotions throughout the year that benefits all areas of our membership (Industrial Park, Business Park, Health and Wellness, Downtown, etc.)
- Recognition
 - The BIA will recognize significant pillars of success for members:
 - Welcome/New Business Recognition
 - A new business will receive a BIA Welcome Booklet explaining how the BIA operates, how to participate in events and promotions, funding opportunities, and how to join the BIA Newsletter list
 - The business will receive a New Business Certificate of Recognition and plant/flower arrangement

Member Engagement

INITIATIVES

- Recognition
 - Anniversary Recognition
 - Businesses celebrating 1, 3, 5, 10, 15, 20, 25, 30, etc. years in business within the Walkerton BIA will be awarded an Anniversary Certificate of Recognition and BIA Gift
 - Each year on the anniversary of a business the BIA will send a recognition email congratulating them on another successful year in business
 - Move/Expansion/Renovation
 - Businesses celebrating a move, expansion , or significant renovation will be rewarded with a Certificate of Recognition
 - Annual Recognition Awards
 - Prior to the AGM, the BIA will have members nominate businesses they believe deserve a Recognition Award
 - Awards may include:
 - New Business of the Year Award
 - Business of the Year Award
 - Commitment to the Community Award
 - Small Business of the Year Award (>10 Employees)
 - Large Business of the Year Award (<10 Employees)
 - The members will vote for nominated businesses and awards will be handed out at the AGM



Marketing

OBJECTIVES

- Develop, implement, and promote campaigns and content to effectively engage consumers for the Walkerton BIA
- Create awareness of offerings within the BIA to increase the frequency of visits, number of consumers, attendance, and interaction within the levied area
- Create a recognized brand and positive reputation within the community

INITIATIVES

- Social Media:
 - Create inclusive campaigns such as:
 - Podcast featuring interviews with BIA members
 - Business of the week - sharing bio, items, services, etc.
 - Promote the BIA through professional and planned social media content
- Print:
 - Create an Annual Shopping Guide
 - Off-ramp signage at John Deere corner to promote tourists to visit Walkerton
 - 2021 calendar of events printed and dispersed to community and levied businesses
 - Creation of new Experience Guides:
 - Create Dining/Restaurant Guides
 - Annual Shopping Guides
 - Calendar of Events
 - Create Virtual/Downloadable Guides
- Email:
 - Creating relevant and engaging email campaigns to members
 - Sending members emails only when there is necessary and important information to share with them
- Radio:
 - Using radio advertisements for large events and promotions that bring in a large revenue to offset the cost of radio advertisements
 - Events such as: Hometown Christmas Market and the Spring Shopper's Night
 - Promotions such as: Shop Walkerton and Win

Events and Promotions

OBJECTIVES

- Build events and promotions that will help highlight the benefits of the Walkerton BIA and attract more customers to our BIA
- Streamline our events:
 - Create seasonal events that are run annually to build “year round” traffic
 - Reallocate resources from low return events run in the past
 - Develop partnerships to manage or co-manage events
- Create promotions that cohesively run with seasonal holidays/celebrations and events

INITIATIVES

- Summer:
 - Events
 - Business Social Golf Tournament
 - Tournament held at the Walkerton Golf Course as a social event for business owners to mingle and socialize among each other
 - Promotes an inclusive BIA - All business owners of the BIA will be invited to attend
 - Source of Revenue - Registration fee, sponsored holes, etc.
 - Promotions
 - Town Wide Yard Sale
 - Businesses have items available for sale at a discounted price on the sidewalk
 - Home owners can pay a fee to be featured on our “Town Wide Yard Sale Map”
- Spring
 - Events
 - Spring Market
 - Host vendors in the Durham Street Park (vendors pay a fee to the BIA to have booth in the park)
 - Businesses can promote sales and services during the duration of the market

Events and Promotions *(Cont'd)*

INITIATIVES

- Spring
 - Promotions
 - Easter
 - Mother's Day
 - Father's Day
- Fall
 - Events
 - Fall Walking Tour
 - Participating businesses will place Fall themed items that represent their business outside of their business and the BIA will create a 'Walking Tour Map' with hints as to what the Walkers will be looking for
 - Participants will have a chance to win prizes when they submit their completed map/ballot
 - Promotions
 - Fall decorating kits
 - Pre-made kits to sell to businesses to create a unified theme across the BIA
 - Fall Tune Up Campaign
 - Advertising automotive businesses where consumers can have a "Fall Tune Up" done
 - Poppy Campaign
 - Disperse Poppy posters to all levied members to create a unified message within the BIA ("Lest We Forget")
- Winter
 - Events
 - Christmas Market
 - Vendors set up in the Durham Street Park with gift items for purchase
 - Stores offer specials to promote shopping on the night of the Market

Events and Promotions *(Cont'd)*

INITIATIVES

- Winter
 - Promotions
 - Shop Walkerton and Win
 - Participating businesses will stamp cards when shoppers purchase a item, when a shoppers card is full they enter their ballot for a chance to win weekly and grand prizes
 - Participating businesses pay a fee to be listed on the stamp card and be mentioned in the promotional radio advertisements
 - Each participating business donates one prize worth a minimum of \$25 for the weekly prizes
 - "Date Night" or "Daycation" Promotion
 - In January/February promote dining at restaurants and different activities available for couples
 - All businesses will have to opportunity to submit services they offer (ie. educational classes, spa services, etc.)

- **NEW in 2021**
 The current Events, Promotions, and Networking Committee will become the new Events, Promotions, and Beautification Committee. Prior to each season (starting at the 2020 AGM) the BIA Board of Directors will do a call out for the upcoming season to see which BIA members are interested in helping with planning seasonal events, promotions and beautification projects.

Beautification

OBJECTIVES

- Create a unified and unique levied area

INITIATIVES

- Request funds to beautify the levied area
 - Work with the Municipality on a three year plan to purchase new Christmas lights for Walkerton
- Façade Grants
 - Continue to support façade grants for the beautification of business storefronts
 - There will be a total of five grants awarded at \$300 each
- Seasonal Signage dispersed to all BIA members
 - Poppy Posters
 - Event Posters
 - Promotional Posters
- Seasonal Decorations
 - Each season the BIA will be responsible for changing out the decorations in the planters at the Durham St. Parkette
 - Each season the BIA will be responsible for changing the decorations at the brick Walkerton signs in town
 - Each season the BIA will update the planters throughout Walkerton with seasonal decorations

Operation of BIA

OBJECTIVES

- Revamp the operational system of the BIA to designate more funds to the promotion of BIA businesses and to the beautification of the levied area

INITIATIVES

- Reduce expenses spent on items such as...
 - Rent
 - Request to Landlord to sublet current office space
 - If a sublet can be found for the office, the BIA will search for a smaller, less expensive option
 - The BIA will then consider different storage options for promotional and event items (tents, signs, etc.)
 - Utilities
 - Remove commercial printer, fax services, and landline services from the office
 - Have a single mobile device for the BIA
 - Have an all-in-one black and white printer for the office
 - Operations
 - Revamp Walkerton Dollars system to save on the administration, printing, and accounting fees associated with the current system
 - Create new sources of revenue
 - New social events
 - Golf Tournament - Registration fee for teams
 - Request additional funds in our budget from council for the beautification of the BIA