

Seaforth Business Improvement Area – Strategic Plan 2012 -2017



Introduction:

The Seaforth Business Improvement Area (BIA) has been in existence since the 1980's. Over the years, it has seen changes in business ownership, economic conditions and consumer shopping habits, to name just a few.

In 2011, a decision was made by the executive at that time to develop a strategic plan for the BIA. This long range plan would address changes the BIA had wanted and needed to make, but couldn't be accomplished with short-term planning and funding.

BIA members, the Huron East Economic Development Officer and the Councilor appointed to the BIA were invited to attend 3 strategic planning sessions (June 15, July 28 and August 10, 2011) and the attached Seaforth BIA Strategic Plan was created.

This document has established goals and allocated funding over a period of five years, which provides a roadmap for the BIA to follow. The end result will be an attractive, vibrant business area in Seaforth.

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THE PROCESS

During the summer of 2011, three strategic planning sessions were held with members of the Seaforth Business Improvement Area (BIA), the Municipality of Huron East Economic Development Officer, a Councillor from the Municipality of Huron East, and two members of the public at large. Vicki Luke, Economic Development Consultant from the Ontario Ministry of Agriculture Food & Rural Affairs provided the facilitation services for these planning sessions and prepared the document, which outlined the planning process, as well, compiled all the information gathered during the three sessions. The document was then reviewed, and edited by the participants involved in the process. The final Seaforth BIA Strategic Plan, as presented today, was developed by Nancy Ross, retired OMAFRA Economic Development Consultant retained by the Municipality of Huron East made possible through funding from the Ontario Ministry of Agriculture Food & Rural Affairs, the County of Huron & the Huron Business Development Corporation.

VISION FOR THE SEAFORTH BIA

The Seaforth BIA business area will have: A viable selection of retail, restaurant and service related businesses; a clean, green, well maintained heritage district; and adequate, accessible free parking for consumers.

MISSION FOR THE SEAFORTH BIA

The Seaforth BIA supports the promotion and development of the BIA businesses of Seaforth and creates a vibrant downtown that attracts visitors and shoppers.

VALUES

Caring Attitude
Respect and Trust
Going Above and Beyond
Exceptional Customer Service

STRATEGIC PRIORITIES 2012 – 2017

Enhance The Downtown's Main Intersection
Emphasize Seaforth's Heritage Factor
Build Positive Public Awareness of Seaforth BIA
Become a Sustainable Organization
Provide Effective Event Planning
Build Partnerships

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ACTION PLAN

Strategic Direction: Physical Enhancements

Strategic Priority: Enhance and Improve the Downtown's Main Intersection

Goal: To improve the appearance from all directions when entering Seaforth and to work towards adopting a Victorian streetscape architectural style



Strategy (What)	Actions (How)	Responsibility (Who)	Timeline (When)	Resources (With what)	Evaluation Method (Indicators)
To create better directional and information signage.	Identify areas for improvement. Make changes in directional and information signage. Move Visitors' Centre.	BIA Municipality	Started ASAP	By-laws BIA Budget	Areas Identified: # of new & improved signs. Public feedback. Visitor Centre relocated. # of visitors to Centre. Public feedback.
	Support letter to Council requesting change to By-laws.	BIA Municipality Heritage Committee	ASAP		By-laws changed.
To invest in design appropriate garbage/recycle bins for downtown core. (Victorian style)	To research different styles and choose most appropriate style.	BIA Municipality	Year 1	BIA Budget Community Development Trust	# of new garbage & recycle bins. Public feedback.
To explore potential partnerships opportunities to improve the downtown's main intersection.	Meet with selected organizations/ businesses to discuss common interests.	BIA Heritage Committee	Year 1-5		# of partnerships developed.

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ACTION PLAN



seaforth *spirit*

Strategic Direction: Physical Enhancement

Strategic Priority: Emphasize the heritage factor of the town

Goal: To maintain and sustain our heritage with use of guidelines developed in 1984

Strategy (What)	Actions (How)	Responsibility (Who)	Timeline (When)	Resources (With what)	Evaluation Method (Indicators)
To bring everything up to guidelines developed in 1984.	Review guidelines and amend to include accessibility guidelines. Identify what properties need to be upgraded and enhanced.	BIA Heritage Committee Municipality	Ongoing	Property Standards By-law. Tax Relief Program.	Guidelines reviewed and amended. Properties identified.
	Educate property owners regarding heritage restorations/maintenance. Heritage committee members meet with property owners to research and help complete application. Properties upgraded or enhanced to meet guidelines.	BIA Heritage Committee Municipality Property Owners	Year 1 - 5	Tax Relief Program Heritage Committee Streetscape Plan	# of properties improved. Heritage guidelines adhered to. Less # of properties in disrepair.
To explore potential partnership opportunities to help maintain the heritage factor.	Meet with selected organizations/businesses to discuss common interests.	BIA Heritage Committee	Year 1-5		# of partnerships developed.

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ACTION PLAN

Strategic Direction: Organizational Strength

Strategic Priority: To build positive public awareness of Seaforth BIA

Goal: To encourage more members to become actively involved in the BIA and gain community support



Strategy (What)	Actions (How)	Responsibility (Who)	Timeline (When)	Resources (With what)	Evaluation Method (Indicators)
To increase efforts to educate the BIA members and recruit potential members.	Identify the benefits of belonging to the BIA - the successes & accomplishments of the BIA.	BIA	Year 1		Benefits, successes and accomplishments identified.
	Create a public awareness plan. - brochure, press releases, presentations. Provide mentorship opportunity. - successful business owner matched with new business owner.	BIA	Year 1	BIA Budget	Increase # of associate memberships. Increase attendance at BIA meetings. Increase in activity and involvement by BIA members.
	Get to Know Your BIA Event Host a wine and cheese party for both members & community members.	BIA	Nov. 2012	BIA Budget	# attending the event. Informal feedback.
	Establish a BIA Recognition award.	BIA	Year 1	BIA Budget	Award presented.
To inform the community about 'who we are and what we do'.	Build a partnership with media to profile events of public interest.	BIA			# of contacts with media. # of events profiled.
To explore potential partnership opportunities to build awareness of BIA and its mission.	Meet with selected organizations/businesses to discuss common interests.	BIA Executive			# of partnerships developed.

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ACTION PLAN



Strategic Direction: Organizational Development

Strategic Priority: To become a Sustainable Organization

Goal: To develop a plan, be goal oriented, stay focussed and finish goals through to completion

Strategy (What)	Actions (How)	Responsibility (Who)	Timeline (When)	Resources (With what)	Evaluation Method (Indicators)
To develop and implement a long range plan.	To develop a Strategic Plan for the BIA. Prepare budget based on actions to achieve goals. Support continued need for a grant writer/Ec.Dev. Officer. Implement actions needed to achieve goals.	BIA Executive	Ongoing Year 1-5	BIA budget	Development of plan. Budget completed. Plan carried out and goals achieved on time and within budget.
To maintain existing partnerships.	Maintain relationship with municipality.	BIA Municipal Representative	Year 1-5		Relationship with municipality maintained
To explore potential partnership opportunities.	Meet with selected organizations/businesses to discuss common interests. Develop partnerships to help achieve goals.	BIA Executive	Year 1 - 5		Increased # of new partnerships

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ACTION PLAN



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Strategic Direction: Event Planning

Strategic Priority: To provide effective event planning by enhancing existing events and/or add more events

Goal: To coordinate events or partner with other organizations so that there is better sales and profit rating

Strategy (What)	Actions (How)	Responsibility (Who)	Timeline (When)	Resources (With what)	Evaluation Method (Indicators)
To enhance existing events and/or add more events.	Identify all existing events and brainstorm ideas for new events. Establish selection criteria/ impact to determine, which events will be supported. Determine whether they wish to coordinate the event or partner with other community organizations or another community.	BIA Executive	Ongoing		Existing events identified & potential new events identified. # of new events.
To maintain and develop partnerships.	Maintain existing event partnerships.	BIA Executive Municipal Representative Community Groups	Year 1 - 5		Existing event partnerships maintained
	Identify community organizations or other communities to explore new partnerships with. Develop partnerships to carry out certain events.	BIA Heritage Committee	Year 1-5		Increased # of new partnerships
	Maintain relationship with municipality.	BIA Municipal Representative	Year 1-5		