

# PATH TO 2022

## STRATEGIC PLAN OUTLINE FOR 2019-2022

### Implementation Goals

Any strategic plan can only work with clearly determined goals that can be reached, updated, and analyzed.

The Board of Directors will consistently review goal outlines and achievements to ensure the strategic plan is both realistic and successful.

### Community Input

A key part of any strategic plan is to engage the community through direct participation and feedback on set goals.

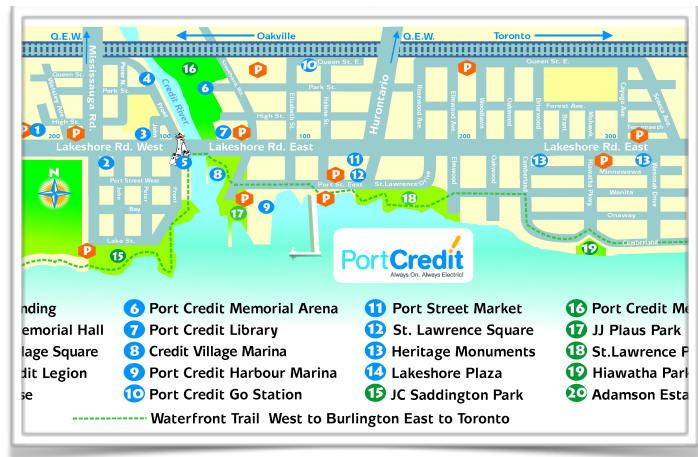
This will be done through open house and town hall meetings, along with online outreach.

Community involvement can be facilitated through frequent survey and online member communications, and through networking events.

### Capital Investment

The strategic plan components dealing directly with beautification, event planning, and community safety will require strategically determined capital funds.

These funds would be obtained through a combination of member levy, grant applications and community networking.



### PORT CREDIT: AT THE EDGE OF THE WATER

The Port Credit BIA (PC BIA) works together with its over 500 members to achieve goals that assist the continuously changing and growing business and tourist interests of the Port Credit designated area.

The PC BIA MANDATE, stated in its constitution, is to improve, beautify and maintain public lands and buildings with the BIA, and to promote the area as a business and shopping destination.

A key role of the PC BIA is to serve as a CATALYST AND INCUBATOR FOR COMMUNITY IDEAS AND EVENTS.

The PC BIA also works to engage its business members in the evolution of Port Credit as one of Mississauga’s PREMIER TOURIST DESTINATIONS.



**The “Leading 2022” Strategic Plan Implementation Stages include:**

**Step 1:** Providing opportunities for PCBIA members to provide input into priorities, opportunities and challenges facing the Area over the next 4 years.

**Step 2:** Creating relationships and connections to implement and launch new initiatives with attention to existing business services and community groups.

**Step 3:** Launching the “Leading 2022” plan to the community through Open Houses and Town Hall, and then repeating these meetings as the stages unfold.

**Step 4:** Refining the strategic plan and building accountability through the development of Action Plans to complete the prioritized initiatives.

**Step 5:** Ongoing review of the plan by the Board of Directors and membership as an ongoing and yearly priority.

**STRATEGIC PLAN COMPONENTS**

**BEAUTIFICATION INITIATIVES**

Short term: set out the current beautification plan: including holiday lighting, banners, distinct entry points into the corridor, flowers, and other BIA-led beautification. Recognize current challenges and ask for City assistance where possible.

Establish and confirm standards for street maintenance and cleanliness including a clear working relationship between BIA and City.

Long term: Activate under-utilized spaces including laneways, parks, underpasses, to create unique public spaces and tourist attractions, in conjunction with members. Also, consider widening sidewalks, dealing with parking issues and traffic congestion through better urban design initiatives.



**HEALTH AND SAFETY**

Short Term: look at current safety concerns, such as traffic intersections, vandalism, public nuisances, theft, and coordinate an action plan with local police.

Long term: Advocate for effective solutions to chronic social issues, such as a neighbourhood- specific Safe and Inclusive Strategy written in policies and related to the local businesses.

Establish and confirm standards for street maintenance and cleanliness including a clear working relationship between BIA and City.

### **BIA BRANDING AND PRIDE**

Short term: Continue a strong social media presence and utilize other media outlets to build the Port Credit presence and brand through strategic and proactive public relations.

Look at the cost effectiveness and ROI of certain forms of advertising— print, online, bus wraps, banners, etc.

Long Term: Continue to grow the Port Credit brand through campaigns and charitable events, swag gear, targeted events, that will establish a culture of innovation and pride with members and the neighbourhood.

Implement volunteer groups and committees to assist in the PC BIA brand identity initiative.

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### **ACCOUNTABILITY**

Short Term: Set measurable and targeted goals for each PC BIA run event and any capital investment.

Factors may include cost effectiveness, timeliness, quality, transparency, and long term ROI.

It will also involve a proper follow up to every event and analyze the effectiveness of any volunteer committees or planning partners.

Revise the current PC BIA sponsorship package to have clearer expectations with clearly demarcated parameters in obtaining sponsorship funds.

Long Term:

Ensure the safety and the maintenance of the liveability index for the Port Credit community.

Advocate for leasehold improvements based on a wider analysis of the entire PC BIA corridor.

Analyze current PC BIA policies and look at any updates or overhauls to align with changing realities of the BIA business membership.



### MEMBERSHIP COMMUNICATION

Short Term: Reach out to all BIA members, and offer proper follow up and resolution for any issues that arise. Also set up timely town hall meetings to conduct an overview of current ideas and concerns for current membership. Have a follow up protocol with each individual member regarding any concerns.

Communicate regularly to members via social media, traditional mainstream media and other tools developed.

Continuously increase the number of subscribers to newsletters and other community social media.

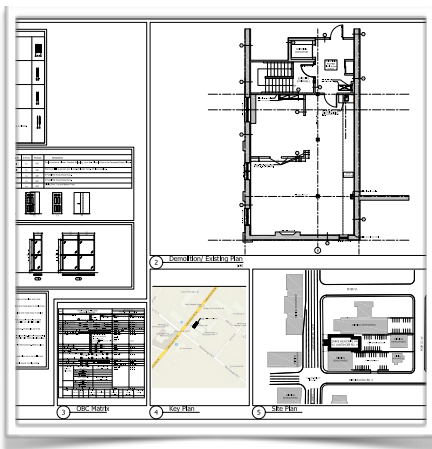
Long Term: Enhance current social media community and website: Have a clear online calendar that is a better timeline for the entire year by using graphics.

Implement a new BIA member welcome package asking pre-existing members to act as mentors.

Establish a member educational database through both print and online resources, and establish calendar of events to assist with networking, community action items, and business growth strategies. Measure outreach through statistics and engagement numbers.



### BIA OPERATIONAL MAP



Short Term: Ensure data maintenance and documentation depositories are digitalized and securely stored in a cloud network.

Have all forms for members readily available and updated regularly. Keep information and research on an easily accessible databank to have required information to answer effectively.

Attend meetings, set up steering committees as necessary, conduct analysis, etc.

Long term: Modernize IT as much as possible to establish and emphasize a cohesive Port Credit identity, uniting East and West Villages, the Harbour, and Lakefront. With new developments, this is especially crucial.

Conduct analysis to locate municipal and private sector investments that can work to enhance neighbourhood livability and have a long term strategy in place for sponsorship cultivation.