

UpTown Waterloo BIA Strategic Plan

| Strategic Pillar | UpTown Identity | UpTown Leadership | UpTown Growth | A Strong Voice for UpTown |
|--------------------|--|--|---|--|
| Outcomes | <p>Partner with other stakeholders—City, Region, developers and others—to develop a bold and distinct UpTown Brand.</p> <p>We will actively reach out to businesses that align with the brand and encourage them open in UpTown.</p> | <p>Strengthen the BIA Committee structure by including greater diversity of voices.</p> <p>Provide regular information briefs to Board Members so they are well-informed on key issues affecting the BIA.</p> <p>Regularly bring in experts on technical matters to brief the Board and enhance our decision-making capabilities.</p> | <p>Animate and utilize the current public spaces in the BIA, drawing on the “Public Realm” report and other resources.</p> <p>Create a more formalized communication channel between the BIA and the City Staff and Councillors.</p> | <p>Build an annual Communications & Marketing Plan.</p> <p>Create and implement an Advocacy Plan that focuses on the evolution of the BIA for the next 15 years.</p> |
| Key Metrics | <p>Development of a new identity, brand and corresponding brand guide.</p> <p>Implementation of the brand.</p> <p>Percentage growth of new businesses year over year.</p> <p>Retention rate of the businesses that open in UpTown.</p> | <p>Increased number of committee members and greater diversity of voices among those members.</p> <p>Development of a new Board member onboarding process.</p> <p>Increasing % of Board members attending the OBIAA Conference.</p> <p>Hold regular, short information sessions on what other BIAs are doing to learn from their experiences.</p> <p>Monthly “Expert Sessions” to brief the Board.</p> | <p>Based on the public space audit that has been completed by the City, identify a prioritized list of public spaces to animate.</p> <p>Increased activation of public spaces on a growing percentage annually.</p> <p>A regularly scheduled series of meetings with City staff and Councillors.</p> <p>Quarterly reports to the Board on the outcomes of the meetings with the City staff and Councillors.</p> | <p>Completion and implementation of the Communications & Marketing Plan.</p> <p>Quarterly OpEd published.</p> <p>Conduct quarterly stakeholder surveys / learning sessions to gain feedback and perspectives to advise our Advocacy work.</p> <p>Percentage of success on Advocacy initiatives that were suggested by the BIA to the City or Region.</p> |