



Alliston Business Improvement Association Strategic Plan



Five Year Update



Alliston B.I.A. Strategic Plan

2017

RURBAN... The Best of Both Worlds

Where does rural end and urban begin? Today, it doesn't really matter. Because the boundary lines between the two are blurring. Rural and urban are integrating – creative new kinds of balanced living spaces – blending the values of both worlds into one. It's neither Rural nor Urban. It's Rurban, a new context for living that's not only changing our landscape, but also how we interact with it.

Why the need for Strategic Planning

Strategic planning is an important element for creating a shared vision and bringing together ideas in a cohesive plan of action.

A strategic plan is a template that provides a process for mapping a clear path from present conditions to a vision for the future. This mapping is a calendar of how the Alliston Business Improvement Association will be going forward in how they see their vision for their business downtown. It will provide a detailed description of how objectives will be achieved and all the necessary rationalizations for doing them.

Another issue considered when creating this strategic plan is how the plan would affect the members of the Alliston B.I.A. Most importantly, the involvement of the local volunteer organizations and stakeholders and how they could assist the Alliston BIA in reaching the goals outlined within the Strategic Plan. The creation of a strategic plan is not only necessary to achieve completion of projects, satisfaction of issues, it also creates partnerships with others in the community, which may be far more valuable than the actual plan itself.



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2017 Strategic Plan

The Alliston B.I.A. Board of Directors and all membership were invited to create a list of priorities and recommendations they felt were necessary for the enhancement and improvement of the downtown. The information assisted the Board of Directors in the formulation of the action plans included in this Strategic Plan. These specify the goals, objectives and actions to be implemented. The Strategic Plan and the attached Action Plan Matrix is the result of these meetings. It provides a plan, which outlines actions to be undertaken in the next few years. This is to make certain the economic revitalization and congruent development of Alliston's downtown commercial/main street area is realized.

All of the items or actions identified in this Strategic Plan will not be completed this year. Therefore, there may be concern that the Alliston B.I.A.'s expectations are not being met. However, the A.B.I.A. will continue to work to implement the "actions" identified based on the priorities as outlined herein. There are strong economic factors at work that have in the past worked against small downtown. Hence the reason our downtown requires attention and focused attention in the first place, resulting in some of these "actions" may take longer to implement than originally intended.

The Alliston B.I.A. Board of Directors have worked diligently to set realistic goals to enhance the Alliston downtown and to include the needs and wishes of the downtown users and those businesses already situated there. The Alliston B.I.A. identified what were considered the top priorities on a short list. This gives direction as to where to start and alleviates that feeling of "where do we start? And what do we do next?"



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Developing A Working Plan

Special Thanks to our Contributors

This project would not have been what it is without the hard work and dedication of the following:

- Alliston B.I.A. Board of Directors
- Alliston B.I.A. Members
- Town of New Tecumseth Economic Development and Clerks Department

Acknowledgements

Report produced for the
Alliston Business Improvement Association
Report prepared by: The Alliston B.I.A.



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Alliston Business Improvement Association's Board of Directors

- Chair Mike Jerry
- Vice-Chair Sherry Ward
- Secretary/Treasurer Roham Davoodian
- Director Heidi MacKenzie
- Director Lachlan McGurk
- Director Julia Stubbs
- Director Rose Taylor
- Deputy Mayor Jamie Smith... Town Representative
- Town Councillor Michael Beattie... Town Representative
- General Manager Linda Spurr



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Recommendation Summary

The Alliston B.I.A. Board of Directors collaborated to decide what was important to them in enhancing and improving the Alliston Experience. These recommendations are listed below and those that are printed in **bold** were identified as priorities by the Alliston Board of Directors in meetings.

Communication & Government Liaison

1. Increase our members' revenues. Increase our members' property values.
Increase attendance at Alliston BIA events.
2. Work with Tourism, Municipal, County, and Provincial officials. Work with and continue to have a great relationship with municipal government to establish by-laws, policies and procedures.
3. Be Proactive not reactive.
4. To be proud of the Community – Alliston B.I.A. to be the Ambassador for the town of Alliston – Central Information Centre.



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5. Establish a business mentoring program.
6. Utilize Volunteer Youth Hours – Banting
7. Concentrate on the beautification of the Alliston BIA catchment area.
8. Assist local organizations (Chambers, BTBIA) for the mutual benefit of the Alliston community.

Promotion of our “RURBAN” Brand

1. **Promote our Members. Promote our Brand. Wow Factor - Jettison the Generic.**
2. **Ongoing work on Downtown Alliston ‘RURBAN’ branding – consultant is Gel Creative**
3. **Alliston BIA Signature Events: Farmers Market, Rurban Food Truck Rally, RURBANFEST at Alliston Potato Festival, Monster Mash, RURBAN Christmas - ADD and Promote members & Downtown with monthly ABIA signature events.**

Events ABIA supports: SS Arts Council Art on Main, Battle of the Brushes

4. **In house updates for Web page, social media – Facebook, Twitter – Increase exposure, increase traffic to website and foot traffic to office.**
5. **Create a roadmap to enhance the experience of Downtown Alliston.**



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6. **Sustain marketing & promotion outside as well as inside the Town of New Tecumseth.**
7. **Banting's Birth Place** – connection and cross promotion – this should become a significant economic driver for the Town of New Tecumseth.
8. **Promote what sets Alliston apart**
 - Brochures for county racks, tourism
 - Promote Alliston as a great location to shop and stay.
 - Promoting the brand of Rurban.
9. **Print – media, brochures**
10. **Getting information out to community**
11. **Information Centre** - Enhance Alliston BIA building appearance
12. **Metrics and Measures – Develop a measurement system to demonstrate it's success of the Alliston BIA's initiatives as well as learn from mistakes.**
13. **Promote Alliston as a great location to shop, visit and stay**
14. **Establish Alliston as a formidable competitive business environment compared to Barrie, Bradford, Bolton, Newmarket, Orangeville and Shelburne.**

Physical Enhancements – Issues and Projects

1. **Streetscape** – lighting, sidewalks, garbage receptacles, flowerpots and bike racks reassess flower pots program. Tree and Sidewalk replacement.



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2. **Encourage Landlords to invest in their buildings** Encourage landlords to invest in their building signs and facades take advantage of CIP–Communicate to landlords new programs.
3. **Banners & Hardware** - continue and update
4. **Tackling graffiti** – Continue with contract. Potential to expand to community.
5. **Parking Zoning Issues**
6. **Ace rentals property** - Encourage town to buy property to utilize as gathering place, statue of Banting? Public washrooms. Parkette.
7. **Cleanliness of downtown** – Expand program to include community.
8. **Alliston needs a cohesive look** - suggested Rurban design. From town a cohesive look for signage on business fronts.
9. **Alvin Young property at Centre and Victoria.** Property development.

Attraction & Retention

1. **Promote a healthy vibrant downtown, successful Retail and Professional establishments.** Alliston BIA working with Town Economic Development staff.
2. **High end residential in our downtown – intensification, bring in condominiums.** Encourage Town to pre-zone for downtown intensification.
3. **Business attraction & recruitment – Go after the Gap – Drive new business – Different business such as Men’s clothing, 100 mile food store etc.**
4. **Establish momentum of businesses wanting to come to our downtown**



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5. Grant Development program – Increase dollars spent, Look into Grants

EVENTS & PROGRAMS

1. Farmers' Market
2. Rurban Food Truck Rally
3. Potato Festival (rurbanfest)
4. Monster Mash
5. RURBAN Christmas
6. Spring Clean up – Bronze Broom
7. Graffiti Removal Program
8. Planter/Pot Program
9. Flower Bed Program
10. Mentor Program
11. CIP help Program

MISSION STATEMENT

The Mission of the Alliston B.I.A is to support the promotion and development of the business areas of Alliston, to create a vibrant downtown to support the established businesses, entice new businesses, and validate Alliston's image as an independent, viable progressive centre of commerce.



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The intent is that the Alliston B.I.A. will work to support existing businesses and encourage their expansion, while attracting new businesses to locate in the downtown.

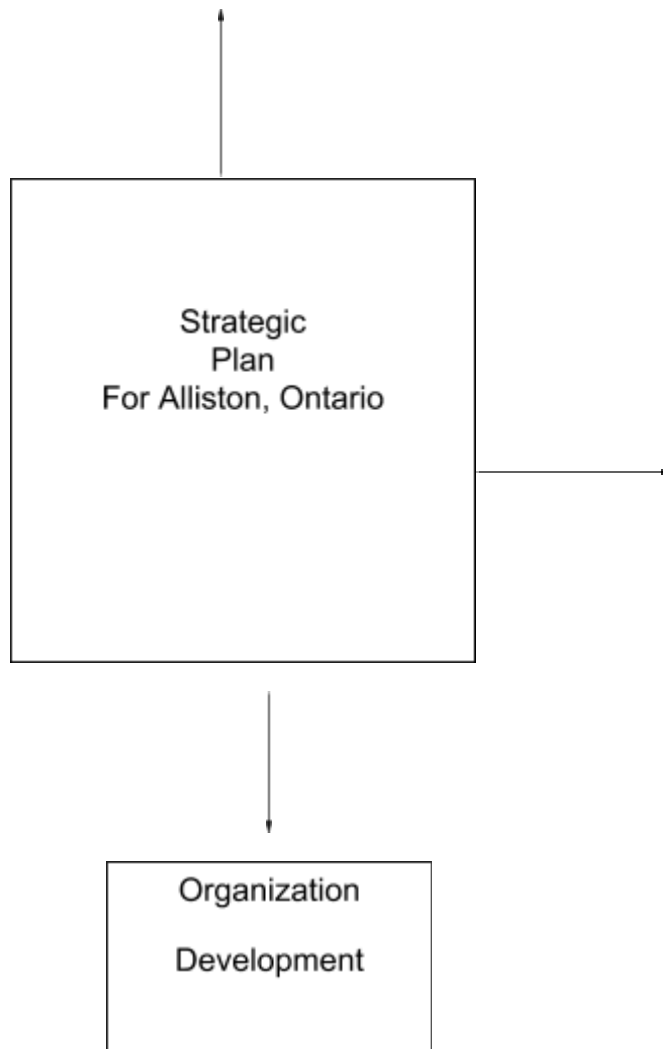


CHART 1: THE FOUR ELEMENTS OF THE A.B.I.A. STRATEGIC PLAN

Economic
Development



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Background – Downtown Enhancement



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The Alliston Business Improvement Association has recognized that there is a need for improvements and enhancements in its catchment area in the Town of Alliston. They realize that for the continued good health of the downtown, business retention, economic development and enhancement of the downtown it is essential to develop a plan in order to accomplish these goals.

The improvement and enhancement of the Alliston downtown depends on four pillars:

Four Pillars

MARKETING

COMMUNICATION & GOVERNMENT LIAISON

ATTRACTION & RETENTION

EVENTS & PROGRAMS

Concentrating on these four pillars combined, has worked successfully in other communities to improve and enhance their downtowns. In communities across Quebec, Rue Principle and Main Street U.S.A. in the United States, these pillars have successfully given new revitalized life to their communities and their downtowns.



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Why Revitalize downtown:

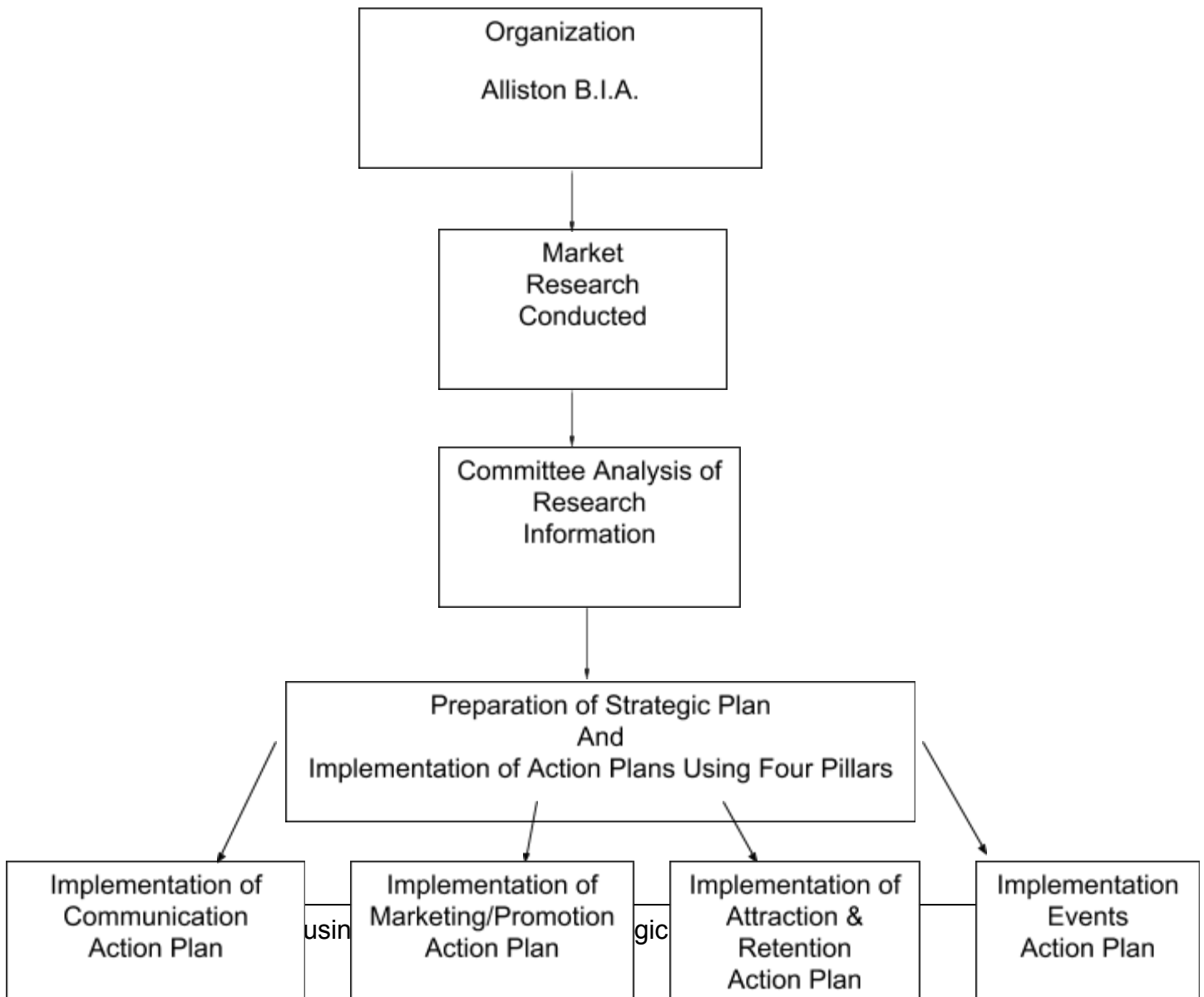
Healthy downtowns represent healthy communities. There are a number of reasons why downtown revitalization and enhancement is important:

- ✓ **Improves Image and first impression.
- ✓ **Makes use of existing buildings - Avoids blight and abandonment.
- ✓ **Provides residents with retail services.
- ✓ **Keeps trade dollars in the Community and produces increased employment.
- ✓ **Attracts new businesses to the area
- ✓ **Increases property values
- ✓ **Enhances business profitability
- ✓ **"Shop Local" Incentive
- ✓ **Local Pride
- ✓ **Increases Town's Revenue base



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CHART 2: STAGES OF THE STRATEGIC PLANNING FOR A.B.I.A.





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