

Warton Business Improvement Area - Strategic Planning Questionnaire

Are you a BIA business owner? Y / N

Do you live and/or work in the BIA? Y / N

Are you a community member and/or regular customer in the BIA? Y / N

1. Please rank priority of Strategic Pillars

Strategic Pillars	Rank Priority (1-5)
Customer Attraction	
Fostering Small-Town Appeal	
Beautification	
Organizational Growth & Membership Engagement	
Advocacy to Government	

2. Please prioritize our Key Initiatives

Customer Attraction	High (H), Medium (M), Low (L)
Targeted Marketing by promoting key sectors of the BIA	
General Marketing of Natural Assets and Recreational Opportunities	
Utilizing Data to support marketing in targeted locations	
Wayfinding for vehicles, cyclists and pedestrians	

Fostering Small-Town Appeal	High (H), Medium (M), Low (L)
Collaboration with community to encourage and promote cultural events in the public spaces of the downtown that inspire locals and visitors to shop	

Beautification	High (H), Medium (M), Low (L)
Flowers, trees, hanging baskets	
Banners and other lamp post decorations	
Collaboration with local artists and history lovers to support the enhancement of the downtown	
Maintenance above and beyond what is offered by the municipality	

Organizational Growth & Membership Engagement	High (H), Medium (M), Low (L)
Increased communication through a regular newsletter and advertising schedule	
Encourage membership to be engaged in budget process and board vacancies	
Economic Development Efforts (ie. Spruce the Bruce, RT07, OBIA Employment Education, Data sharing etc.)	
Ensure membership includes the increased business growth of the downtown	
Improving our BIA Brand image	

Advocacy to Government	High (H), Medium (M), Low (L)
Reduction in pollution relating to traffic (ie. vehicle noise/fumes)	
BIA boundary expansion	
Increased Parking options	
Increased Accessibility	
Access to Public Bathrooms	

3. What else would you like us to know? Are we missing anything?