



Warton Business Improvement Area STRATEGIC PLANNING

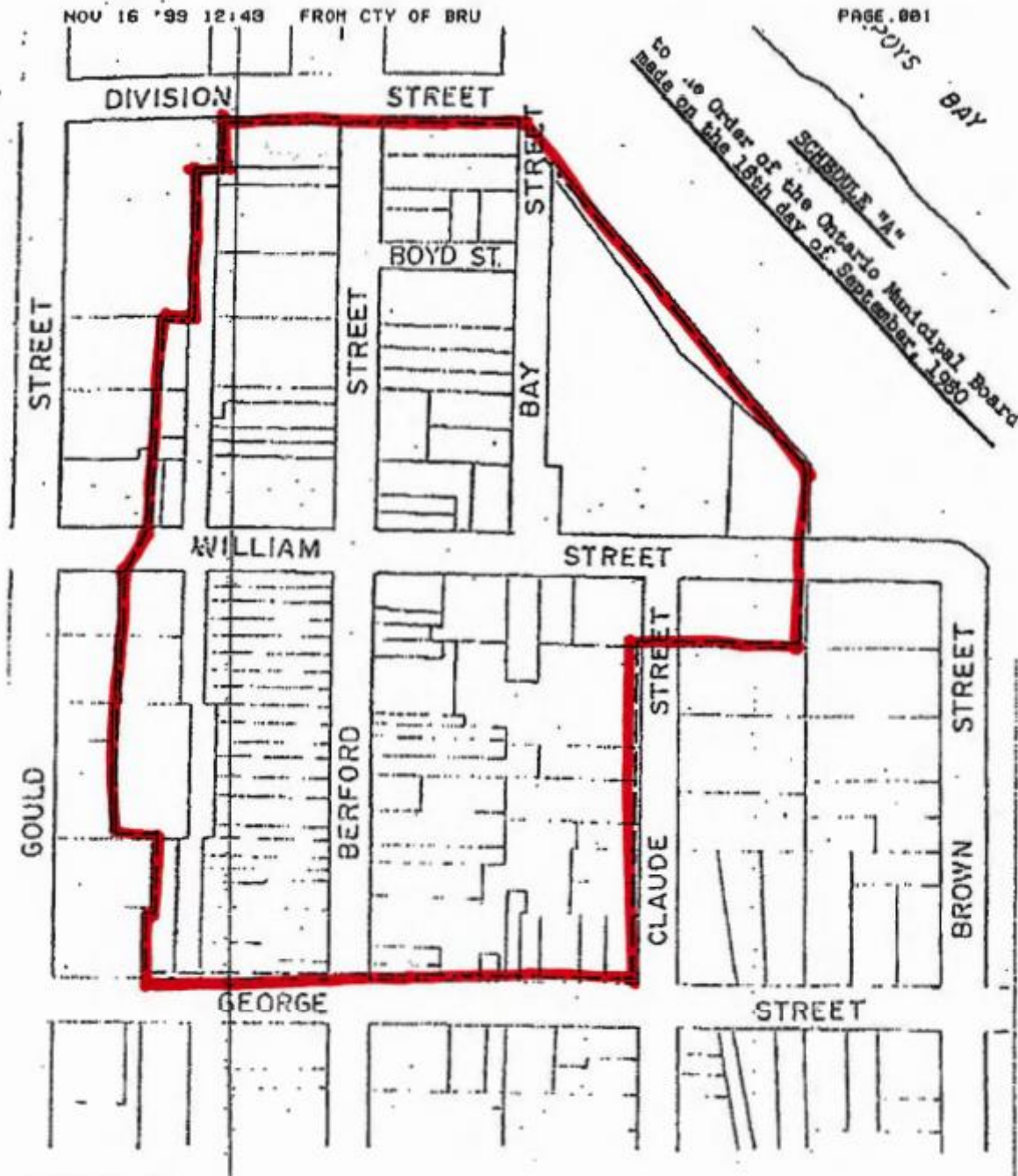
What is a BIA?

A local municipality may designate an area as an improvement area and may establish a board of management,

(a) to oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the area beyond that provided at the expense of the municipality generally; and

(b) to promote the area as a business or shopping area. 2001, c. 25, s. 204 (1).

► Definition of Business Improvement Area as per Municipal Act, 2001





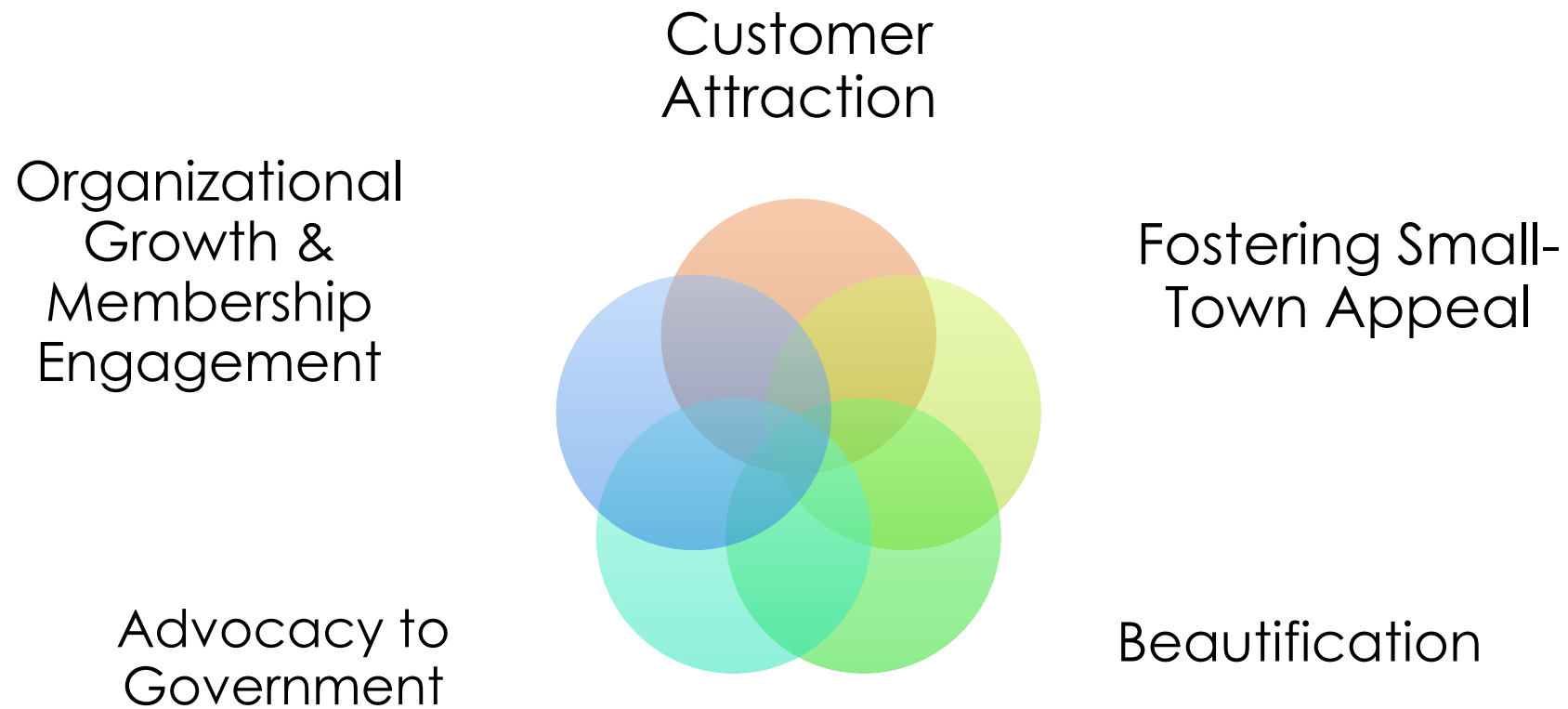
Our Mission

The Wiaraton Business Improvement Area nurtures and enhances the vibrant, inclusive downtown ensuring it remains a premier four-season community and tourist destination.

Our Vision

Surrounded by the natural beauty of the Bruce Peninsula and Georgian Bay, downtown Wiarton is a place where businesses flourish, residents thrive, and visitors are inspired by the unique blend of cultural offerings and community.

Strategic Pillars



Customer Attraction

- ▶ Targeted Marketing by promoting key sectors of the BIA (Food, Art, Retail, Health Care & Wellness, Historical, Real Estate, etc.)
- ▶ 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

- ▶ Collaboration with community to encourage and promote cultural events in the public spaces of the downtown that inspire locals and visitors to shop

Beautification

- ▶ 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

- ▶ Increased communication through a regular newsletter and advertising schedule
- ▶ Encourage membership to be engaged in budget process and board vacancies
- ▶ Economic Development Efforts (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 (Social Media, Webpage, etc.)

Advocacy to Government

- ▶ Reduction in pollution relating to traffic (ie. vehicle noise/fumes)
- ▶ BIA boundary expansion
- ▶ Increased Parking options
- ▶ Increased Accessibility
- ▶ Access to Public Bathrooms

What we want to know

How do you rank the priority of our Strategic Pillars?

- ▶ Rank from 1 to 5

What is the priority of our Key Initiatives?

- ▶ High, Medium, Low

What else should be included in our final strategic plan?

Examples

- ▶ Quotations - Bruce County, Town of South Bruce Peninsula, Bruce County Museum, Chamber of Commerce, etc.
- ▶ Land Acknowledgement
- ▶ Photos – Seasonal, Historical, Cultural etc.



Do you have other ideas?

Are we missing anything?

Please include it in your questionnaire and it will be reviewed before our final draft.