

Prescott BIA – Action Plan for 2017

Vision:

Under the overriding principles of communication and coordination, linkages and focus, our historic downtown will be a significant place where people visit, work, shop, recreate and live in an extraordinary waterfront setting.

Mandate of the BIA:

To take Bold Steps Forward to focus on Historic Downtown Prescott for the encouragement of the local and regional economy and quality of life through a combination of

- Management and Leadership
- Marketing and Promotions
- Physical Improvements and
- Economic Development

The BIA will also participate with others in the physical improvement of the downtown and the attraction of new retail and other businesses that will stimulate job growth through economic development including tourism. The BIA will participate, promote and support special events held in the Downtown by working with others such as the Town of Prescott, the Shakespeare Festival, the Prescott Fire Department and the Farmer’s and Crafter’s Market.

REVENUE

Item	2017 Budget	Actual 2016	Notes
BIA Levy	\$29,000	\$29,000	As in the past
Transfer from Reserve	\$15,000	0	Closing Balance in Reserves on Dec 31, 2016 was \$43,387.00
Grant Applications	0		EODP Signage, Rotary Lighthouse, OMAFRA, Downtown Rejuvenation, Town Community Improvement Fund
Ontario Shared Service	0	\$ 9,908	Unknown source
Revenue from Events	\$ 5,000	\$ 5,334	Taste of Prescott \$5334.00 (2016) More events for 2017
Total Revenue	\$49,000	\$44,242	

Action Tasks and Items

WHAT	HOW	WHO	TIMING	COST	STATUS
Leadership & Management					
Recruit part-time administrative support	Advertise, social media, local press, CSE etc.	Executive	ASAP	\$ 400	
Put contract in Place	Advice from Treasurer, reference to BIA Co-ordinator handbook			10,000	Including our share for summer intern
Misc. Expenses	Authorized by Board			200	Photocopies, Catering AGM, misc.
Leadership & Management	Well function board of management			10,600	Fulfilment of the BIA's mandate in all four pillars
Marketing & Promotions					
Downtown Prescott Visitors Guide and Walking Map Updates & Printing	Reprint from 2016; 5,000 copies		Early in season	1000	Completed and being distributed to date, tourism ambassadors in Museum helping to distribute locally
Advertising	Visitors guides, radio, committee set up, recruit knowledgeable people	Marketing report to board for Board decision, collaborate with others wherever possible		11,000	***\$5771 Print Ads including Shop the Walk, Marshall Enterprises, Shakespeare Program, Brockville Chamber , SLP Brochures Radio Ads \$4040 (2016)*** 2017 Suggested promotion of variety of businesses incl health & wellness, financial & business institutions, Branding, Wedding Destination, Arts & Music , Kelly's Beach & Centennial Pool
Website , Social Media & Design	Recruit expert, through request for proposals	Executive and others		4500	Updating web site & utilizing other forms of social media for eg "boosting posts"
Donations to other groups	Traditionally donate to Light up		Based on requests	700	Light up the Night Parade \$500 Prescott Farmers & Crafters Market \$200.00

WHAT	HOW	WHO	TIMING	COST	STATUS
	the Night Parade and Farmers' and Crafters' market				
Subtotals Marketing & Promotions				17,200	
Events					***2016 Taste of Prescott \$5341, Zombie Walk \$222, Corn Boil and Paint the Town Pink \$99***
Taste of Prescott or other big event	New event – big events in collaboration with others		tbd	\$5000	Taste of Prescott Tent Rental \$591, Taste of Prescott Expenses \$285.00 ; Taste of Prescott cancelled
Anticipated Events	Proposals by others or Board			\$2000	(2017) , Other Events suggested include Olde Fashioned Family Christmas, Sidewalk Sale, Prescott Has Talent, Music festival, Dog Festival, Pow Wow Car Show (already planned by others – could we distribute our fliers, Fairies in the Park, Teddy Bear Picnic, Street Fair, Paint the Town Pink
Subtotal Events				7,000	
Physical Improvements					
Downtown Beautification	Proposal			6000	***Hanging Baskets up, being watered by the town, Christmas Wreaths & Arrangements \$651 2016*** Also includes sidewalk planters, Christmas Trees and arrangements and the Daniels Lot
Window Cleaning	Letters to owners re: reimbursement			1000	
Other Physical Improvements	Supplement with grants?			3000	Suggestions for 2017 Signage (Wayfinding), Town Clock Square, Building Facades, Streetscaping, Developing Green Spaces (Volunteer doing Daniel's Lot)
Subtotal Physical Improvements				\$10,000	
Economic Development					
Conferences/ Memberships	Volunteers, "staff"			2000	Ontario BIA Association Membership (\$212) Ontario East Economic Development Commission and Ontario BIA conference, Business Expo in Cardinal
Direct Support for BIA Membership	Ideas include staging			2200	Ideas include staging workshops, Social media workshops, newsletters, Actions arising from BR&E report

WHAT	HOW	WHO	TIMING	COST	STATUS
	workshops, Social media workshops, newsletters				
Subtotal Economic Development		\$ 216	\$ 212	4200	
TOTALS	\$49,000	\$ 1397	\$23158	\$49,000	