



SUBJECT: Aldershot BIA's New Strategic Plan 2019-2022

TO: Planning and Development Committee

FROM: Department of City Building - Planning Building and Culture

Report Number: PB-78-19

Wards Affected: 1

File Numbers: N/A

Date to Committee: December 3, 2019

Date to Council: December 16, 2019

Recommendation:

Endorse the Aldershot BIA's Strategic Plan, 2019-2022 attached as Appendix A to department of city building report PB-78-19.

Purpose:

The Aldershot BIA's Strategic Plan, 2019-2022, has been created to achieve both the collective goals of the Board of Management and to assist the city in achieving the goals of Burlington's Strategic Plan 2015-2040 as follows:

A City that Grows

- Promoting Economic Growth

1.1.e: Small businesses contribute to the creation of *complete neighbourhoods where residents are close to goods and services.

1.1.f: Innovative, entrepreneurial businesses have settled or developed in Burlington. The city has helped create the technological support, business supports, infrastructure and educational environment to attract startups and growing businesses

The Aldershot BIA's Strategic Plan 2019-2022 aligns with 2018-2022 Burlington's Plan: From Vision to Focus (V2F) as follows:

Focus Area 1:

Supporting and maintaining a diverse economy in small business, commercial...office...sectors.

The BIA is also committed to participating in the mobility hubs planning process for the Aldershot GO Mobility Hub when it resumes.

Background and Discussion:

Beginning earlier this spring, the Aldershot BIA embarked upon creating a new strategic plan to assist the Board of Management in their future planning efforts and in becoming a 21st Century organization. Supported by the Special Business Area Coordinator, the Aldershot BIA retained a consulting firm to assist in leading them through a portion of the strategic planning process.

Strategy/process

Lead by Ginny Jones of Acuity Options, the board conducted two full-board sessions where they collectively brainstormed about the mission and vision of the organization as well as what a successful Aldershot business community could look like in 10 years. Those “signs of success” were used to create what the board determined to be their three critical areas of focus over the next 3-5 years: Member Experience, Organizational Development and Advocacy.

A task group of Board members, the ward Councillor and the Executive Director was then led by the Special Business Area Coordinator to create a set of goals, strategies and tactics for each of the focus areas. New initiatives were balanced with their existing programs and then prioritized and given a timeline over the next few years. The costs, timing and resourcing implications of each of the tasks were assessed and a multi-year budget projection was established. The Strategic Plan was approved unanimously by the board at its meeting in October.

The Strategic Plan before you today is the result of an enormous commitment of board member’s time and effort. This Strategic Plan shows the BIA’s commitment to its members, the city and to the future of the Aldershot community.

Financial Matters:

Not Applicable.

Connections:

Not Applicable.

Public Engagement Matters:

The Strategic Plan will be distributed to the members of the Aldershot BIA.

Conclusion:

On behalf of the Aldershot BIA, I am pleased to provide Council with their Strategic Plan, 2019-2022. This past year has been one of relationship building and growth between the BIA and the City and we look forward to working together to help the achieve each of the tactics and strategies identified.

Respectfully submitted,

Jenna Puletto

Special Business Area Coordinator

905-335-7600 ext 7445

Appendices:

A. Aldershot BIA Strategic Plan: 2019-2022

Notifications:

Judy Worsley, Executive Director, Aldershot Village BIA

Judy@aldershotbia.com

Report Approval:

All reports are reviewed and/or approved by Department Director, Director of Finance and Director of Legal. Final approval is by the City Manager.