



Annual Business Plan 2018

January 10, 2018

Mission

The Picton Business Improvement Association (BIA) is comprised of members of the business community joined in a leadership role working to maintain and enhance the economic prosperity of downtown Picton.

BIA Structure

Board of Management:

The Board of Management is responsible for the overall implementation and administration of the Business Plan. It is the primary decision-making body for the organization.

Members:

The Municipal Act, 2001 allows members of a BIA to be business property owners (commercial assessed properties) in a business improvement area, and their tenants. Nominations for election to the BIA Board of Management take place at the Annual General Meeting. There are 9 seats on the BIA Board of Management. One of the nine seats includes an appointed Picton Ward 1 Councillor.

Committees:

The Picton BIA has one active committee and four ad hoc committees.

They are:

- Streetscape Enhancement (active);
- Advocacy (ad hoc);
- Finance (ad hoc);
- Marketing (ad hoc); and
- Member Services (ad hoc).

Each committee is led by a chair and is comprised of interested community members. Each committee also has a board liaison that relays information back to the board. Three members are considered optimal on each committee.

Other Volunteer Opportunities:

Volunteers are integral to the success of the BIA. Volunteerism provides an opportunity for members to make a contribution in the manner which best suits their interests and time constraints. Volunteerism can take place on an on-going basis or a short-term contribution, such as:

- Canada Day Party in Picton;
- Picton Santa Claus Parade;

- Shop Local Campaigns;
- Maintenance of flowers on Main Street;
- Installation and removal of Christmas decorations on Main Street;
- Maintenance of holiday décor on Main Street;
- Social media administration support;
- Delivery of packages to BIA members; and
- Street furniture memorial program promotion.

If you are interested in participating as a project volunteer on one of these activities/events please contact the BIA office via email at info@experiencepicton.com or via telephone at 613.476.7901 ext.211

Our Board of Management:

Robyn Lewis	Chair	Picton Animal Hospital
Lisa Rashotte	Vice Chair	Community Living Prince Edward, Heart of the County, Splashworks
Penny Morris	Secretary	Penny's Pantry
Lenny Epstein	Council representative	Councillor, Picton Ward
Arlene Wright	Board member, Streetscape Committee	Williamson's Insurance
Barbara Sweet	Board member	Prince Edward Public Library
Debbie Tremblay	Board member	The Bean Counter Café
Scott Walcott	Board member	Picton Harbour Inn/Lighthouse Restaurant
Vacant		

BIA staff:

With the resignation of long-time Manager, Lyndsay Richmond, the Picton BIA has hired a full-time, permanent Manager. During the transition period both Lyndsay Richmond (Manager – currently on leave) and Judith Burfoot (contract Office Administrator) will work on a part-time basis. With the new staff expected to be on board by the end of January/early February, we have budgeted for a transition period of eight weeks in order to fully train the new Manager while ensuring BIA operations continue with as little disruption as possible.

Greetings from the BIA Chair:

It is my pleasure to share with you some of the successes of the Picton BIA in 2017. Of course, none of it would be possible without the dedicated volunteers who make up the Board of Management, the various committees and individual project assistants. With management provided by BIA staff, these volunteers continue to deliver on ambitious work plans year after year.

With our Main Street Reconstruction completed at the beginning of 2017, the BIA anticipated a heightened level of activity in Picton. Despite a delay to the tourism season due to spring flooding, the 2017 season was incredibly successful.

The BIA launched a new line of Picton merchandise with a mug and buttons. Using art creating by local artist Tim Snyder, these items brought together local Picton landmarks such as the Armoury, the Regent Theatre, Birdhouse City and the Royal Hotel. Profits from these items will be used to fund BIA activities. We also produced a special t-shirt commemorating Picton's 180th anniversary of our official founding. Proceeds from this shirt will be dedicated to Picton's Canada Day celebration events.

We launched our Adopt-a-Spot program with a focus on our hanging flower baskets. Business owners adopted "their" baskets and watered them throughout the summer and into the fall. This was a tremendous success and Picton Main Street was breathtaking.

We advocated for the membership with regards to parking in downtown Picton and for the proposed development at 13300 Loyalist Parkway. In both cases, the BIA held meetings, conducted surveys and talked with the membership to ensure that we accurately represented the memberships' perspectives.

Our membership continued to create unique shopping, dining and service experiences for the numbers of visitors who visit our downtown each year and the residents who rely on our membership to meet their everyday needs.

Our hope is that in 2018 we can continue to encourage and promote the SHOP LOCAL message, maintain and expand our services, and offer new unique experiences in the town of Picton.

We invite you to join with us in 2018 as we continue with what is good and search out more ways to help you thrive. Remember; let's get everyone to "Experience Picton!"

Thank you for your continued support,

Robyn Lewis, Chair

Picton BIA's Focus:

The long term primary focus of the Picton BIA is to create and sustain a Downtown that features:

- Significant pedestrian traffic during the day and evening, week and weekend;
- A mix of restaurants, culture, destination retail, and local goods and services that promote the character and talent of the business community; and
- Streetscaping that adds to the character and significance of the area.

And is...

- An historically honest real Downtown that is an alternative to the sameness of shopping malls and big box retailers;
- The location of choice for festivals, activities and special events;
- A prosperous setting for merchants;
- Business friendly; and
- A place where the business community is engaged in working together for mutual benefit of the entire community.

Strategic Action Plan for Downtown Picton Report (excerpts page 51-52) © 2005

The BIA's primary activities include:

- Representing the interest of business members in the community;
- Enhancing Picton's streetscape and beautification;
- Marketing Picton as a shopping, business and tourist destination;
- Supporting events to bolster our economy and heighten awareness of our distinct culture;
- Acting as an advocate for our members in planning for the future needs of Picton;
- Liaising with municipal and regional partners to enact The Strategic Action Plan of Downtown Picton; and
- Linking members to information and resources that can help to strengthen local business endeavors.

Long Term Priorities also include:

- Continued collaboration with our municipal, community and corporate partners;
- Harbour-front revitalization including enhanced accessibility to the downtown;
- Business retention and expansion and business development;
- Public Washroom facilities in Picton;
- Façade Improvement programs and processes for upholding design guidelines;
- Expansion of a Town Square concept; and
- Participation in the development of transportation strategies that continue to draw people to Picton Ward.

Summary of the Primary Activities of the BIA



***Flower watering with
Community Living Prince
Edward***



Main Street Flowers



Construction is OVER!

Streetscape & Beautification:

NEW IN 2017

- ✓ Recommended the County adopt and adhere to an ongoing tree maintenance program for the downtown core moving forward.
- ✓ Purchased and installed new lit Christmas décor on the new lamp standards downtown.
- ✓ Install the repaired seasonal lit banner on the new banner poles.
- ✓ Purchased H2O baskets to adorn the new lamp standards along Picton's Main Street.
- ✓ Purchased new banners/flags for Picton's Main Street.
- ✓ Launched Adopt-a-Spot program to assist with streetscape enhancement and maintenance projects within the downtown.
- ✓ Successfully submitted a grant application for the Community Development Department Fund through the Community Foundations for holiday lit décor.
- ✓ Successfully submitted a grant application for the Canada 150 Fund.

CONTINUED (ANNUAL PROJECTS)

- ✓ Decorated Shire Hall, The Victory and Picton Library planters for the holidays.
- ✓ Decorated the BIA planters for the holidays.
- ✓ Installed Christmas décor on the light standards downtown Picton.
- ✓ Worked closely with our municipal partners re: lighting, beautification, and event planning.
- ✓ Installed and removed the summer flags along Picton's Main Street.
- ✓ Purchased, installed and removed 60 flower baskets adorning the lamp standards in downtown Picton.
- ✓ Employed temporary flower waterer through Community Living Prince Edward and advocated to the municipality to make this possible.

- ✓ Maintained the parkette at the corner of Washburn and Main Streets (volunteer Susan Hughes).
- ✓ Planted and maintained the planters on the corner of Main Street and Elizabeth Street.
- ✓ Continued to explore potential revitalization initiatives related to the Picton Harbour and its connection to downtown Picton.
- ✓ Worked in collaboration with the Municipality to encourage the Sidewalk Patio Program.

NEW FOR 2018

- ✓ Investigate additional bike rack locations.
- ✓ Work with the municipality to ensure the new banner arms are repaired so that Picton banners will look aesthetically pleasing and can be maintained for multiple years.
- ✓ Continue discussions on potential mural project.
- ✓ Develop program to return flower baskets to the western portion of Picton Main Street.
- ✓ Continue discussions with The County and Armoury owners to move Christmas tree to centre of town.



Advocacy:

NEW IN 2017

- ✓ Worked in partnership with the County, the Chamber of Tourism and Commerce, BABA, WDBA, Rossmore and the Consecon Rate Payers Association to host public planning sessions and workshops to continue to move the DTR project forward to completion.
- ✓ Concluded participation in the Harbour Revitalization Committee leading to the Picton Harbour Development Vision.
- ✓ Advocated to the municipality and Council the membership's position on downtown Picton parking.
- ✓ Advocated to the municipality and Council the membership's position on the proposed development at 13300 Loyalist Parkway ("Sobeys development").

CONTINUED (ANNUAL PROJECTS)

- ✓ Included in meetings regarding planning for parking recommendations moving forward.
- ✓ Supported Food for Learning/Feed the Meter through annual holiday parking campaign in December 2017.
- ✓ Supported the Violence Awareness and Random Acts of Kindness Campaign (March).
- ✓ Supported the Violence Against Children Purple Ribbon Campaign (October).
- ✓ Attended meetings with the Downtown Revitalization Committee (DTR).
- ✓ Attended Council meetings as necessary.
- ✓ Advocated for the membership as required and when appropriate.
- ✓ Worked with the Corporation of the County of Prince Edward to encourage the use of Picton's Streetscape Master Plan for planning purposes.

NEW FOR 2018

- ✓ Encourage the development and beautification of the public parking facilities in Picton which would include proper way-finding and informational signage.
- ✓ Encourage the implementation of priority projects as recommended from the Downtown Revitalization Plans.

Finance:

NEW IN 2017

- ✓ The BIA was successful in its partnership to receive money from the Celebrate Canada program for the 2017 Canada Day activities.
- ✓ The BIA was successful in receiving grant money from the Canada 150 Fund for 2017 Canada Day activities (Benson Park Children's Carnival).
- ✓ The BIA was successful in receiving grant money from the Municipal Grants Program for holiday lit décor.
- ✓ The BIA was successful in receiving funds from local supporters to offset some costs associated with Canada Day.

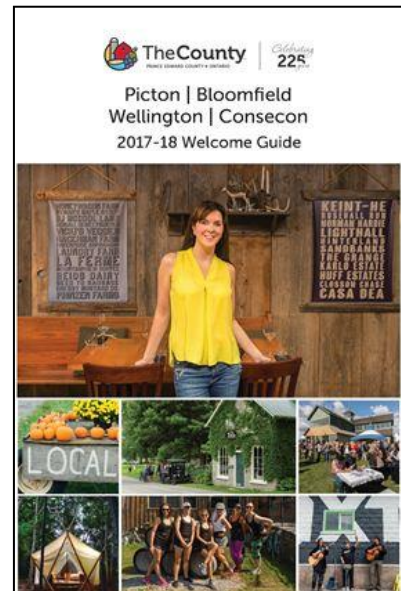
CONTINUED (ANNUAL)

- ✓ Ongoing financial management with a goal of maintaining member services in a cost-effective manner;
- ✓ Provided continued value to membership while working within funding limitations.
- ✓ Researched opportunities for additional revenue sources including: grants, partnerships, co-operative opportunities, etc.

Marketing:

NEW IN 2017

- ✓ Launched a new line of Picton merchandise featuring a local artist and iconic Picton landmarks.
- ✓ Worked in partnership with The Corporation of the County of Prince Edward, Bloomfield Area Business Association (BABA), Wellington & District Business Association (WDBA) and the Consecon Rate Payers Association to collaborate marketing efforts to produce and distribute 20,000 copies of the 2017 Welcome Guide. BIA members receive a listing in the directory.
- ✓ Developed new Merry on Main program to attract residents and visitors for holiday shopping in Picton in November and December.



CONTINUED (ANNUAL)

- ✓ Led social media campaigns through Facebook and Twitter – www.facebook.com/ExperiencePicton, @biapicton.
- ✓ Participated in Tourism Development Alliance (TDA), a coalition of tourism based organizations working together to share information, strengthen opportunities for collaborative activities, and promote the region as a tourism, shopping, and dining destination.
- ✓ Upgraded photos, mapping, directory listings on the Experience Picton website while simplifying content creation on the home page.

NEW FOR 2018

- ✓ Produce and distribute a 2018 Welcome Guide in partnership with community partner business associations.
- ✓ New photos to be used in appropriate marketing initiatives.

SUPPORTED EVENTS:

- ✓ Canada Day Party in Picton;
- ✓ Firelight Lantern Festival;
- ✓ Picton Santa Claus Parade; and
- ✓ Merry on Main holiday season event.



Member Services:

NEW IN 2017

- ✓ Delivered \$4,000 worth of \$10 gift certificates with money donated by the County and Taggart Construction to support our businesses post-reconstruction.
- ✓ Provided immediate cash redemption services for members.
- ✓ Partnered with the Small Business Centre, The County, PELA CFDC and the PECCTAC in the delivery of the Welcoming Quebec Visitors to Your Business Workshop.
- ✓ Provided approximately \$4,000 in gift certificates as a result of our Merry on Main BINGO promotion.

CONTINUED (ANNUAL PROJECTS)

- ✓ Promoted businesses, events, projects, happenings, etc. through social media.
- ✓ Maintained electronic communications to members.
- ✓ Maintained two kiosks with current business information (location for third kiosk is TBD).
- ✓ Developed welcome packages in cooperation with the Corporation of the County of Prince Edward Community Development Department for new member businesses.
- ✓ Linked current and new business, provided referrals and worked with other community organizations (PELA CFDC, Small Business Centre, Community Development Department, and PECCTAC).
- ✓ Maintained a Main Street office presence.
- ✓ Enhance relationships with partner organizations and municipal staff.

NEW FOR 2018

- ✓ Investigate BIA expansion and associate/volunteer membership.

2018 Operating Budget

	<u>*2017 Actuals</u>	<u>2017 Budget</u>	<u>2018 Budget</u>
Operating Revenues			
Taxation	\$96,836	\$96,836	\$98,500
Other Revenues	\$22,769	\$1,000	
Unrestricted surplus/deficit	\$14,194		
Transfers from Reserves and Reserve Funds			
Total Operating Revenues	\$119,605	\$97,836	\$98,500
<i>(does not include surplus funds)</i>			
 Operating Expenditures			
Wages & Benefits	\$38,790	\$44,500	\$53,636
Streetscape Enhancement/ Beautification	\$16,492	\$13,980	\$12,000
Professional Development, Travel	\$525	\$2,200	\$1,700
Communications & Data Processing	\$19,527	\$10,280	\$11,500
Rent, Utilities, Repairs & Maintenance	\$8,624	\$8,100	\$9,400
Advertising, Marketing & Promotion	\$28,009	\$17,775	\$16,700
Transfers to Reserves and Reserve Funds			
Total Operating Expenditures	\$111,967	\$96,835	\$104,936
UNDER BUDGET	\$7,638		

*****2017 Actuals includes Year to Date as of December 31, 2017 + Anticipated Year End expenses**

