



VISION FOR THE SEAFORTH BIA

The Seaforth BIA business area will have: A viable selection of retail, restaurant and service-related businesses; a clean, green, well maintained heritage district; and adequate, accessible free parking for consumers.

MISSION FOR THE SEAFORTH BIA

The Seaforth BIA supports the promotion and development of the BIA businesses of Seaforth and creates a vibrant downtown that attracts visitors and shoppers.

VALUES

Caring Attitude

Respect and Trust

Going Above and Beyond

Exceptional Customer Service

STRATEGIC PRIORITIES

Enhance the Downtown's Main Intersection

Emphasize Seaforth's Heritage Factor

Build Positive Awareness of Seaforth BIA

Continue as a sustainable organization

Strategic Direction: Physical Enhancements

Strategic Priority: Enhance and Improve Downtown Main Street & Intersection

Goal: To improve the appearance from all directions when entering Seaforth and to work towards adopting and supporting the Victorian streetscape architectural style

Strategy (what)	Actions (how)	Responsibility (who)	Timeline (when)	Resources (with what)	Evaluation Method (indicators)
To create better directional parking, and information/street signage with Victorian look-finger pointing to business district	Identify areas that still need improvement Make changes in directional, parking and information signage	BIA Municipality	On-going	By-laws BIA budget HE/Seaforth Community Development Trust	Areas identified: # of new or improved signs Public feedback
Improve communication of community events and activities	Install Community Information board or something similar Use audio system for announcements	Municipality BIA	2022-2026	BIA Partnerships	# of events displayed
Improve downtown's main corner (Queen's corner)	Meet with owner of property on northeast corner to discuss small garden	BIA Owner of old Queen's Hotel property	2022	BIA Partnerships	More welcoming visage

Strategic Direction: Physical Enhancements

Strategic Priority: Celebrate the heritage district through its physical assets

Goal: To maintain and sustain our heritage through education and community involvement

Strategy (what)	Actions (how)	Responsibility (who)	Timeline (when)	Resources (with what)	Evaluation Method (indicators)
Work with Heritage Committee on guidelines for businesses	Review guidelines and amend to include accessibility and new information. Identify what properties need to be upgraded and enhanced Prepare handouts for all building owners-old and new with by-laws, suggestions, list of construction companies etc.	Heritage Committee Municipality Huron County Planning Dept. BIA	Ongoing	Property Standards By-laws Tax Relief Program	Guidelines reviewed and amended. Properties identified.
Façade improvements	Continue to educate owners regarding heritage restorations/maintenance Heritage committee to meet with property owners to advise and support. Properties upgraded or enhanced to meet guidelines	Heritage Committee Municipality Property Owners BIA	2022-2026	Tax Relief Program Heritage Committee Streetscape Plan Directory of qualified trades people.	# of properties improved Heritage guidelines adhered to. Less # of properties in disrepair.

Celebrate our history	Gather annually to celebrate heritage through an event incorporating local people and events. Hold BIZ at 5 with business owners and building owners to celebrate our downtown.	BIA Heritage Committee Service Clubs & Organizations	2022-2026	Municipality HE/Seaforth Trust Partnerships	Attendance and feed back at events
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Strategic Direction: Organization Strengths and Development

Strategic Priority: To build positive public awareness of BIA and continue as a Sustainable Organization

Goal: To encourage more members to become actively involved in the BIA and gain community support.

Strategy (what)	Actions (how)	Responsibility (who)	Timeline (when)	Resources (with what)	Evaluation Method (indictors)
To Increase efforts to educate BIA members and recruit potential members	Identify the benefits of belonging to BIA- the successes and accomplishments	BIA Municipality	Ongoing	Social media Website	Benefits, successes and accomplishments identified. Media attention Occupancy records
Win this Space/Business success in Seaforth to keep downtown vibrant and full/Succession Planning	Continue to build on successes of businesses in our community. Hold seminars or connect businesses to proper channels for business future	BIA Municipality Huron County Economic Development Department	Ongoing	BIA Municipality Partnerships	Store occupancy Public satisfaction Succession success

To inform the community about what the 'BIA' is, and explore opportunities to build awareness of its mission.	Continue to build partnerships with all media to profile our community. Work with organizations/businesses to discuss common interests and goals.	BIA Executive	Ongoing	Service Clubs Huron County Economic Development Municipality Media	# of partnerships developed.
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Goal: To develop a plan, be goal oriented, stay focused and finish goals through completion.

Strategy (what)	Actions (how)	Responsibility (who)	Timeline (when)	Resources (with what)	Evaluation Method (indictors)
To continue, to follow, to review and update long range plan. Prioritize top three goals. Addition to list can only be done after completion of top three goals.	Prepare budget based on actions to achieve goals. Support continued need for partnerships/EDO/grant writing support. Implement relationship with municipality	BIA Executive	Ongoing	BIA budget	Review and update plan. Budget completed. Plan carried out and goals achieved on time and within budget.
Maintain existing partnerships	Keep in contact with Municipality, media, public	BIA Municipal representative	Ongoing		Relationships maintained

To always explore potential partnerships/grants	Meet with selected organizations/businesses to discuss common interests for community. (HE/SCDT, Lion's, Optimist, Legion) Develop partnerships to help service goals	BIA Executive	Ongoing		Increased # of partnerships.
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Strategic Direction: Infrastructure Enhancements and Event Planning

Strategic Priority: Enhance and improve streetscape in BIA district, provide effective event planning

Goal: To improve street design, from an aesthetic, livability, accessibility, mobility, pedestrian and cyclist Safety standpoint and coordinate events with partners to help improve sales & profit rating.

Strategy (what)	Actions (how)	Responsibility (who)	Timeline (when)	Resources (with what)	Evaluation Method (indicators)
Create shaded/attractive parkette area at BIA centre.	Build gazebo or pergola, talk with Municipality about building by-laws	BIA Municipality Public Works	2022	BIA budget HE/SCDT Huron Community Futures	# of people enjoying the shade
Back-alleys improvements and maintenance. Posters, murals,	Continue to keep back alleys clean and accessible as parking is available in those areas.	BIA Municipality	2022-2026	BIA budget Municipality	Clean, safe and attractive alleys

colour, greenery and garbage cans.	Discuss budget for maintenance.				
'Green up' Seaforth downtown	Donated planters to be filled with cedars or ferns and placed along downtown streets to improve aesthetics, livability, health. Partner with business/building owners to care for planters. Place benches throughout downtown for conversation areas.	BIA Municipality	2022	BIA budget	More enjoyable and green environment in our downtown
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Maintenance costs of greenery/back-alls improvements	Discuss costs of initiatives and work with partners and budget to continue maintenance each year.	BIA Municipality Partners	2022-2026	BIA HE/SCDT Municipality	Safer to walk, parking enhanced
To encourage community events and add/support for more in BIA district. (Easter, Summerfest, Christmas, Movie Nights, etc.)	Identify existing events and brainstorm new events and how we can support the organizers. Establish criteria/impact of each event and work with organizers.	BIA Executive Municipality Community Groups Corporate Partners	Ongoing	BIA HE/SCDT Municipality Corporate sponsors Community Groups	Public awareness and enjoyment.

<p>Emphasize Heritage: Heritage blade building signs using old banner tops from Goderich Street And restore heritage colours to BIA identity.</p>	<p>Attach to heritage buildings with name of block...eg. Cardno block.</p> <p>Return BIA colours to Seaforth Heritage colours of green/gold/black</p>	<p>BIA Heritage Committee Municipality</p>	<p>Ongoing</p>	<p>Heritage Committee BIA</p>	<p>Interest in community/building history</p>
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