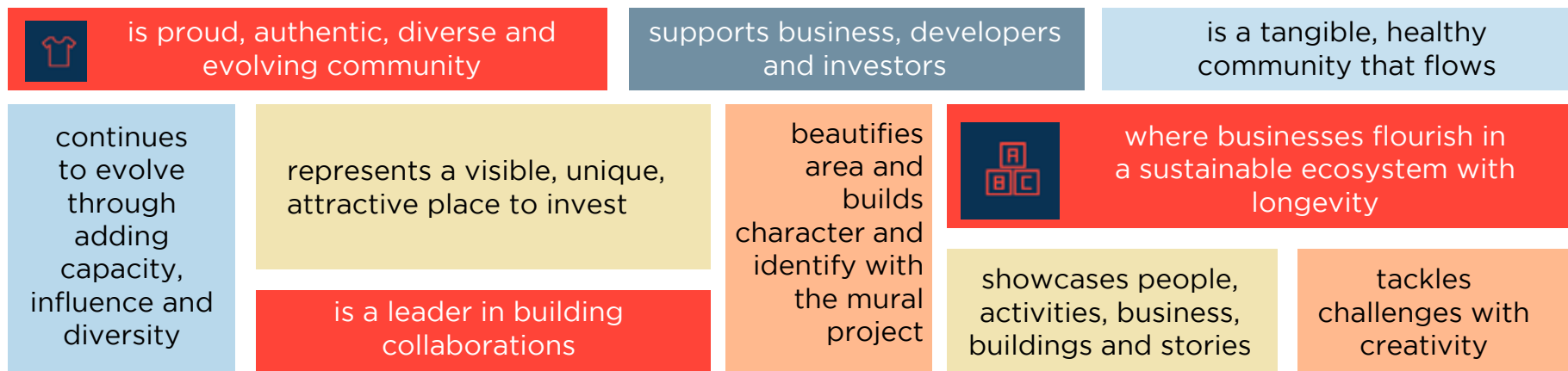




# Strategic Plan *at a glance*

We see a community which ...

VISION



VALUES



GOALS

<b>PROMOTION</b> promote businesses and the area to customers, investors, entrepreneurs	<b>Goal 1: Broaden the reach</b> Develop marketing plan, increase social and identify what our members want	<b>Goal 2: Share our stories</b> Celebrate local activities, initiatives and successes with broader community
<b>ADVOCACY</b> advocate for our vision of Rutland and for the possible	<b>Goal 1: Build cohesive vision</b> Open dialogue with existing members to support their wants, needs and goals	<b>Goal 2: Expand BIA</b> Expand BIA region beyond the current borders to align with Urban Centre border
<b>CAPACITY</b> provide the best resources for area businesses, investors, customers	<b>Goal 1: Increase visibility</b> Update and expand collateral and reach, identify types of support for membership	<b>Goal 2: Support local businesses</b> Develop a database of information, resources and funding opportunities
<b>CONNECTIONS</b> cultivate fruitful relationships with key stakeholders	<b>Goal 1: Increase community contacts</b> Identify key stakeholders, develop a communications plan, motivate dialogue	<b>Goal 2: Shift approach with gov't</b> Actively work with local and provincial governments to develop solutions

ACTIONS

PROMOTION	ADVOCACY	CAPACITY	CONNECTIONS
<b>Actions</b> <ul style="list-style-type: none"> <li>develop marketing plan</li> <li>expand collateral</li> <li>expand social</li> <li>Board actively participates in URBA networking events</li> <li>identify community groups and networking events for Board and ED to attend to increase presence and awareness</li> <li>sponsorships – external events</li> <li>website, social, newsletter, videos, podcasts</li> <li>Tourism Kelowna Mural Passport</li> <li>more walking tours</li> <li>make info about events, programs and services easy to find</li> </ul>	<b>Actions</b> <ul style="list-style-type: none"> <li>develop marketing plan that targets members, developers/ investors, business sector/ entrepreneurs</li> <li>survey interviews with members</li> <li>update website with platform for members to communicate with each other</li> <li>prospectus map</li> <li>“in your area” map</li> <li>educate membership around potential and limitations of OCP</li> <li>facilitate roundtables for members, developers, business sector</li> <li>strike committee for BIA expansion</li> <li>strike governance committee</li> <li>BIA best practices</li> <li>identify needed infrastructure</li> </ul>	<b>Actions</b> <ul style="list-style-type: none"> <li>develop print and digital collateral</li> <li>expand social</li> <li>move office to higher visibility location</li> <li>advertising campaigns with Kelowna Now and Castanet</li> <li>determine what type of support and resources members want and need</li> <li>develop a database for members: info, resources, funding options, missing amenities and services</li> <li>hire marketing/admin resource</li> </ul>	<b>Actions</b> <ul style="list-style-type: none"> <li>Identify key stakeholders and establish regular meeting</li> <li>develop a communications plan</li> <li>motivate dialogue by reaching out</li> <li>develop government relations plan</li> <li>identify key government contacts</li> <li>establish recognition and appreciation program: internal and external</li> <li>host community visioning workshops</li> </ul>