



STRATEGIC PLAN

2024



BIA
Southampton

Table Of Content



- ▶ ● VISION
- ▶ ● MISSION
- ▶ ● VALUES
- ▶ ● PILLARS
- ▶ ● RELATIONSHIPS
- ▶ ● PROMOTIONS & EVENTS
- ▶ ● COMMUNITY
- ▶ ● ACTION ITEMS



WHO WE ARE, WHAT'S OUR VISION

The Southampton Ontario BIA is a an association of commercial property owners and tenants who work in partnership with the Municipality of Saugeen Shores to create a thriving that attracts shoppers, diners, tourists and new businesses. By working collectively as a BIA, local businesses have the resource capacity (funds and people), to actively enhance the quality of life in our neighbourhood and the Municipality as a whole.

The BIA is responsible for events and promotions, streetscape and beautification, as well as being a resource to our Members for current funding opportunities, advocacy with the Municipality and as part of the larger Ontario Business Improvement Area Association, with the Provincial and Federal Governments.

Our Vision is for Southampton BIA Members to thrive in a diverse, inclusive, resilient and prosperous community.



MISSION

Our mission is to stimulate a strong local economy through advocacy, building relationships and partnerships, supporting business participation, delivering innovative programs and events, and fostering a unified business community.

BIA
Southampton



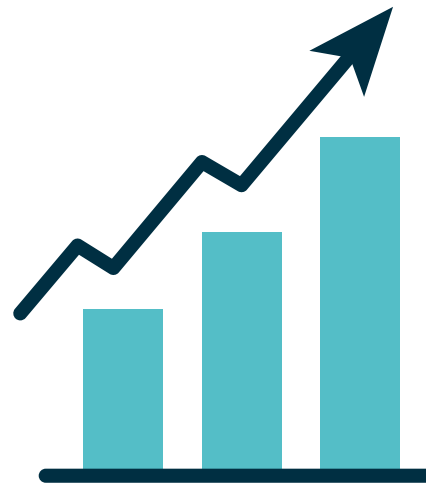
WE VALUE

- 
- **Truth & Reconciliation** - We honour the land on which our beautiful community resides, and acknowledge that this land is of the Saugeen Ojibway Nation
 - **Inclusivity** - We welcome and celebrate diversity, equality, inclusion and belonging in our Community
 - **Partnerships** - We encourage, foster and facilitate partnerships among our Members, the Town of Saugeen Shores, and Community Organisations
 - **Compassion** - We understand our Members are unique and tailor our approach to serve them effectively
 - **Engagement** - We devote our resources and abilities to serve our Members and seek opportunities to strengthen our connections
 - **Innovation** - We are creative and collaborative in defining solutions to our area's challenges
 - **Sustainability** - We promote and operate an environmentally sustainable community and drive economic growth for our Members

PILLARS

1. DEVELOPMENT

- a) Business and market health
- b) Levy exploration - continue review with Town regarding levy amount and expansion of boundaries
- c) By-law exploration regarding zoning of types of new businesses within core commercial zone.



PILLARS

2. INFRASTRUCTURE & BEAUTIFICATION

In conjunction with the Town of Saugeen Shores

- a) Wayfinding (parking areas, points of interest that are non-business specific, street sign at Albert and High Streets)
- b) Establish policy/By-law regarding upkeep of vacant buildings within core commercial zone
- c) Ongoing advocacy for Streetscape plan and components - High Street Revitalisation
- d) Create Wi-Fi hotspots
- e) Create a plan for outdoor art installations, permanent and temporary, including an outdoor gathering spot at the Town Hall
- f) Develop a collection of banners for High and Albert Streets
- g) Create outline for making an outdoor meeting place, either at Millard Blvd or Town Hall
- h) Advocate for upgrade of Town Hall Auditorium
- i) Tourist Information: work with Town to establish useful and accurate info points that include digital access (qr) codes



PILLARS

3.VALUE OF MEMBERSHIP

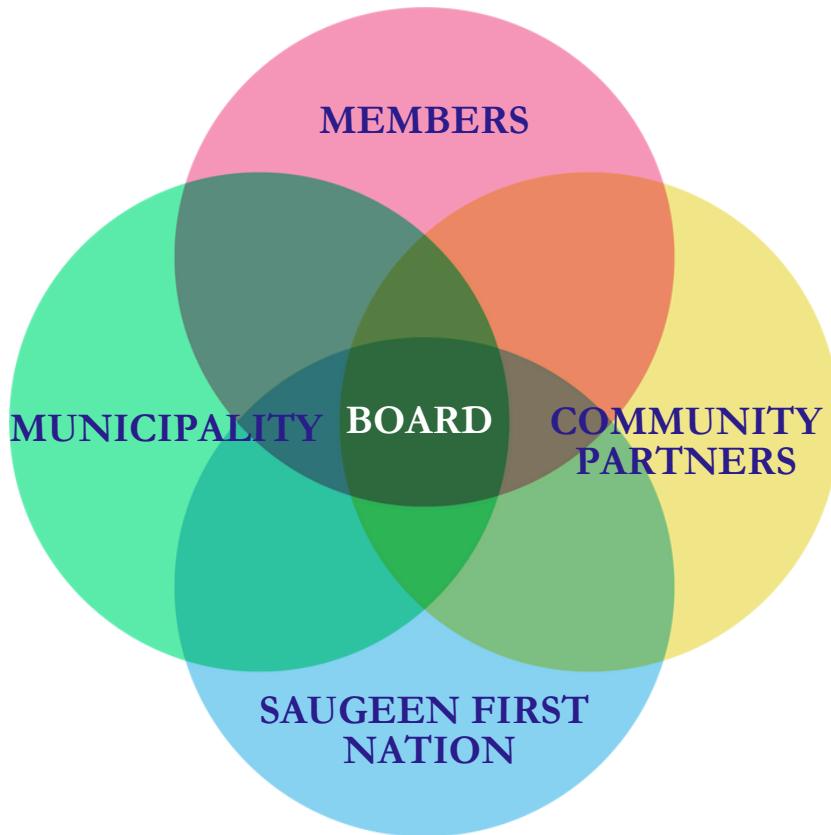
The BIA is a collective of local businesses that has the resource capacity (funds and people) to actively enhance the quality of life in their our neighbourhood and the Municipality as a whole.

Ontario BIAs fall under provincial legislation and are regulated under the Municipal Act, therefore they are a “Corporation of the Municipality”.

The BIA has unique and specific connections with the Municipality as a private-public partnership that supports community and economic development with funds raised solely for work outside of the general taxpayers, thus the BIA is uniquely positioned to advocate on behalf of our Members with the Town, with OBIAA and other organisations, regarding things such as heritage buildings, (Old Town Hall), parking, signage, beautification generally, and High Street revitalisation specifically.



RELATIONSHIPS



MEMBERS

- a) Utilise membership resources to create “Member Spotlights” for website and Socials
- b) Create regular emails/socials for business sectors at times that work for them



COMMUNITY PARTNERS

- a) Update and maintain database of local clubs and organisations
- b) Update and maintain database of regional media outlets
- c) Ongoing cooperation and collaboration



MUNICIPALITY

Ongoing cooperation and collaboration to help achieve the goals established by the Board



SAUGEEN FIRST NATION

Establish regular meetings and check-in's with SFN IBIA and Cultural Director



PROMOTION

Communication & Promotion (Image and awareness of BIA)

- a) Create Event Guide
- b) Create “The Very Best of Southampton” guide for our website
- c) Prioritise working with SFN to create a “new” vision of Canada Day
- d) Load and maintain YouTube Channel
- e) Contract ongoing photography and videography
- f) Work with Town to create an “award winning one-page letter” to attract events to Southampton
- g) Work with Town to make Saugeen Shores a food and culinary destination
- h) Create templates for social media posts
- i) Review website for content and relevance at regular intervals

EVENTS

Create and continue to organise events to drive traffic to Member businesses

- a) Promote Southampton Gift Card programme
- b) Continue building and developing new shoulder season events to attract residents, people from the RTO, and further afield
- c) Capitalise and grow existing events including Live at the Lake, Sparkles, Music on High, Savour Southampton



COMMUNITY



Work with Community Partners to encourage and enhance:

- a) Safety
- b) Social responsibility
- c) Neighbourhood image - don't be a "hidden gem"
- d) Culture - diverse, niche, artistic, unique
- e) Cooperative member-centric events
- f) Communication - be the conduit of information for businesses and residents

Action Items

Following is a top-line list to be reviewed and assessed regularly

Streetscape

High Street Revitalisation - work closely with Town as the plan is developed with particular attention to parking, wayfinding, plantings, tree canopy and street furnishings. Create defined space for public gatherings.

Levy

Doubled in 2024. Create a forecast for future bumps to accommodate increased activities and beautification initiatives, in line with towns of similar size and demographics.

Promo & Events

Grow existing events and work with community partners on new ones
Capitalise on Southampton's reputation as a charming town where "beach vibe meets arts vibe".



Southampton BIA 2024
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