



The DBIA Resilience Roadmap | March 1, 2023.

Our Vision

Learnings from our workshops. We want to be like Kingston 😊

At the very least, we want to be the best that we can be.

To get there, we have to change...

1. We need to stop treating the downtown as a separate entity from the rest of the City
2. We need to step away from organizing Special (large) Events
3. We need to create a welcoming and inviting environment
4. We need to differentiate Peterborough from other cities in the Region

We need to focus/flaunt what we do really well

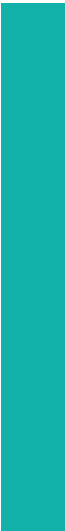
1. The best culinary offering in the Region
2. The only place in the region to find cool stuff,
a rich history and interesting people
3. Only space to go to socialize / for nightlife entertainment

Our Planning Framework

1. Objectives – The Board
2. Strategies/Goals – The Board
3. Ideation / Action – The Team / Committees

The Strategic Plan

2023-2026 – Part One



Our Vision

Peterborough's downtown is the prime entertainment destination, a desirable place to do business and an enviable neighbourhood for the City of Peterborough.

Our Mission

Continuously improve the experience of all who live, work and visit downtown by creating and championing initiatives that make Peterborough a unique destination and an economic centre that supports and celebrates its members and surrounding community.

Our Values

Be partners.

Be advocates.

Be champions.

Be ready.

Our Objectives

Financial Sustainability

Membership Engagement

Awareness & Member Satisfaction

The Five Strategic Priorities 2023-2026

The Board's Five Strategic Priorities 2023-2026:

1. Financial Sustainability

The DBIA needs to sustain itself over the long term so that it is able to continue to support its mission.

- Establish our short-term / long-term goals

The Board's Five Strategic Priorities 2023-2026:

2. Governance and Operations

Governance compliance

- Develop reports on staffing needs, systems, succession planning
- Proactively incorporate inclusion, diversity, equity, and access in every aspect of what we do

The Board's Five Strategic Priorities 2023-2026:

3. Membership Engagement

Support the membership through collaboration, education and programs

- Lean into data collection to measure success, identify gaps and guide future decisions
- Increase membership satisfaction

The Board's Five Strategic Priorities 2023-2026:

4. Government Relations

Positively contribute to the city of Peterborough's identity and progress

- Meet with the City regularly on strategy

The Board's Five Strategic Priorities 2023-2026:

5. Awareness

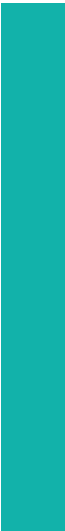
Invest in telling The DBIA story, to attract entrepreneurs, developers, consumers and the community.

Our Five Strategic Priorities 2023-2026:

1. Financial Sustainability
2. Governance and Operations Compliance
3. Membership Engagement & Satisfaction
4. Strengthen Government Relations
5. Invest in Awareness

The Action Plans

2023-2026 - Part Two



Our Action Plan Priorities:

1. Marketing and Communications Plan
2. (~~Events~~) Engagement Action Plan for The Boro
3. Vibrancy (Public Realm) Action Plan
4. Financial Sustainability Plan

Organizing Idea:

Showcase all that's good in Peterborough – our history, our provisions, our culture and our changemakers.

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Marketing Communication Plan for the DBIA / Downtown

Tell our DBIA / Downtown Story

1. Highlight and engage the Public to the things the DBIA does for the Downtown and its members
2. Promote Downtown PTBO as more than a workplace. It's a social destination.

LAUNCH 2023
Budget:
Sacha/Laura

Engagement Action Plan for the Businesses

Surprise and Delight

Engage the public with The Boro businesses. Includes Marketing Plan for The Boro

IN PROGRESS / ONGOING
Budget:
Hillary/Joe

Vibrancy Action Plan for the Downtown

Animate the Core

Create a welcoming environment that will invite people to come [back] to Downtown, come [back] to Peterborough which will be essential for our recovery.

LAUNCH 2024
Budget:
New Hire

Financial Plan for the DBIA

Sustainability

Explore other revenue generating resources

TBD 2024



**PETERBOROUGH
DOWNTOWN BUSINESS
IMPROVEMENT AREA**