



2023– 2026 Strategic Plan

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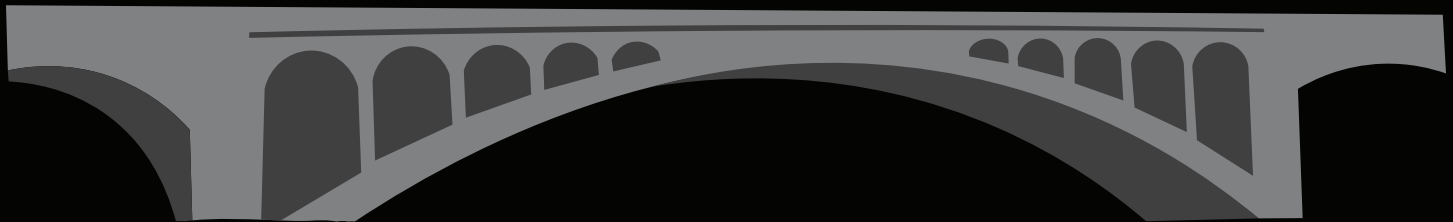




What is the **DBIA**?

At the DBIA we are dedicated to the development and promotion of our vibrant and diverse downtown district. We support, promote and advocate for businesses within the DBIA catchment area, working closely with community and municipal partners in order to enhance the area's **economic vitality** and **cultural vibrancy**.

We are a non-profit organization that strives to be ready as partners, advocates, and champions for the downtown. We are entrepreneurs and visionaries living and working in the downtown core. We represent the members of this community. We make bold and ambitious goals and we like to get things done. We invest time to understand local issues and develop meaningful partnerships that our members and community need.





Our **Downtown...**





In 2024 and beyond, is connected to nature and its community.

Downtown is known for its variety of exceptional experiences from high-end retail and technology start-ups, to grassroots artisans and local services, to a diversity of cultural dining and entertainment events.

It is a vibrant neighbourhood and entertainment destination walking distance from prime, mixed-use housing. The downtown attracts everyone from a diverse range of cultural, social and economic backgrounds.

Our **mission** is to...





Ignite economic growth and cultural vibrancy in downtown Peterborough, by creating spaces and experiences where people feel connected, inspired, and at home. We champion local stories, celebrate diverse communities, and foster a downtown where life and business thrive together.

Our vision...



To light up downtown Peterborough with creativity, culture, and connection – where artsy meets outdoorsy, local flavors meet musical beats, and old-school charm meets new-school ideas. A place where people are at the heart of every step, sparking stories, memories, and a sense of belonging.



Our Core Values



Live Colorfully



People Over Everything



Celebrate the Quirks



Be Bold Stay Fresh



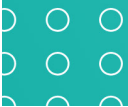
Leave a Little Sparkle





Our **Six Strategic Priorities** **2023–2026**

1. **Support** Economic Growth Downtown
2. **Revitalize** Downtown Vibrancy
3. **Enhance** Downtown's Beauty
4. **Elevate** Downtown's Brand
5. **Strengthen** Operational Excellence
6. **Foster** Financial Resilience





Strategic Priority 1

The 2025 downtown economic development strategy focuses on supporting business growth, attracting investment and fostering a thriving commercial environment.

By attracting local entrepreneurs, filling vacant spaces, and promoting mixed-use developments, we aim to position downtown as one of the region's strongest economic assets.

Partnerships with local government and stakeholders will be key to achieving sustainable economic resilience.





Support **Economic Growth** Downtown



Downtown Peterborough Strategy – 2023 – 2026

Strategic Priority 1

Deliverables



Vacancy Activation Program: Bring back Win This Space, to fill vacant storefronts with pop-up shops, co-working spaces, or galleries, etc.

Small Business Incubator: Partner with Community Futures, Chamber of Commerce, other organizations to create a support hub to mentor and fund local start-ups, focusing on diverse and innovative business models.

Identify Cultural partnerships: opportunities with Indigenous business owners

Anchor Tenant Recruitment: Attract key businesses or institutions to establish themselves downtown (2nd and 3rd floor businesses), boosting foot traffic and economic activity.

Evolution of the Boro Card System: This project will focus on streamlining operations, cost-savings, improving user experience, and expanding the program's reach to drive more traffic to downtown businesses.

Boundary expansion: to include VBIA, Associate Membership, Event Centre



Downtown Peterborough Strategy – 2023 – 2026





Strategic Priority 1

95% Downtown Business Occupancy

Metrics:

- Number of new businesses opened, supported, and retained
- Number of Associate Memberships / VBIA partnership
- Number of businesses closing and the reason why
- Number of vacancies and length a space remains vacant
- Number of businesses on the Boro Card Program, cards sold, account balance
- Number of New developments
- Establishing 2024 baseline



Strategic Priority 2



Downtown Peterborough Strategy – 2023 – 2026



Revitalize Downtown Vibrancy

The 2025 vibrancy strategy focuses on creating memorable experiences that drive foot traffic, boost local businesses, and celebrate downtown Peterborough's unique character.

From signature festivals to pop-up markets and community-driven initiatives, our events will bring people together and showcase the downtown as a vibrant cultural and economic hub.

Collaboration with membership, businesses and local artists will ensure a dynamic and inclusive community.



Strategic Priority 2

Deliverables



Develop a calendar of activities to keep downtown lively year-round

Downtown Festival Series: Launch events such as food festivals, wellness events, concerts, capture a diversity of cultures and demographics to animate Quaker Park

Pop-Up Program: Introduce temporary experiences to surprise and delight, like street markets, open-air movie nights, or art installations in underutilized spaces

Community Co-Creation Lab: Partner with local artists, businesses, and residents to ideate and co-host unique downtown events





Strategic Priority 2

Increase foot traffic, membership engagement and satisfaction throughout the year

Metrics:

- Committee reports
- Number of events
- Timing of events: month & time of day
- Number of businesses participating
- Event attendance & demographics
- Qualitative: visitor and business satisfaction surveys
- Media coverage
- Resolution of challenges effectively and positively:
insurance red tape, costs, security, parade MOU





Strategic Priority 3

In 2025, the DBIA's beautification strategy will enhance the downtown's visual appeal, creating a welcoming and vibrant environment.

Initiatives include new public art installations, seasonal decorations enhancements, signage and improved green spaces, complemented by a robust maintenance plan.

By combining aesthetics with sustainability and accessibility, we aim to foster community pride and make downtown a place where people want to visit, work, and stay.





Enhance Downtown's Beauty



Strategic Priority 3

Deliverables



Art in Public Spaces: Commission new murals, interactive/seasonal sculptures, or creative lighting installations to enhance the downtown aesthetic.

Seasonal Streetscaping: Introduce rotating seasonal displays, like flower-filled planters/baskets in summer or themed decorations in winter, Halloween sculptures in the Fall, etc.

Downtown Wayfinding and Signage Enhancement project aims to create a cohesive and visually appealing signage system that improves navigation to DT or parking and enhances the overall visitor experience. (directional signs, informational kiosks, and welcome signage).

Green Infrastructure Pilot: Implement eco-friendly projects like rain gardens, alleyway wall gardens, depave-projects or parklets to improve sustainability.

Partnership with the City: Public Works maintenance



Welcome to the
BORO



Strategic Priority 3

Transform Downtown Peterborough into a welcoming, visually appealing destination

Metrics:

- Improved aesthetics in key areas
- City infrastructure/Public Works contributions: quality of maintenance/infrastructure
- Increase parking lot usage
- Increase Downtown foot traffic numbers
- Impact on local business increase in foot traffic
- Resolution of challenges cost-effectively and positively: level of maintenance, security, crime, parking and accessibility
- Qualitative: Media coverage, social media comments, verbal feedback, online surveys, positive visitor feedback



Strategic Priority 4

The DBIA's marketing and communications strategy for 2025 positions downtown Peterborough as a premier destination for business, entertainment, and community connection.

Through targeted campaigns, engaging content, and a strong online presence, we will amplify the voices of local businesses and highlight the downtown's unique offerings.

This strategy will build awareness, foster engagement, and attract visitors from across the region.





Elevate Downtown's Brand



Strategic Priority 4

Downtown Peterborough Strategy – 2023 – 2026



Deliverables



Digital Experience Platform: Create an interactive website featuring downtown directories, event calendars, and self-guided tours, etc

Event Marketing: These campaigns promote the diverse calendar of events, from seasonal festivals and cultural celebrations to pop-up markets and live performances

Shop Local Campaign: Promotional campaigns to highlight small businesses or during key shopping seasons like back-to-school or holiday shopping passport, Boro Card: Shop, Dine, Enjoy!

Storytelling Series: Share engaging stories of downtown entrepreneurs, artists, and visitors through social media and newsletters

Downtown Merchandise Program: This initiative includes developing high-quality, locally sourced merchandise that showcase downtown's identity. **Proceeds from merchandise sales will be reinvested into downtown programs, events, and beautification efforts.**

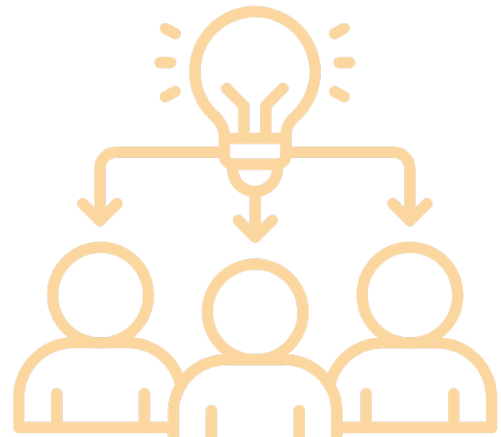
The DBIA's Membership Communications: Dedicated to keeping downtown businesses informed, engaged, and connected – newsletters and direct outreach, townhalls, etc.

Strategic Priority 4

Position downtown Peterborough as a premier regional destination for shopping, dining, and culture

Metrics:

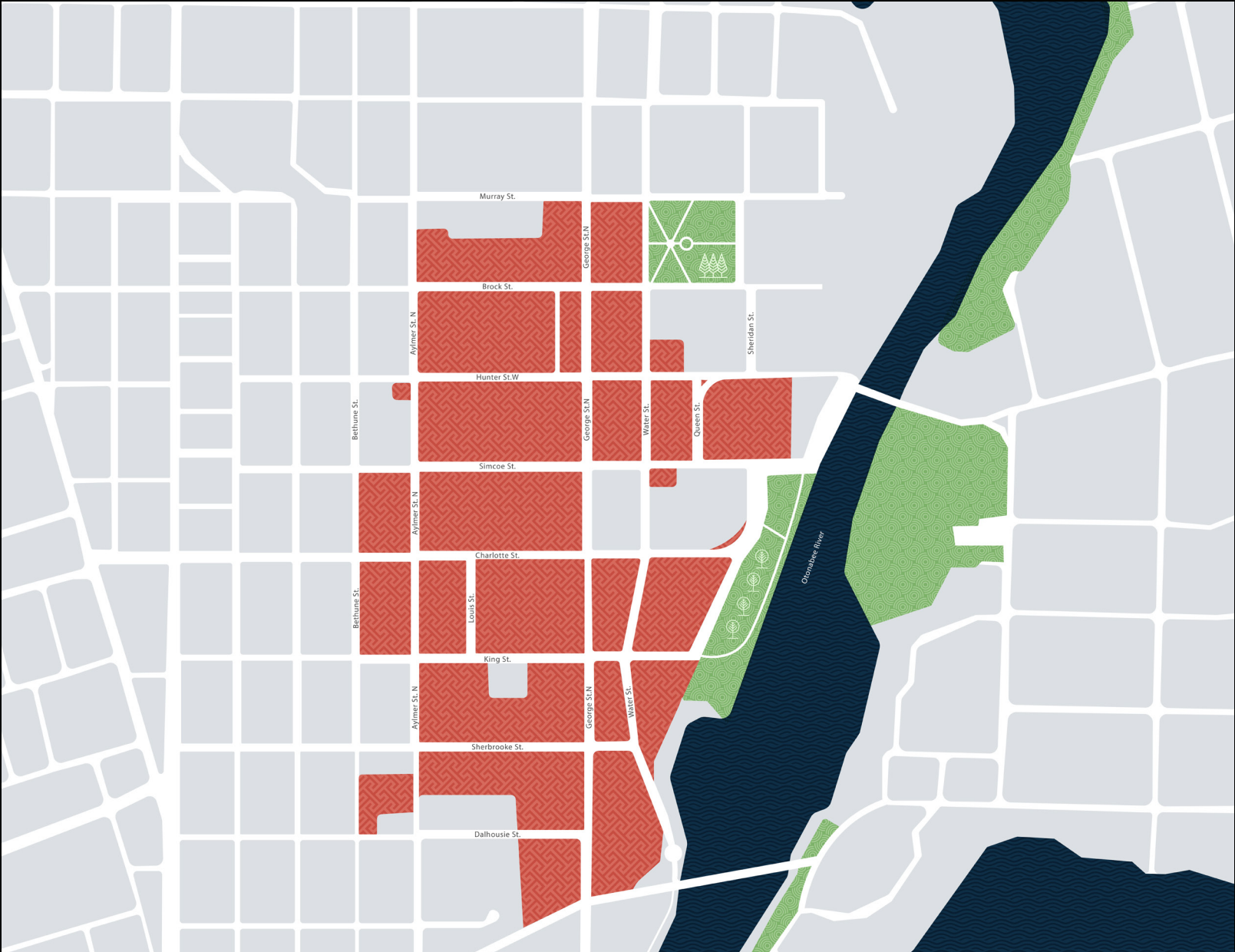
- Committee Reports
- Increase in website traffic
- Social media engagement
- Media coverage
- Visitor foot traffic and demographics
- Merchandise revenue
- Satisfaction surveys





GOAL

Strategic Priority 5





Strengthen Operational Excellence

Our governance and operations strategy ensures the DBIA remains a transparent, efficient, and collaborative organization. By strengthening board leadership, streamlining operational workflows, and maintaining open communication with stakeholders, we aim to provide effective advocacy for downtown businesses and foster a culture of continuous improvement.

This approach will help the DBIA navigate the future with clarity and purpose.



Strategic Priority 5

Deliverables



Board and Staff Development Workshops: Offer leadership, governance and skill training for DBIA board members and staff to enhance decision-making, collaboration and succession

Stakeholder Engagement CRM System: Develop a structured approach to gather input from businesses and residents through surveys, town halls, or advisory committees

Policy Modernization: Update operational policies, constitution and bylaws to streamline processes like vendor approvals, event permitting, and communications

Establish a Volunteer Program



Strategic Priority 5

Downtown Peterborough Strategy – 2023 – 2026



GOAL

Streamline internal processes and enhance stakeholder engagement using modern tools and systems

Metrics:

- Reduced administrative time
- Improved employee and board satisfaction
- Streamlined processes



Strategic Priority 6



Downtown Peterborough Strategy – 2023 – 2026



Foster Financial Resilience

In 2025, the DBIA will implement a forward-thinking budget strategy that prioritizes impactful investments in downtown's growth and vibrancy.

By allocating resources efficiently, leveraging partnerships, and seeking additional funding through grants and sponsorships, the budget will support key initiatives in economic development, beautification, and community engagement.

A robust evaluation framework ensures accountability and maximizes the return on every dollar spent. Build economic vibrancy by creating a downtown where people want to spend time and money.



Strategic Priority 6

Deliverables



Grants & Sponsorship Hub: Develop a dedicated team or toolkit to identify and apply for grants and secure sponsorships for events, beautification, and infrastructure projects

Efficiency Audit: Conduct an operational efficiency review to identify cost-saving opportunities and reallocate resources to high-impact areas

Reserve Fund Creation: Establish a contingency fund for emergency needs or unexpected opportunities

Timeline and Milestones: Set clear deadlines for budget approval, project initiation, and major spending periods. Identify key milestones to track progress throughout the year

Long-term Financial Planning: Growth Opportunities

Redefine Expense Categories in the Budget



Build a stable financial foundation to support long-term downtown initiatives

Metrics:

- Revenue tracking
 - Number and the value of funding secured for projects
- Funding sources: detail anticipated revenue from levy, grants, sponsorships, associate member fees, events and partnerships
 - Establish contingency fund









Downtown isn't just a place; it's a reflection of the people who bring it to life. By putting people first through vibrant spaces, authentic experiences, and meaningful connections—we can create a downtown that thrives economically, culturally, and emotionally. Together, let's design for people and build a downtown that feels like home.

IG



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