

What's Happening in and Around Downtown in 2010

Goal 1 Marketing

Implement customer-driven programs that effectively market Downtown Carleton Place.

2010 Marketing Plan

- Advertising Programs will offer co-operative advertising opportunities for the membership and promote downtown as a whole.
- Special events will highlight downtown as the town's activity centre and be integrated with all marketing functions.
- The BIA will continue to work together with members of the tourism team to attract local citizens and visitors to the downtown
- Collect marketing information for use by association committees and members for example local events survey, and postal codes will be requested to determine the demographic which we draw from.
- Raise awareness of downtown Carleton Place as a destination for day trippers, via newspaper, radio, and television.
- The BIA will continue to pursue long-term partnerships and strategic alliances to achieve marketing objectives for the downtown. (i.e. Town of Carleton Place, Chamber of Commerce and other community non-profit groups and associations).

Advertising Plan 2010

- Negotiate and maintain an advertising program with local and national media groups, that offers co-operative advertising opportunities for the membership.
- All advertising will be professional, have integrity and reflect Downtown Carleton Place's positioning as the premier business district.
- With the use of the new BIA logo and the New Town of Carleton Place branding a consistent look and theme throughout all advertising will be used.
- New technology opportunities will be explored and methods of communicating with those who use the downtown.
- Advertising programs will be reviewed regularly throughout the year to examine the effectiveness of their integration with special events.
- The BIA will pursue fresh, strong, and new creative concepts in advertising.

2010 Event Plan

January	BIA and Chamber of Commerce Breakfast Meeting.
March	BIA Customer Service Workshop.
April	<i>BIA Breakfast with the Easter Bunny.</i> <i>The Easter Bunny Run sponsored by the BIA and We Care About Our Town</i>
April	<i>The BIA Pitch In "Clean Up the Community Program"</i>
May	<i>The BIA and Heroes Lounge sponsored FREE Comic Book Day Festival</i>
June	The BIA Floral Beautification Program begins.
June	<i>The BIA Lambs Down Park Festival in Carlton</i>
July	<i>The BIA 5th Annual Bridge Street Bazaar.</i>
September	<i>The BIA co-sponsors Sound of Downtown with Arts Carleton Place</i>
October	<i>The BIA Maskeraid Halloween Parade</i>
November	<i>The BIA Annual Santa Claus Parade "A Disney Christmas.</i>
December	<i>The BIA sponsored breakfast with Santa.</i>

2010 Partnerships

- ◆ Wool Growers
- ◆ Ontario Pitch In
- ◆ Valley Heartland
- ◆ Carleton Place Chamber
- ◆ CERV
- ◆ We Care About our Town
- ◆ CP Lions Club
- ◆ CP Civitan Club
- ◆ Diamond Foundation
- ◆ Arts Carleton Place
- ◆ Canadian Cancer Society
- ◆ Communities in Bloom
- ◆ Carleton Place Farmers Market

Goal 2

Municipal Liaison

Effective liaison between member businesses and Town Council.

The BIA is committed to being an active committee participant in 2010

- ◆ **Tourism Team**
- ◆ **Community Development**
- ◆ **Downtown Beautification Committee**
- ◆ **Downtown Special Events Committee (New)**
- ◆ **Stakeholders Committee**
- ◆ **Lanark Community Transit Committee**
- ◆ **Façade Improvement Committee**
- ◆ **Active participants in the Town of Carleton Place and Chamber of Commerce committees as required.**

Goal 3

Downtown Environment

Ensure downtown is physically attractive and "user friendly".

Physical Downtown Environment

The BIA will work with provincial and local programs to support the cleanliness and physical environment of the downtown.

The BIA is committed to increasing the Downtown Floral Beautification for 2010. Including working on environmental strategies for watering, and maintenance of the flowers.

The BIA LED Lighting will be reviewed in 2010 and again strategies will be put in place to increase the value and to expand on the current lighting.

The BIA will work with the Town of Carleton Place in support of the NEW graffiti by-law

The BIA will continue to lobby the Town for increased downtown directional signage outside of the BIA district.

The BIA will continue to be a regular liaison with local police, by-law and businesses to ensure the downtown is a safe environment for everyone.

Goal 4

Economic Development

Encourage and support economic development initiatives that benefit Downtown Carleton Place!

The BIA supports Economic Development

Work together with the Town of Carleton Place on the Retail Mix Analysis, in an effort to create an attractive "Mix"- including retail, office, service, government, entertainment, residential, cultural and community uses.

History and building preservation is a beautiful thing! The BIA and the Town of Carleton Place are financial contributors to the program. The BIA will be the 2010 Façade Improvement administrators.

Business Retention

- ◆ The BIA will continue to co-ordinate business grand opening and anniversary celebrations with local media and municipal leaders.
- ◆ The BIA will work together with their WEB Site host Tomahawk Technologies in creating more opportunities for BIA Business web promotion.
- ◆ The BIA maintains a retail vacancy listing on the web site.
- ◆ Create regular affordable advertising opportunities for BIA members.
- ◆ Regular monthly BIA meetings so that members can have a voice in downtown decisions.
- ◆ The BIA will co-ordinate or partner with other groups for special events to increase foot traffic in the downtown.

Goal 5 Advocacy

To be the voice of businesses located in Downtown Carleton Place and represent their interests.

The BIA is your Advocate for 2010

The BIA Board of Management and staff will attend council meetings on a regular basis.

Safety issues in the downtown will be identified and brought to the attention of community leaders.

The BIA will continue to communicate with Council on downtown economic development.

The BIA will continue to remain informed of provincial, federal and community initiatives.

The BIA will raise the level of communication to its members and supporters by email, newsletter and media communication.

Goal 6 Organization

To operate a professional and credible member-driven association.

The BIA is Your Organization

The BIA Staff will remain in the Town Hall and maintain a visible, accessible location for you and the public to access.

The BIA will be working with local high schools, and local colleges and universities to support co-operative education projects.

The BIA will bring youth to our downtown through volunteer experiences at events and activities.

BIA regular monthly meetings are on the second Wednesday of each month and located in the downstairs board room of the Town Hall. All BIA Members are welcome.