



Hamilton Association of Business Improvement Areas Strategic Plan and Terms of Reference

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HABIA Strategic Review

* 2011 Strategic Planning Process



Terms of Reference Sections

- * Vision
- * Goals
- * Values
- * Our Priorities
- * Membership
- * Roles and Responsibilities
- * Absenteeism
- * Meetings
- * Conflict of Interest
- * Amendments to the Terms of Reference



HABIA's Vision

- * The Hamilton Association of Business Improvement Areas (HABIA) promotes supports and advocates for businesses within BIAs.
- * We innovate and work collaboratively with partners to create unique places to live, work, play, learn, shop, and invest.

Values

- * Respect
- * Intentionality
- * Collaboration
- * Accountability
- * Fairness



Goals

1. Advocate collectively for small businesses
2. Develop and lead initiatives that improve the prosperity and competitiveness of small businesses within BIAs
3. Market and promote designated business districts
4. Provide leadership, support, and guidance to local BIAs
5. Develop strategies and plans that foster a sense of community and support the creation of aesthetically pleasing, complete communities

Goal 1: Advocate collectively for small businesses

Strategies

- *Advocate for solutions that meet the unique needs of businesses within each of Hamilton's BIAs
- *Regularly communicate successes to external partners (e.g. City of Hamilton, Provincial Ministries/Agencies, Local Chamber of Commerce, etc.)
- *Seek public support from Council
- *Work with the Economic Development Department to showcase small businesses and include them in their long-term economic development strategies
- *Explore the viability of hiring an Executive Director for HABIA
- *Become a party that is circulated planning and building applications that impact local BIAs



Goal 2: Develop and lead initiatives that improve the prosperity and competitiveness of small businesses within BIAs

Strategies

- *Examine and provide input into municipal, provincial, and federal policies and programs that effect small businesses
- *Monitor service inequities across the City and advocate for fairness
- *Research and report on policies and initiatives used in other jurisdictions that support small businesses
- *Advocate for and provide input on how to streamline processes at City Hall for businesses within BIAs
- *Encourage policies that foster small business development

Goal 3: Market and promote designated business districts

Strategies

- *Increase understanding of both HABIA and BIAs amongst the media and general populous
- *Promote small businesses through local and regional tourism organizations
- *Ensure there is a two-way exchange of information between key partners (e.g. City of Hamilton, Tourism Hamilton, Chamber of Commerce, etc.)
- *Develop working relationships with media outlets
- *Recognize and celebrate the success of individual BIAs
- *Develop marketing strategies that cross promote BIAs
- *Assist BIAs with special event themes that may complement each other
- *Encourage individual BIAs to have a link to other BIAs and HABIA



Goal 4: Provide leadership, support and guidance to Local BIAs

Strategies

- *Explore group professional development opportunities for BIA staff and board members
- *Provide human resources advice to BIA boards of management
- *Establish a mentorship program for new BIA staff
- *Assist BIAs with governance issues

Goal 5: Develop strategies and plans that foster a sense of community and support the creation of aesthetically pleasing, livable, walkable, and complete communities

Strategies

- *Build a suggested timetable and schedule for implementation of beautification elements for BIAs which are nearly established (e.g. gateways within 3 years)
- *Continue to research beautification / placemaking projects BIAs can undertake
- *Working collaboratively with strategic partners to advocate for creative beautification/placemaking projects within
- *Generate community pride through improving the image of BIAs
- *Participate in local planning processes that impacts BIAs
- *Develop a 'shopping list' of beautification strategies/items



Reporting and Monitoring

- * Progress reporting for the implementation of the strategic plan will be included on each HABIA agenda
- * An annual report should be prepared that details the success of each year and outlines the actions for the following year
- * The Strategic Plan should be updated and reviewed on a semi-annual basis

Thank You

