



STRATEGIC ACTION MAP



	#	%	\$X	#X	#	#RANK	#	#	%
TOTAL DOWNTOWN ACRES									
DOWNTOWN ACRES / CITY ACRES									
DOWNTOWN TAX REVENUE									
TAX REVENUE / ACRE									
TOTAL DOWNTOWN EMPLOYERS									
PRIVATE EMPLOYER #RANK									
PUBLIC EMPLOYER #RANK									
AREA POPULATION									
DOWNTOWN POPULATION									
DOWNTOWN POPULATION / AREA POPULATION									
COMMERCIAL ASSESSMENT									
DISTRICT 1 SKM									
DISTRICT 2 SKM									
DISTRICT 3 SKM									
DISTRICT 4 SKM									
ASSESSED VALUE / ACRE									
RESIDENTIAL ASSESSMENT									
COMMERCIAL + RESIDENTIAL									
TOTAL SALES									
RESULTING IN									
\$X OF 1ST REMITTANCE									

\$X.XM IN COMPLETED PROJECTS



Event Facilitators
\$100,000



Area Marketers
\$100,000



Policy & Partner Influencers
\$100,000



Public Realm Investors
\$100,000

SOCIAL FOLLOWERS



BRAND LEADERSHIP TEAM

Focus Projects

Focus Project 1

Details

Details

Details

Focus Project 2

Details

Details

Details

Focus Project 3

Details

Details

Details

OPERATIONAL



Event Facilitators

Details

Details

Details

Details



Area Marketers

Details

Details

Details

Details



Public Realm Investors

Details

Details

Details

Details



Policy & Partner Influencers

Details

Details

Details

Details



Stakeholder Communications

Strategic Action Map

Stakeholder Prozi

Annual Report

Town Halls

Symbol Guide
Deliverable Types

Complete

One Time Project

Underway

Continuous Projects

Future

GDP 5.0 - 5 STRATEGIES TO
MEASURE, MAXIMIZE &
COMMUNICATE YOUR BIA'S
ECONOMIC IMPACT

DATA OVERLAYS (3-5)

- BIA Boundary
- Total Assessment
- District Assessments
- Business Concentration
- Google Reviews
- Placemaking
- Traffic Flow
- Pedestrian Flow
- Bus Routes
- Active Transportation
- Parking Tickets



STRATEGIC ACTION M



TOTAL DOWNTOWN
ACRES

#

DOWNTOWN ACRES /
CITY ACRES

%

DOWNTOWN TAX
REVENUE

\$X

TAX REVENUE/
ACRE

#X

TOTAL DOWNTOWN
EMPLOYEES

#

PRIVATE EMPLOYER
#RANK

PUBLIC EMPLOYER
#RANK

AREA POPULATION

#

DOWNTOWN POPULATION

#

DOWNTOWN POPULATION/
AREA POPULATION

%

COMMERCIAL ASSESSMENT

\$X

DISTRICT 1
\$XM

DISTRICT 2
\$XM

DISTRICT 3
\$XM

DISTRICT 4
\$XM

ASSESSED VALUE/
ACRE

#X

RESIDENTIAL ASSESSMENT

\$X

COMMERCIAL + RESIDENTIAL

\$X

TOTAL SALES

\$X

RESULTING IN

\$X
OF HST REMITTANCE



C ACTION MAP

PRIVATE EMPLOYER #RANK	AREA POPULATION #	DOWNTOWN POPULATION #	DOWNTOWN POPULATION/ AREA POPULATION %
PUBLIC EMPLOYER #RANK	#	#	%
COMMERCIAL + RESIDENTIAL \$X	TOTAL SALES \$X	RESULTING IN \$X OF HST REMITTANCE	

\$X.XM IN COMPLETED PROJECTS



Event Facilitators
\$XXX,XXX



Area Marketers
\$XXX,XXX



Policy & Partner Influencers
\$XXX,XXX



Public Realm Investors
\$XXX,XXX

SOCIAL FOLLOWERS



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BRAND LEADER

Focus Projects

Focus Project 1

Details

Details

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Focus Project 2

Details

Details

Details

OPERATIONAL



Event Facilitators

Details

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Details

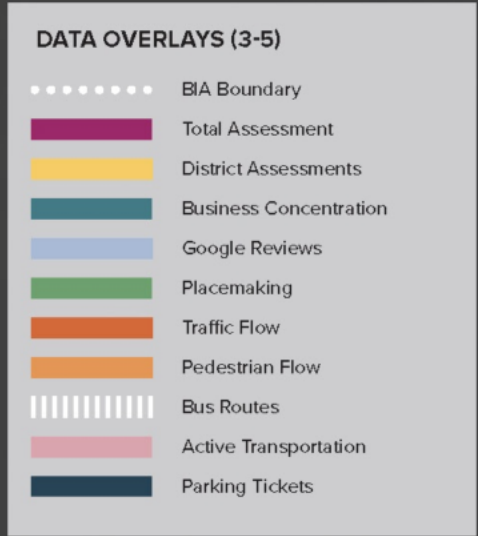
Details



Area Marketers

Details





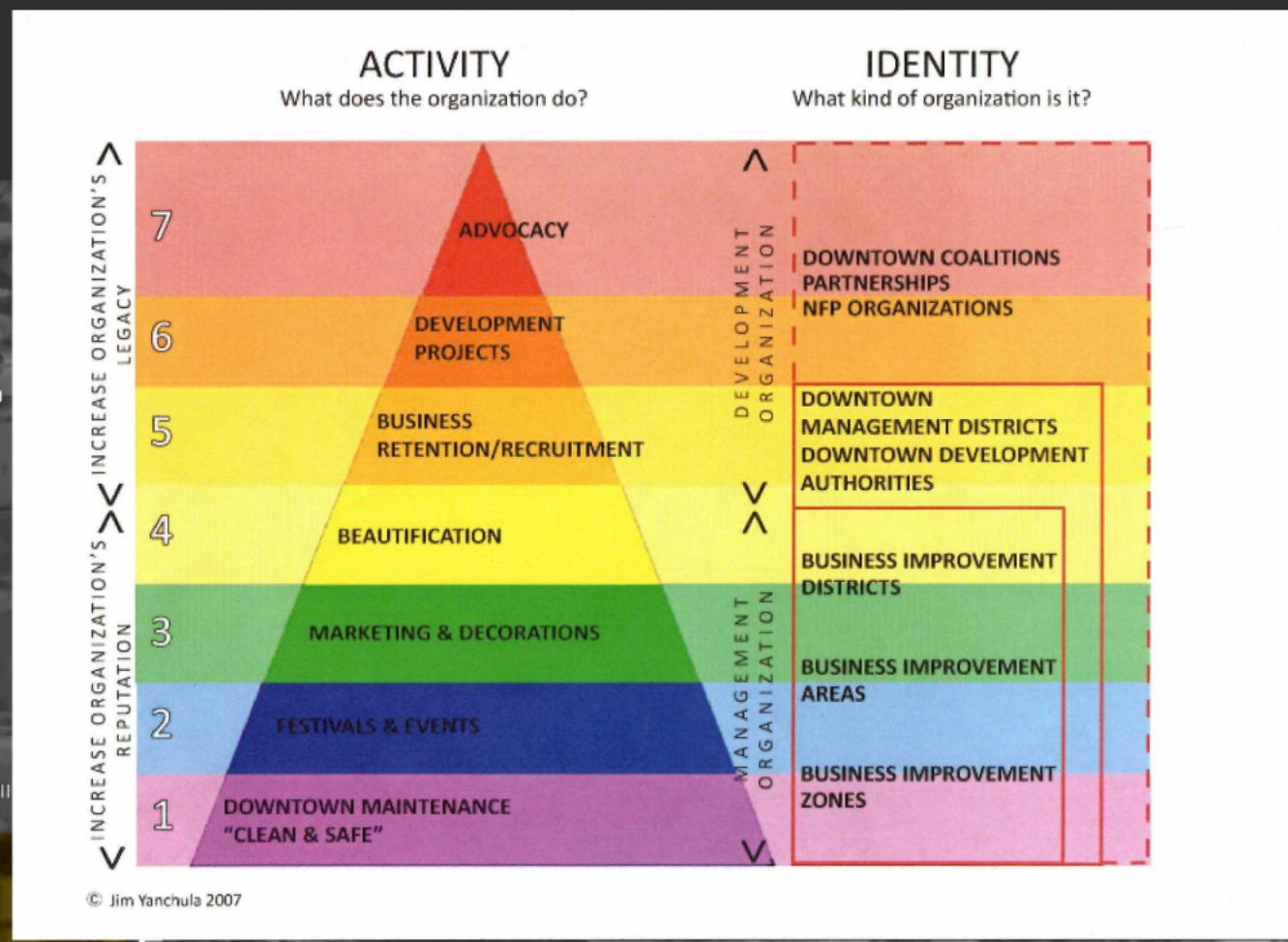
Details			Details
Details			Details
Public Realm Investors			
Details			Details
Details			Details
Details			Details
Details			Details
Policy & Partner Influencers			
Details			Details
Details			Details
Details			Details
Details			Details
Stakeholder Communications			
Strategic Action Map			Annual Report
Stakeholder Prezi			Town Halls
Symbol Guide Deliverable Types	Complete		Underway
	One Time Project		Continuous Projects

INITIAL TOTAL SALES RESULTING IN
\$X **\$X**
 OF HST REMITTANCE

Policy & Partner Influencers
 \$XXX,XXX

Public Realm Investors
 \$XXX,XXX

SOCIAL FOLLOWERS



Details

Focus Project 2

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Details

Details

OPERATION

Event Facilita

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Area Markete

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Details



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BRAND LEADERSHIP TEAM

Focus Projects

Focus Project 1

Focus Project 3

X.XM IN COMPLETED PROJECT



Event Facilitators

\$XXX,XXX



Area Marketers

\$XXX,XXX



Policy & Partner Influencers

\$XXX,XXX



Public Realm Inve

\$XXX,XXX

SOCIAL FOLLOWERS



Event Facilitators

Details



Details

Details



Details





WHO WE ARE

Event Facilitators
Policy & Partner Influencers

Area Marketers
Public Realm Investors

BRAND LEADERSHIP TEAM

Focus Project: Meridian Place & Memorial Square

Best Practice Biz Dev

Business recruitment

Best practice trip

Site cabinet building

Incubator leasing (Efficient Place) CIP

OSAA RCI Project

Free Wi-Fi

Business technical assist program (definition)

Walkable scorecard

Connect Waterfront to Downtown

Major hotel/conference centre

Public market development

Redevelopment district

Develop Gathering Places

District naming

Community

Relocating social services

Collegiate university downtown

Floating stage

OPERATIONAL

Brand Product Development

Extended beautification program

Entertainment

Uplight events

New brand specific events

Street speakers

Public art program

Brand Marketing

Quick response text posts

Bridge brand outreach

Best of - marketing brochure

Parking app

Alternate marketing

Barrie fun facts

Downtown app

Brand Presentation

Strategic Action Map

Stakeholder Pool

Symbol Guide

Deliverable Types

Complete

One Time Projects

Underway

Continuous Projects

Future



- Google Reviews
- Placemaking
- Traffic Flow
- Pedestrian Flow
- Bus Routes
- Active Transportation
- Parking Tickets