



Three Year Strategic Plan
2019-2022

Prince Albert Downtown Business Improvement District

3 Year Strategic Plan – 2020 to 2022

EXECUTIVE SUMMARY:

VISION

A vibrant and prosperous downtown for Prince Albert

MISSION

The Prince Albert Downtown Business Improvement District achieves its vision by:

Improving the area's appearance and image

Promoting and marketing the area

Undertaking initiatives and projects that facilitate the ongoing rejuvenation and redevelopment of the area

Celebrating the community of Prince Albert

STRATEGIC DIRECTIONS

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| <p><i>Strategic Direction #1</i></p> <p><i>Residents and visitors consider downtown their destination of choice for shopping, business, entertainment and walking around.</i></p> | <p><i>Strategic Direction #2</i></p> <p><i>The downtown, including heritage properties, is well-maintained and esthetically pleasing.</i></p> | <p><i>Strategic Direction #3</i></p> <p><i>Downtown business space is fully utilized.</i></p> | <p><i>Strategic Direction #4</i></p> <p><i>Improve the capacity of Prince Albert Downtown Business Improvement District.</i></p> |
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2020 -22 STRATEGIC OBJECTIVES

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| <p><i>Strategic Direction #1</i></p> <ul style="list-style-type: none"> 1.1 Improve perceptions of safety 1.2 Ensure downtown cleanliness 1.3 Promote downtown’s positive attributes 1.4 Encourage and support groups to host events in the downtown | <p><i>Strategic Direction #2</i></p> <ul style="list-style-type: none"> 2.1 Improve awareness of funding opportunities for business owners 2.2 Establish and promote the desired development guidelines for downtown 2.3 Identify opportunities to incentivize façade improvements for downtown properties | <p><i>Strategic Direction #3</i></p> <ul style="list-style-type: none"> 3.1 Assemble and maintain up-to-date information on downtown properties and City policies and practices regarding them 3.2 Promote downtown as a location for business | <p><i>Strategic Direction #4</i></p> <ul style="list-style-type: none"> 4.1 Wind down Main Street Events 4.2 Establish a regular business planning cycle to manage priorities and rationalize activities 4.3 Identify and implement options to improve capacity |
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ACTIONS

All actions identified relate to Strategic Direction #4, Improve the capacity of Prince Albert Downtown Business Improvement District. Those actions are:

- 1 Identify alternatives for continuing some existing events if Prince Albert Downtown Business Improvement District is no longer able to host them*
- 2 Discuss the role of events in pursuing the Vision and Mission of Prince Albert Downtown Business Improvement District*
- 3 Engage the Main Street Events board to discuss next steps*
 - a. Role of events*
 - b. Board representation*
 - c. Use of resources*