

North End Business Association – 2014-15 Strategic Actions Chart			Version 1.0	Updated: May 9/2013	
	ED	Staff	Board	Volunteers	
<i>Create a strong “Go North” brand.</i>					
Complete signage project;	✓	✓			
Website re-brand (launch of North by Day/North by Night.)	✓	✓✓	✓		✓
<i>Create a one-stop shop to be informed on what is happening in the North End and why you should do business here.</i>					
Add information about neighborhood developments to website;		✓			
One-page sell sheet on the North End developed (demographics, spending patterns, etc.)	✓	✓	✓		
<i>Create events that drive business traffic, awareness, and a positive image of the North End.</i>					
Gottingen 250 delivery;	✓✓	✓✓	✓✓		✓✓
Music @ Squiggle Park (potential to expand to Charles/Agricola if interest is there);	✓	✓			
Holiday Parade continuation;		✓			
4 meet & greets (including AGM.)		✓			
<i>Create a connected business-to-business network that leverages individual knowledge into collective wisdom.</i>					
3 meet & greets with experts on topics (social media, storefront beautification, etc;)		✓			
Support Drink Beer, Do Business events;	✓		✓		✓
Encourage peer-to-peer local hiring HR network to emerge.	✓		✓		✓

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<i>Create strategic policy positions and infrastructure to respond to the needs of business.</i>					
Support UNSM request to province of NS to allow municipalities to set tax zones;	✓✓				
Finalize and approve a tax plan in coordination with other BIDs;	✓✓				
Ensure the HRM parking strategy provides support to businesses;	✓✓				
Continue to push HRM to service the neighborhood well, particularly as the tax base increases revenues;	✓✓		✓✓		
Support the addition of bike parking and repair infrastructure, as requested by businesses.	✓	✓			
<i>Create examples within the organization that we want business to follow.</i>					
Hiring and volunteering positions through NEBA to include capacity building for local residents as applicable;	✓		✓		
Continue to support youth mentorship and employer matching when approached.	✓				
<i>Support property owners and business initiatives which align to our core values.</i>					
Continue street cleaning, and lobbying for a continuation and development of new NE commercial service plan at HRM;	✓		✓		
Add edge-of-district and within-district signage to high-volume areas to promote the vibrant businesses in those areas.	✓	✓			

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<i>Support the development of a diverse, sustainable, affordable community.</i>					
Promote values (particularly the value of street-level commercial and mixed-income developments) to developers;	✓		✓		
Through the Centre plan, ensure commercial is readily available and zoning is appropriate for the development of a strong commercial district in the North End.	✓✓		✓		
<i>Influence government to foster conditions where small business can thrive – tax fairness, centre plan, parking, transportation, youth employment, live/work balance.</i>					
Through the Centre plan, ensure commercial is readily available and zoning is appropriate for the development of a strong commercial district in the North End;	✓✓		✓		
Ensure transportation and parking strategies in the North End ensure both the movement and the ability to stop for employees and customers is supportive of the commercial district in the North End;	✓✓		✓		
Push the importance of youth employment and readiness with various levels of government and link employers to programs that may be available to them.	✓				
<i>Influence the community to think local business, and for businesses to think of hiring locally.</i>					
Work with CEED and others to promote the value of hiring locally, and to provide HR tools to make this an easy decision.	✓		✓		✓

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<i>Influence the development of space that encourages entrepreneurs, artists, non-profits to create bold new things – promoting the conditions for risk and creativity that have made the North End what it is today.</i>					
Ensure the Centre Plan provides adequate commercial zoning/flexibility to allow for emerging businesses, entrepreneurs, arts and non-profit organizations;	✓✓		✓		
Push the tax plan that should provide a more stable, encouraging tax environment for these kinds of spaces.	✓✓		✓		
<i>Influence newcomers to the community to embrace all the North End has to offer.</i>					
Through Gottingen 250, invite students from Halifax universities to embrace Gottingen for the first/latest time, including students whose home countries have history in the North End;	✓✓	✓✓	✓		✓
Through social media and other channels, promote the inclusive North End, its attractive qualities, and a place people want to go.	✓	✓✓			
Operations					
Keep office up-and-running;		✓			
Balanced budget;	✓				
Generate positive news stories;	✓	✓			
Lobby for business interests;	✓				
Connect with businesses regularly.	✓	✓	✓		