Success Equation for: **NEBA Community Committee**



IMPACT:

What we are ultimately trying to accomplish in our community. How would things be better or different for our community.

- Diversity of community reflected in employees of North End businesses;
- Partnerships between the North End business community and local initiatives that support the growth and development of marginalized youth and community members;
- A North End business community that embraces inclusivity and corporate responsibility, and takes leadership role in building a stronger community.

PRIORITY OUTCOMES:

The changes that we will seek to make in our community to help achieve our impact.

RELTIONSHIPS

Business and community relationship will be stronger.

SUPPORT

Better supporting community initiatives to have a bigger impact in the community.

EMPLOYMENT

More people from ANS and Mi'kmaq community employed by North End businesses, and owning businesses.

POLICY

Impact of gentrification and economic development on ANS community addressed.

PERFORMANCE MEASURES:

How we will measure progress toward our priority outcomes.

- More businesses participating in community initiatives, local hiring, etc.
- Community awareness of business support
- More investment in community programs/ initiatives
- Mentoring

- Increased employment of local ANS residents (p/t, f/t, and in different capacities)
- Business mentoring

- Affordable housing policy
- Redefine successful redevelopment
- Better supports for ANS/Mi'kmaq businesses

STRATEGIES:

What we will actually do to achieve our priority outcomes.

- Education and awareness campaign about importance of business leadership and value of supporting community
- Fund raising seminar for community groups
- Funding program/ strategy for NEBA (i.e. 100 Bizs That Care)
- Matching NEBA biz with community initiatives

- Identify business needs
- Work with existing employment programs
- Work with community groups to connect people to training to jobs
- Influence, advocate, support for programs, policies and practices that address affordable housing, and support diversity & inclusion in business.

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ACTIONS:

What will we do in small and big ways to deliver.

1. Community hosted Meet & Greet ("First 50")