

NEBA 2020 ACTIVITY PLAN				
GOALS & OBJECTIVES	ACTION TYPE	TATICS	PRIORITIES	MEASUREMENT
1. DESTINATION DISTRICT				
1.1 Increase number of visitors to the North End	MARKETING	Develop a social media strategy that leverages opportunities and engages membership in showcasing what the North End has to offer	Hire student position and develop strategy re: COVID 19 recovery	
	MARKETING	Develop a North End walking map for distribution to businesses, tourism centres, accommodations, etc.		
	EVENTS	Plan on Gottingen Festival, SWITCH, and Holiday Market, in accordance with COVID 19 health protocols (subject to change).		
	SPECIAL PROJECT	Seek funding to develop a tourism strategy for the North End.		
1.2 Advance initiatives that protect and strengthen the historical and cultrual assets of the North End	ENGAGEMENT	Build community partnerships around developing a North End tourism strategy		
	MARKETING	Host and support music and arts programming in accordance with COVID 19 health protocols (subject to change).		
2. WELCOMING ATTRACTIVE & LIVEABLE				
2.1 Strengthen the "sense of place" in the district by enhancing the visual and physical experience on the streets	SPECIAL PROJECT	Develop and initiate a new 5 year investment strategy for streetscaping/beautification projects, including things like custom bike racks, murals, public art, pole banners, planters, cleaning, etc.	Custom bike racks on Agricola, add planters on Almon	
	ADVOCACY	Work with HRM on improving streetscaping standards for accessibility, attractiveness, activation, cleanliness, environment, and pedestrian safety.	"Squiggle Park"	
2.2 Support initiatives that increase the safety and well-being of the community.	SPECIAL PROJECT	Secure stable funding for Navigator Program and initiatives that provide support to streete-involved communities.	COVID Community Fund from United Way, HRM Funding, partner collaborations.	
	ADVOCACY	Grow community partnerships with organization, HRM, and HRP around street safety.		
2.3 Advocate, promote and support principles of complete communities.	ADVOCACY	Advocate for complete community principles and support complete community projects.	CHMC Maitland Housing Project, Bloomfield Redevelopment	
3. ENGAGED MEMBERSHIP				
3.1 Keep businesses engaged, connected and informed of relevant activities	ENGAGEMENT	Conduct an annual membership pulse check survey to gauge issues and engagement.	Survey in January 2021	
	ENGAGEMENT	Host 3 on-line members events.	COVID info session, COVID recovery session, AGM	

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	ENGAGEMENT	Maintain communication with members via newsletters, targeted email bulletins, and social media.	COVID 19 information	
	ENGAGEMENT	Establish advisory committees for the Agricola, Gottingen, and North of Almon areas to ensure representation of businesses and community.		
	ENGAGEMENT	Report to members on progress and deliverables.	Share Strategic Plan at AGM	
3.2 Attract and support new businesses to the area	SPECIAL PROJECT	Provide up to date data on the North End that can inform business decisions.		
3.3 Support the growth and development of member businesssees	ENGAGEMENT	Find opportunities for education and funding	COVID 19 support	
	ENGAGEMENT	Develop a members only resource page		
4. INCLUSIVE NEIGHBOURHOOD				
4.1 Recognize and celebrate the distinct neighbourhoods within the district.	SPECIAL PROJECT	Develop a public art program that explores themes in the district.	Link to streetscaping.	
	SPECIAL PROJECT	Develop a public history program that can share the history and stories of this district.	Find funding to make this a broader community initiative (link to tourism)	
4.2 Continue to build and strengthen the relationships between the business community and the residential communities.	COMMUNITY	Continue to ensure NEBA initiatives provide opportunities for local the African Nova Scotian community.	Priority to hire local for summer jobs	
	ENGAGEMENT	Continue to build and strengthen collaborative relationships with key community partner organizations including Delmore Buddy Daye Learning Institute, New Horizons Baptist Church, iMOVE, and One North End.		
	GOVERNANCE	Ensure residential representation on NEBA board and relevant project committees.		
4.3 Support business development initiatives that create opportunities for greater diversity in the business community.	COMMUNITY	Continue to work with NEST in support of POC opening businesses in the North End.	Meet with NEST for update and next steps.	
5. STRONG DISTRICT REPRESENTATION				
5.1 Ensure the North End is represented in the Cogswell Redevelopment.	ADVOCACY	Attend Cogswell meetings and workshops and advocate to strengthen connections between Cogswell and North End.	Update on project and identify opportunities for input	
	ADVOCACY	Engage in dialogues with HRM planners as Cogswell initiative moves forward to ensure North End position is understood.		

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5.2 Work with HRM to advance and improve initiatives that impact the business community.	ADVOCACY	Continue to voice opinions and share information with HRM on issues including Tax Reform, Red Tape Reduction, Parking Strategy, Gottingen Bus Lane, Community Safety, Centre Plan, Regional Plan, Bus Rapid Transit, Streetscaping,	Tax Reform, Streetscaping	
5.3 Strengthen working relationships with HRM, Province, and other external partners who are key to helping advance goals of association.	ADVOCACY	Present annual activity plan to community council to provide an update of BID activities and opportunities for alignment.	Share Strategic Plan with Community Council	
Continue to support professional development and industry organizations that champion BID's.	ADVOCACY	Support and stay engaged with Downtown's Atlantic Canada (DAC) and International Downtown Association.	Help DAC with Strategic Plan that promotes role of BIDS throughout Atlantic	
		Support professional development that builds skill and capacity within the organization.	Look for learning opportunities re: adapting COVID-19 new normal.	