

NEBA 2023_24 ACTIVITY PLAN_final			
GOALS & OBJECTIVES	ACTION TYPE	TATICS	2023/24 PRIORITIES
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	Meet your Neighbour profiles (6), NEBA Newsletter (8), Love Notes, Holiday Shopping Guide, Window Display Competition, custom social media content, marketing NEBA and member events, I Love North End bags & stickers, and populating online events calendar.
	MARKETING	Develop a North End walking map for distribution to businesses, tourism centres, accommodations, etc.	Update business list, print and distribute North End Walking Map to DMO's and residents.
	MARKETING	Work with partners to advance North End profile: Discover Halifax, Tourism NS, Develop NS	DH Visitors Guide, Urban Walking Map, Dine Around. Explore funding opportunities and group marketing campaigns with BID partners (BID marketing working group), Explore opportunities for marketing to visitors outside of HRM.
	EVENTS	Host Events: Grow attendance to Special Events lead by NEBA	Hosting events: Switch, Gottingen Festival, Holiday Market, North by Night Markets, Live on Agricola Summer Concert Series. Grant applications and reporting
	EVENTS	Support Events: Support events organized by community partners	Participate and encourage member participation in Open City, Bloomfield Tree Lighting, community Spring Clean event, Halifax Mural Festival. Plan street activations, organize live music performances. Plan activations for the North American Indigenous Games.

	SPECIAL PROJECT	Develop a Tourism strategy that positions the North End as a destination community.	Consult with community, Government and economic partners around cultural tourism for the North End. Explore opportunities to develop tourism strategy. Explore opportunities for the ZION Church, Viola Desmond and Rocky Jones projects Update parking map Dedicated webpage that maps out art assets and highlights local art & artists.
1.2 Advance initiatives that protect and strengthen the historical and cultrual assets of the North End	ADVOCACY	Build alliances with community, cultural, and heritage organizations that have an impact in the North End. • Build community partnerships around developing a North End Tourism strategy	Build community partnerships around developing a North End Tourism strategy. Rocky Jones Commemoration committee, Viola Desmond Legacy committee, ZION Church committee.
	ENGAGEMENT	Develop programming to enhance the visitor experience. • Support music & public art programming	Support Open Mic House, host live on Agricola Summer Concert series (July - Sept), Open City, and Switch. Activate performance spaces at Zion Church and Bus Stop Theatre. Explore opportunites with arts organizations and funders to add new installations. Develop mural program. Offer grants to NEBA members for art installations.

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	5 year investment strategy for streetscaping/beautification projects, including things like custom bike racks, murals, public art, pole banners, planters, cleaning, etc.	Art: Complete ongoing projects - Viola Desmond art project, Gottingen gateway sign, Annie Mae Pictou mural, and Cafe Lara mural. Support businesses identified as potential locations for art installations, program designated art space at Zion Church, explore NEBA mural grant program, Global Halifax mural. Explore funding opportunities for art, artist outreach. Facilitate walking art tours Infrastructure: Identify locations and work with HRM to install new bike racks, community bench building project (10 new benches). Maintenance of Gottingen benches and art banners. Beautification: Member beautification grants, district planters, street cleaning, planting flowers in Gottingen planters (community initiative with Every One Every Day), Pride crosswalks, enhanced maintenance program, street cleaning.
	ADVOCACY	Work with HRM on improving streetscaping standards for accessibility, attractiveness, activation, cleanliness, environment, and pedestrian safety.	Advocating to Government and stakeholder on cost recovery fees Annual assesment where additional garbage bins and bike racks are needed.
2.2 Support initiatives that increase the safety and well-being of the community.	SPECIAL PROJECT	Continue commitment to Navigator Program and initiatives that provide support to street-involved communities.	Naloxone traing session for NEBA members x2, Organize North End is Listening event, distribute 300 healthy bags to clients, organize meal programs x2
	ADVOCACY	Grow community partnerships with organization, HRM, and HRP around street safety.	Communication with Community Response Officer, HRM staff, and community organizations re: street safety.

2.3 Advocate, promote and support principles of complete communities.	ADVOCACY	Support initiatives that contribute toward complete community principles, like a mix of housing, pedestrian first principles, cycling infrastructure, and environmental sustainability.	Engagement with HRM staff and stakeholders on active transportation, cycling infrastructure. Access 2030.
3. ENGAGED MEMBERSHIP			
3.1 Keep businesses engaged, connected and informed of relevant activities	ENGAGEMENT	Conduct an annual membership pulse check and surveys to gauge issues and engagement.	Regular business pulse checks, annual member survey
	EVENTS	Host members engagement events.	Host holiday member social, member meet & greets x4
	ENGAGEMENT	Maintain communication with members via newsletters, targeted email bulletins, and social media.	Continue to update and grow audience on NEBA Members Only page. NEBA newsletter and targeted email bulletins
	ENGAGEMENT	Work with advisory committees for the Agricola, Gottingen, and North of Almon areas to ensure representation of businesses and community.	Re-establish advisory committees and resume meetings.
	ENGAGEMENT	Report to members on progress and deliverables.	AGM, member communiques, new member packages.
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.	Finalize reports on North End Facts & Figures booklet and Downtowns Atlantic Research Project. Update website & social
3.3 Support the growth and development of member businesses	ENGAGEMENT	Find opportunities for education and funding, working with NEBA Education Committee	Host education sessions, Guest speakers, peer to peer learning. x3
	ENGAGEMENT	Develop a members only resource page	Grow members only facebook page audience, complete website 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.	Look into re-establishing Gotingen map app or similar platform, linking to ongoing storytelling initiatives - Viola Legacy Art project, African Zion Church site, Delmore Buddy Daye, Rocky Jones as well as district art locations. Link to tourism plan
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.	Work with local ANS artists, producers and community groups on NEBA initiatives
	ENGAGEMENT	Continue to build and strengthen collaborative relationships with key community partner organizations.	Explore opportunities to work with Every One Every Day, Common Good Solutions, Black Women in Excellence
	GOVERNANCE	Ensure residential representation on NEBA board and relevant project committees.	Recruit residential rep for 2023/24
4.3 Support business development initiatives that create opportunities for greater diversity in the business community.	COMMUNITY	Continue to work with organizations that support BIPOC entrepreneurs opening businesses in the North End.	Offering Associate Memberships, working with Common Good Solutions to develop sell sheet and business to business expo for Black Entrepreneurs. Advocating to increase number of black owned businesses in North End.
4.4 Support Community groups & initiatives	COMMUNITY	Support community groups and initiatives.	Support YMCA Boys, Bloomfield Treet Lighting, school groups, Veith House, EOED & Uniacke Beautification Day
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.	Continue dialogue with HRM, Council & DHBC. Discovery into benefits of potential BID expansion

<p>5.2 Work with HRM to advance and improve initiatives that impact the business community.</p>	<p>ADVOCACY</p>	<p>Continue to voice opinions and share information with HRM on issues including Tax Reform, Red Tape Reduction, Parking Strategy, Community Safety, Centre Plan, Regional Plan, Bus Rapid Transit, Streetscaping, Construction Mitigation</p>	<p>Advocacy: Removal of street closure fees for BIDs, commercial taxation, waiving patio permit fees, parking, homelessness strategy, construction mitigation, safety strategy, Downtown Recovery Plan, CEBA loan forgiveness, investments into street furniture and beautification.</p>
<p>5.3 Strengthen relationships with economic partners and key stakeholder to advance goals of the association</p>	<p>ADVOCACY</p>	<p>Present annual activity plan to community council to provide an update of BID activities and opportunities for alignment.</p>	<p>Meetings with economic partners, mainstreet revitalization, Agricola streetscaping plan, present annual activity plan to council, present BID priorities to CAO.</p>
<p>5.4 Continue to support professional development and industry organizations that champion BID's.</p>	<p>SUPPORT</p>	<p>Support and stay engaged with Downtown's Atlantic Canada (DAC) and International Downtown Association.</p>	<p>Attend DAC and IDA Conferences. Co-hosting 2023 DAC conference in Halifax.</p>
	<p>SUPPORT</p>	<p>Support professional development that builds skill and capacity within the organization.</p>	<p>Complete LPM certification. Look for learning opportunities.</p>