



**DOWNTOWN
DEVELOPMENT
OFFICER**

2023 Budget

2023 BUDGET LINES

Wages and Benefits	109,580.00
Meetings and Luncheons	1,500.00
W.S.I.B.	2,610.00
Mileage	1,200.00
New Equipment	750.00
Office Supplies	500.00
Subscriptions and Memberships	1,000.00
Advertising	20,000.00
Conference	3,000.00
Publicity and Promotion	1,000.00
Website	15,000.00

DOWNTOWN DEVELOPMENT OFFICER - ROLE OVERVIEW

The Downtown Development Officer is responsible for implementing the City's vision for downtown Woodstock.

This position links work identified in the City's Community Strategic Plan & Integrated Community Sustainability Plan, Downtown Development Plan, Community Improvement Plan, Streetscape Master Plan, and other similarly focused documents to create a positive and growing downtown economy.

The Downtown Development Officer will champion development activity in the core and facilitate development and investment leads in the downtown.

SHARED SERVICES AGREEMENT

The City of Woodstock entered into a Shared Services Agreement with the Downtown Woodstock BIA.

This agreement is one of the first of its kind in Ontario. It creates a contractual partnership with the BIA. The BIA pays for my strategic support of the BIA Operations Manager and provides access to the Manager of Marketing and Communications and Manager of Special Events.

There are common interests between the city and the BIA with regards to investment, recruitment and retention.

PRIORITIES

- Work with consultants to create recruitment and retention marketing plan
- Implement the recruitment and retention marketing plan
 - new downtown website
 - improved assets to promote downtown
 - targeted recruitment of new businesses
- Work with an interdepartmental steering committee on Streetscape Plan
- Increase activations downtown
- Coordinate existing and new CIP loans and grants
- Effective Coordination of city services with the BIA
- Grow the reach of the BIA through social media

ACHIEVEMENTS TO DATE

- Met over 50 downtown businesses and community organizations
- Successful creation of priorities and processes for the BIA
- Implementation of cost saving measures for the BIA
- Addressed challenges experienced by city staff in coordination with the BIA
- Grant program for pop up markets and special events within downtown businesses
- Improved communication with property owners with street front vacancies