

# Downtown Development

---

Kerry Jarvi, Downtown Development Officer

# Key Services

---

- New business attraction for downtown
- Business retention and expansion
- Promotion and marketing of downtown
- Assist property owners with façade suggestions following guidelines
- Coordinate efforts of the BIA
- Manage Community Improvement Program (grants/loans)
- Participate in Streetscape planning

# 2024 Priorities

---

- Focus on recruitment – targeted sectors (experiential retail, convenience retail)
- Advance marketing initiatives through the BIA
- Expand partnerships with Tourism Oxford, Woodstock Chamber of Commerce and Canada's Outdoor Farm Show
- Increase cooperation with commercial realtors to fill vacancies
- Grant application to offset costs of downtown initiatives
- Set intake deadlines for CIP (April and November)

# Downtown Woodstock BIA

---

## Vision

Downtown Woodstock is the heart of Woodstock! Our vision is to make Downtown Woodstock a destination of choice for residents and visitors for shopping, dining, entertainment, diverse activations, and cultural experiences.

## Directive

To improve and sustain the vibrancy and prosperity of downtown Woodstock through beautification and promotional efforts.

# Downtown Woodstock BIA

---

- Visioning exercise completed
- Improved engagement with businesses
- Working on procedural bylaw review
- Successful events (Streetfest, Woodstock Shopping Night)

# 2024 Budget

	2023 Budget	2023 Actual	2024 Budget
Wages and Benefits	\$109,580	\$108,151.87	\$122,790
Meetings and Luncheons	1,500	1,670.69	1,500
W.S.I.B.	2,610	2,680.87	3,110
Mileage	1,200	800.26	750
New Equipment	750	0	750
Office Supplies	500	25.44	500
Subscriptions and Memberships	1,000	1,625.78	1,000
Advertising	20,000	8,590.52	20,000
Conferences	3,000	3,008.88	3,000
Publicity and Promotions	1,000	2,330.16	1,000
Website	15,000	0	2,500