



Kentville Business COMMUNITY

Kentville Business Community

Strategic Plan

2021 - 2025

**Kentville Business Community
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2021-2025**

Vision Statement:

**Kentville is the vibrant, diverse
business and professional centre of the Valley.**

Mission Statement:

KBC works to create a community which is supportive and welcoming to current and future businesses, professionals, and organizations, and to attract people to shop, use services, and spend time in Kentville.

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KBC Strategic Pillars

Engagement & Communication

Act as a conduit of information for the business community and engage businesses and organizations in downtown events, activities, and projects

Support & Recognition

Support the growth and synergy of businesses and organizations in Kentville, and celebrate successes

Marketing & Promotion

Promote shopping, using services, and doing business in Kentville

Infrastructure & Investment

Advocate for and assist with development and beautification efforts in the downtown

KBC Priorities 2021-2025

- Increase business engagement in projects and events
- Foster awareness and understanding of KBC
- Attract wider audiences to downtown Kentville
- Improve organizational effectiveness of KBC

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PRIORITY: ENGAGE BUSINESS COMMUNITY

Goal: An engaged network of businesses and organizations in Kentville that collaborate for more effective business success.

Objectives:

- Offer opportunities for businesses and organizations to participate in town events and programs
- Incentivize beautification efforts for downtown business and organizations
- Encourage communication and feedback on matters that impact businesses and organizations in Kentville
- Encourage volunteering for KBC on a working committee or board of directors

Initiatives:

- Partner with the Town of Kentville and other organizations to include business participation in downtown events.
- Continue and build on micro-grant programs to encourage seasonal décor during high traffic months in Kentville such as Harvest/Pumpkin People Festival, Christmas, and Apple Blossom.
- Leverage tools such as online surveys and polls, as well as hold consultation sessions to obtain feedback on matters that impact businesses and organizations in Kentville
- Establish terms of reference and a recruitment strategy for volunteer committees
- Develop a board recruitment strategy and succession plan

PRIORITY: BUILD AWARENESS

Goal: A high level of trust and interdependence between the business community and KBC

Objectives:

- Improve communication between KBC and the business community, and vice versa
- Provide pertinent information to businesses and organizations on a regular basis
- Celebrate the success of businesses, organizations, and KBC initiatives
- Evaluate the efficacy of programs

Initiatives:

- Ensure registered businesses and organizations in Kentville are on the e-newsletter list
- Improve the open rate of the e-newsletter list

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- Develop a social media strategy that encourages businesses to watch the newsfeed
- Address communication barriers within membership, particularly those businesses and organizations that do not use social media or the e-newsletters
- Include success stories in promotional materials and media releases
- Use short-term KBC stickers/signage to indicate where grant money is spent (façade program, décor grants, event sponsorship, etc.)
- Distribute a calendar of events to businesses and organizations
- Build an evaluation process into all programs and initiatives
- Develop a more user-friendly and informative website

Goal: A community that is recognized as being a welcoming and supportive environment for new business owners, organizations, and entrepreneurial activity.

Objectives:

- Ensure new businesses and organizations are informed and included in any KBC communications
- Provide opportunities for new businesses, organizations, and entrepreneurs to benefit from the experience of established businesses and organizations
- Incentivize entrepreneurs to open a business in Kentville

Initiatives:

- Create and deliver welcome packages that include information about KBC, the Town of Kentville, and other regional economic development organizations to new businesses and organizations
- Develop an online welcome package for home-based businesses
- Work with the Town of Kentville's Community & Economic Development department to create a streamlined start-up package for potential businesses owners and entrepreneurs
- Offer a 'new business' stream under the façade program to assist with initial brick-and-mortar start-up costs for physical assets such as signage, lighting, and paint
- Organize networking events that encourage established businesses and organizations to meet with new, incoming, and potential businesses and organizations
- Offer professional development workshops
- Promote available commercial space and land available for development
- Research successful incentive programs for potential business owners and entrepreneurs



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- Partner with NSCC on finding ways to welcome students and retain talent (work programs, mentorship programs, town tours)

PRIORITY: ATTRACT AUDIENCES

Goal: Kentville is recognized as one of Nova Scotia's best places to shop, work, and do business.

Objectives:

- Effective promotion of Kentville to target audiences across the province
- Telling the story of Kentville and what makes it unique
- Brand recognition and widespread use of the #wearekentville hashtag

Initiatives:

- Continue the creation of promotional videos, with focus on niche industries and topics of interest in the Town of Kentville
- Develop a social media strategy to attract attention online
- Develop an annual marketing strategy to implement in collaboration with businesses and the Town of Kentville
- Establish KBC brand through #wearekentville marketing initiatives and campaigns
- Develop relationships with media outlets through consistent press releases, communication, and invitations to events and activities

Goal: Kentville is an attractive destination for daycations (one day visits) and staycations (short-stay tourist experiences).

Initiatives:

- In accordance with the recommendations in the KBC Events Strategy, develop and/or improve programming, events, and activities that will draw people downtown
- Advocate for, and assist with, developing infrastructure to attract visitors and large events such as accommodation, accessible parking, and a downtown comfort station (public washrooms, drinking fountain, baby changing station)
- Advocate for, and assist with, the development of cultural infrastructure (outdoor music and theatre venues, cultural hubs, culture walks, etc.)
- Advocate for, and assist with, the revitalization of the Kentville Farmers' Market

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- Investigate available funding from various levels of government that can assist with event and infrastructure development
- Work with the Town of Kentville to activate Centre Square and develop it as a popular outdoor event venue
- Create day itineraries for a variety of tourism experiences (culture tourism, sport tourism, history tourism, arts & entertainment tourism, culinary tourism)
- Invest in beautification projects such as planting apple trees, street post banners, murals, and holiday décor

PRIORITY: IMPROVE ORGANIZATIONAL EFFICACY

Goal: An organization that is run efficiently and effectively.

Objectives:

- Determine a new leadership strategy for KBC
- Develop an updated strategy to support board effectiveness
- Maintain and update current data on businesses and organizations in Kentville

Initiatives:

- Leverage online tools for effective data collection (membership forms, commercial availability, business registry, etc.)
- Review, revise and define staff and board roles and responsibilities, and organizational policies and procedures.
- Audit board development materials to assess gaps and need for additional support materials and updated policies
- Develop new materials and policies as required
- Maximize board member strengths and recruit board members based on skills sets to build board capacity

Goal: Strong relationships with the Town of Kentville and other regional partners (Valley REN, AVCC, CBDC, WBDC, Acadia Entrepreneurship, NSCC, etc.)

Objectives:

- Hone a close, transparent, and mutually beneficial working relationship with the Town of Kentville
- Stay informed of regional projects, grants, and business support programs
- Be an ally for regional partners

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- Invite Town of Kentville and regional partners to events, public meetings, and initiatives

Initiatives:

- Celebrate the successes of the Town of Kentville and other regional partners
- Find ways to cross-promote or partner on events/activities with the Town of Kentville and other regional partners
- Seek ways to get involved on task force committees, steering committees, etc.