



PARK FREE. EAT WELL. SHOP LOCAL.

# STRATEGIC PLAN

## 2014 – 2017



# TABLE OF CONTENTS

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Mission .....	3
About Us .....	3
Strategy Building Process .....	4
Argyle BIA Strategy: 2014 - 2017 .....	6
Sense of Community .....	7
Beautification .....	8
Promotion and Influence .....	9
Building a Strong BIA.....	10

# MISSION

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To foster a sense of community between the business members while supporting the area through promotion and beautification initiatives that encourage the continued success of the area.

# ABOUT US

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The Argyle Area is conveniently located in East End London. The area had humble beginnings as a mainly industrial area of the city in the early 1900's but has emerged as a vital retail and commercial area of London. Among the businesses and people of the area it has become a fresh and connected place to go for products and services within the City.

The Argyle Business Improvement Association offers a unique blend of family owned specialty shops and big box stores. The diversity of the area offers a convenient shopping experience for local residents as well as the rest of London. Whether you are looking for a quick meal or an exciting night out, the friendly restaurants in the area have something for everyone. Other needs such as automotive services, health and wellness, financial services, and many more are met by people who are committed to offering the best service to the community.

Over 200 businesses are members of The Argyle BIA. These members are all located within the boundaries of Dundas St. between Highbury Ave. and Wavell St. As a main artery of London this section of Dundas St. sees over 25,000 vehicles every day. This high volume is also due to Dundas Street's placement as a gateway to London from the many small towns outside the city. Public transportation is another convenient and popular way to get to the Argyle area.

Argyle Mall is the retail heart of the area. Recent renovations and improvements which include new buildings and new landscaping have made the area more pedestrian friendly. Every store in The Argyle BIA has free parking for patrons making the area extremely friendly to motorists too. There are a large number of schools in the region, including two high schools which contribute to the family friendly atmosphere of Argyle.

# STRATEGY BUILDING PROCESS

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In June 2014 we launched our strategic planning initiative with the goal of designing our future for the next three years. We distributed surveys to provide all members with an opportunity to share their insights, ideas, and inspirations that would serve as the foundation for our strategy.

The Board of Directors engaged in two strategic planning sessions. In the first session, the Board co-created a strategic vision that will guide us over the next three years. The group identified four strategic priorities that aligned with the strategic vision and corresponding initiatives to achieve each strategic priority. During the second session, the Board refined the initiatives into actionable plans by assigning people to each initiative and timelines.

The strategic plan will guide us over the next three years. The plan will be reviewed on a quarterly basis to ensure we are on track. Each year, we will review our plan and realign and refine our strategies.



## ARGYLE BUSINESS IMPROVEMENT ASSOCIATION



# ARGYLE BIA STRATEGY: 2014 - 2017

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Over the next three years, four Strategic Priorities will guide our work and move us closer to achieving our mission:



# SENSE OF COMMUNITY

## OUR IMPACT

We will build bridges to foster community and establish a sense of belonging.

### OBJECTIVES

### INITIATIVES

1. Create community events to bring the community together

- Produce or sponsor at least one annual community event (i.e., Santa Claus Parade)
- Create events that engage the community and the BIA

2. Create a village feeling

- Brand and define the area with a welcome/leaving sign

# BEAUTIFICATION

## OUR IMPACT

We will enhance the appearance of the Argyle BIA by improving street scape in a unique and creative way above and beyond what the municipality already does.

### OBJECTIVES

### INITIATIVES

1. Create and implement a community improvement plan

- Explore the steps required to create and implement a community improvement plan
- Explore environmental initiatives

2. Beautify the Argyle BIA

- Build strong relationships with property owners
- Work with the City on a street scape plan
- Create and implement a planters/seasonal decorating program
- Develop and implement a Façade Improvement Loan

3. Maintain the Argyle BIA

- Create and implement a backyard Argyle BIA program
- Implement weekly street and sidewalk sweeping
- Create a plan to address empty buildings



# PROMOTION AND INFLUENCE

## OUR IMPACT

We will strengthen our profile to promote the Argyle BIA as a unique destination.

### OBJECTIVES

### INITIATIVES

1. Promote the Argyle BIA

- Support community events as the lead sponsor
- Make the Argyle BIA a new gateway to London through branding efforts

2. Grow the awareness of our area

- Implement consistent and ongoing advertising for the Argyle BIA (includes tv, radio, print, social)
- Implement innovative marketing initiatives such as contests and festive window decorations
- Network with BIA 'neighbours' to promote the BIA's goals and encourage their involvement in the BIA

3. Be a consistent voice for the Argyle BIA

- Monitor City Council committees and agendas and weigh-in on relevant agenda items
- Support Board members to champion the Argyle BIA in the community (i.e., profile in newsletter)

# BUILD A STRONG BIA

## OUR IMPACT

We will develop and maintain a strong Argyle BIA that is positioned to serve the needs of our members and exceed their expectations.

### OBJECTIVES

### INITIATIVES

1. Create a strong system of administration

- Ensure there is a sufficient number of staff and volunteers
- Finalize policies and procedures

2. Support the development of our membership

- Create and implement a strategy to ensure full participation from businesses in the Argyle BIA
- Network with Argyle BIA members and provide Argyle BIA members the opportunity to network with each other
- Engage businesses to take part in Argyle BIA initiatives
- Conduct an annual member satisfaction survey

3. Build strategic partnerships and collaborations

- Engage local community groups in Argyle BIA initiatives

4. Develop a strong Board of Directors

- Attract and retain enthusiastic and dedicated business owners to be part of the Board and/or committees
- Build a BIA Board development and succession plan

5. Recruit and retain Argyle BIA members

- Start and maintain a registry of available and vacant business properties
- Expand the Argyle BIA boundary east bound
- Create packages for new members
- Encourage desired retailers to have a footprint in Argyle



## ARGYLE BUSINESS IMPROVEMENT ASSOCIATION





**ARGYLE**  
BUSINESS IMPROVEMENT ASSOCIATION

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