

HARBOR CENTRE BID

2023-2025 STRATEGY

Develop systems that create value for BID members, making BID membership sought after.



FOCUSES

MARKETING

Re-establish marketing efforts through social media, promotional assistance for key events, and the creation of promotional assets.

EVENTS

Identify and assist in the coordination of key, collaborative, seasonal events.

PHYSICAL DISTRICT

Develop plans to improve the physical appearance and connectivity of the BID.

ADVOCACY

Engage with members and committees to identify areas where collective advocacy can support members.

Financial feasibility and partnerships are key to making a robust marketing and event program successful for the BID.

CONTINUATION

Foundational aspects of the organization were developed in 2021-2022 and will continue to be executed and improved upon

- Communication
- Governance
- Partnerships
- Facilitation