

SOUTH GRANVILLE

2019–2024 STRATEGIC PLAN

VISION

South Granville is a welcoming, vibrant and prosperous destination that offers a unique, authentic and high quality experience.

MISSION

To make South Granville the destination of choice for shopping, dining, entertainment, and other services; and to act as a catalyst for vibrancy and prosperity in the area through advocacy, marketing, events, improvements, and co-operative initiatives.

GUIDING PRINCIPLES

The South Granville Business Improvement Association will:

- » be an advocate and voice for South Granville business and a catalyst for action.
- » be accountable, fiscally responsible and transparent.
- » be led by an involved and visionary Board, representative of a cross –section of South Granville interests.
- » work to strengthen South Granville's position as the shopping destination of choice for Metro Vancouver.
- » consider all sides of relevant issues to maximize member benefits.

5 YEAR GOALS

Offer Enhanced Member Services & Strive for Operational Excellence	Provide a Clean and Safe South Granville for All to Enjoy	Provide an Enhanced Public Realm for All to Enjoy	Be an Effective Advocate & Voice for South Granville	Increase Number of People Visiting South Granville
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24 MONTH OBJECTIVES

<p>Provide appropriate resource tools and relevant information to members on a regular basis.</p> <p>Support commercial initiatives that will benefit members through convenience and education, e.g. recycling.</p> <p>Where feasible, provide cost-effective member services e.g. Concierge Program (street security), graffiti removal, loss prevention, social media support.</p> <p>Always seek to match cost-effective delivery with excellent services.</p>	<p>Engage social enterprise where appropriate.</p> <p>Maintain and enhance working relationships with strategic partners to develop innovative approaches to street issues e.g. City of Vancouver, VPD, Coast Foundation, etc.</p> <p>Maintain and strengthen strong relationships with the Community Policing Office.</p>	<p>Pursue street enhancement opportunities through banner excellence, street furniture, landscaping, way finding, murals and decorative lighting.</p> <p>Leverage City of Vancouver and provincial projects to provide local infrastructure and street amenities, e.g. corner budes and pedestrian lighting.</p> <p>Seek new opportunities for public art.</p>	<p>Protect the interests of members in issues such as:</p> <ul style="list-style-type: none"> » Broadway Corridor Rapid Transit » Granville Bridge Walkway » COV Bike Share » Street Parking » Redevelopment applications <p>Identify and support initiatives to preserve the financial viability of member businesses.</p> <p>Champion fair taxation for commercial rate payers until a policy of fairness is implemented in line with regional and national averages.</p>	<p>Look for innovative marketing opportunities for South Granville with appropriate partners, and media channels.</p> <p>Develop initiatives to showcase the unique mix of businesses found in South Granville, and effectively circulate visitors through the area.</p> <p>Partner with the Stanley Theatre to leverage all opportunities that could be mutually beneficial.</p>
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