

ECONOMIC ACTION PLAN

REPORT CARD



APPROVED BY COUNCIL ON SEPTEMBER 17, 2012

PURPOSE

The Economic Action Plan was completed by staff in an attempt to action the numerous plans, reports and strategies that were approved by Council.

COMPLETED/OPERATIONALIZED - 6%

Completed a Downtown Development Plan

Held a packaging workshop in partnership with the WBDC, NSTA and the WMWB

Evaluated a joint venture with Acadia for the new Welcome Centre, however it was determined by both parties not to be favourable

IN-PROGRESS - 25%

Establish a funding source for an ongoing tourism marketing /development program

Identify opportunities to 'brand' Wolfville as the food and wine destination of the Atlantic Provinces

Create a display in the visitor centre to highlight the food and wine culture in the region

Identify strategic partners and events to bring to Wolfville

Identify event facilities that are lacking and approach partners to assist in closing the gap

Develop an event toolkit

Review parking requirements and other parking alternatives related to an increase in the commercial zone

Develop and implement Business Retention and Expansion Program

Re-establish joint management team meetings Acadia to stay informed of key priorities for both organizations

MOVED FORWARD - 19%

Develop and implement a streetscape design plan

Evaluate impact of traffic flow changes on commercial and residential sectors

Develop consistent messaging reinforcing the importance of Acadia to the community

Determine whether commercial and or light industrial zones in Wolfville can expand

NOT TO BE DONE - 46%

Facilitate the successful development of two tourism businesses

Work with local business and WBDC to define products in Wolfville and surrounding area

Provide opportunities for farm markets to generate additional sales

Evaluate the benefit of 'Wireless Wolfville'

Consider a customer service training and incentive program for front line staff

Complete retail marketing and sales plan to increase sales to regular, habitual customers

Identify target markets of habitual customers and communication channels to reach markets

Position Wolfville as service centre for Eastern Kings County

Develop a marketing plan and seek interest from development community for new investment in Wolfville

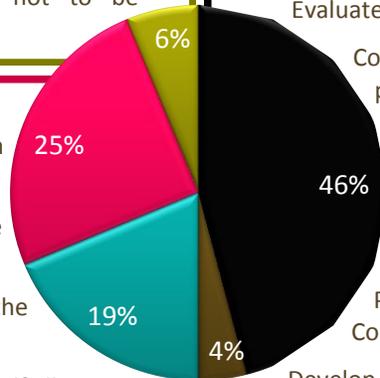
Determine retail and service voids in Wolfville

Form strategic alliance with Winery Association of NS

NOT COMPLETED - TO BE DONE - 4%

Develop a tourism strategy, target off peak times, and identify target markets

Explore how tax policy changes can spur re-development and new development



The following recommendations are MOVED FORWARD to be considered in the Downtown Development Plan:

- Waterfront development plan - can it spur new opportunity
- Increase downtown commercial and residential density
- Develop and implement a streetscape design plan
- Support a professional hub/network

The following recommendations are MOVED FORWARD to be considered in the Core Area Action Plan:

- Develop consistent messaging reinforcing the importance of Acadia to the community

The following recommendations are MOVED FORWARD to be considered in the Municipal Planning Strategy Review:

- Determine whether commercial and or light industrial zones in Wolfville can expand
- Maintain and enhance buildings with historical and architectural significance

The following recommendations are MOVED FORWARD to be considered in the Core Traffic Study:

- Evaluate impact of traffic flow changes on commercial and residential sectors

Recommendations NOT TO BE DONE:

- Facilitate the successful development of two tourism businesses and work with local business and WBDC to define products in Wolfville and surrounding area
- Liaise with NSTA to identify target markets, particularly those already coming to Halifax
- Complete destination communications plan to attract targeted media
- Provide opportunities for farm markets to work in cooperation, including the weekly farmer's market, to generate additional sales for everyone
- Partner with WANS and Taste of NS to establish a boutique, NS focused wine and culinary store on Main Street
- Evaluate the benefit of 'Wireless Wolfville'
- Consider a customer service training and incentive program for front line staff to encourage consistent, friendly service throughout the Town
- Complete retail marketing and sales plan to increase sales to regular, habitual customers
- Identify target markets of habitual customers and communication channels to reach markets
- Position Wolfville as service centre for Eastern Kings County
- Develop programs to drive more sales, extend hours of shopping, key themes on high opportunity weekends
- Develop a marketing plan and seek interest from development community for new investment in Wolfville
- Determine retail and service voids in Wolfville
- Form strategic alliance with Winery Association of NS
- Work to identify the 'globally mobile' and identify what's important to them