

2018 - 2023 Strategic Plan

Mission

To enhance our dynamic and flourishing community, with downtown at its heart.

Values

We support our mission with the spirit of collaboration, integrity, and respect, and with a deep-seated sense of community.

Vision

As the heart of the Colourful Cariboo Culture, we will become a highly prosperous and socially desirable business, multicultural, and recreational destination.

Goals

REVITALIZATION

Long-term (10 year)

- There are marked decreases in commercial vacancies and unused storefronts within DWL boundaries.
- Downtown sees increased foot traffic through improved walkability and accessibility, beautification, way finding, connections to the environment, and safer, cleaner streets.
- DWL is becoming a destination of choice for consumers and businesses due to DWL branding and marketing.

Mid-range (3-5 year)

- Develop an ongoing marketing strategy that promotes Colourful Cariboo Culture.
- Support events that promote and benefit downtown businesses and stakeholders.
- Provide support to the City of Williams Lake in attracting and retaining new business in DWL.
- Identify partners and establish relationships with them to improve:
 - Walkability and accessibility
 - Beautification
 - Wayfinding
 - Connections to the environment
 - Safer and cleaner streets

COMMUNICATION

Long-term (10 year)

- We have multiple communication channels to accomplish strong, mutually respectful relationships with all stakeholders including members, all levels of government, and the public.
- We are routinely invited by community partners to collaborate on projects and matters pertaining to the downtown core.
- Members see DWL as an organized voice for their collective needs and concerns.

Mid-range (3-5 year)

- Revisit and update digital and non-digital communication strategy and plan.
- Build collaborative relationships with community partners.
- Communicate and network regularly to encourage member and stakeholder awareness and interaction, ensuring membership is fully informed of all DWL initiatives.

ORGANIZATIONAL EXCELLENCE

Long-term (10 year)

- Other small towns and BC BIAs look to DWL for best practices in governance.
- We don't need to recruit effective Directors; they seek us out.

Mid-range (3-5 year)

- Draft and approve all necessary policies and procedures.
- Implement effective director recruitment, mentorship, and training program.
- Supplement member fees with other revenue and resources.