



Leduc Downtown Business Association & Leduc's Downtown District

2022-2025 Strategic Plan

Objective 1.

Be a valued partner between the City of Leduc, key business organizations such as The Chamber, and our members consisting of businesses and landowners.

- Involvement in task force and cross functional committees with the City and Chamber
- Regular communication with council, economic development including yearly reporting
- Create awareness of LDBA efforts by differentiating the association from Main Street public entity
- Regular roundtable events





Objective 2.

Be involved in economic development initiatives to acquire and retain key businesses in the downtown area.

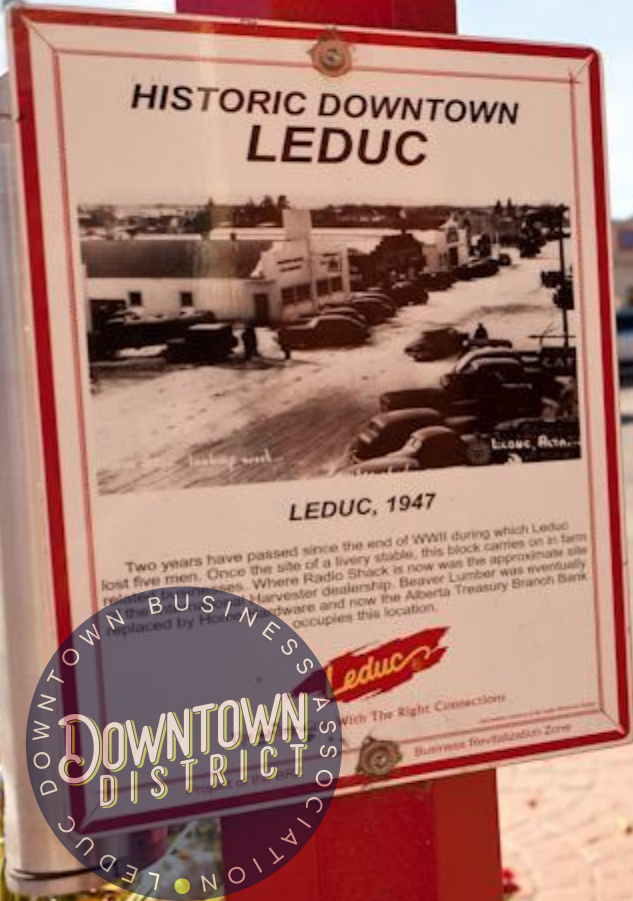
- Perform Mix & Gap and Demographic analyses
- Define the culture of Downtown & attractive businesses that support the desired culture
- Increasing communications & awareness and providing supports (safe space)
- Expansion of LDBA to include all businesses between 47th avenue - 54th avenue
- Rebranding *Main Street* to a more inclusive entity

Objective 3.

Create and enhance relationships and engagement with members.

- Member Networking & Educational Events available in person and virtually
- Members Online Portal
- Engagement within Facebook Group
- Enhance Welcome Packages
- Encourage shoppers to visit other downtown businesses





Objective 4.

Establish a sustainable operational funding model to increase the organization's capacity.

- Explore Service Contract Agreements
- Increase funding
 - Seek further sponsorship & grant opportunities
 - Explore long-term agreements v. one-time sponsorships
- Municipal parade partner including Santa Claus Parade organizer/host and float management for the City of Leduc
- Explore opportunities with other associations

Objective 5.

Attract members of the local and surrounding communities to regularly visit the downtown core

- Plan and implement activities, programs and events to increase downtown business engagement and collaboration
- Create meaningful and beneficial events for the Downtown engaging business and public members
- Develop year-round programming to attract people to go Downtown to increase exposure and generate potential revenue for businesses
- Establish and activate the Downtown as an event venue



Objective 6.

Enhance and develop the perception of Downtown

- Initiate beautification projects through collaboration and potential grant funding
 - City Enhancement Grant - Downtown Revitalization Plan
 - Visually through Art
- Create Safety & Development committee (previously safety & security committee)
- Further marketing initiatives within the local and surrounding areas

@leducartclub
##mansTreeLeduc

