

SBCC Action Plan 2018 – 2021

Introduction

This Action Plan was developed to help SBCC build a stronger community and business membership base. With that strengthened base, the association can explore more opportunities/activities for businesses, organizations and residents of the Spencerville area.

Background

Spencerville Business and Community Connections (SBCC) is a local, community-based organization, devoted to promoting and advancing the interests of Spencerville and the wider area, and to attracting visitors who will take advantage of our services and businesses. SBCC is a not-for-profit corporation.

Spencerville Business and Community Connection's membership crosses a number of industry sectors including, retail, tourism, hospitality, arts and culture, agriculture, recreation, finance and insurance, real estate, technology, personal services and non-profit community service organizations, and extends to non-voting individual/family associate membership.

Organizational Structure

SBCC currently has an executive (Chair, Vice Chair, Treasurer and Secretary), and 3 committees:

- **Membership Committee:** purpose is to solicit and track memberships
- **Multi-media Communications:** purpose is to post events, both community and SBCC notifications on our FaceBook page, and others i.e. "What's Going on in Edwardsburgh Cardinal", "Edwardsburgh/Cardinal Business Listings", etc.
- **Signage:** a perk of business membership is the posting of signage on our noticeboard at the junction of Cty Roads 44 and 21. The signage chair will manage that resource.

As the organization develops new committees may be formed to explore focused opportunities.

Vision

Working together to make our community a great place to live, work, play and visit

Mission

Our member businesses and organizations work together to enhance communication and collaboration between the businesses and the non-profit community service organizations. Working together, we coordinate our activities to preserve and promote the quality of life in Spencerville for our residents, while advancing economic, cultural, recreational and social interests of both residents and visitors to the area.

Values

In fulfilling our mission and achieving our vision we value honesty, fairness, firmness, equity, common sense, participation, respect, cooperation, and neighbourliness in all our actions

Challenges

Chief among challenges is the difficulty small rural communities can face in communicating to residents.

Goals

Goal #1 – Communications Hub

- *To continue to cross promote events in the community*
- *To help interest groups develop and communicate their projects*
- *To promote these projects to our membership*
- *To explore possible community wide initiatives; e.g. Easter egg hunt, Spencerville Day street party, Christmas lights throughout town*

Tactics:

- Website and FB information and links
- Print and email newsletters (see ‘Build our email list’) to promote associate membership
- Ideas brainstorming session with our membership, business, organizational and community associate members. This could be a special session, held in the fall (so, not in conjunction with AGM and membership drives)
- Post events on the township calendar page

Parties responsible:

- SBCC Executive, SBCC members
- Chair, Mary Moore, for her term will continue to be web-master and to create email campaigns.

Timeframe:

- Long term, starting now, and ongoing

Goal #2 – Partnerships

- *To continue to develop strategic partnerships in the community*

In 2017 SBCC partnered with the Spencerville Mill Foundation to successfully win a National Trust contest (This Place Matters). **Through the combined efforts of members of SBCC, The Spencerville Mill Foundation, and community members, we surpassed our goal and won \$30,000.** In total we realized \$56,000 for the project. – creating an attractive park space on the South Nation River by the Spencerville Mill & Museum. Other partners in this project are South Nation Conservation Authority (SNRC) and the TWP of Edwardsburgh-Cardinal (including grants, permits).

In 2018 SBCC will focus on developing partnerships that can provide in-kind services for the Riverside Park Project: builders, landscape businesses, resident volunteers. These kinds of partnerships will be nurtured beyond the Park Project, and kept in mind for future suggested projects, such as the development of a splash pad in the community.

Tactics:

Offer incentives in the nature of media exposure, plaques in situ, and, through the Mill Foundation, charitable receipts

Parties Responsible:

SBCC Executive, Mill liaison (Park only). Other partnerships should be the natural result of increasing our business membership.

Timeframe: Immediately (Park project) and ongoing

Goal #3 – Membership

- *To increase our business membership*
- *To promote associate memberships among residents*

Tactics:

- One on one solicitation
- Printed Newsletter announcements
- Email Campaign and FB announcements
- Build our email list:
 - o Ask business members with their own lists to forward our newsletters to their lists (locals only). The same ask for organizations, e.g. Legion, Agricultural Society
 - o Advertise our website (Spencerville-sbcc.ca), and seek to have residents sign up for our newsletter. (Note, signing up for the Newsletter does not require being a member)
 - o Ask businesses to provide a link to our website from theirs.
 - o On our website, be sure to note who are SBCC business members, and ask those members to state that on their website too.
 - o Provide business members with a window decal or certificate to advertise their status as a member of SBCC.
 - Hold an invitational information session once a year close to the AGM date

Parties Responsible:

- Current members & executive
- Membership Chair (reports monthly and oversees)

Timeframe:

- Annually in the time around our AGM (Feb) – 2 months prior to 2 months post.

Goal #4 – Ongoing Fundraising

- *To develop fundraising strategies moving forward*

Riverside Park funding can be considered complete, although some partnerships will be sought for specific services. Moving forward, there will be other community enhancements that residents and businesses will propose. SBCC can be the vehicle through which these ideas are developed and executed. (see Communications Hub above)

Tactics:

- Grant applications
- Crowd funding

Parties responsible:

- SBCC Executive, SBCC members
- Crowd funding could explore partnering with charitable organization(s)
- Chair/webmaster Mary Moore will develop an advertising program

Timeframe:

- The advertising program can start immediately. Funds can be reserved for communications building, and not for capital projects.
- T-shirt sales can be ongoing, and can be allocated to ongoing needs if approved.
- Longer-term fundraising for specific projects can start once the park project is well underway, and new ideas develop.

Evaluation Strategies

To help evaluate goal progress and outcomes, SBCC can:

- Provide ongoing reports in our monthly meetings
- Promote discussions/feedback at meetings
- Encourage Steering Committees who will report specifics for new projects
- Provide for feedback, in the form of specific surveys, from the community through our website and email campaigns. Advertise through FB.
- Document progress and report through FB, media and newsletters