

APRIL 2021

# WOLFVILLE BUSINESS DEVELOPMENT CORPORATION

STRATEGIC FRAMEWORK

PREPARED BY: UP PUBLIC RELATIONS

# OUR VISION

See your future in Wolfville.

# OUR PURPOSE

To foster the growth, development and sustainability of our business community, supporting our people to thrive economically, socially and culturally.



# OUR VALUES

Values	What We Are	How We Are
<b>Collaborative</b>	A volunteer board in Wolfville connecting our businesses to the community and other stakeholders.	<ul style="list-style-type: none"> <li>• Relationship builders</li> <li>• Facilitators</li> <li>• Champions</li> <li>• Connectors</li> <li>• Involved</li> </ul>
<b>Trustworthy</b>	An organization committed to transparency by communicating internally and externally with honesty and respect.	<ul style="list-style-type: none"> <li>• Caring</li> <li>• Empathetic</li> <li>• Professional</li> <li>• Supportive</li> <li>• Ethical</li> </ul>
<b>Forward-Thinking</b>	An open-minded team of approachable business leaders positively impacting the Wolfville community.	<ul style="list-style-type: none"> <li>• Innovative</li> <li>• Inclusive</li> <li>• Future-focused</li> <li>• Diverse</li> <li>• Entrepreneurial</li> </ul>
<b>Purposeful</b>	Providers of strategic, creative business initiatives in the best interest of our members.	<ul style="list-style-type: none"> <li>• Innovative</li> <li>• Intentional</li> <li>• Inquisitive</li> <li>• Inspiring</li> <li>• Resourceful</li> </ul>

# OUR STRATEGIC OBJECTIVE

We are recognized as consistently promoting Wolfville as a great place to work, live, study and visit year-round.

# OUR STRATEGY IS BASED ON FOUR PILLARS FOR GROWTH

## SUSTAINABILITY

- Engage the right people in the right roles to lead us and hold us accountable to our strategy with defined terms.
- Develop an annual business plan that drives success in the Wolfville business community.
- Bridge the gap between business and community through initiatives that promote, beautify and enhance Wolfville for residents and visitors.
- Leverage our position as a vibrant university town with the high potential to be a four-season destination.
- Engage our people and inspire a sense of pride and success throughout Wolfville.



## COMMUNICATIONS

- Develop a two-year communications plan with robust internal and external tactics of delivery.
- Share our business community's story through both traditional and digital communications opportunities.
- Create a physical office space to improve accessibility and raise community awareness.
- Build a strong WBDC brand to achieve our strategic objective.
- Produce a dynamic digital presence that creates and encourages ongoing dialogue with our stakeholders.

## RELATIONSHIPS

- Encourage engagement of members through sector-targeted initiatives.
- Find ways to bring people together through regular touchpoints, networking opportunities and events.
- Establish and foster strategic partnerships with like-minded organizations.
- Be the voice and the ears of the business community and engage and respond where appropriate.
- Maintain an open and frequent relationship with the town and the university, bringing the business community's perspective to these conversations.

## MEASUREMENT

- Determine our vision of success and create metrics for measuring our success and progress
- Maintain an accurate database of WBDC membership and engage regularly.
- Set clear, consistent criteria for delivering initiatives to the business community.
- Track and review overall brand engagement and re-evaluate as needed.
- Determine the number of strategic initiatives to invest in, increasing impact and member satisfaction.
- Review communications plan every two years and update accordingly.

