



SUMMARY

ABoT Draft Strategic Plan 2019-2022

Background

The Executive and elected Council members of the Annapolis Board of Trade (ABoT) met for two full days on October 8th and 15th, 2019 to develop a draft update to the 2015 ABoT Strategic Plan. From that, a 2020 Annual Action Plan was created to guide our work for the coming year. The intention is to take this work to our membership and the broader community for further input and support.

It was recognized that ABoT, as the primary business organization in the area, could do much more to benefit business in the local community if it partnered with other organizations to access funding for a large-scale multi-year project. The purpose of this project would be to trigger improvements to both economic and tourism development in the area, raise awareness of the significance of our local history and cultures to Canada, the Province and internationally, and to support on-going cultural and historic preservation.

This resulted in a long list of goals in 4 main areas:

1. To trigger a large-scale partnership project and acquire multi-year funding to improve local economic development, tourism and historic awareness and preservation.
2. To continue ABoT's existing initiatives, such as operating the local Visitor Information Centre, supporting community events and ABoT's own Business Expo and Business Awards programs.
3. To invest in improving ABoT's ability to foster 2-way communication with its members and the community through improving our website and holding more networking and business education events of interest to our members.
4. To continue to develop our capacity to operate as an effective Board, through By-Law updates, and on-going process improvements.

ABoT Situational Analysis (SWOT and Environmental Scan) Results

We conducted a broad environmental scan and a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) as a foundation to updating our Strategic Plan. As well, a range of provincial tourism and economic development studies were identified as resources for our on-going work and research along with the report of the Annapolis Royal Development Commission (ARDC) about 40 years ago, which did a great deal of historic preservation and tourism development work for our Town. And, along with setting new 3-year goals, we updated our Vision, Mission and Values as follows.

Our 2019 ABoT Vision

We are an active, innovative, trusted business organization, known for influencing decision-makers, and educating, connecting with and engaging our members and communities to support and improve the economy in our area.

(Note: Mandate from ABoT By-Laws: The objectives of the ABoT is to promote and improve trade and commerce and the economic, civic and social welfare of the district.)

Mission

The Annapolis Board of Trade is a membership organization of businesses, trades, associations, professions & individuals that supports, promotes and encourages trade and commerce, through partnering, educating, networking and collaborating for the economic, civic and social well-being of the Annapolis Board of Trade district.

Values

- Focus on the client (members)
- Management by Fact
- Integration of Effort
- Continuous Improvement
- Competence
- Empowerment

ABoT BIG PICTURE LONG -TERM GOALS 2019-2022: Our Steppingstones to Success

In 1-3 Years, by 2022, ABoT will be proud to have achieved the following as an organization and through new partner initiatives:

1. SUPPORT THE CREATION OF NEW ECONOMIC / BUSINESS & TOURISM DEVELOPMENT OPPORTUNITIES IN ABoT & SURROUNDING AREAS.

- Trigger a big economic development / tourism partnering project to access funding and acquire the resources we will need to achieve our goals
- Encourage & support economic development initiatives & activities in and around the ABoT area.
- Develop broad federal, provincial and general public awareness of the historical and cultural significance of the ABoT area.

2. DEVELOP NEW FUNDING SOURCES: Federal, Provincial, Municipal, Town etc. to access the resources needed to achieve our goals.

3. CONDUCT BROAD ECONOMIC & TOURISM DEVELOPMENT RESEARCH

- a. **Use existing Reports:** “NS Guide to Community Tourism Planning” report, Annapolis Royal Development Commission Report (ARDC) 1978-88, “Now or Never Call to Action Nova Scotia” report, “We Choose Now” (NS Tourism website) as background to creating effective projects
- b. **Research & build on successes elsewhere**

4. DEVELOP LOCAL COMMUNITY BUY-IN & PARTNERS

- Do community consultation and identify partners for the Big project
- Trigger/support development of local shoulder season activities to extend the tourism season

- Get more involved in Town decisions & activities:
- Use and promote small business support facilities at People Worx
- Enhance opportunities for local home-based businesses by partnering with Innovation Lab at Library
- Bring desired business education programs to our members through local economic development agencies

5. IMPROVE LOCAL ATTRACTIONS

Partner to improve existing local attractions, to bring more visitors, especially families to enjoy our area.

6. IMPROVE LOCAL TOURISM & BUSINESS COMPETITIVENESS

- Historical, Cultural & Attraction Marketing
- Historic Preservation
- Local Services Improvements, including public washrooms and signage
- Trigger Customer Service and Tourism Training

7. SUPPORT ENTREPRENEUR IMMIGRATION

- Offer letters of support to support for immigration from within and outside Canada to viable businesses, and work with provincial entrepreneur immigration programs.

8. IMPROVE 2-WAY COMMUNICATIONS & SUPPORT TO MEMBERS

- Raise ABoT profile in business and local community
- Continue community event sponsorship: Natal Days, Parade of Lights, Keg, Cask and Food event.
- Find ways to improve promotion of ABoT members at VIC and elsewhere
- Hold Member Networking & Business Education and Programs
- Update ABoT Logo & Marketing
- Continue and improve annual Business Expo and Business Awards

9. CONTINUE TO OPERATE VIC ON BEHALF OF ABoT AREA

- Manage NSPI Location Risk
- HR Management is timely and effective

10. ADVOCACY

- We advocate to government on behalf of our members regarding locally relevant community & economic development, immigration, & environmental issues

11. TECHNOLOGY

- Invest in updating and improving ABoT website to make it more functional for 2-way communication, payment processing for membership fees and ABoT sponsored even

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