

urba

Uptown Rutland

BUSINESS ASSOCIATION

URBA Levy Renewal 2023 – 2027



Hard Working. Diverse. Authentic. Approachable. Rutland Proud.

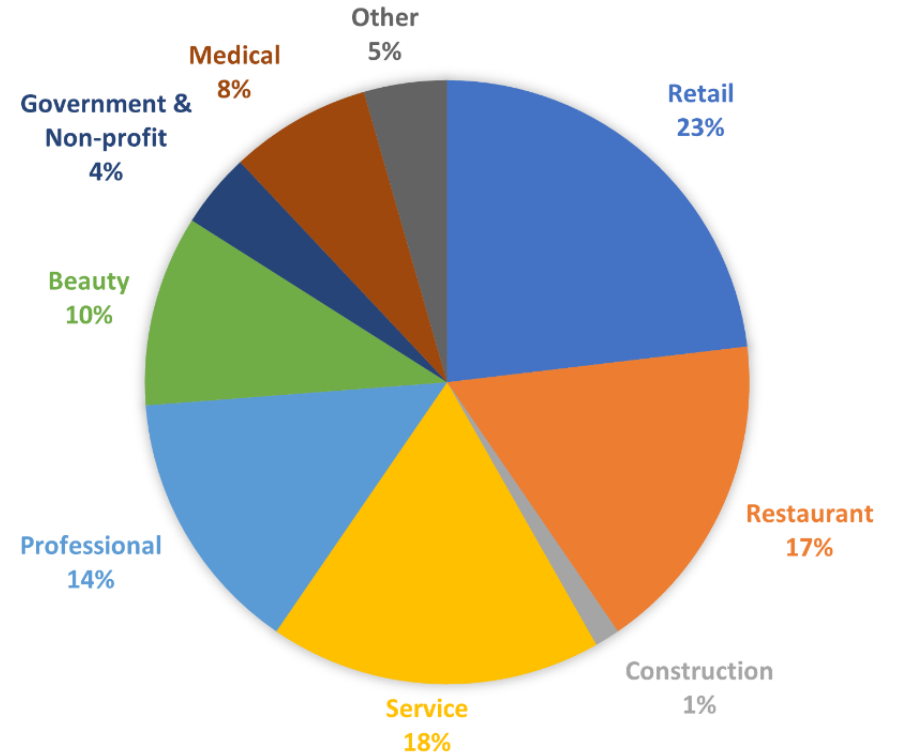
VISION STATEMENT

RUTLAND PROUD: To attract and expand development, business and prosperity with pride and purpose.

MISSION STATEMENT

UPTOWN, DOWN TO EARTH: To grow and strengthen Rutland's hard-working business community through authentic connections and strategic opportunities.

URBA BIA MEMBERS



2021 - 2024 Strategic Plan *at a glance*



We see a community which ...

VISION



VALUES



**Authentic. Hardworking
Diverse.**



Uncomplicated.



Approachable.



Proud.

GOALS

PROMOTION promote businesses and the area to customers, investors, entrepreneurs	Goal 1: Broaden the reach Develop marketing plan, increase social and identify what our members want	Goal 2: Share our stories Celebrate local activities, initiatives and successes with broader community
ADVOCACY advocate for our vision of Rutland and for the possible	Goal 1: Build cohesive vision Open dialogue with existing members to support their wants, needs and goals	Goal 2: Expand BIA Expand BIA region beyond the current borders to align with Urban Centre border
CAPACITY provide the best resources for area businesses, investors, customers	Goal 1: Increase visibility Update and expand collateral and reach, identify types of support for membership	Goal 2: Support local businesses Develop a database of information, resources and funding opportunities
CONNECTIONS cultivate fruitful relationships with key stakeholders	Goal 1: Increase community contacts Identify key stakeholders, develop a communications plan, motivate dialogue	Goal 2: Shift approach with gov't Actively work with local and provincial governments to develop solutions

PROMOTION	ADVOCACY	CAPACITY	CONNECTIONS
Actions <ul style="list-style-type: none"> • develop marketing plan • expand collateral • expand social • Board actively participates in URBA networking events • identify community groups and networking events for Board and ED to attend to increase presence and awareness • sponsorships - external events • website, social, newsletter, videos, podcasts • Tourism Kelowna Mural Passport • more walking tours • make info about events, programs and services easy to find 	Actions <ul style="list-style-type: none"> • develop marketing plan that targets members, developers/ investors, business sector/ entrepreneurs • survey interviews with members • update website with platform for members to communicate with each other • prospectus map • "in your area" map • educate membership around potential and limitations of OCP • facilitate roundtables for members, developers, business sector • strike committee for BIA expansion • strike governance committee • BIA best practices • identify needed infrastructure 	Actions <ul style="list-style-type: none"> • develop print and digital collateral • expand social • move office to higher visibility location • advertising campaigns with Kelowna Now and Castanet • determine what type of support and resources members want and need • develop a database for members: info, resources, funding options, missing amenities and services • hire marketing/admin resource 	Actions <ul style="list-style-type: none"> • identify key stakeholders and establish regular meeting • develop a communications plan • motivate dialogue by reaching out • develop government relations plan • identify key government contacts • establish recognition and appreciation program: internal and external • host community visioning workshops



Murals 2022



"Binési"
Peatr Thomas
Rutland Thrift



"Athru"
Doras
Gospel Mission
Thrift Store



"Love Blossoms"
Tyler Toews
Rutland Thrift



"A Seat at the Table"
John Ross
MCC Thrift Store



Spirit of the Lake

Map

MORE INFO

What Animal Is NOT Included In This Mural?

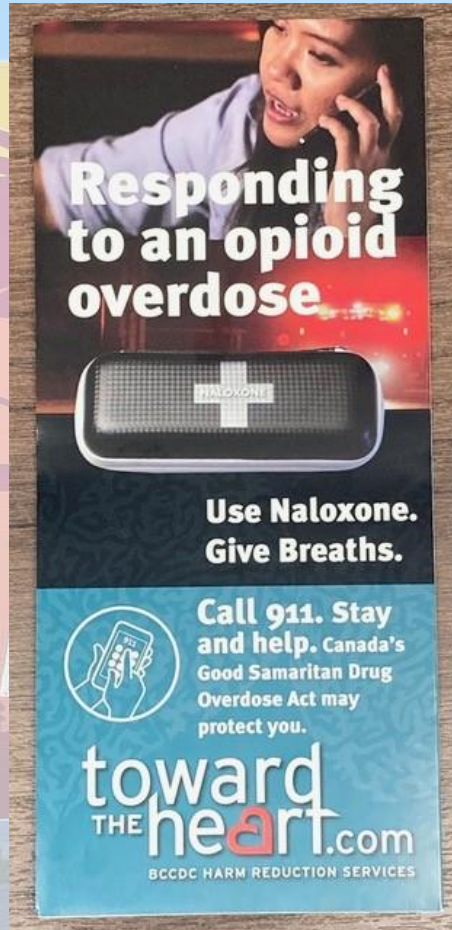
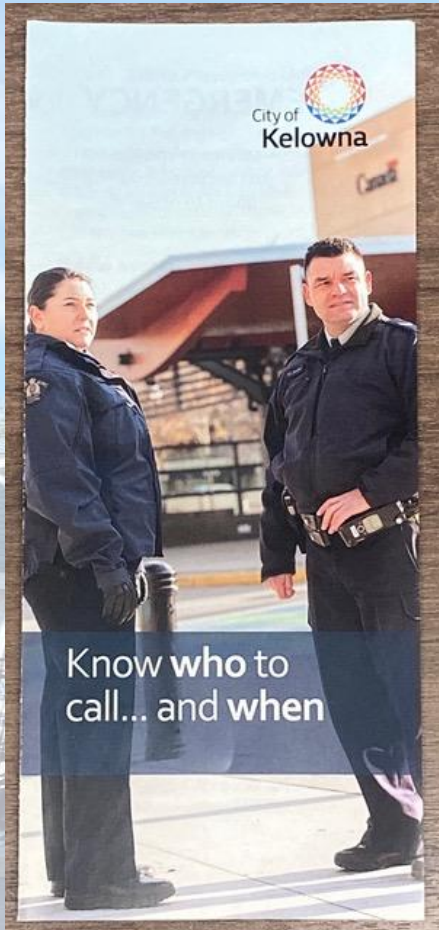
- A. Bear (1111)
- B. Turtle (2222)
- C. Quail (3333)
- D. Salmon (4444)

Answer

Home icon | Location pin icon | MENU | Globe icon | Question mark icon



Community Safety



Proposed BIA Budget

	2023	2024	2025	2026	2027
Revenue					
City Funding Tax Levy (Capped)	222,547	233,675	245,359	257,627	270,508
Other Income					
Events, Sponsorships, Grants, Associate Memberships	34,267	32,439	34,906	36,680	48,560
Total Revenue	256,814	266,114	280,265	294,307	319,068
Expense					
Beautification/Streetscape	41,000	40,000	40,000	40,000	40,000
Community Safety/Programs	3,000	3,000	3,000	3,000	3,000
Events & Promotions	8,453	8,876	9,319	9,785	10,275
Office & Administration	155,317	164,588	170,509	178,862	202,826
Marketing	43,745	41,370	43,338	45,405	47,575
Total Expense	251,515	257,834	266,167	277,053	303,676
Net Revenue	5,300	8,280	14,098	17,255	15,392

Proposed Budget 2023 - 2027

- Office Space
- Contingency Fund
- Beautification – Uptown Mural Project
- New Revenue



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Thank You!



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