



KENTVILLE DEVELOPMENT CORPORATION LIMITED

STRATEGIC PLAN 2017

Approved March 13, 2017

**Kentville Development Corporation Limited
Strategic Plan
2017**

CONTENTS

Vision and Mission Statements	Page 1
Functional Areas	Page 2
Goals (Long Term)	Page 3
Objectives	Page 4

**Kentville Development Corporation Limited
Strategic Plan
2017**

Vision Statement:

**Kentville is the vibrant, diverse
Business and profession centre of the Valley.**

Mission Statement:

**KDCL creates an environment
which is attractive, supportive and welcoming
to a diverse group of businesses and professionals.**

**Kentville Development Corporation Limited
Strategic Plan
2017**

KDCL Functional Areas

Business development – growth and support

People/Community – downtown is a people place

Infrastructure/Investment – development in the Downtown

Marketing/Communication – with and on behalf of the business community

Representation/Advocacy – on behalf of the business community

Kentville Development Corporation Limited
Strategic Plan
2017
KDCL Goals (Long Term)

Business Development

- 1) Downtown Kentville will have an occupancy rate of at least 95%.

People / Community

- 2) The residential / commercial mix of Downtown Kentville will be 40% residential and 60% commercial.
- 3) Downtown Kentville will be a people place through developing amenities, events and activities.

Infrastructure / Investment

- 4) Downtown Kentville will have infrastructure and amenities that are attractive for development.

Marketing / Communication

- 5) Kentville will be recognized as the vibrant and diverse business and professional centre of the Valley.
- 6) Kentville businesses and the broader community will openly share information and ideas.

Representation / Advocacy

- 7) KDCL will represent the collective interests of the downtown business community.

Kentville Development Corporation Limited
Strategic Plan
2017
KDCL Goals and Objectives

Business Development

- 1. Downtown Kentville will have an occupancy rate of at least 95%.**

Objectives:

- 1.1 Develop an inventory of existing businesses and of available space/land (properties available for development) – residential and commercial.
- 1.2 Prepare and initiate a business Recruitment plan.
- 1.3 Prepare and initiate a business Retention Plan.

People/Community

- 2. The residential/commercial mix of Downtown Kentville will be 40% residential and 60% commercial.**

Objectives:

- 2.1 Work with the Town of Kentville to prepare a comprehensive revitalization and development plan for downtown Kentville.
- 2.2 Advocate for a 40% residential/60% commercial mix.

- 3. Downtown Kentville will be a people place through developing venues, events and activities.**

Objectives:

- 3.1 Work with the Town of Kentville to develop community venues
- 3.2 Develop regular events that will draw people downtown.
- 3.3 Explore the 10 – 10 – 10 concept (Retail – Eateries – Things to do).

Infrastructure/Investment

- 4. Downtown Kentville will have infrastructure and amenities that are attractive for development.**

Objectives:

- 4.1 Continue with downtown building façade program to freshen the look of properties and provide an attractive streetscape in the downtown core.
- 4.2 Identify traffic and parking issues, needs and options for creating a high level of satisfaction for customers and employees.
- 4.3 Make downtown Kentville a technological advanced (SMART) community.
- 4.4 Prepare a Beautification (“green”) Plan for the downtown.
- 4.5 Identify gaps in infrastructure and amenities.

Marketing/Communication

5 Kentville will be recognized as the vibrant and diverse business and professional centre of the Valley.

Objectives:

- 5.1 Establish the Kentville Development brand, which clearly communicates why someone would call KDCL.
- 5.2 Develop an interactive web site that informs, promotes and sells.
- 5.3 Prepare and initiate a downtown marketing and promotion plan.

6 Kentville businesses and the broader community will openly share information and ideas.

Objectives:

- 6.1 Prepare and implement a Communication Strategy.

Representation/Advocacy

7 KDCL will represent the collective interests of the Kentville business community.

Objectives:

- 7.1 Work with the Town of Kentville to develop support and assistance programs for existing and new businesses.
- 7.2 Establish a process for dealing with issues (advocacy process).
- 7.3 Develop relationships with other influential bodies/people.
- 7.4 Create opportunities for Kentville business people to share ideas.