



Annual Work Plan

Name: Viveca Gravel Job Title: Community Development Coordinator

Department: Community Services

Division: Community Development and Marketing



Projects

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: River District Events/Activations			Status: Not Yet Commenced		
<input type="checkbox"/> Strategic Priority: Choose an item. <input checked="" type="checkbox"/> Master Plan (RDAP) <input type="checkbox"/> Committee / Council Requested <input type="checkbox"/> Legislated <input type="checkbox"/> Capital Project <input type="checkbox"/> Other:	Continue to plan and deliver exciting events to attract the target market to the River District area. Coordinate with Owen Sound Events, Tourism coordinators, Stakeholder: RDBM City of Owen Sound	Project Charter/RACI When To Use <input checked="" type="checkbox"/> N/A	People: Jennifer Wright Melissa Crannie Paul McGrath RDBM RTO7 Grey County Tourism Approved Budget: TBD for 2023		Report to RDBM Implementation Procurement Timing: 2023-01-11 Positive analytics & feedback Completion Date: 2023-12-31

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Hottest Street Sale			Status: Not Yet Commenced		
<input type="checkbox"/> Strategic Priority: Choose an item. <input checked="" type="checkbox"/> Master Plan (RDAP) <input type="checkbox"/> Committee / Council Requested <input type="checkbox"/> Legislated <input type="checkbox"/> Capital Project <input type="checkbox"/> Other:	Continue to plan and execute the Hottest Street Sale with approval from the RDBM <ul style="list-style-type: none"> • Work with Summerfolk • Chamber of Commerce • Vendors Stakeholder: RDBM City of Owen Sound	Project Charter/RACI When To Use <input checked="" type="checkbox"/> N/A	People: Jennifer Wright Melissa Crannie Paul McGrath RDBM Owen Sound Chamber Approved Budget: TBD for 2023		Report to RDBM Implementation Successful & positive event based on attendance and business feedback Procurement Timing: 2023-01-11 Completion Date: 2023-07-31

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Annual Best Practices Mission Data Collection			Status: Not Yet Commenced		
<input type="checkbox"/> Strategic Priority: <input checked="" type="checkbox"/> Master Plan (RDAP) <input type="checkbox"/> Committee / Council Requested <input type="checkbox"/> Legislated <input type="checkbox"/> Capital Project <input type="checkbox"/> Other:	Examine cities that have successfully closed a road to support businesses and report to Board with findings and possible ways to implement in the River District Stakeholder: RDBM City of Owen Sound	Project Charter/RACI When To Use <input checked="" type="checkbox"/> N/A	People: Paul McGrath RDBM Approved Budget: RDBM operating budget with approval		Report to RDBM with recommendations Procurement Timing: 2023-01-11 Report to RDBM with detailed implementation Completion Date: 2023-12-31

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Create Locals Love it here program			Status: Proceeding as Anticipated		
<input type="checkbox"/> Strategic Priority: <input checked="" type="checkbox"/> Master Plan (RDAP) <input type="checkbox"/> Committee / Council Requested <input type="checkbox"/> Legislated <input type="checkbox"/> Capital Project <input type="checkbox"/> Other:	Create an intuitive, collaborative program to engage locals through advertising channels Stakeholder: RDBM City of Owen Sound	Project Charter/RACI When To Use <input checked="" type="checkbox"/> N/A	People: Paul McGrath Melissa Crannie Jennifer Wright RDBM Pam Coulter Approved Budget: Operating budget	Click or tap here to enter text.	Completion Date: 2023-12-31

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: 2023 Social Media Calendar			Status: Proceeding as Anticipated		
<input type="checkbox"/> Strategic Priority: <input checked="" type="checkbox"/> Master Plan (RDAP) <input type="checkbox"/> Committee / Council Requested <input type="checkbox"/> Legislated <input type="checkbox"/> Capital Project <input type="checkbox"/> Other:	Create social media calendar for 2023 Stakeholder: RDBM City of Owen Sound	Project Charter/RACI When To Use <input checked="" type="checkbox"/> N/A	People: Paul McGrath Jennifer Wright Melissa Crannie Approved Budget: Operating budget		Completion Date: 2023-03-31

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Annual RDBM summit			Status: Not Yet Commenced		
<input type="checkbox"/> Strategic Priority: <input checked="" type="checkbox"/> Master Plan (RDAP) <input type="checkbox"/> Committee / Council Requested <input type="checkbox"/> Legislated <input type="checkbox"/> Capital Project <input type="checkbox"/> Other:	<ul style="list-style-type: none"> Host annual RDBM summit for River District businesses. <p>Stakeholder: RDBM City of Owen Sound</p>	Project Charter/RACI When To Use <input checked="" type="checkbox"/> N/A	People: Paul McGrath RDBM Approved Budget: Operating budget		Report to RDBM Implementation Completion Date: 2023-07-31

Core Service Tasks

Task Name	Description	Resources	Barriers/ Mitigation Tactics	Key Result
Business Rewards Program	Continue business rewards program for River District businesses based on a list of criteria with a prize monthly or quarterly. Stakeholder: RDBM City of Owen Sound	People: P. McGrath Pam Coulter RDBM Approved Budget: Operating Budget Other: Click or tap here to enter text.		
River District Website Management	Continue to update owensoundriverdistrict.ca as they are required <ul style="list-style-type: none"> • Business Directory • Photo Gallery • Content Stakeholder: RDBM City of Owen Sound	People: Paul McGrath RDBM Melissa Crannie Jennifer Wright Summer student Approved Budget: Operating budget Other: VS Group – Technical Support		Up-to-date, clean, content-based website.
Content Creation for social media, newsletter & website	Create or support the creation of unique content to be shared on the Website and on social media <ul style="list-style-type: none"> • Video • Written • Photo 	People: Paul McGrath RDBM Melissa Crannie Jennifer Wright Approved Budget:		Regular content updates

	Stakeholder: Residents and Visitors	Operating budget		
Phone, email, and face-to-face communications with River District businesses	Continue to be the point of contact for River District businesses with questions and provide them with information well in advance with regular follow up Work with Parks & Public Works to ensure cleanliness of the River District & beautification Stakeholder: RDBM City of Owen Sound	People: Paul McGrath Approved Budget: Operating budget		Monthly newsletter delivered to River District members.
Communication with internal city departments	Work with Parks & Public Works to ensure cleanliness of the River District & beautification Stakeholder: RDBM City of Owen Sound	People: Public Works Approved Budget: Operating budget		