



City of Owen Sound

2025 Workplan, River District Coordinator

Section 1: Project Information

Project Title: River District Events

Project Status: Proceeding as Anticipated

Project Rationale (select all that apply):

- ☐ Strategic Priority ☐ Master Plan ☐ Committee or Council Request ☐ Legislated
☐ Capital Project ☐ Service Review Action ☐ Policy Review Project ☒ Other: River District Action Plan

Identify if a Project Charter or RACI Has Been Completed:

- ☐ Project Charter ☐ RACI ☒ N/A

SMART Goal (Description)	Resources	Risks and Mitigation	Milestones
<p>Continue to plan and deliver a roster of exciting events that will attract the target market to the River District area. And Coordinate with Owen Sound Events and Tourism coordinators such as</p> <ul style="list-style-type: none">• Just Say Yes• Wheel & Ride• River District Blooms• Hottest Street Sale• Trick-or-Treat Trail• Holiday Magic• Moonlight Madness <p>Stakeholders Affected: RDBM & Membership City of Owen Sound Other partners such as Kiwanis Club of Owen Sound, Owen Sound & District</p>	<p>People:Pam Coulter River District Board of Management Jennifer Wright, Melissa Crannie, River District Board of Management, Public Works, Parks</p> <p>Approved Budget:TBD for 2025</p> <p>Other:RTO7, Grey County Tourism, Cobble Beach Concours d'Elegance</p>	<p>Risk(s):Click or tap here to enter text.</p> <p>Mitigation(s):Click or tap here to enter text.</p>	<p>Project Milestones: Reports to RDBM</p> <p>Procurement Timing: January 8, 2025</p> <p>Completion Date: December 31, 2025</p>

Chamber of Commerce, Optimist Clubs & Cobble Beach			
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Project Title: Events Presented in the River District

Project Status: Proceeding as Anticipated

Project Rationale (select all that apply):

- ☐ Strategic Priority
 ☐ Master Plan
 ☐ Committee or Council Request
 ☐ Legislated
☐ Capital Project
 ☐ Service Review Action
 ☐ Policy Review Project
 ☒ Other: River District Action Plan

Identify if a Project Charter or RACI Has Been Completed:

- ☐ Project Charter
 ☐ RACI
 ☒ N/A

SMART Goal (Description)	Resources	Risks and Mitigation	Milestones
Continue to support outside parties in running events within the River District such as; <ul style="list-style-type: none"> Cars & Coffee Pride Parade One World Festival Earth Day Art Walk Community Artist Tour & many more Stakeholders Affected: RDBM City of Owen Sound	People: Jennifer Wright Melissa Crannie Pam Coulter RDBM Public Works Parks Approved Budget: TBD for 2025 Other:Click or tap here to enter text.	Risk(s):Click or tap here to enter text. Mitigation(s):Click or tap here to enter text.	Project Milestones: Report to RDBM Procurement Timing: January 8, 2025 Completion Date: December 31, 2025

Others as they apply to events			
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Project Title: Locals Love It Here Program

Project Status: Proceeding as Anticipated

Project Rationale (select all that apply):

- ☐ Strategic Priority
 ☐ Master Plan
 ☐ Committee or Council Request
 ☐ Legislated
☐ Capital Project
 ☐ Service Review Action
 ☐ Policy Review Project
 ☒ Other: River District Action Plan

Identify if a Project Charter or RACI Has Been Completed:

- ☐ Project Charter
 ☐ RACI
 ☒ N/A

SMART Goal (Description)	Resources	Risks and Mitigation	Milestones
<p>Continue to expand an intuitive, collaborative program to engage locals through advertising channels and partnerships. Create video & other social media content under the LLiH program</p> <p>Stakeholders Affected: RDBM City of Owen Sound River District Members Broader Owen Sound</p>	<p>People:Melissa Crannie Jennifer Wright RDBM Pam Coulter Business community</p> <p>Approved Budget:TBD 2025 budget</p> <p>Other:Click or tap here to enter text.</p>	<p>Risk(s):Click or tap here to enter text.</p> <p>Mitigation(s):Click or tap here to enter text.</p>	<p>Project Milestones: Report to RDBM</p> <p>Procurement Timing: January 8, 2025</p> <p>Completion Date: December 31, 2025</p>

Project Title: 2025 Social Media Content Calendar

Project Status: Proceeding as Anticipated

Project Rationale (select all that apply):

- ☐ Strategic Priority ☐ Master Plan ☐ Committee or Council Request ☐ Legislated
☐ Capital Project ☐ Service Review Action ☐ Policy Review Project ☒ Other: River District Action Plan

Identify if a Project Charter or RACI Has Been Completed:

- ☐ Project Charter ☐ RACI ☒ N/A

SMART Goal (Description)	Resources	Risks and Mitigation	Milestones
Create and follow a social media content calendar for 2025 Stakeholders Affected: RDBM City of Owen Sound	People: Melissa Crannie, Jennifer Wright, Carly McArthur Approved Budget: In House, RDBM Operating Budget with approval Other: Click or tap here to enter text.	Risk(s): Click or tap here to enter text. Mitigation(s): Click or tap here to enter text.	Project Milestones: Positive feedback from the community Procurement Timing: January 8, 2025 Completion Date: December 31, 2025

Project Title: Annual Membership Celebration

Project Status: Monitoring Progress

Project Rationale (select all that apply):

- ☐ Strategic Priority ☐ Master Plan ☐ Committee or Council Request ☐ Legislated
☐ Capital Project ☐ Service Review Action ☐ Policy Review Project ☒ Other: River District Action Plan

Identify if a Project Charter or RACI Has Been Completed:

- ☐ Project Charter ☐ RACI ☒ N/A

SMART Goal (Description)	Resources	Risks and Mitigation	Milestones
Plan and execute annual membership celebration	People: RDBM, Pam Coulter, Volunteers: TBD	Risk(s):Click or tap here to enter text.	Project Milestones: Report to RDBM
Stakeholders Affected: RDBM, City of Owen Sound	Approved Budget: In House, RDBM Operating Budget with approval	Mitigation(s):Click or tap here to enter text.	Procurement Timing: January 8, 2025
	Other:Click or tap here to enter text.		Completion Date: December 31, 2025

Project Title: River District Animation/Activation

Project Status: Proceeding as Anticipated

Project Rationale (select all that apply):

- ☐ Strategic Priority ☐ Master Plan ☐ Committee or Council Request ☐ Legislated
☐ Capital Project ☐ Service Review Action ☐ Policy Review Project ☒ Other: River District Action Plan

Identify if a Project Charter or RACI Has Been Completed:

- ☐ Project Charter ☐ RACI ☒ N/A

SMART Goal (Description)	Resources	Risks and Mitigation	Milestones
Continue to create opportunity for target demo and more to come to and	People: Melissa Crannie, Jennifer Wright, RDBM	Risk(s):Click or tap here to enter text.	Project Milestones: Report to RDBM

<p>interact with the RD on an ongoing basis such as.</p> <ul style="list-style-type: none"> • Pizza of the River District • Warmest Seat on the Street • Holiday Window Decorating • Event window decorating where appropriate • Shopping Passports <p>Stakeholders Affected: RDBM & City of Owen Sound</p>	<p>Approved Budget: In-House RDBM operating budget with approval</p> <p>Other: Click or tap here to enter text.</p>	<p>Mitigation(s):</p>	<p>Procurement Timing: January 8, 2025</p> <p>Completion Date: December 31, 2025</p>
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Project Title: Ensure Cleanliness & Beautification of the River District

Project Status: Proceeding as Anticipated

Project Rationale (select all that apply):

- ☐ Strategic Priority
 ☐ Master Plan
 ☐ Committee or Council Request
 ☐ Legislated
- ☐ Capital Project
 ☐ Service Review Action
 ☐ Policy Review Project
 ☒ Other: River District Action Plan

Identify if a Project Charter or RACI Has Been Completed:

- ☐ Project Charter
 ☐ RACI
 ☒ N/A

SMART Goal (Description)	Resources	Risks and Mitigation	Milestones
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Work with Parks & Public Works to ensure cleanliness of the River District & beautification	People: Pam Coulter, RDBM, Eckhard Pastrik, Parks Division, Public Works Division, Heidi Jennen, Clerks Approved Budget: In-House, RDBM operating budget with approval Other: Click or tap here to enter text.	Risk(s): Click or tap here to enter text. Mitigation(s): Click or tap here to enter text.	Project Milestones: Report to RDBM Procurement Timing: January 8, 2025 Completion Date: December 31, 2025
Stakeholders Affected: RDBM, City of Owen Sound			

Project Title: River District Lighting Enhancements

Project Status: Monitoring Progress

Project Rationale (select all that apply):

- ☐ Strategic Priority
 ☐ Master Plan
 ☐ Committee or Council Request
 ☐ Legislated
☐ Capital Project
 ☐ Service Review Action
☐ Policy Review Project
☒ Other: River District Action Plan

Identify if a Project Charter or RACI Has Been Completed:

- ☐ Project Charter
☐ RACI
☒ N/A

SMART Goal (Description)	Resources	Risks and Mitigation	Milestones
Complete the installation and celebration around lighting enhancements in the River District	People: Pam Coulter, Eckhard Pastrik, RD Building Owners Approved Budget: Approved budget from RD reserves Other: Click or tap here to enter text.	Risk(s): Click or tap here to enter text. Mitigation(s): Click or tap here to enter text.	Project Milestones: RDBM report approval for lighting enhancements Procurement Timing: September 2024 Completion Date: June, 2025
Stakeholders Affected: RDBM, City of Owen Sound			

Project Title: River District DRP2 Opening Celebration

Project Status: Proceeding as Anticipated

Project Rationale (select all that apply):

- ☐ Strategic Priority ☐ Master Plan ☐ Committee or Council Request ☐ Legislated
☒ Capital Project ☐ Service Review Action ☐ Policy Review Project ☐ Other: Click or tap here to enter text.

Identify if a Project Charter or RACI Has Been Completed:

- ☐ Project Charter ☐ RACI ☒ N/A

SMART Goal (Description)	Resources	Risks and Mitigation	Milestones
Develop and execute an opening celebration for the completion of the Downtown River Precinct Project 2 completion Stakeholders Affected: RDBM, City of Owen Sound	People: Jennifer Wright, Pam Coulter, Engineering Division, Public Works Division, Parks Division Approved Budget:As approved through Engineering Other:Click or tap here to enter text.	Risk(s):Click or tap here to enter text. Mitigation(s):Click or tap here to enter text.	Project Milestones: Completion of the DRP2 project Procurement Timing: Click or tap here to enter text. Completion Date: June 6, 2025

Section 2: Core Service Tasks

To add another row, click inside the last row and then click the 'blue +' symbol that appears at the bottom right of the table.

Task Name	Description	Resources	Key Performance Indicators
River District Website Management	<p>Continue to update and make changes to owensoundriverdistrict.ca as they are required</p> <ul style="list-style-type: none"> • Business Directory • Photo Gallery • Content <p>Stakeholder: RDBM, City of Owen Sound</p>	<p>People: Pam Coulter RDBM Melissa Crannie Jennifer Wright</p> <p>Approved Budget: RDBM operating budget with approval</p> <p>Other: VS Group – Technical Support</p>	Up to date, clean, content-based website
Content Creation for social media, newsletter & website	<p>Create or support the creation of unique content to be shared on the Website and on social media</p> <p>Stakeholder: RDBM City of Owen Sound</p>	<p>People: Pam Coulter RDBM Melissa Crannie Jennifer Wright</p> <p>Approved Budget: In-House RDBM operating budget with approval</p> <p>Other: Rogers TV and other as required</p>	Regular content updates
River District Newsletter Creation	Create and distribute monthly newsletter for River District businesses focusing on simple points to encourage engagement	<p>People: RDBM Pam Coulter Planning</p>	Monthly newsletter delivered to River District members

	Stakeholder: RDBM City of Owen Sound	Bi-Law Business Enterprise Centre Approved Budget: In-House Other: Click or tap here to enter text.	
River District Social Media Management	Post regular content to engage demographic and increase likes/follows Stakeholder: RDBM City of Owen Sound	People: RDBM Melissa Crannie Jennifer Wright Pam Coulter Approved Budget: In-House RDBM operating budget with approval Other: Click or tap here to enter text.	Increased engagement on social media channels Likes Follows Comments
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 Stakeholder: RDBM City of Owen Sound	People: Pam Coulter, RDBM Approved Budget: In-House Other: Click or tap here to enter text.	Positive RDBM and business feedback
Promotional Material Development	Create and maintain a library of brochures, rack cards, banners, posters and more as required Stakeholder: RDBM, City of Owen Sound	People: Pam Coulter Melissa Crannie Jennifer Wright Approved Budget: Click or tap here to enter text.	Access to regularly updated materials for distribution

		Other: Click or tap here to enter text.	
Relationship Development& Management	<p>Continue to develop and maintain relationships with outside organizations Summerfolk, Owen Sound & District Chamber of Commerce, Sweetwater Music Festival, Georgian College and service groups</p> <p>Stakeholder: RDBM City of Owen Sound</p>	<p>People: Pam Coulter RDBM Outside groups</p> <p>Approved Budget: Click or tap here to enter text.</p> <p>Other: Click or tap here to enter text.</p>	Increased community engagement