

City of Owen Sound

2025 Workplan, River District Coordinator

Section 1: Project Information

Project Title: River District Events

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 Chart	ter or RACI Has Been Com	pleted:	
□ Project Charter	□ RACI	■ N/A	

CMART Cool (Recovirtion)	D	Diales and Militarian	Milestense
SMART Goal (Description)	Resources	Risks and Mitigation	Milestones
Continue to plan and deliver a	People:Pam Coulter River	Risk(s):Click or tap here to	Project Milestones: Reports to
roster of exciting events that	District Board of Management	enter text.	RDBM
will attract the target market	Jennifer Wright, Melissa		
to the River District area. And	Crannie, River District Board	Mitigation(s):Click or tap here	Procurement Timing: January
Coordinate with Owen Sound	of Management, Public Works,	to enter text.	8, 2025
Events and Tourism	Parks		,
coordinators such as			Completion Date: December
Just Say Yes	Approved Budget:TBD for		31, 2025
Wheel & Ride	2025		
River District Blooms			
Hottest Street Sale	Other:RTO7, Grey County		
Trick-or-Treat Trail	Tourism, Cobble Beach		
Holiday Magic	Concours d'Elegance		
Moonlight Madness	Concours a Eleganice		
1400might Madness			
Stakeholders Affected: RDBM			
& Membership City of Owen			
•			
Sound Other partners such			
as Kiwanis Club of Owen			
Sound, Owen Sound & District			

Chamber of Commerce, Optimist Clubs & Cobble Beach		

Project Title: Events Presented in the River District

Project Rationale (selec	ct all that apply):		
□ Strategic Priority	☐ Master Plan	□ Committee or Council Request	□ Legislated
□ Capital Project	☐ Service Review Action	n □ Policy Review Project	■ Other: River District Action Plan
Identify if a Project Cha	arter or RACI Has Been Co	empleted:	
□ Project Charter	□ RACI	■ N/A	

SMART Goal (Description)	Resources	Risks and Mitigation	Milestones
Continue to support outside	People:	Risk(s):Click or tap here to	Project Milestones: Report to
parties in running events	Jennifer Wright	enter text.	RDBM
within the River District such	Melissa Crannie		
as;	Pam Coulter	Mitigation(s):Click or tap here	Procurement Timing: January
Cars & Coffee	RDBM	to enter text.	8, 2025
Pride Parade	Public Works		
 One World Festival 	Parks		Completion Date: December
Earth Day			31, 2025
Art Walk	Approved Budget: TBD for		
 Community Artist Tour 	2025		
& many more			
	Other: Click or tap here to		
Stakeholders Affected:	enter text.		
RDBM			
City of Owen Sound			

Others as they apply to		
events		

Project Title: Locals Love It Here Program

Project Rationale (sele	ct 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 Ch	arter or RACI Has Been Con	npleted:	
□ Project Charter	□ RACI	■ N/A	

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

Project Title: 2025 Social Media Content Calendar

Project Status: Proceeding as Anticipated

Project Rationale (select a	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 Chart	er or RACI Has Been Com	pleted:	
□ Project Charter	□ RACI	■ N/A	

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

Project Title: Annual Membership Celebration

Project Status: Monitoring Progress

Project Rationale (select all that apply):

□ Strategic Priority□ Capital Project	☐ Master Plan☐ Service Review Action	□ Committee or Council Request□ Policy Review Project	□ Legislated■ Other: River District Action Plan
<i>Identify if a Project Chart</i> □ Project Charter	rer or RACI Has Been Com	pleted: ■ 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 a	all that apply):		
☐ Strategic Priority	☐ Master Plan	☐ Committee or Council Reques	st 🗆 Legislated
☐ Capital Project	☐ Service Review Action	☐ Policy Review Project	Other: River District Action Plan

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

 interact with the RD on an ongoing basis such as. Pizza of the River District Warmest Seat on the Street Holiday Window Decorating Event window decorating where appropriate Shopping Passports 	Approved Budget: In-House RDBM operating budget with approval Other: Click or tap here to enter text.	Mitigation(s):	Procurement Timing: January 8, 2025 Completion Date: December 31, 2025
Stakeholders Affected: RDBM & City of Owen Sound			

Project Title: Ensure Cleanliness & Beautification of the River District

Project Rationale (select	t all that	apply):				
☐ Strategic Priority	□ Mas	ster Plan	☐ Committe	e or Council Request	□ Leg	islated
□ Capital Project	□ Serv	vice Review Action	☐ Policy Rev	riew Project	■ Oth	er: River District Action Plan
Identify if a Project Cha	rter or R	ACI Has Been Com	pleted:			
□ Project Charter	□ RAC		■ N/A			
- Project Charter		J1	■ IN/ A			
SMART Goal (Descrip	otion)	Resources		Risks and Mitigation		Milestones

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

Project Title: River District Lighting Enhancements

Project Status: Monitoring Progress

Project Rationale (select a	nii that appiy):		
☐ 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 Charte	er or RACI Has Been Comp	pleted:	
☐ Project Charter	□ RACI	■ N/A	

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

Project Title: River District DRP2 Opening Celebration

Project Rationale (sele	ct all that apply):		
☐ Strategic Priority	☐ Master Plan	□ Committee or Council Request	□ Legislated
■ Capital Project	☐ Service Review Ac	tion Policy Review Project	☐ Other: Click or tap here to enter text.
Identify if a Project Ch	arter or RACI Has Been	Completed:	
□ Project Charter	□ RACI	■ N/A	

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

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	Continue to update and make	People:	Up to date, clean, content-based
Management	changes to	Pam Coulter	website
	owensoundriverdistrict.ca as they	RDBM	
	are required	Melissa Crannie	
	Desciones Diverten	Jennifer Wright	
	Business Directory		
	Photo Gallery	Approved Budget:	
	Content	RDBM operating budget with	
		approval	
	Stakeholder:		
	RDBM, City of Owen Sound	Other: VS Group – Technical	
	, ,	Support	
Content Creation for social media,	Create or support the creation of	People:	Regular content updates
newsletter & website	unique content to be shared on the	Pam Coulter	
	Website and on social media	RDBM	
		Melissa Crannie	
	Stakeholder: RDBM	Jennifer Wright	
	City of Owen Sound	Approved Budget:	
		In-House	
		RDBM operating budget with	
		approval	
		Other: Rogers TV and other as	
		required	
River District Newsletter Creation	Create and distribute monthly	People:	Monthly newsletter delivered to
	newsletter for River District	RDBM	River District members
	businesses focusing on simple	Pam Coulter	
	points to encourage engagement	Planning	

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

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