



Downtown Belleville

STRATEGIC PLAN 2025-30

APPROVED APRIL 2025



DOWNTOWNBELLEVILLE.CA

Our Purpose

The Belleville Downtown District BIA exists to champion downtown Belleville as a vibrant community.

Values

1. Fostering collaborative and inclusive partnerships through meaningful communication with our members and stakeholders.
2. Celebrating both innovation and our heritage as we build a resilient future.
3. Delivering on our commitments transparently and with accountability.

Vision

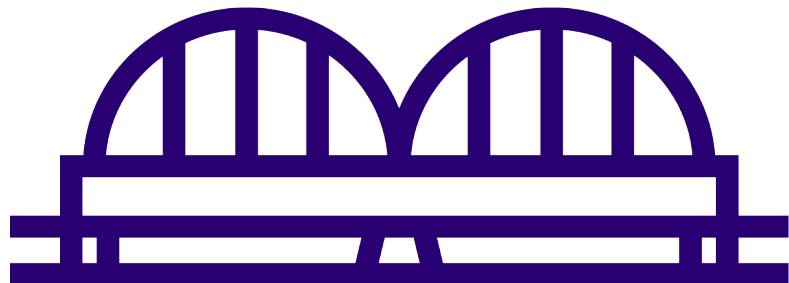
Belleville Downtown District is the thriving heart of our City.

Developing our Plan

Downtown Belleville is evolving, and this 2025-2030 Strategic Plan reflects the collective ambition of our business community, BIA members, and staff to embrace change and build a stronger, more vibrant downtown. Developed through collaboration and forward-thinking, this plan is a roadmap for progress—one that focuses on business growth, beautification, community engagement, and tourism development.

By prioritizing economic development, investment attraction, and partnerships, we are creating an environment where businesses can thrive, residents can enjoy an engaging and inclusive downtown, and visitors are drawn to its unique charm. This plan is not just about setting goals—it's about taking action to ensure that by 2030, Downtown Belleville is a bustling, welcoming, and resilient community where people want to live, work, and explore.

Together, we are shaping the future of our downtown—one business, one event, and one partnership at a time.



Participants in the Strategic Plan 2025 Revisions

Board of Directors

Chair: Matthieu Leonard | Olympus Properties Group

Vice Chair: Edie Hauslauer | Property Owner

Treasurer: Rakesh Parmar | BayLeaf

Secretary: Kim Fedor | Property Owner

Jessica Purchase | Evolve Wellness Studio

Lindsay Dransfield | Doki Doki

Nick Boretski | Boretski Roofing

Jennifer Hunter | Tinkered Decor and More

Alexander Bruce | The Lark

Brooke Miller | Runway Bridal

Garnet Thompson | Councillor City of Belleville

Previous Board of Directors

Maury Flunder | Property Owner

Emily Barnett | Property Owner

Key Partners

Elisha Maguire - Manager of Economic Development & Investment Attraction, City of Belleville

Dug Stevenson - Executive Director, Bay of Quinte Regional Marketing

Jill Raycroft - CEO, Belleville Chamber of Commerce

DBIA Staff

Danielle Hanoman - Executive Director

Matilda Aide - Marketing and Events Coordinator

Yona Harvey - Public Relations and Membership Coordinator



Objectives

GOALS, STRATEGIES, MEASURES



Objective 1

Property and Core Business Development



Goal:

By 2030, achieve a 92% commercial Street Level occupancy rate in the Downtown District.

Strategies

- 1.1 Advocate for the decrease of identified barriers to business downtown.
- 1.2 Encourage desirable businesses to locate downtown.
- 1.3 Increase foot traffic downtown.
- 1.4 Reduce above street level commercial and residential vacancies.
- 1.5 Create a Welcome Package for new businesses downtown, including grant information.
- 1.6 Develop a Goodbye Bundle and exit interview process for departing businesses.
- 1.7 Implement a CRM system to collect and maintain membership data.

Measures

- 1.1 Initiate, monitor and analyze Member Survey feedback on business challenges.
- 1.2 Increase year-over-year occupancy rates by 2% over the next five years. Baseline is 82% in 2024.
- 1.3 Use Bay of Quinte Regional Marketing Board data to track foot traffic growth.
- 1.4 Distribute Welcome Packages to 100% of new businesses.
- 1.5 Utilize feedback to inform future decisions.
- 1.6 Ensure 100% accuracy on the CRM platform.

Objective 2



Beautification, Aesthetics, and Riverfront Activation



Photo By Roshni Bera

Goal:

Develop an activation plan by 2026 and utilize all designated activation spaces by 2030.

Strategies

- 2.1** Identify activation locations for community use including the riverfront.
- 2.2** Promote regular use of activation locations.
- 2.3** Form a beautification committee to oversee maintenance of buildings, walkways, carriageways, riverfront, and parking lots.
- 2.4** Improve accessibility requirements and inform members.

Measures

- 2.1** Develop a document listing designated spaces for activation.
- 2.2** Ensure activation spaces host community events at least once per month.
- 2.3** Achieve a 50% improvement in the maintenance and appearance of targeted areas. Based on survey results.
- 2.4** Increase the number of accessible commercial spaces.

Objective 3

Partnership, Advocacy and Community Engagement



Goal:

By 2030, increase membership participation by 50% through surveys, socials, and events.

Strategies

- 3.1** Identify and maintain partnerships with key stakeholders.
- 3.2** Identify and engage community champions to support DBIA initiatives.
- 3.3** Leverage CRM software to track and improve member engagement.
- 3.4** Host monthly member socials.

Measures

- 3.1** Log and track all partnerships in CRM software; add three new partnerships annually.
- 3.2** Ensure champions actively participate, advocate, and volunteer.
- 3.3** Track increases in engagement metrics (clicks, surveys, attendance).
- 3.4** Increase average attendance from 20 people by 50%.

Objective 4

Tourism and Culture



Goal:

Increase monthly visitors from outside 40 km by 27%, from 75,000 to 95,000, between June and September by 2030.

Strategies

- 4.1** Develop a marketing plan highlighting downtown as a tourism destination with a focus on storytelling, events, heritage, and culture.
- 4.2** Establish measurement tools for tracking foot traffic and engagement.
- 4.3** Work with the City of Belleville and Bay of Quinte Regional Marketing Board to enforce short-term accommodation regulations and municipal accommodation tax remittance.
- 4.4** Apply for tourism and culture grants to fund future projects.
- 4.5** Include Short Term Accommodations (STAs) Downtown in marketing plan.

Measures

- 4.1** Increased engagement and foot traffic using foot traffic analytics provided by Bay of Quinte Regional Marketing Board.
- 4.2** Raise the public rating of the Downtown District from 7 to 9 out of 10 in an annual survey.
- 4.4** Increase the number of tourism experiences (e.g., history tours, boat tours).



Photo By Caleb Sayer

*Be a
Part of it*

