

BIA Goals 2021

- With 2020 in the rearview window, we need to look forward to what can be in 2021 and beyond.
- The budget is planning for as normal a year as possible with funding for the July 1 fireworks and Santa Claus parade – events that were cancelled in 2020, and the ongoing work of Curb Appeal to keep Josephine St looking great.
- The Festival of Lanterns is expected to continue and there will be retail promotions scheduled to help keep shopping local.
- A major project for 2021 will be the installation of the LED sign, approved at last year's AGM, at the south end of town.
- A Business Retention & Expansion survey (BR & E) in conjunction with Huron County Ec Dev. will take place hopefully beginning in May.
 - o There will be more information on that sent out via our Mailchimp emails to the membership.
- Accessibility is still an initiative of the BIA and we'll continue to research grants and opportunities for businesses to take advantage of.
- The BIA Board would like to see the museum moved into the former train station. We feel the use of an existing, accessible historical building to display the background of the area, along with acknowledging our own Nobel prize winning author, Alice Munro, can only enhance tourism to the area, drawing visitors through the business core.
- I think we're all hoping to get back to more social events, and if the Town Hall Theatre can offer performances this will create another draw for visitors to town and the northern section of Josephine Street.
- We'd like to see the return of the Farmer's market this year, but that's dependent on Covid restrictions going forward and insurance coverage. The market is also in dire need of more volunteers if it's to continue.
- The Board is always open to constructive input on how we can work to make Wingham a place where people want to come to shop and do business.