

BHCA Strategic Plan Recommendations

1. Based on the survey results, and reinforced by the recent DDC survey results, Baileys Harbor is considered a green, environmentally conscious, “quiet-side” place. The brand for the community could be defined as “Eco-Town,” “Green-Town,” “All Things Quiet,” or something to that effect. Collaborations with the Town and other organizations should focus on these priorities. Ideas might include, among others:
 - Establishing a Green Tier program for oversight, implementation, and accountability
 - Creating more walkable environments. This helps to create a healthier community. (especially important in an aging community) and promotes safety.
 - Create alternatives to motor traffic including bicycling, while benefiting the safety of motor vehicle operations in the community. Bike paths and lanes, better wayfinding, and safety education should be pursued.

2. There is a lack of awareness of the BHCA. This can be enhanced through more communication and outreach. Survey respondents encouraged this. Actions could include, among others:
 - Increasing the number of BHCA household memberships. This creates a direct channel of communication (i.e., email addresses, and phone numbers). A new membership model and fee structure could be implemented that does not negatively impact the budget and significantly increases memberships.
 - A regular newsletter should be published and sent electronically to all members, with print copies available at certain locations in the community. The newsletter should be published at regular intervals, perhaps monthly, bi-monthly, but no less than quarterly. The amount of content in each newsletter would vary depending upon what publication frequency is selected. Less content if published monthly, more if published quarterly. A volunteer group would be responsible for the newsletter.
 - A community education series should be adopted. Sessions would be held monthly and draw on key topics of interest, e.g., The Ridges 20 Year Master Plan, the Baileys Harbor Bicycle Plan, the broadband project and digital literacy.
 - There should be two meetings annually for the full membership, in May and November. The latter would be considered the annual business meeting. Food should be served and music played. Volunteers should be recognized. Upcoming events should be highlighted.

3. The BHCA should emphasize partnerships with the Town of Baileys Harbor and other organizations. A liaison should be assigned to every Town Board meeting, and to various committees as appropriate, e.g., Plan Commission. Similarly, we should invite a Town official (staff or board member) to attend our BHCA board meetings. BHCA should also provide seats on the board for The Ridges and Bjroklunden, two critical anchor institutions in Baileys Harbor.

4. Establishing a “welcome wagon” program for new Baileys Harbor neighbors.

BHCA Community Survey - Executive Summary

- The BHCA community survey was conducted between July and September 2023, administered as part of a broader strategic planning process. The information from the survey and other community feedback opportunities create the foundation for the BHCA's priority focus over the next several years.
- The survey had a strong response rate with over 430 total respondents. The majority of respondents were local residents and generally reflected the demographics of the community.
- In terms of recommended resources, respondents most frequently cited outdoor venues and activities, cited by well over half of all respondents. Of the most frequently cited land-based resources, The Ridges was far and away the most common recommendation. Beaches were another highly regarded outdoor resource followed by the Cana Island Lighthouse. Food and beverage recommendations focused mainly on craft brewing and food trucks.
- Conservation and natural area preservation, drinking water quality, and access to high speed broadband were the most important priorities identified by survey respondents, particularly among year round residents and businesses. Prevention of waste and litter and recycling were high priorities along with encouraging respectful visitor behaviors. Within the business community, affordable housing was identified as a very high priority as well.
- The primary factors shaping opinions of Baileys Harbor included the community's outdoor assets - natural areas, parks, and beaches. Baileys Harbor restaurants and the perception of the community as a friendly and family oriented place also contributes significantly to opinions. These factors are fairly consistent across residents and visitors alike.
- In regard to additional community resource needs, year round residents and businesses identified professional services (including banking) and retail as their highest priorities. Grocery and hardware were common retail resource needs. Seasonal residents and visitors concurred that additional retail was needed, citing restaurants and lodging.
- The most important events cited by respondents are Farmers Markets, the July 4th parade, and the July 4th fireworks along with the summer concert series, Harbor Holiday and Natural Christmas, and Autumnfest.
- When asked if there are other events that the community should host the most frequently cited category were music and arts.