



ONTARIO BUSINESS IMPROVEMENT AREA ASSOCIATION



The Value of Downtown Revitalization
PEOPLE • PASSION • PERFORMANCE

Why a BIA





It is now recognized that, in addition to promoting business and shopping, they play an important role in improving civic gathering space (physically, and through events and activities), attracting tourists, and as attractive employment hubs.



Downtowns Matter

Downtowns:

- Represent sustainable development, making the best use of our existing infrastructure and creating compact communities that encourage walking, cycling and transit use
- Have historic connections to the origins of the community
- Have symbolic significance as the centre of civic life
- Are a central hub for festivals and celebrations
- Reflect a positive image of the entire city
- Provide opportunities for local and incubator business
- Offer an experience not found in new malls, plazas

“Downtown matters. It matters to the overall health of the city. Research and the literature consistently report on the connection between a healthy downtown and a healthy city.”

The State of Mainstreet – Quick Facts

- Legislation first created in **1970**
- First BIA in the world – Bloor West Village
- Currently about **310+** BIAs in Ontario
- **235** are members of OBIAA
- **82** in Toronto
- BIAs represent more than **60,000** Businesses across Ontario
- Accumulated Levy of Ontario's BIAs - **\$40,000,000**
- Employment by BIAs is over **125** part-time staff and **175** full-time staff



Non-traditional BIA

- 101 and beyond
- BIAs are raising the bar
- Legislation has been applied to non-traditional BIA purposes, such as...

- Argyle Bia
- Barrhaven BIA
- Emery Village
- Kanata North
- Liberty Village

What do BIAs do?

Municipal Act Definition of BIAs

- Oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the area beyond that provided at the expense of the municipality generally; and
- Promote the area as a business or shopping area.
(Municipal Act 2001, c. 25, s. 204 (1))

OBIAA submitted to the Ministry of Municipal Affairs the following suggested definition changes:

- to promote the area as a *safe and vibrant gathering* place, and a business, *employment, tourist* and shopping destination.



How BIAs Develop Communities

The following slides offer some examples of
BIAs doing what BIAs do best....

Strategic Planning – The Vision

Strategic Planning creates “The Vision”

to support:

Economic Development

Marketing and Promotions

Beautification and Maintenance.

From “The Vision” you create a budget to create “Your Vision.”



Strategic Planning

The Vision:

- Stewardship
- Represent & Advocate for Local Businesses
- Keep Municipal Council informed

Economic Development:

- Business Retention & Expansion
 - Appropriate Business Mix
 - Retail Recruitment
 - Minimizing Vacancy Rate
- Market Studies

Marketing & Promotion:

- Festivals and Events
- Promotions

Beautification & Maintenance:

- Streetscape Improvements
- Safety & Clean Streets



Banners



Branded Street Signs



Commercial Research



- Strategic Plans
- Branding Studies
- Market Research
- Streetscape Studies
- Tourism Strategies
- Revitalization Strategies
- Business Retention and Expansion Strategies
- [CUI Report](#) – The Value of Investing in Downtowns
- [Nationwide BID Survey](#)



ANALYSIS
SOLUTION
PROCESS
OBJECTIVES
TEAMWORK
VISION
SALES

Decorative Lighting



Façade Improvement Programs



Many BIAs offer
**Façade
Improvement
Programs**
in partnership with
their
Municipalities



Festivals & Events



- Summer Festivals
- Themed Festivals - Elvis
 - Culinary Festivals
 - Farmers' Markets
 - Sidewalk Sales
- Fall and/or Halloween Festivals
- Santa Claus Parades

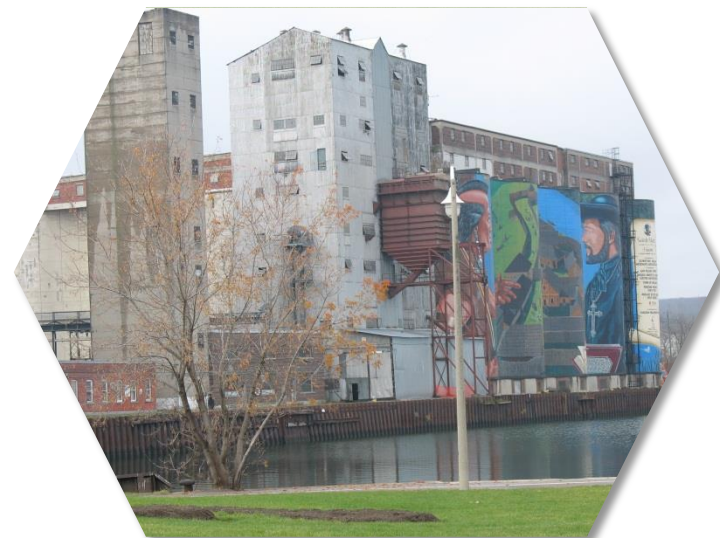




BIAs Animate our Streets



Gateways and Kiosks



Landscaping



Hanging Baskets & Planters



Marketing & Promotion

Advertising

Business Directories

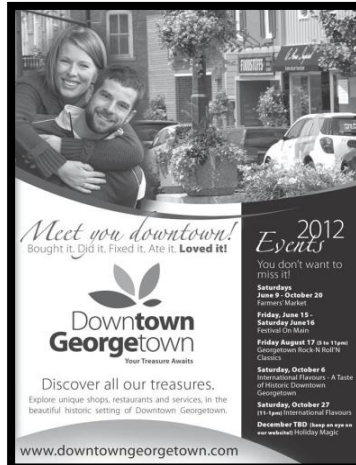
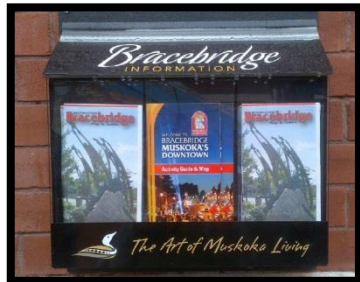
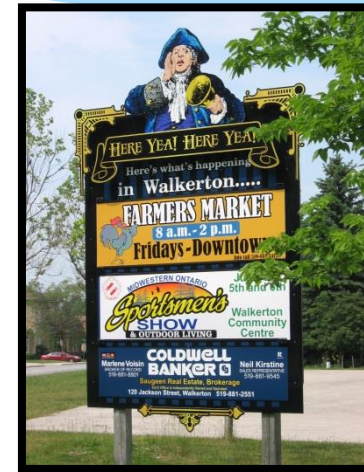
Branding

Newsletters

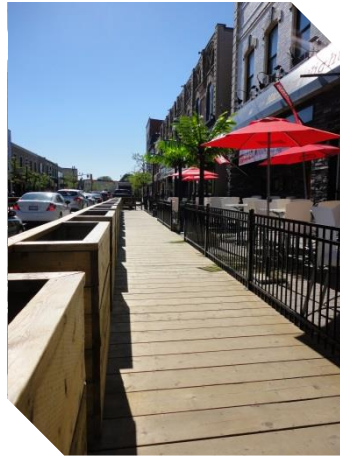
Public Relations

Social Media

Websites



Patios



Public Art & Murals



Some BIAs either spearhead or provide Mural Program Grants

Public Squares



Safe & Clean Streets



AFTER



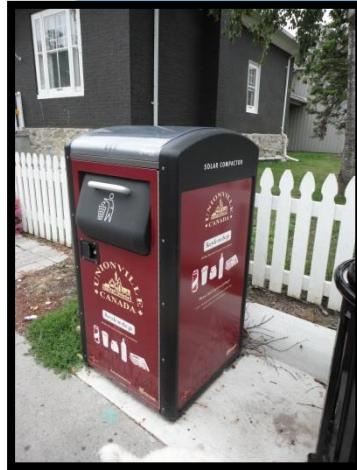
Streetscape Improvements

■ Capital Projects

- In Partnership with local Municipality and/or the community
- Co-ordinated with repair & maintenance of City roads & sidewalks
- Urban Braille for Accessibility



Street Furniture



Partnership Opportunities

Access to:

- Municipal Programs (CIPs)
- Provincial Revitalization Programs (OMAFRA)

BIAs can partner to:



- Develop common goals and vision
- Be a unified voice for local business issues
- Be a forum for discussion

Funding:

- Grants (Celebrate Ontario, Music & Heritage)
- Sponsorship
- Event Revenues

Who Benefits?

Business Operators

- from improved atmosphere and ambience
 - Retail
 - Service
 - Professional

Property Owners

- potential to increase property values and occupancy

The Community

- more vibrant community
- prosperous local economy
- potential to increase property values

Municipality and Province

- BIAs are strong local economic engines

BIAs as a Collective

Annual Conference



Busy pulling something
GREAT together!

Stay tuned for details
on the next conference.



Awards

2015 BIA National Conference

BIAs The Heart of our Community

2015 AWARDS Gala DINNER

MONDAY, APRIL 20, 2015

The Ontario BIA Association (OBIAA) and Toronto Association of BIAs (TABIA) recognize the best that Business Improvement Association revitalization and management has to offer. Consultants, practitioners, communities and organizations involved in all aspects of BIA renewal are invited to submit case studies that showcase innovation and vision that has made a difference. The seven (7) categories cover the core priorities of most BIAs. The BIA National Achievement Awards celebrate and communicate the most successful and innovative efforts in Ontario BIA development.

ALEX LING
LIFETIME ACHIEVEMENT AWARD

Recognizes individuals who selflessly contribute to strengthening and promoting BIA initiatives while embracing the philosophy and mission statements of Business Improvement Areas.

As an award recipient, you, your organization or client and your community will receive acknowledgement and recognition by your peers at the BIA National Achievement Awards presentation at the Awards Gala. As a member of this select group you will also receive a BIA Achievement Award and a copy of the photos taken with your team at the presentation of the awards.

For more information about eligibility, judging, rules, guidelines and application forms please visit:
www.obiaa.com

AWARD CATEGORIES

1. Alex Ling - Lifetime Achievement Award
2. Bricks + Mortar
3. Business Retention, Recruitment + Expansion
4. **MainStreet Accessibility Award - NEW**
5. Individual Business
6. Marketing + Communications
7. Safe + Healthy Environment
8. Special Events + Promotions

business idea? submit it!

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WIN THIS SPACE is about people inspiring people. **YOU** could become Uxbridge's newest ENTREPRENEUR! **WIN \$12,000++** towards **YOUR** business start-up. **WIN THIS SPACE** can make **YOUR** dreams come true.



Open For Business



Open For Business 2014

In 2014, OBIAA presented to five (5) priorities to the MEDEI, as determined by the Board of Directors of the Ontario BIA Association in consultation with our BIA members and their business members, the priorities as presented were:

Priority 1: Provide Clarity and Improve Awareness of Compliance Obligations under the Accessibility

Priority 2: Tourism Oriented Directional Signs (TODS) Program

Priority 3: Regional Tourism Organizations (RTOs)

Priority 4: Streamline and Simplify Information related to Festivals and Events Permitting

Priority 5: Establishment of an OBIAA Forum for Working Across Provincial Government



PERL Deputies' Committee 2014

On October 1, 2014 OBIAA presented to PERL five (5) priorities, as determined by the Board of Directors of the **Ontario BIA Association** in consultation with our BIA members and their business members, the priorities as presented were:

Priority 1: Vacancy Rate Rebate

Priority 2: Importance of Government Agencies' location to BIAs

Priority 3: Funding for BIAs beyond the Levy

Priority 4: Employee Health Tax (EHT) – BIAs

Priority 5: Definition of Small Business

2015 PERL Deputies' Committee

Priority 1: Municipal Act

Priority 2: Accessibility – Historic Built Form Standards

Priority 3: Assessment

AND...

Data Collection to determine the ROI of BIAs



ROIof
BIAs

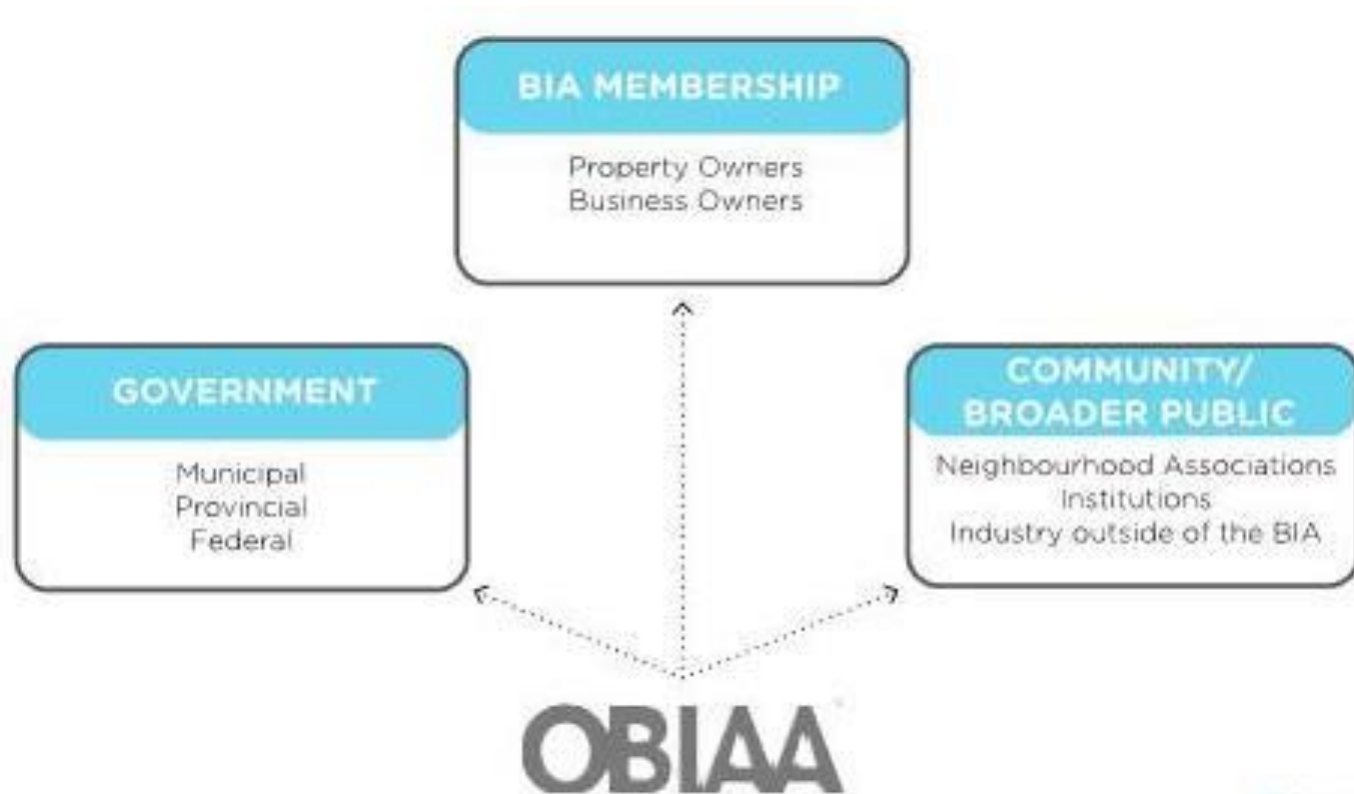
The BIA Story



Return on Investment of **BIAs**

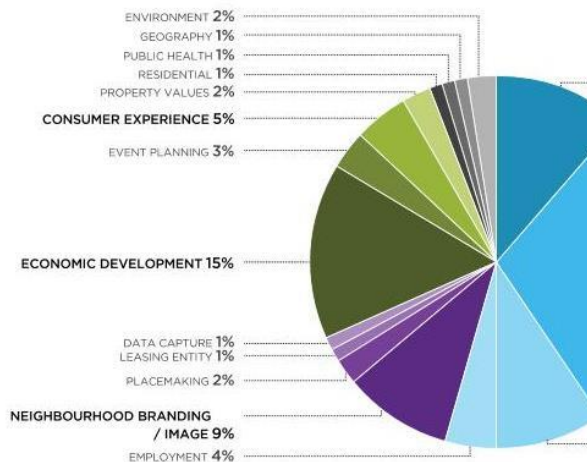
**A BIA is integral to advancing a
*Distinct, Livable,
Vibrant and Resilient*
business district
within their local community.**

Our Story's Audience



Common & Unique Themes

Common Goals + Themes



The Advisory Committee were asked to brainstorm a series of common and unique goals for BIAs across Ontario as a first step in narrowing down the list of potential indicators to consider and in the interest of identifying the priority work that BIAs do. The charts below provide a snapshot of the findings.

- The Committee identified;
- BIA Attractiveness (29%);
- Economic Development (15%);
- Supporting the Local Community (9%); and
- Consumer Experience (5%)

as the top four common goals of BIAs across Ontario.

The Committee went on to identify;

- Employment (12%);
- Social Issues (11%);
- Tourism (8%);
- Quality of Life (8%) ;
- Advocacy (8%); and
- Indigenous / Cultural Diversity (7%)

as the most prominent unique goals of BIAs across Ontario. This collective set of goals provides a strong foundation from which the indicators can be built. Following the primary interviews and survey results, a collective baseline for indicator selection will be established.

business, business attraction/retention, addressing vacancies
public realm, safety, cleanliness, liveability, resilience, coherence, identity, beautification
residents/communities, engaging citizens, engaging youth in planning matters and cultural programming customers
to hubs (i.e. economic, cultural), employment
mers/tourists, marketing, branding, creating key messaging
/ leasing entity for the Downtown/Community it serves
vide data to stakeholders
opment, leadership, municipal partnerships, business liaisons, collaboration between the /Municipality, sustainability, business development, creating BIA programs and policies, ty
ilitating events to bring people Downtown/to the BIA, injecting new ideas into the BIA
iness/enjoyment
value/viable leasable spaces
lopment
ation
que geographies
rotection, environmental sustainability

What's Next?

- PHASE I - Background Research**
- PHASE II - Establishing the Indicators**
- PHASE III - Data Analysis and Monitoring
Implementation**
- PHASE IV - Knowledge Sharing**



	Physical Conditions		Building Façade	
Street Appeal		Beautification		Economic Impact
	Investment or Net New Investment		Employment	Visitor Experience

QUESTIONS?



Discover **ONTARIO**
in the heart of
DOWNTOWN



For More Information...

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