



ONTARIO BUSINESS IMPROVEMENT AREA ASSOCIATION



# Downtown Renewal Working With Your BIA

# 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 **305+** BIAs in Ontario
- **235** are members of OBIAA
- **81** in Toronto
- BIAs represent over **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



# What do BIAs do?

- 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))



# 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



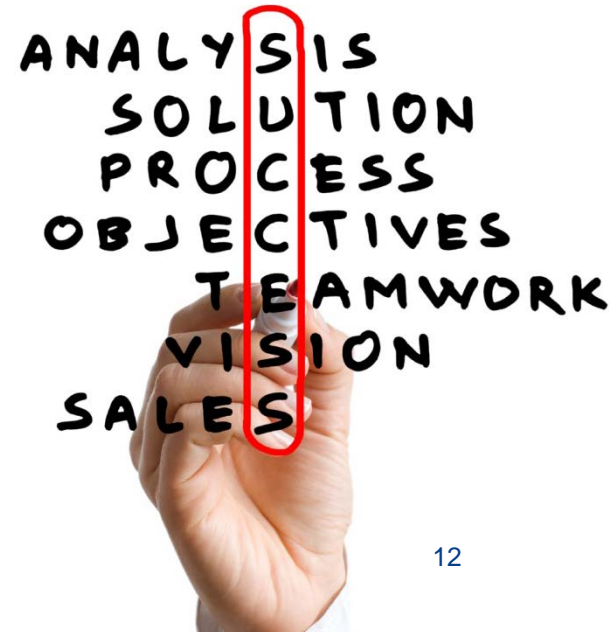
# Branded Street Signs



# 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](#)





# 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

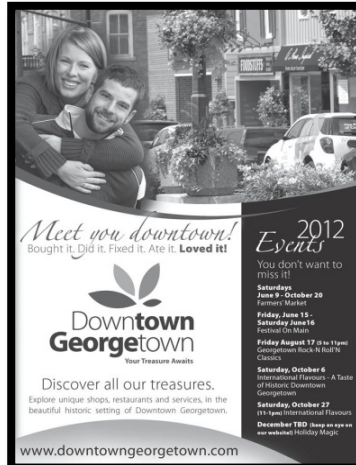
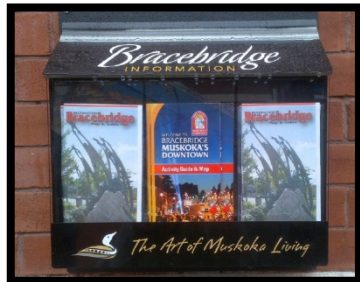
Branding

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



# 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

# 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





# 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
- Malton BIA

# BIAs... Making the Link



# Annual Conference



Busy pulling something  
**GREAT** together!

Stay tuned for details  
on the next conference.

**OBIAA**<sup>TM</sup>



# 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**

# Benefits of OBIAA Membership

## MISSION STATEMENT

OBIAA, through membership, represents, supports and encourages business improvement areas to increase their effectiveness and their contribution to the economic, cultural and social well-being of communities in Ontario.

### *What OBIAA does*

- OBIAA website with a reference library & member discussion forum
- Regular OBIAA e-bulletins
- Development issues
- Annual Conference and Trade Show
  - **APRIL 10 TO 13, 2016 – LONDON, ON – CONSTRUCTING OUR FUTURES**
- Liaison with province on emerging legislation and other issues
- Networking opportunities and best practice resources
- Affinity Programs – such as Yellow Pages “Shop The Neighbourhood”
- **NETWORK WITH YOUR INDUSTRY PROFESSIONALS!**



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# For More Information...

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# QUESTIONS?

