



Business Improvement Areas

Why a BIA



The State of Mainstreet – Quick Facts

- Legislation first created in **1970**
- First BIA in the world – Bloor West Village
- Currently about **315+** BIAs in Ontario
- **85** in Toronto
- BIAs represent **110,000+** Businesses and **17,600+** Property Owners across Ontario
- Accumulated Levy of Ontario's BIAs – **more than \$75M**
- Employment by BIAs is over **150** part-time staff and **200** full-time staff



What is a BIA?



- A Municipally designated improvement area, enacted by a Municipal By-Law
- A **Local Board** of the Municipality
- A Municipally established Board of Management
- Governed by the Municipal Act
- Managed by volunteer board - “self help”
- Made up of commercially assessed Property Owners *and their Tenants* within a defined geographical boundary
- Self-funded through property tax levy

The Municipal Act (Sections 204-216)

- 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))



Four Pillars of BIA Core Work



Leadership

- Visioning
- Partnerships
- Planning



Economic Development

- Business Development
- Business Retention
- Business Expansion



Marketing & Promotion

- Animation/Activation
- Brand Development
- Marketing Plans
- Events & Promotion



Beautification & Maintenance

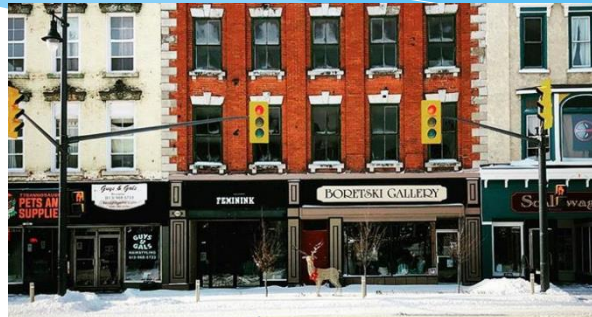
- Façade Improvement
- Placemaking thru:
 - Flowers
 - Benches
 - Banners
 - Public Art

Four Pillars of BIA Core Work



Leadership

- Visioning
- Partnerships
- Strategic Planning



Our Values

What is a value statement?

A declaration that informs visitors, staff, board of directors, and volunteers of the BIA's vision and mission, and serves as a guide to the BIA's actions and decisions.

1 Collaborative Partnership
with members and other stakeholders

2 Forward Thinking
invisioning a new future

4 Active 2-way Communication
with members and other stakeholders

5 Passion to succeed
with passion comes change



FOCUS 2020

Orangeville BIA Strategic Plan

Developing a future-ready, connected downtown requires the Orangeville BIA to focus on **five** major directions:



Focus 2020 will guide our work over the next three years. As a living document it is flexible and will reflect changes in our environment.

Four Pillars of BIA Core Work



Economic Development

- Business Development
- Business Retention
- Business Expansion



Opportunities

Looking for a new opportunity? Here is a great place to start! Check out these available properties in Downtown Brockville and Turnkey Businesses for Sale in Downtown Brockville.

[Available Properties](#)

[Turn-Key Businesses For Sale](#)

[Doing Business Downtown](#)

[We Can Help](#)

4 Must-Visit Cafes in Downtown Brockville

February 12, 2021

At this point, most of us have adjusted to life during a global pandemic and have settled into some sort of routine. To that we @Brockville

[More](#)

Weather Brockville

Tuesday 24°
10°
METEOROLOG

Four Pillars of BIA Core Work



Marketing & Promotion

- Animation/Activation
- Brand Development
- Marketing Plans
- Events & Promotion



Four Pillars of BIA Core Work



Beautification & Maintenance

- Placemaking through:
 - Banners
 - Benches
 - Entrance Signage
 - Flowers
 - Public Art



Additional Benefits of BIA Membership

Access to:

- Municipal Programs
- Provincial Revitalization Programs

Funding opportunities through:

- Grants
- Sponsorship
- Event Revenues

- Development of common goals and vision
- Unified voice for local business issues
- Forum for discussion



Overall 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



ROI of
BIAs

Resources

Provincial

- Ministry of Municipal Affairs (MMA)
- Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA)
- Business Improvement Area Handbook – Government of Ontario - <http://www.mah.gov.on.ca/Page1529.aspx>

Municipal Clerk

Council

Ontario BIA Association – www.obiaa.com

- Member Needs Assistance
- Networking
- Return on Investment (ROI) of BIAs Report

For More Information...

ONTARIO BUSINESS IMPROVEMENT AREA ASSOCIATION

92 Lakeshore Road East

Mississauga, ON L5G 4S2

Phone: 905-271-7222 or 1-866-807-2227

Email: info@obiaa.com

www.OBIAA.com