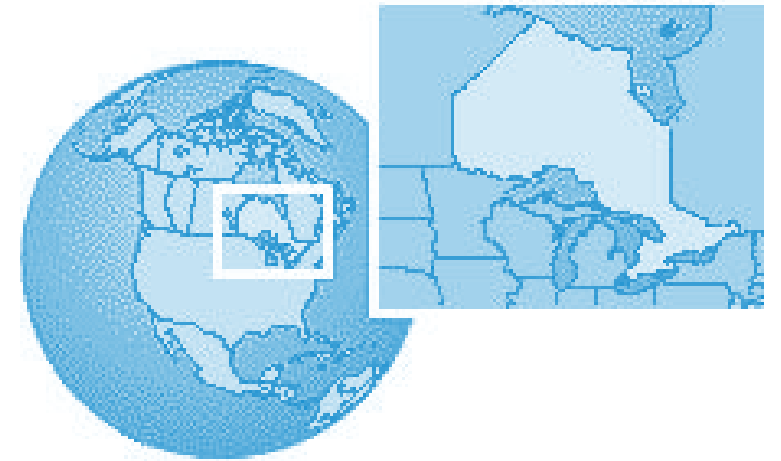




Business Improvement Areas

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
- **82** in Toronto
- BIAs represent more than **70,000** Businesses across Ontario
- Accumulated Levy of Ontario's BIAs - **\$60,000,000+**
- Approximately **130** part-time staff and **175** full-time staff



What is a BIA?



- Governed by the Municipal Act
- A Municipally designated improvement area, enacted by a Municipal By-Law
- A **Local Board** of the Municipality
- A Municipally established Board of Management
- 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

What BIAs Do

- Promote
- Beautify
- Advocate
- Communicate
- Placemaking
- Destination Marketing
- Collaborate and Connect
- Steward public property
- Support biz through programming, funding, advice



Keys to Success

Board of Management is a Local Board of Council that:

- **Stewards the BIA through:**
 - Strategic planning
 - Recruitment of strong Board members and employees
 - Annual operating plans and reporting
- **Provides Sound Governance:** policies, procedures and reporting
- **Ensures Financial Stability:**
 - Prepares annual budget and reports
 - Manages levy revenues and seeks additional resources
 - Undergoes annual audit



Governance



Municipal Act

Ministry of
Municipal Affairs

**Municipal
Bylaws**

Municipal Council

**BIA Operating
Guidelines/
Constitution**

Municipal Council
and Membership

BIA Policies, such as
Procurement, Human
Resources, Social Media etc.

Municipal Council
and Board

How do BIA Members Participate?

General Membership:

- Nominates Board who:
 - Provide governance oversight
 - Act as ambassadors
 - Hire Executive Director
 - Reviews and approves the budget
 - Then approved by Council
- Receives reports and financial statements
- Participates in subcommittees
- Participates in downtown activities, events and initiatives
- Benefits from a focused, marketing arm for the core



Positive Benefits

Business Operators

- Improved atmosphere and ambience for retailers, service professionals, food establishments etc.
- More connected and improved local economy

Property Owners

- Potential to increase property values and occupancy
- Increased vibrancy leads to improved office and retail vacancy rates

Overall Community

- Vibrant core = proud
- Prosperous local economy
- Potential to increase property values

Municipality and Province

- BIAs promote stronger local economic engines

Questions?