PRESENTATION:
ECONOMIC DEVELOPMENT
COMMITTEE MEETING

# BEAMSVILLE BIA

STEPHANIE HICKS
EXECUTIVE DIRECTOR
DR. RAY DARCHI
CHAIR

FEBRUARY 21, 2018

3 Years as Executive Director
Welland Downtown BIA

# Stephanie Hicks

## Accomplishments

- Re-Branded Logo/Website
- Passed constitution
- increased business
- non active board of 5 to a full active board of 12
- Partnered with other organizations/City
- Graffiti Cleaned up
- 60 Bike Racks, 13 benches, 15 garbage refuse, 2 dog waste, 4 cigarette butt refuse, 150 banners
- Won 4 awards (3 from OBIAA+1 Canadian Light Sabers)

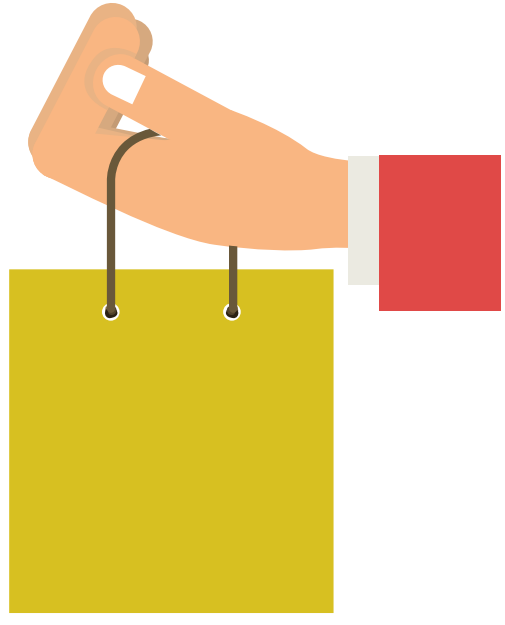
## Events:

Canada Day 2016+2017 (with City)
Concerts on the Canal 2015+2018
Tragically Hip (with City)
Welland Supper Markets 2016+2017
FEAST Street Niagara 2017+2018
Santa Claus Parade (with City) 2015+2016+2017
Total approx over 175 000 people to downtown

## Funding successes

- $59,000 Capital Expense Budget
- $87,500 Permissive Grants
- $27,165 Niagara Region Grant
- $10,000 Grants
- $30,000 Event Sponsorship
- $14,000 Event Revenues
- $50,000 In-Kind Services

# The Value of BIAs



Ontario
Business Improvement
Area
Handbook

# DOWNTOWNS MATTER

## Downtowns:

- Represent sustainable development, making the best use of our existing infrastructure
- Create 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 businesses
- Offer an experience not found in malls and plazas

**A BIA is integral to advancing a distinct, livable, vibrant and resilient district in it's local community**

"Downtowns matter. 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."

# who benefits?

## BUSINESS OPERATORS

- Improved atmosphere and ambiance
- Retail
- Service
- Professionals

## 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)
- Product/Service Suppliers
- Partnerships & Networking opportunities with other BIAS
- Government Agencies/Associations
- Local Organizations
- Ontario BIA Association Membership

## BIAs can Partner to:

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

## Funding

- Grants (Celebrate Ontario, Music & Heritage, Federal , Regional, Local)
- Sponsorship
- Vendor Fees
- Event Revenues

# past

**October 16th, 1978** By-law No. 78-81 was enacted designating the "Beamsville Central Business Area"

Levy collected in 1978: **$8000.00**

**1983** By-Law No. 83-29 was enacted by Council to expand a municipal parking lot- Only update to the By-Law.

**2009** Change to the Municipal Act making each BIA into a local Board of Council

# present

Servicing 45-50 Businesses-Same Catchment as 1978

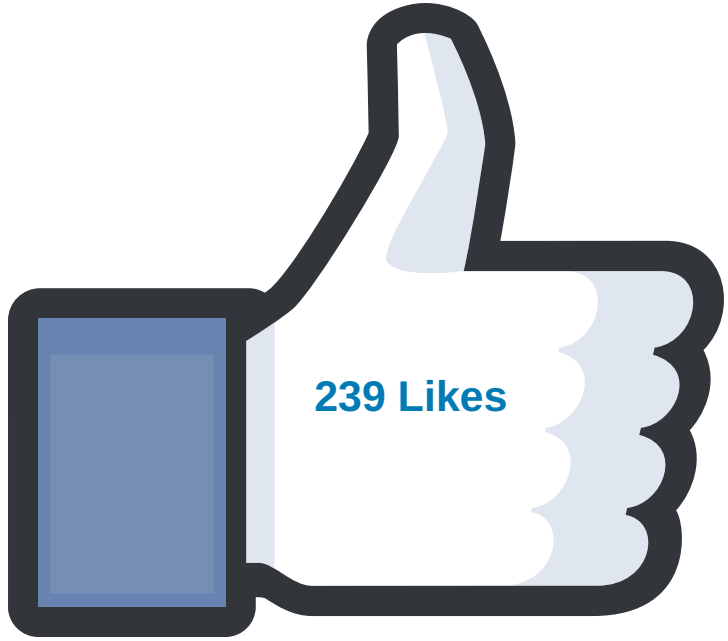
Levy collected: **$8000.00**

2 Solid years of Farmers Market under Beamsville BIA belt

Engagement of members & community is on an upswing

By-Law has not been reviewed

# Current branding and forms of communication/engaging online




Downtown Beamsville

Board of Directors | Newsletters | Affiliate Links | Real Estate

HOME | ABOUT US | MEMBERSHIP ROSTER | EVENTS & HIGHLIGHTS | PHOTO GALLERY | CONTACT US

## Newsletters

Coming Soon

**Website Search**

Find

**Upcoming Events**

No upcoming events

View Event Calendar »

# future

## Strategic Plan Summary 2017-2021

**Vision:** An Expanded downtown Beamsville where residents and visitors enjoy a pedestrian-friendly, vibrant, beautiful, destination and gathering place, with thriving and successful businesses.

**Mission:** To build an exceptional downtown Beamsville by collaboratively working all together.

**Operate a sustainable, professional, and credible member-driven organization**

**Work with the Town and other partners to plan a thriving downtown**

**Attract visitors, shoppers and businesses to downtown Beamsville**

**Advocate for the needs of business in downtown Beamsville**

# let's make this ease "E"

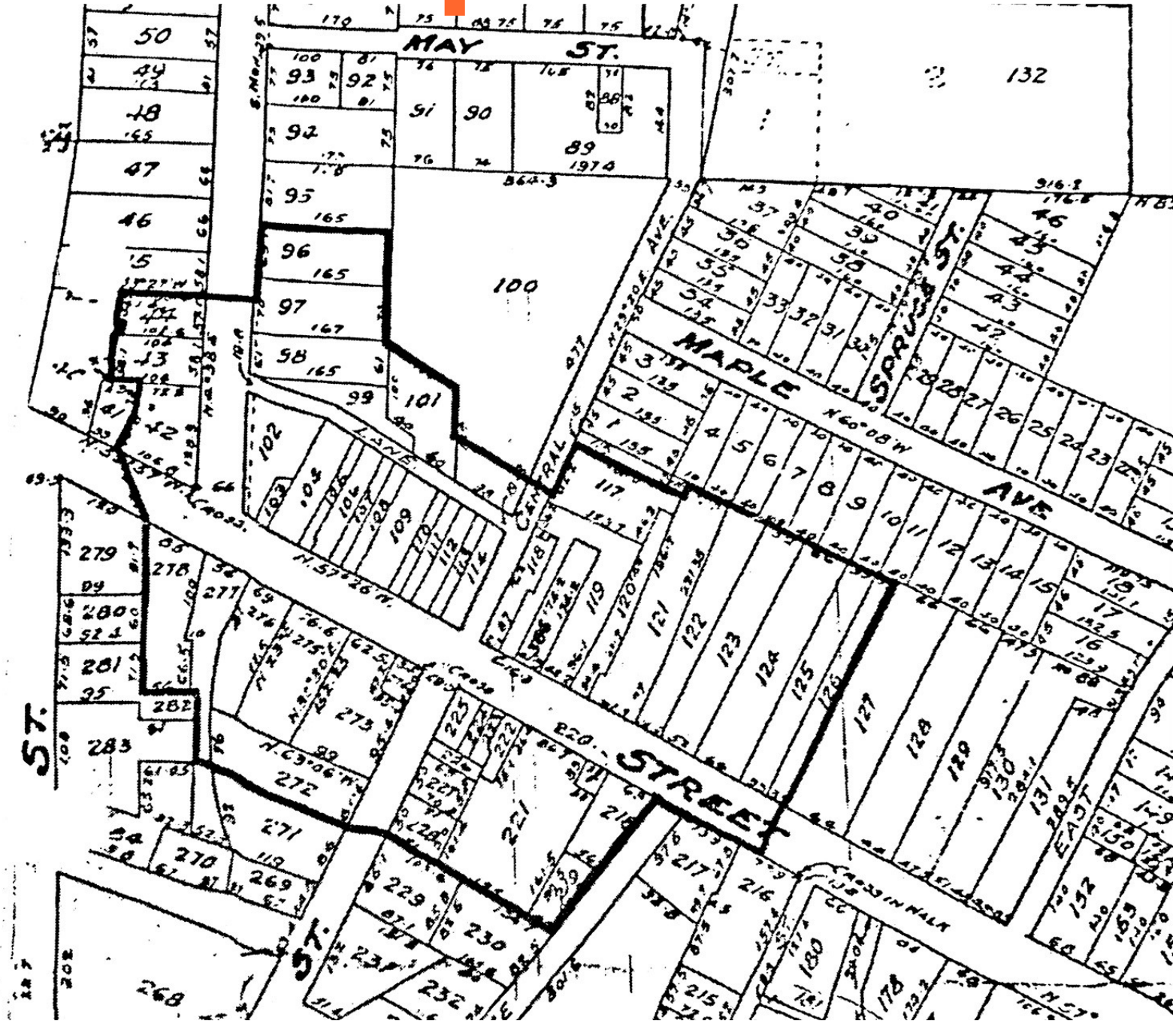
= Expenses

## 2018 Work plan

# Enhance

BEAMSVILLE
Farmers' Market
*Connecting Our Community*

# Expand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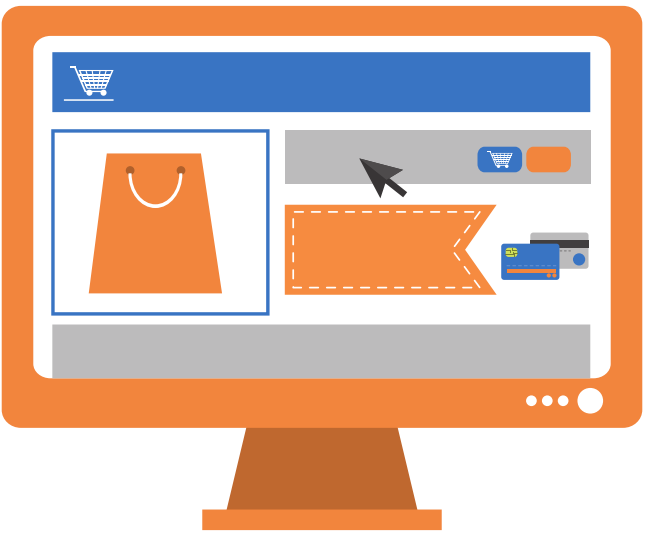
# #Engage

**Losing the BIA title in our logo makes it less corporate and more of a destination. Having a descriptive or action in the logo makes the BIA more inviting, engages and connects with more people**



Not only engage members to utilize our website and social media platforms, also encourage and teach them to have and utilize their own, helps cross promote.

# Educate

- Facade Improvement Grant Program

- Building Improvement Grant Program

ROI of BIAs

**Monthly Meetings, Committee Meetings, AGM**

bylaws & policies

# Events & Explore

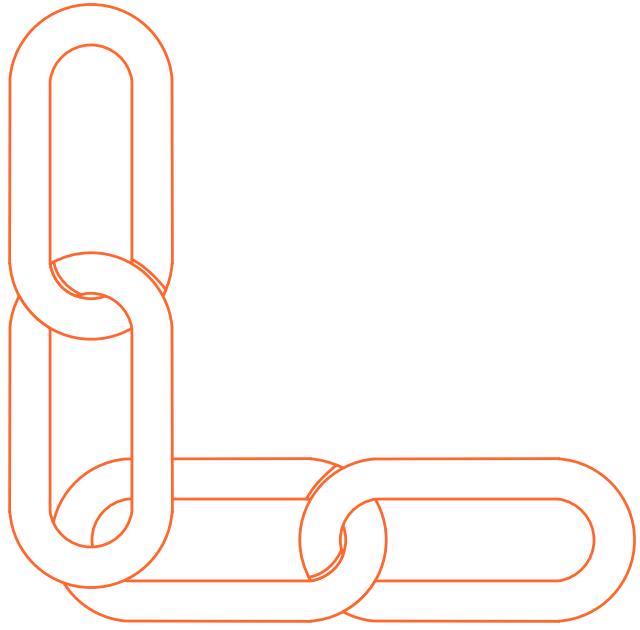
# Economic Development

- BIAs work with the landlords properties to assist and ensure property is rentable.
- Creating a  database of available space for small business interest.
- Ensuring that vacant properties are being maintained and not an eyesore
- BIAs can partner with the municipality on available grants geared towards EcDev and business improvement areas for large scale projects.
- There is a benefit to having a small business located in a business improvement area.
- By completing all the above: Enhancing, engaging,expanding, educating, events, exploring makes the downtown more friendly, appealing, safe, a place to shop, dine, use professional services.
- Brag about accomplishments, create a buzz about what is happening downtown.

# Examine

Town of Lincoln

A Place to Grow, A Place to Prosper, A Place to Belong



Beamsville B·I·A

One Community

How do we Linc ON to this Vision?

1978

2018

# Expense$

| Revenues | | 2017 |
|---|---|---|
| Levy | $ | 8,000.00 |
| Farmer's Market Fees | $ | 1,600.00 |
| Grants | $ | - |
| Sponsorships | $ | |
| Previous Years Surplus | $ | 7,482.38 |
| Total | $ | 17,082.38 |
| | | |
| Expenses | 2017 Actuals | |
| | | |
| OBIAA Membership | $ | - |
| OBIAA Conference | $ | 1,665.25 |
| Farmers Market | $ | 4,541.52 |
| Board Expenses | $ | 50.00 |
| Marketing & Promotion | $ | 686.91 |
| Website Hosting | $ | 243.61 |
| Flowers | $ | 3,500.00 |
| Audit Fees | $ | 1,272.00 |
| Insurance | $ | 1,924.56 |
| Total | $ | 13,883.85 |

2017 Actuals

**No surplus available for 2018**

# Let'$ talk money...

## Revenue

| | |
|---|---|
| Member Levy | $30 000.00 |
| HST Rebate | |
| Events/Grants/Sponsorship's | |
| Total Revenue | $30 000.00 |

## Expenses

| | |
|---|---|
| **Administration** | |
| Audit & Professional Fees | $1300.00 |
| Conference & Meetings | $2000.00 |
| Insurance | $2000.00 |
| Memberships/Permits | $500.00 |
| In-house Finances | $500.00 |
| Office | $500.00 |
| Total Administration | $6800.00 |
| **Beautification** | |
| Flowers | $3500.00 |
| Total Beautification | $3500.00 |
| **Community Events** | |
| Hosted | $8000.00 |
| Sponsored | $700.00 |
| Total Community Events | $8700.00 |
| **Promotional** | |
| Re-Branding | $5000.00 |
| Marketing | $6000.00 |
| Total Promotional | $11 000.00 |
| Total Expenses | $30 000.00 |

SAMPLE

## FUN FACTS

BIAs in Ontario with 44-61 Businesses in Catchment

| Total Population | Levy |
|---|---|
| 8, 524 | $15 000 |
| 2, 975 | $15, 788 |
| 4, 172 | $30, 000 |
| 8, 100 | $30, 000 |
| 4, 595 | $42, 000 |
| 10, 794 | $50, 000 |
| 8, 100 | $125, 000 |

## BEAUTIFICATION

planters, bike racks, banners, parkette, Art installations, garbage refuse, graffiti removal, streetscaping, lighting, signage, vacant property standards etc.

## ECONOMIC DEVELOPMENT

working with property owners to help ensure that available space is occupied, and that an optimum business and service mix is achieved and maintained.  Looking at expanding the catchment area to include more businesses. Potential new businesses will benefit being a part of a BIA.

## ADVOCACY

act as a voice for the business community and establish important relationships with other community voices. Forum for community concerns. Pursue policies and activities to promote and strengthen the community as well as a feedback mechanism for council issues.

## MARKETING, EVENTS & PROMOTIONS

retain and expand customer base, encourage local residents and others to shop, dine and use services.  Create unique experiences to gather "feet in the street" at family friendly, inclusive events, apply for any applicable grant funding or sponsorship to assist with costs. Promote downtown and businesses through all social media platforms to reach a larger demographic.

#Bdowntown

# THANK YOU

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**Find us...**