

Business Improvement Areas



Business Improvement Areas



- Defined geographic business area
- Board of Management, created & operated under Sections 204 – 214 of The Municipal Act
- Professionally Managed
- Allows local business people and property owners to organize, finance, and promote:
 - Economic development & identity
 - Physical improvements to the Area
 - Promotion and events



BIA – Mandate & Activities



Mandate

- Promote the area as a business/shopping district
- Improve public & private areas

Activities

- *Marketing*
- *Business Recruitment*
- *Streetscape Improvements*
- *Special Events*
- *Seasonal Decorations*

BIA's - Results



1. Increased customer base through networks
2. Community branding & promotion coordination
3. Encourage local spending within the BIA
4. Revitalize and maintain a BIA & Neighbourhood
5. Improved, safer, cleaner Business environment
6. Research & resolution of area problems
7. Business advice to Local Government



BIA's – Who Benefits



- Merchants – more efficient advertising, promotions, sales.
- Neighbourhood - residents & merchants enjoy cleaner, safer community
- Professions (doctors, dentists, lawyers, etc)
- Municipality – better communication & visibility
- Increased sense of community amongst the network participants (churches, schools, citizen groups).



Establishing a BIA



1. Establish the need
2. Communicate with Interested parties
3. Form a Steering Committee
4. Draft Goals & Objectives
5. Preliminary Budget Proposals
6. Establish Proposed Boundaries
7. Formalize a Request to the Municipality
8. Municipality provides Notice of Intention to designate a BIA by Bylaw
9. Municipality passes Bylaw
10. BIA proceeds

Membership & Board Management



- BIA Members are property owners and business tenants

Board

- 5 to 10 Members, elected at large by Members
- Municipality appoints one or more members – usually a local councillor
- Prepares plan, budget, BIA policies & activities, annual report
- Establishes Executive & Project Committees
- Submits Budget & request for Funding to City Council
- Holds Annual General Meeting of BIA



Policies, Operating Bylaws



- BIA Constitution
- Policies & Bylaws covering:
 - Membership, Board
 - General membership meetings
 - Rules of order, voting & proxy voting
 - Annual budget
 - Expenditure procedures
 - Conflict of Interest guidelines
 - Elections
 - Contracts



Financial Management



- *Program Development*
 - BIA needs assessment
 - Prioritize needs
 - Programs & projects to address each need
 - Establish Strategic Plan 3 – 5 years &
 - Current annual program
- *Budget Development*
 - Set Budget objectives
 - Cost estimate for each current project
 - Develop draft Budget



Financial Management



- *Finalizing the Budget*
 - Draft BIA Program and Budget reviewed by Membership
 - Presentation to Membership at Budget meeting
 - Membership approves Draft Program & Budget
 - Presentation to municipal Council for Approval
- *BIA Levy*
 - Paid for by the Members
 - Once Council approved a Levy is added to all members.



Financial Management



- *BIA Member's Levy - Flat Fee*
- *Proportion of Assessment*

Property Assessment X Proposed Budget
BIA Assessment

$$\frac{100,000}{10,000,000} \times \$40,000 = \$400$$

Kitchener Downtown Business Association



- Started in 1977 to promote beautification and promotion - 550 Members
- Volunteer, not-for profit organization with permanent staff

Strategic Directions

- 1. Improving communications with our members and the community*
- 2. Developing a plan to upgrade retail business*
- 3. Fostering partnerships*
- 4. Planning events to attract people to the Downtown*



BOARD OF DIRECTORS



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Budds Stores

Tony DiBattista
AGM Entertainment

Kevin Chalk
Waterloo
Regional Police

James A. Chmiel
Erb & Erb Insurance

Paul Walman
Sherwood Digital Copy

Le-Anne Pilecki
Downtown Auto

Christina Weylie
Councillor, City of Kitchener

John Vickery
Cora Group

Zubair Siddiqi
Four Points Sheraton

Smola, John
Councillor, City of Kitchener

Carl Zehr
Mayor, City of Kitchener



Downtown Events



KDBA Partnerships



Downtown Advisory Committee
Safe City of Kitchener
Parking Committee
Downtown Leadership Group
Chamber of Commerce
Waterloo Regional Police
K-W Tourism
City of Kitchener Departments
Arts Community
Neighbourhood Associations
Traffic Studies
Kitchener Downtown Collaborative
Centre Block Steering Committee



BIA Interest areas



City of Kitchener - Downtown Kitchener Centre Block Design Objectives Design Brief



On-line References



www.burlingtondowntown.on.ca

www.downtowncambridge.on.ca

www.kitchenerdowntown.com

www.oldeastvillage.com

www.markhamvillage.com

www.peterboroughbia.com

www.downtownsudbury.com



BIA's - Appendices



- Sample Checklist to Identify Business Area Needs
- Sample BIA Budget
- Ontario Legislation for Business Improvement Areas

