



ONTARIO BUSINESS IMPROVEMENT AREA ASSOCIATION



## THE VALUE OF BIAs



A BIA is integral to advancing a distinct, livable, vibrant and resilient business district in its local community.



# 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 businesses
- Offer an experience not found in new malls, plazas

Some BIAs in Ontario are tourism districts, financial districts, industrial and repurposed manufacturing areas. Not all BIAs are located in downtown(s).

*“Downtowns 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.”*

# BIAs Quick Facts

- Legislation first created in **1970**
- First BIA in the world – Bloor West Village
- Currently about **310+** BIAs in Ontario
- **84** in Toronto
- More than **70%** of Ontario's BIAs are members of OBIAA
- BIAs represent over **60,000** Businesses across Ontario
- Accumulated Levy of Ontario's BIAs – **more than \$50M**
- 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))



# The ROI of BIAs



## BUSINESS MIX



## VACANCY



## BUILDING PERMITS



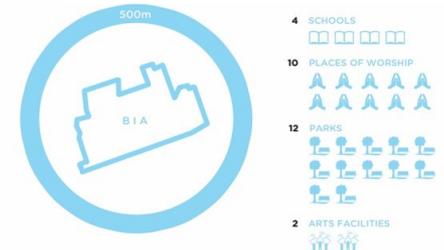
## ASSESSED PROPERTY VALUE



## EMPLOYMENT



## PLACEMAKING ASSETS



## EVENTS



## FAÇADE GRANTS



# Who Benefits?

## Business Operators

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

## 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

# OBIAA's Mission Statement

*“OBIAA is the network that represents unique and vibrant BIAs across Ontario. The Association supports and advocates on behalf of its members through the building and nurturing of strong relationships and partnerships.*

*OBIAA is a leader in the development and sharing of information, tools, resources and best practices, and is the ONE voice on common issues.”*

# Bringing it all together...

## ONTARIO BUSINESS IMPROVEMENT AREA ASSOCIATION

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