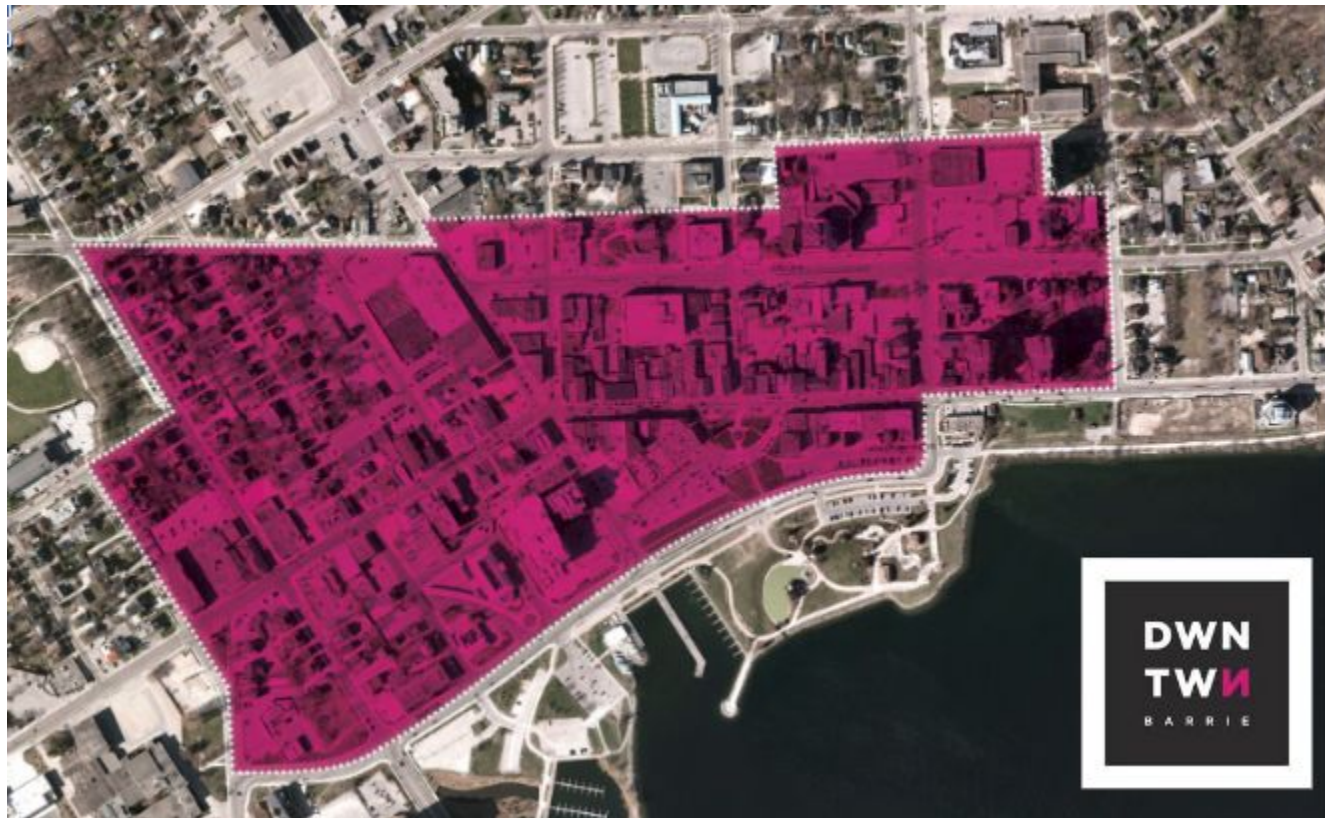




DOWNTOWN BARRIE BUSINESS IMPROVEMENT AREA (BIA)

# BIA

# Business Improvement Area



# Property & Business Owners

1 9 7 0

Bloor West Village

5 0 +  
years

1 9 7 2

Downtown Barrie

# 300+ BIAs in Ontario



100,000 Main Street  
Businesses in Ontario

350+ Local Main Street  
Businesses in Downtown  
Barrie



# Municipal Act

## Section 204 (1) - 216



# MEMO OF UNDERSTANDING



# City Plans & Strategies

Official Plan 2051

Tourism Master Plan

Sport Tourism Strategy

Parking Strategy

Waterfront Master Plan

Downtown Market Study

Barrie Police Strategic Plan

Community Safety & Well Being Plan

Historic Neighbourhood Strategy

Urban Design Guidelines

Community Improvement Plan

....Barrie Facade & Streetscape Improvement Study

# Council Strategic Priorities

2022-2026

2018-2022

2014-2018

2010-2014

.....

# Partnerships

City of Barrie  
Working Departments

Community Service Groups  
(Rotary, Kiwanis, etc)

Tourism Barrie

RVH

Sandbox Centre

Barrie Police

MacLaren Art Centre

Barrie Chamber of Commerce

Social Services  
(Busby Centre, Salvation Army, etc)

Georgian College

# Creates a Solid Foundation

Sandbox Centre	Community Service Groups	Barrie Police	Social Services
Barrie Chamber of Commerce	Georgian College	Tourism Barrie	RVH
Council .....	Council 2010-2014	Council 2014-2018	Council 2018-2022
			Council 2022-2026
Tourism Master Plan	Community Improvement Plan	Waterfront Master Plan	Community Safety & Well Being Plan
Historic Neighbourhood Strategy	Urban Design Guidelines	Downtown Market Study	Barrie Police Strategic Plan
Municipal Act Section 204 (1) - 216	MEMO OF UNDERSTANDING	Parking Strategy	Sport Tourism Strategy
			Official Plan 2051
300+ BIAs in Ontario	100,000 Main Street Businesses in Ontario	350+ Local Main Street Businesses in Downtown Barrie	
Business Improvement Area (BIA)	Property & Business Owners	1 9 7 0 Bloor West Village	5 0 + years
			1 9 7 2 Downtown Barrie

# What BIAs Do...



## EVENT FACILITATOR

New visits to the Downtown have the opportunity to bring new business to the Downtown. Promoting the Downtown area through visitor experience is a key priority for BIAs and hosting events is a way for Downtowns to really show off all they have to offer. Events have the power to make visitors realise that the Downtown area is a place they want to be.

The return on investment (ROI) of the events portfolio is total number of visitors to the Downtown.

## PUBLIC REALM INVESTOR

At its inception in 1970, the BIA concept was based on the importance of investing in 'the space between and surrounding the buildings and the businesses' - the public realm. Investing in the public realm creates a vibrant and enjoyable sense of place that attracts visitors to the Downtown.

The Return on Investment (ROI) is the creation, enhancement, and beautification of the public realm within the Downtown area.

## AREA MARKETER

A BIA who promotes the Downtown area also promotes its businesses. This includes generating well thought out marketing campaigns utilizing all forms of media while remaining 'on brand.' The aim is to draw attention not only to the Downtown area, but all the businesses within it.

The Return on Investment (ROI) takes into consideration social engagement & population reach in combination with event facilitation and business interaction.

## POLICY & PARTNER INFLUENCER

With strong Strategic Plans (Brand Action Plans) BIAs become integral vehicles for communicating localized business opportunities and challenges to policy makers, government partners, local community agencies and commercial organizations. By embracing a cooperative relationship with these partners, BIAs are able to advocate and influence positive change on behalf of the Downtown area, its businesses and the local community.

The Return on Investment (ROI) is strong relationships and a collaborative working approach to local challenges and opportunities.

# Strategic Pillars

AREA MARKETER

PUBLIC REALM INVESTOR

POLICY & PARTNER INFLUENCER

EVENT FACILITATOR



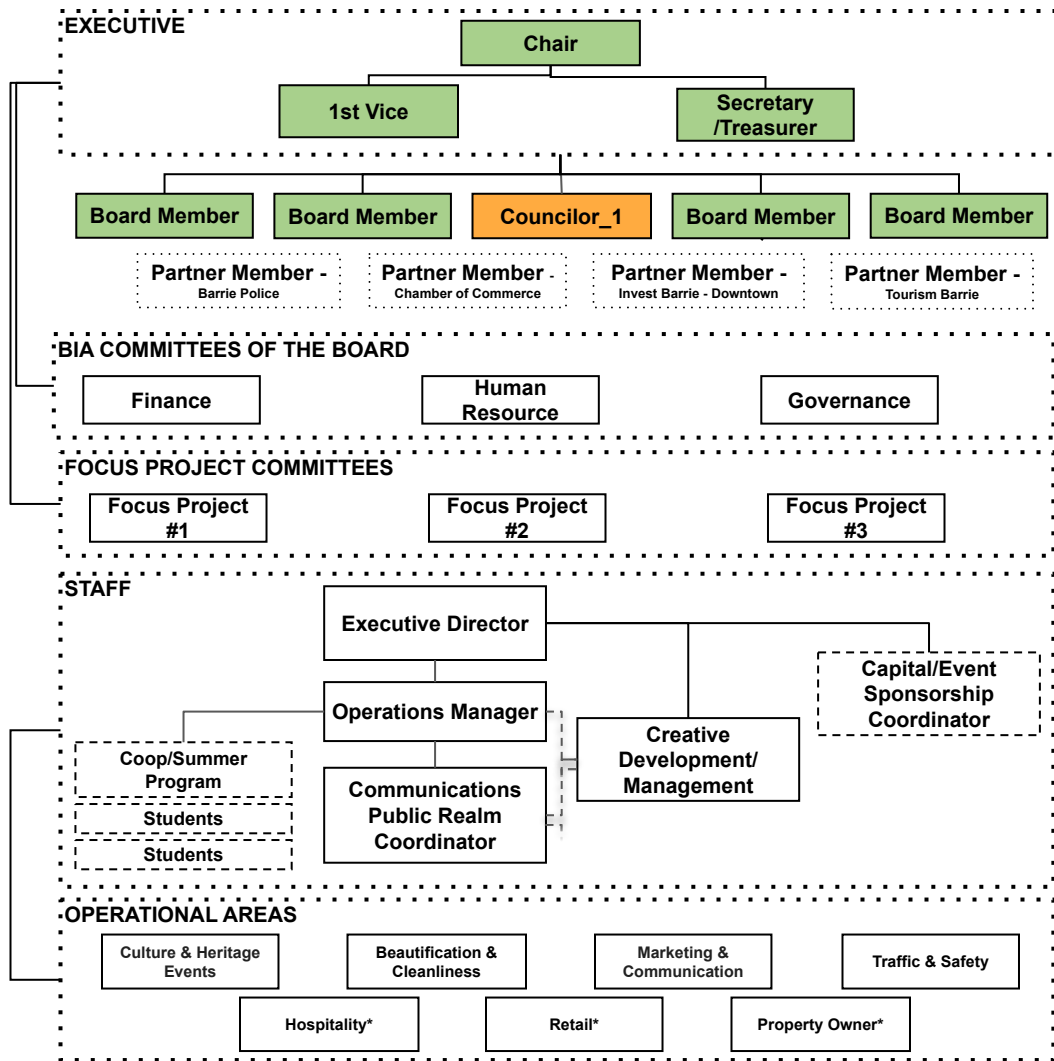
# Governance

CONSTITUTION

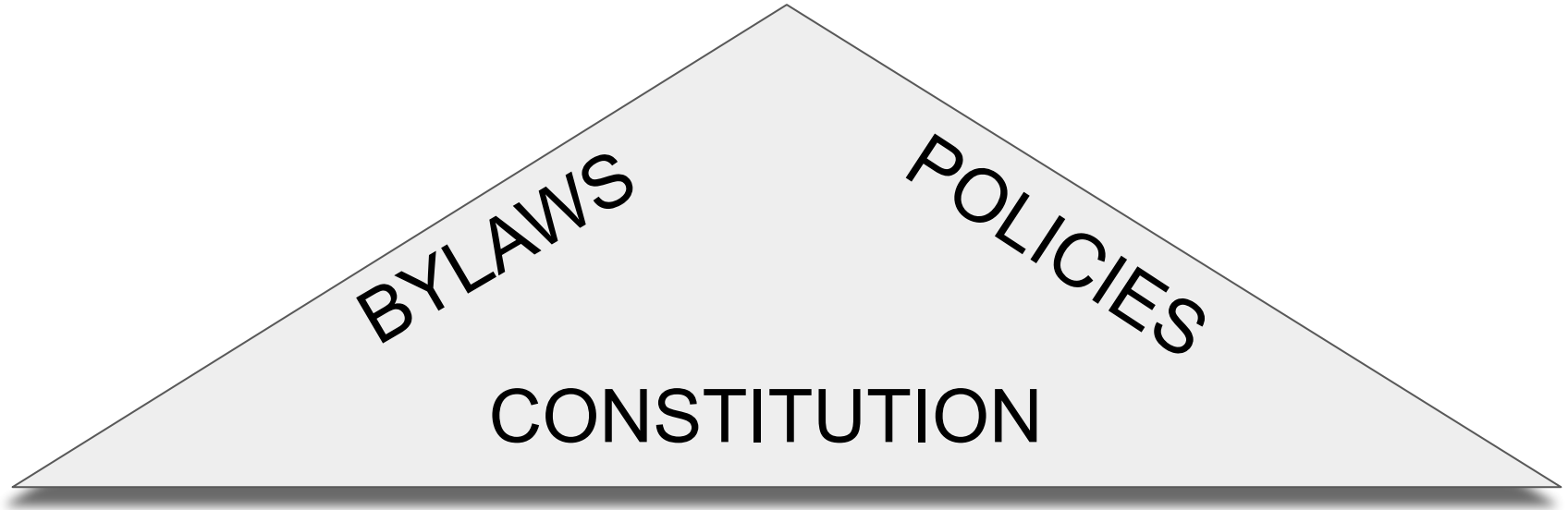
BYLAWS

POLICIES

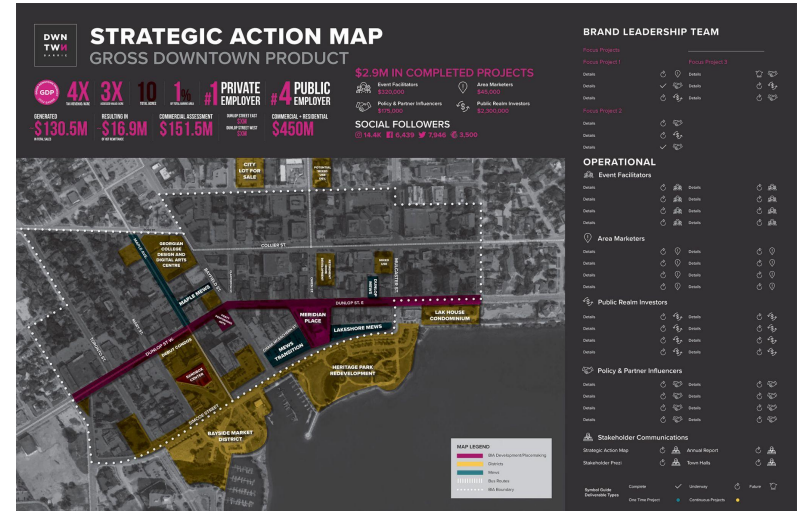
# BIA Organizational Chart



# Strong Roof



# Strategic Action Map & Budget



\$684,387



# Why investing in the public space matters for city's...

<https://www.gensler.com/blog/why-investing-in-public-space-matters-for-cities-and-real>



THANK YOU