

DOWNTOWN BARRIE BUSINESS IMPROVEMENT AREA (BIA)



BIA



Business Improvement Area







Property & Business Owners



1970 Bloor West Village

50+ years

1972 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

DW

City of Barrie Community Service Groups Working Departments (Rotary, Kiwanis, etc) **RVH Tourism Barrie** Sandbox Centre MacLaren Art Centre **Barrie** Police Barrie Chamber of Commerce Social Services Georgian College (Busby Centre, Salvation Army, etc)

Creates a Solid Foundation

DW

TW

Sandbox Centre	Community Service Gro	ups	Barrie Polic	Social Services	
Barrie Chamber of Commerce	Georgian College	Tourism	Barrie	RVH	MacLaren Art Centre
Council	Council 2010-2014	Council 2014-2018	-	Council 18-2022	Council 2022-2026
Tourism Master Plan Historic Neighbourhood Strate	Community Improvement Plan egy Urban Design Gu		Master Plan owntown Market S	•	v Safety & Well Being Plan Barrie Police Strategic Plan
Municipal Act Section 204 (1) -	216 MEMO OF UNDERSTA	NDING Parking	g Strategy S	Sport Tourism Stra	ategy Official Plan 2051
300+ BIAs in Ontario	100,000 Main Street Busines	ses in Ontario	350+ Local M	lain Street Busin	esses in Downtown Barrie
Business Improvement Area (E	IA) Property & Business Owne	ers 1970 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.

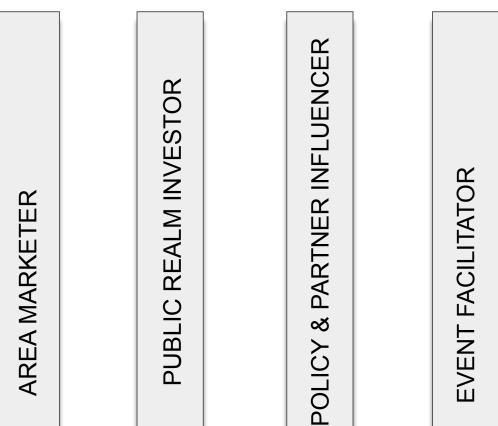
The Return on Investment (ROI) takes into consideration social engagement & population reach in combination with event facilitation and business interaction.

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





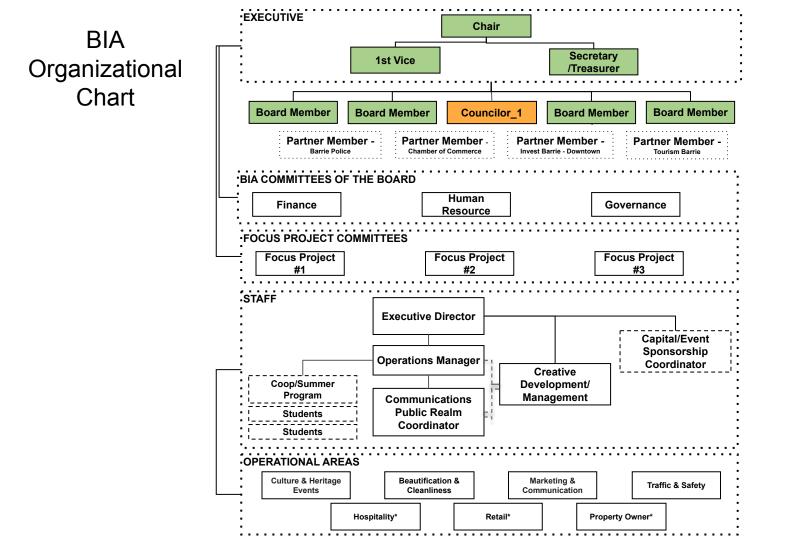


Governance

CONSTITUTION

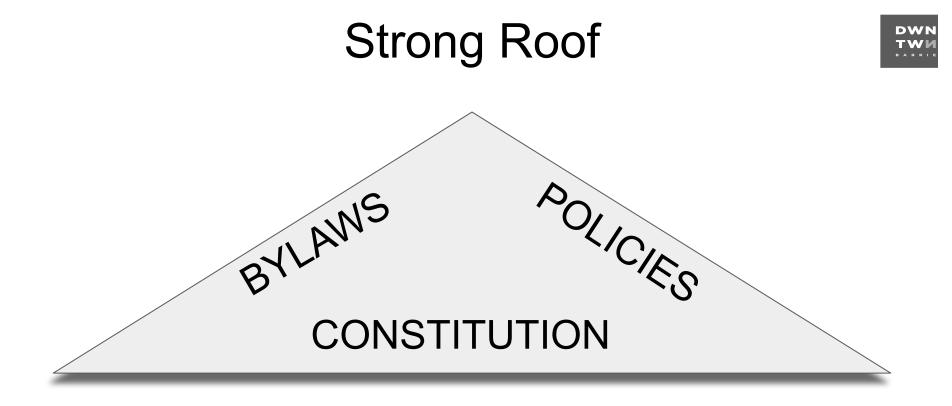
BYLAWS





DWN

TWP



Strategic Action Map & Budget

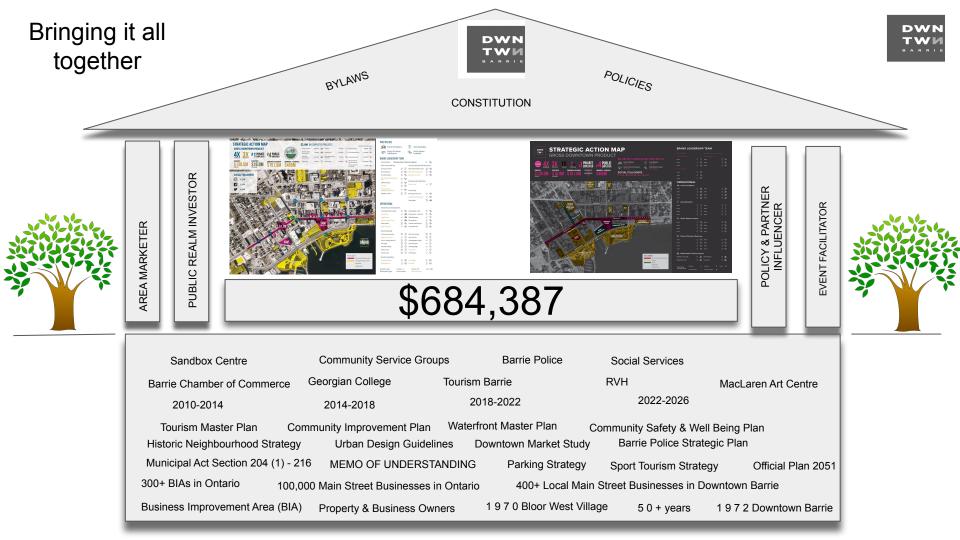




Policy & Pol	artner 5		Public Realm Investors				
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Focus Project: Mer	\checkmark	4,					
Best Prectice Biz Dev			Connect Waterfront & Downtown				
Susiness recruitment	Ċ	\odot	Major helaktonference centre	2	10		
Best practices trip	Ċ	v	Public market development	Ċ	37		
See cade: building	Ċ	4.	Redevelopment district	C	23		
Redevelop soving (Official Pla CP)	" ć	Ð					
OBIAA RDI Project	Ċ	V	Develop Gathering Plac		~		
Free RD-FL	Ċ	2	District naming	~	Ø		
Susiness technical assist program (Sandbox)	~	÷	Community				
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			College/university downstown	~	623		
			Forting steps	TO:	de .		
PERATIONAL							
Brand Product Develop	ment						
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Upgrade avents	~	sh.	Nayfinding system	\checkmark	0		
New brand specific events	~	ŵ	Off site parking	đ	2		
Street speakers	Û	4	Crosswalk redevelopment	Σ	4,		
Public art program	~	4.	Transportation link	12	1		
Brand Marketing							
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Best of - madering brochure		0			0		
Parking app	Q	Q	Brand style guide	\checkmark	0		
Alandels marketing	Q	Ø	Marketing budget	\checkmark	0		
Banfe fun facts	Q	0	Social media	~	0		
Dewritewn app	Q	0	Marketingplan	\checkmark	0		
Brand Presentation							
Sinategic Action Map			Annual Report	Ċ	10		
Stakeholder Prezi	Ċ	P	Iper Kalls	Ċ	P		
	Complete Complete No		Underway 💍 Continuous Projects	ha	n 12		



\$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