

Downtown Barrie Business Association (BIA)

Creating a safe and vibrant place to shop, live and play



Downtown Barrie BIA Fun Facts



Established in: 1974

Staff: 3

Volunteer Board: 12

Membership: 625

Commercial Property Value: \$162,841,800.00

Role of BIAs in Ontario



Section 204 of the Municipal Act states of Business Improvement Areas, that...

204 (1) A local municipality may designate an area as an improvement area and may establish a board of management,

(a) to 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

(b) to promote the area as a business or shopping area. 2001, c. 25, s. 204 (1).

Why we're here today



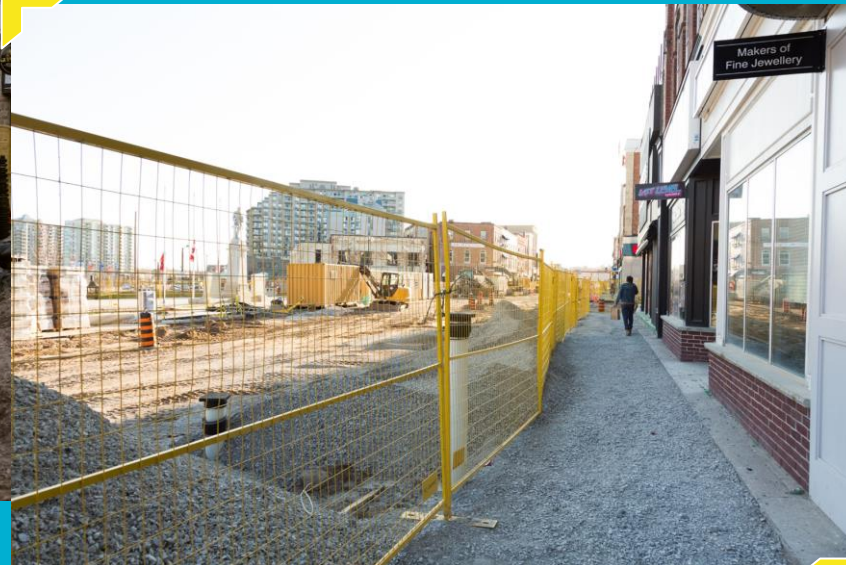
Request from Council:

That the Downtown Barrie Business Association (BIA) be requested to provide a presentation to City Council concerning their governance model, vision including suggestions for possible boundary expansion, and objectives for the remainder of the 2018 - 2022 Term of Council prior to the end of June 2021. (Item for Discussion 8.6, May 3, 2021)

Sponsor: Councillor, M. McCann

What Downtown Experienced

DOWNTOWN
BARRIE
Unexpected!



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BARRIE
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What Downtown looked like during COVID-19



What Downtown looked like during COVID-19

DOWNTOWN
BARRIE
Unexpected!



Governance



CORPORATION

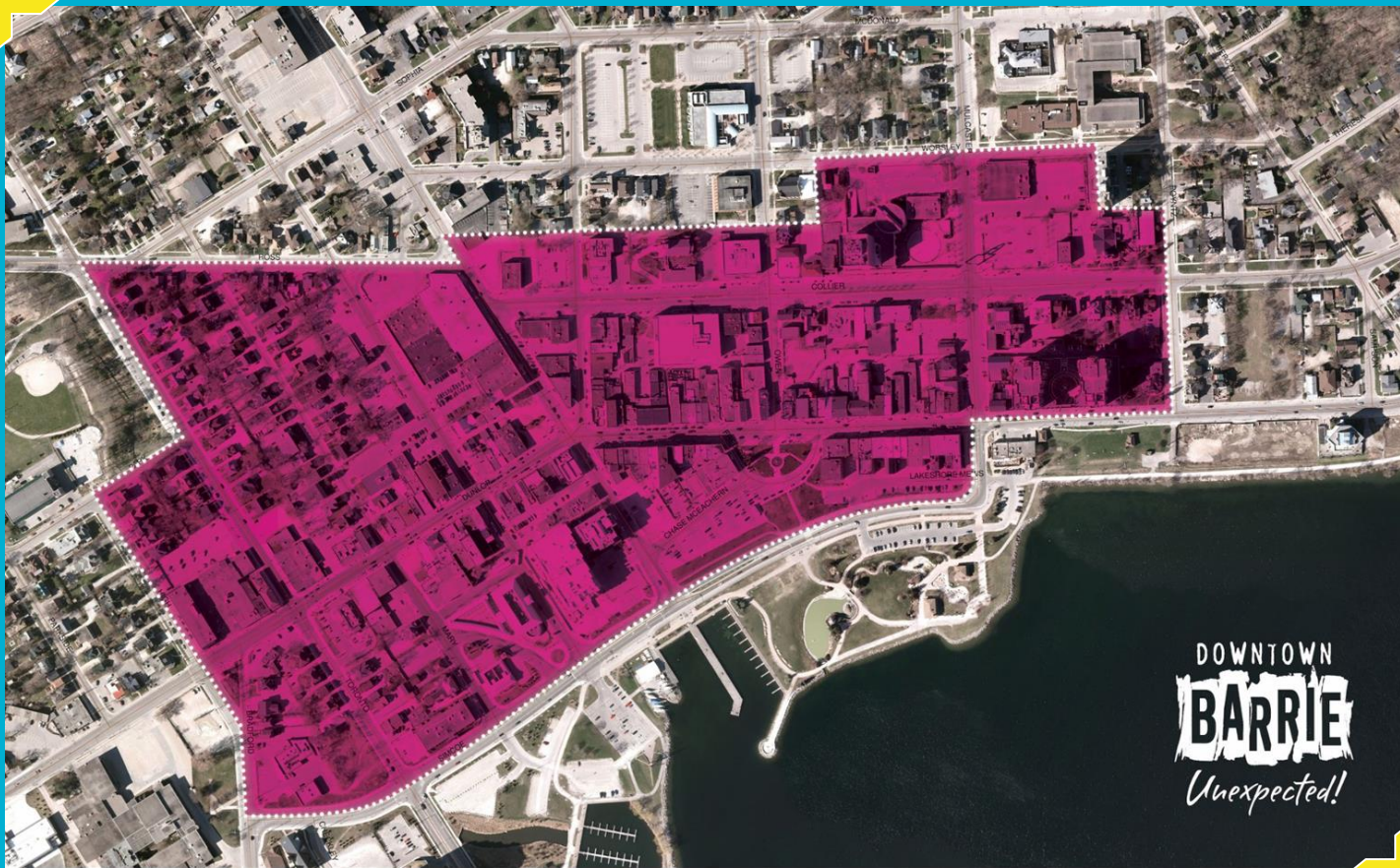
**LOCAL BOARD OF
COUNCIL**

Local Board Responsibilities



- Procedures by-law and notice
- Procurement Policy
- Personnel Policy
- Land acquisition/ownership Policy
- Public meetings – open/closed meeting requirements
- Minutes and access to records
- Annual Audit, by Municipal Auditor
- Presentation of Annual Report to Council
- Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)
- Meeting Investigator and Integrity Commissioner

BIA Boundary



DOWNTOWN
BARRIE
Unexpected!

DOWNTOWN
BARRIE
Unexpected!

2018 - 2022

Strategic Goals

- Clean, Safe & Beautiful
- Events & Marketing
- Governance
- Residential Development
- Property Reassessment

In normal times...

Craft Beer & BBQ Fest



Promenade Days



Noella Festival



Strategic Shift

- COVID 19
- REOPENING
- RECOVERY

COVID-19 Response Projects



Downtown Heroes Campaign

Raised a total of \$6100 that helped deliver over 600 lunches to Barrie frontline workers



Reopening PPE Kits

Cost-share program with BIA member businesses



COVID-19 Response Projects



Lifeline E-Gift Card Program

Launched April 1, 2020.

Currently 64 participating BIA businesses.

To date, this program has directed **over \$37,500** to BIA businesses.



COVID-19 Response Projects



Open Air Dunlop

Over five Saturdays in the fall of 2020, brought **over 22,000 visits** to downtown Barrie.

Thank you to Council for approving the partnership funding.



Objectives 2018-2022



The Downtown Barrie BIA will **remain flexible, responsive and effective** in its approach to membership support. We look forward to:

OPERATIONS

- Open Air Dunlop
- West End Task Force
- AGM

BOARD MANAGEMENT

- Governance
- Training
- Capital Commitments

Membership & Community Partnerships



City of Barrie

- Streetscape Project
- Curb Side Parking
- Hot Spot Parking APP
- Economic Recovery Forum

Barrie Police

- Bright Spot Project + Alley Lights
- Community Safety & Well Being Working Group

Tourism Barrie

- Barrielicious/Localicious
- Tourism Wayfinding Signage

Downtown Art Projects

- Public Art Committee & 360 Collective
- Talk is Free Theatre
- Theatre by the Bay

OPEN AIR DUNLOP 2021

See you
downtown!



Thank You!