

# What is a BIA?

- ⌘ A formal association of business owners and tenants
- ⌘ Within a defined area
- ⌘ Managed by volunteer board
- ⌘ Operated in accordance with the Municipal Act and Municipal Code



# What do BIAs do?

- ⌘ Beautify the street
- ⌘ Market and promote area
- ⌘ Advocate on behalf of their area
- ⌘ Address issues of common concern
- ⌘ Educate retailers



# Benefits of a BIA to Retailers

- ⌘ Unified voice for local business issues
- ⌘ Forum for discussion
- ⌘ Funding mechanism to address issues
- ⌘ Access to City programs
- ⌘ Member of TABIA



# How Does a BIA Work?

- ⌘ Managed by Board of Management
- ⌘ Set agenda of activities and budget for every year
- ⌘ Budget approved at AGM
- ⌘ Council approves budget



# How is a BIA Funded



- ⌘ BIA sets budget each year
- ⌘ Council approves budget
- ⌘ Moneys collected from each commercial tenant and owner through special levy on tax bill
- ⌘ City remits funds to BIA
- ⌘ Audited financial statements required each year

# How Much is the BIA Levy?

YOUR  
ASSESSED  
PROPERTY  
VALUE



BIA  
ANNUAL  
BUDGET  
(\$100,000)



**(\$500,000)**

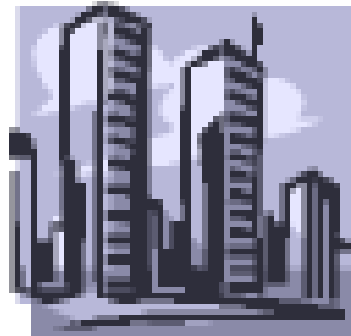
**(\$100,000)**

ANNUAL  
LEVY

**(\$310)**

TOTAL AREA  
ASSESSMENT

**(\$161,000,000)**



# How do you Start a BIA?

- ⌘ Form Steering Committee
- ⌘ Hold meetings to gauge interest and define boundaries
- ⌘ Formal request made to City
- ⌘ Clerk conducts poll
- ⌘ If favourable poll result, Council approves by-law



# What does the City do for BIAs



- ⌘ Facilitate new BIA development
- ⌘ assist with strategic plans, streetscape improvement plans, budget preparation
- ⌘ provide information and advise on running a BIA
- ⌘ organize training and information sessions
- ⌘ organize AGMs each year
- ⌘ provide daily support to BIAs through issue management, conflict resolution, and mobilizing other Departments
- ⌘ work with TABIA on City-wide BIA issues

# Mural Program

⌘ \$85,000 per year



# Capital Cost Share Program

- ⌘ 4 million per year on capital projects
- ⌘ shared 50/50
- ⌘ manage design, tendering and construction of all projects
- ⌘ City pays up front then charges BIA



# Kennedy Road Plan















