

CALL TO ACTION



Count Me In!

REGISTER BY MARCH 31st 2020 AT:

www.willowdalebia.com

Contact Us

General Inquires

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详情请咨询

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با ما تماس بگیرید

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문의하기

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Volunteer Supporting Partners

GWL Realty Advisors, Inc.

Invesco Canada

ivari

Korean Canadian Business Association (KCBA)

North York Arts

Manulife Investment Management

MeNami / HanBaTang

Newland Financial Inc.

Novotel

North York Central Library

Oulahen Team Realty Inc.

Persaud Law Group

Royal Bank of Canada

RioCan Management Inc.

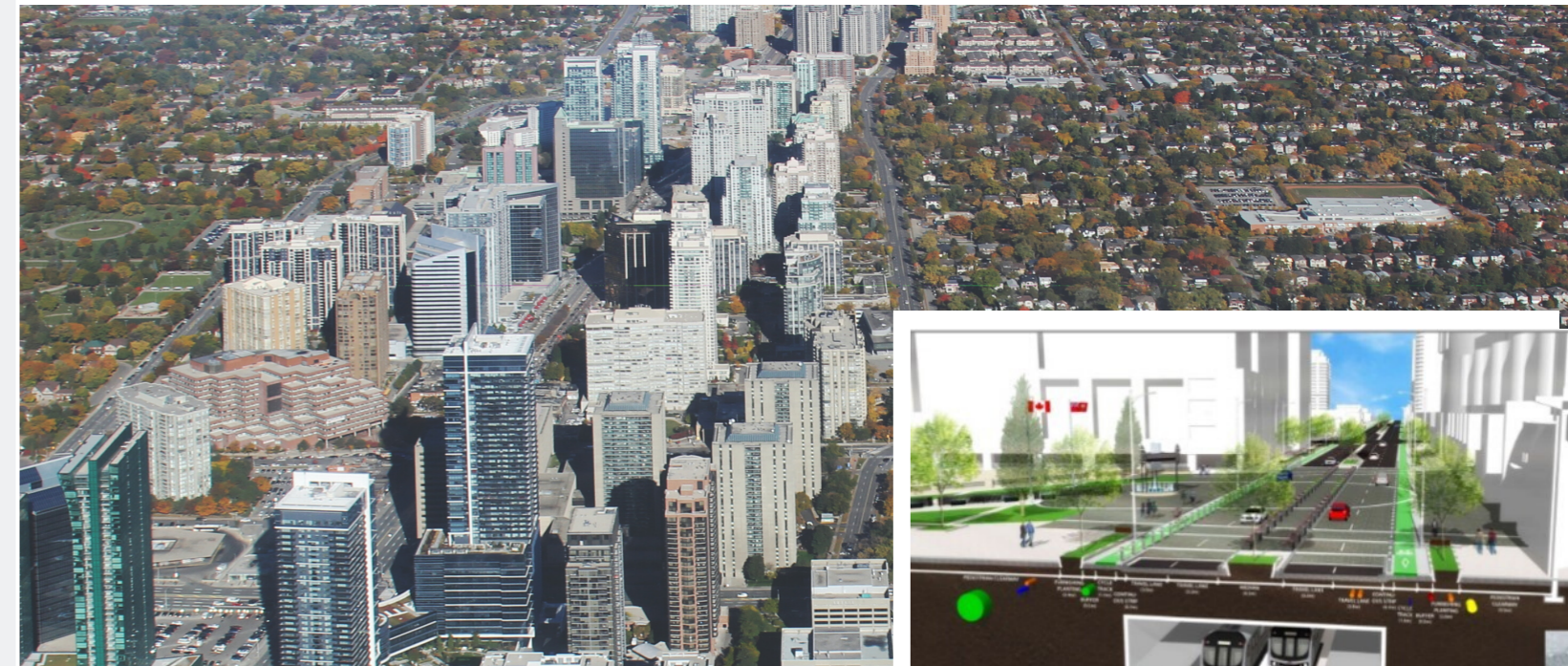
HELP US FORM A BIA IN WILLOWDALE

Information

안내 책자

宣传册

www.willowdalebia.com



HAVE YOUR VOICE HEARD ON IMPORTANT UPCOMING ISSUES

Business and Commercial Property Owners - JOIN US!

请各位企业业主、商铺业主-加入我们! 第3页提供了Willowdale BIA信息。

개인 및 법인 사업자, 건물주 분들의 많은 참여 부탁드립니다. 윌로데일 BIA 한국어 정보는 페이지 3에 있습니다.

REGISTER NOW TO:

➤ Receive updates about the BIA

➤ Voice your opinions and concerns

➤ Attend business community meetings

➤ Influence ReImagining Yonge Project

A volunteer local community project in partnership with the City of Toronto and Councillor for Willowdale John Filion

John Filion
Toronto City Councillor - Ward 18 Willowdale

What is a BIA?

A Business Improvement Area (BIA) is made up of local businesses who join together to carry out improvements and promote economic development within a designated area.

There are currently 83 BIAs in Toronto, and Willowdale seeks to create a BIA of its own to support the large and diverse business community.

How is a BIA Funded?

Once a BIA is established, the Board of Directors will decide upon a budget for the upcoming year in order to meet its goals to benefit the community.

Funds for the budget are collected as a levy to all businesses or commercial property owners within the BIA boundaries. The levy for each business is based on their property value, multiplied by the annual budget and divided by the total commercial assessment.

How is a BIA established and operated?

The BIA is currently being spearheaded by a steering committee of 20 business leaders who are responsible for educating the greater business community about this project.

The steering committee sets the boundaries, proposed annual budget, levy rate and marketing strategy for the BIA. The City's public process to determine if a formal vote on establishing a BIA will be conducted.

Annual Levy

BIA activities are paid for through a small annual fee collected from commercial properties by the City of Toronto and provided, in their entirety, to the BIA. The fee is determined by the BIA Board and divided by each property's assessed value. For tenants, this fee is usually included in the monthly rent.

Board of Management

Public directors, usually local business leaders, are elected by the BIA membership to sit on the BIA board. The BIA board is responsible for managing the BIA's budget and its business improvement projects.



DID YOU KNOW?
The Willowdale community is one of the largest commercial districts in Toronto not currently represented by a BIA.

How can a BIA help the Willowdale business community?

Exclusive Benefits from the City

BIAs have access to exclusive City grant programs such as capital cost-sharing, facade improvements, graffiti and vandalism repair and construction mitigation.

Strengthens Local Business

BIAs can advocate on behalf of the local community and help attract new customers through large scale marketing, promotions and community events.

Ready to REImagine Yonge Street

As a unified voice we can have more say in the design process and how it would impact the business community along the Yonge Street corridor. The business community will also need to prepare for the 2-3 year construction on Yonge Street. With a BIA, business owners can rally together for initiatives to mitigate the effect on businesses.

Proposed Boundaries:

The steering committee has proposed the following boundaries for the BIA which will include all businesses within them:

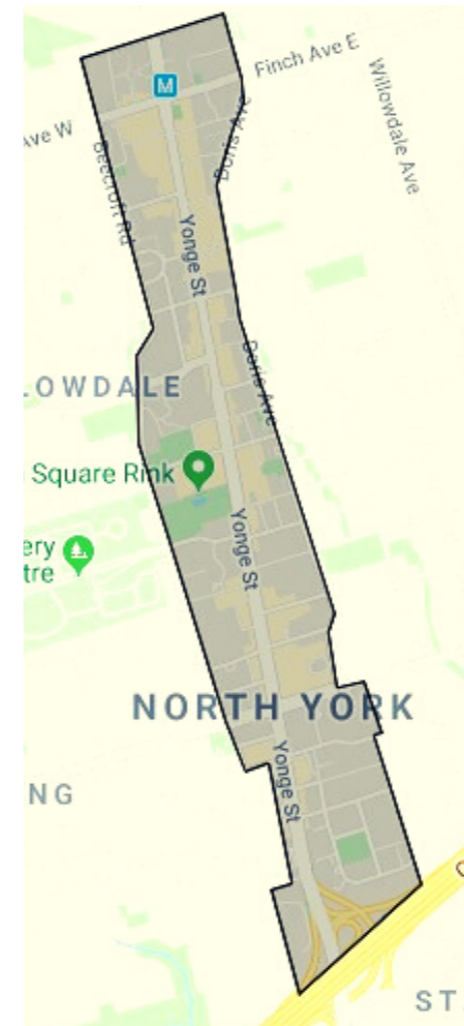
North:
Hendon / Bishop Ave

East:
Kenneth / Doris Ave to Bonnington Pl to Tradewind Ave

South:
Ontario Hwy 401

West:
Beecroft Rd to Yonge St to Linelle St

Once established, the BIA board may decide to change the boundaries.



BIA란 무엇입니까?

비즈니스 활성화지역 (BIA)은 지정된 구역 내의 지역 사업체들로 구성되어 있으며, 한 단체로서 힘을 합쳐 지역환경을 개선하고 지역 내의 경제 활동을 촉진할 수 있습니다. 현재 토론토에는 83개의 BIA가 있습니다. 윌로우데일은 지역 사업체들을 지원하기 위해 지역구 내에 BIA를 설립하고자 합니다.

BIA는 어떻게 운영 되나요?

연회비

BIA 활동은 토론토시가 상업용 건물에서 징수한 소액의 연회비를 BIA에 전액 지급됩니다. 회비는 BIA 위원회에 의해 결정되며 각 건물의 감정가격에 따라 배분됩니다. 세입자의 경우, 이 요금은 보통 소유주의 정책에 따라 월세에 포함됩니다.

경영위원회

공공 이사들은 BIA 회원들에서 선출됩니다. 위원회는 평상시 지역업체 리더들로 구성되어 있습니다. BIA 위원회는 BIA의 예산을 관리하며, BIA의 활동과 지역 이니셔티브 개발을 담당합니다.

BIA가 어떻게 저희 사업을 도울 수 있나요?

지역 비즈니스 활성화

BIA는 지역 사업체들에 지역 내 의사 결정 과정에 더 강력한 영향력을 행사할 수 있게 해줍니다. 또한, BIA는 지역사회를 대표하여 옹호하고 광고, 프로모션 및 지역사회 행사를 통해 새로운 고객 유치에 도움을 줄 수 있습니다.

BIA전용 혜택

BIA는 자본 비용 부담, 건물 외관 개선 및 건설 피해 완화 등과 같은 시 정부에서 지원하는 BIA 전용 특수 보조금 프로그램을 이용할 수 있습니다.

문의하기 고정옥 번역회장
905-597-1533
korean@willowdalebia.com

什么是BIA?

商业促进改善区 (Business Improvement Area) 是指由当地企业参加, 在指定区域内改善环境、促进经济发展, 从而达到互惠互利的目的。目前多伦多市已有83个BIA区域, 现在Willowdale区正在寻求打造一个多样化的BIA商业社区。

BIA的筹建

一旦BIA在区域内建立, 董事会将会决定来年的预算, 以实现造福社区的目标。预算资金将会向区域内企业/业主进行征收适当费用。征收费用的计算将基于每个企业/业主物业税值, 按合理的比例征收。所征费用将作为BIA的运作资金。

BIA的建立与运营

BIA将会由20位较大企业/业主组成的指导委员会牵头。委员会将会设定合适的区域, 拟议年度预算、征收比例和区域内营销策略。同时, BIA成员将会通过投票选举出董事会成员, BIA董事会将会负责管理BIA预算和项目。

BIA对Willowdale 商业社区的帮助

专属项目福利

BIA享有专属的补助计划, 例如资本成本分摊、铺面形象提升、以及降低市政施工影响。

加强本地商铺竞争力

BIA可以代表社区进行宣传, 开展大规模营销、促销活动为商业社区吸引客户。

展望新的YONGE STREET

今年春天, 商界将在YONGE STREET参与未来为期2-3年的整修计划, 借助BIA, 企业/业主们可以在最终设计中拥有更多的发言权。

详情请咨询 Wendy Wu:
416.549.3704
chinese@willowdalebia.com

당신의 참여가 필요합니다!

详情请登录以下网址

www.willowdalebia.com