

TORONTO **BIA** OFFICE

Business Improvement Areas 101

What is a BIA?

- A formal association of property owners and tenants
- Includes commercial and industrial properties
- Defined boundary
- Managed by volunteer board “self help”
- City Local Board, operates in accordance with Toronto Municipal Code
- Self-funded through a levy



City of Toronto Archives, Fonds 1257, f1257_s1057_it8660

Toronto Municipal Code, Chapter 19

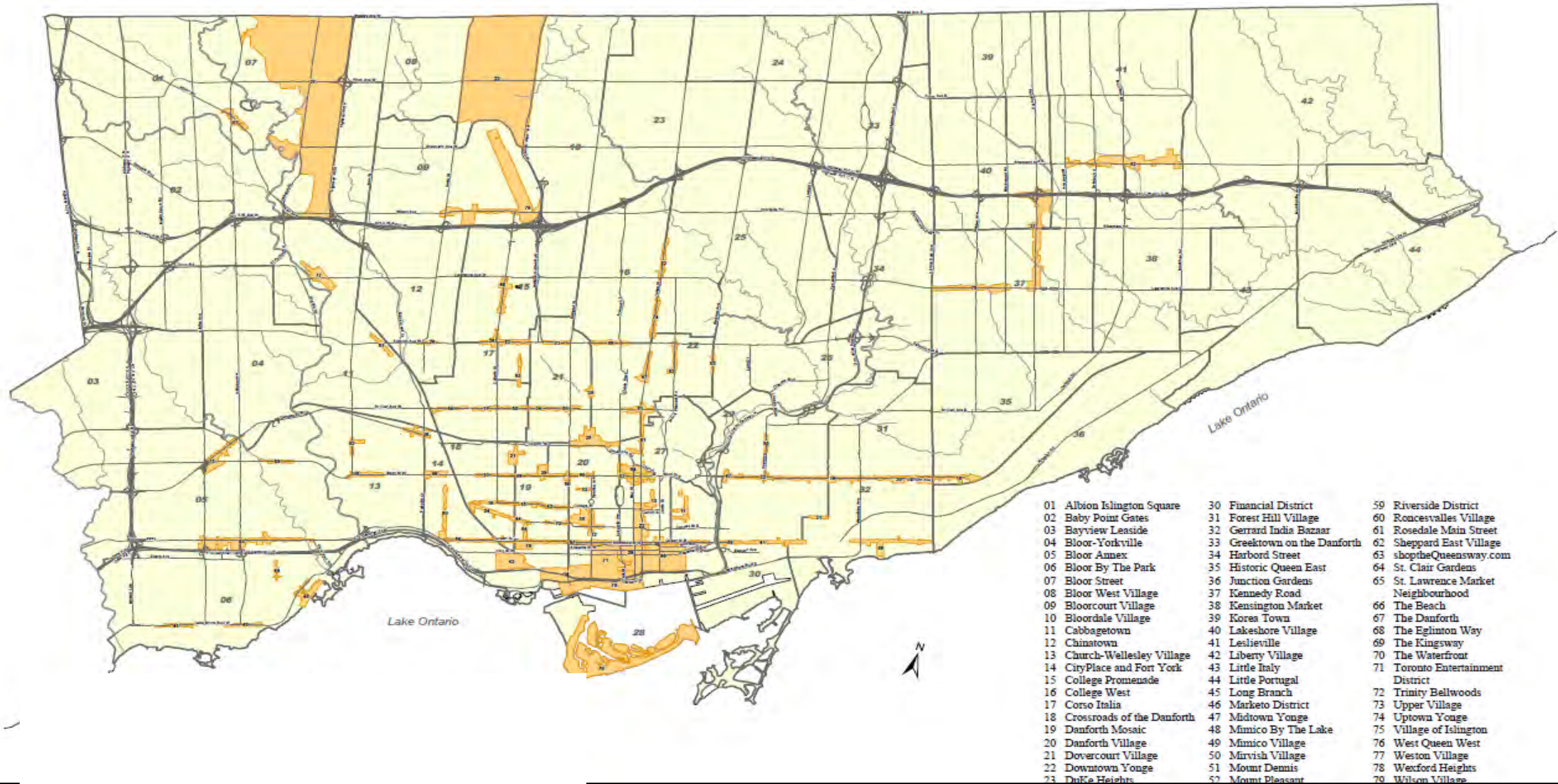
The Toronto Municipal Code is a compilation of by-laws organized by subject. Each chapter is a by-law and Chapter 19 is specific to BIAs.

Is amended from time to time. There is currently a review underway exploring such things as the role of City Councillors, property ownership and the status of BIA Streetscape Plans.

Toronto Municipal Code, Chapter 19

- Promote the BIA as a business and employment area.
- Advocate on behalf of the interests of businesses in the area.
- Oversee the improvement, beautification, maintenance of municipal land, buildings & structures beyond city standards
- Conduct planning to address business improvement initiatives
- Undertake safety and security initiatives
- Graffiti and poster removal on facades visible to the street
- Maintain BIA initiated streetscape improvements

Toronto's 86 BIAs



How does a BIA Operate?

General Membership

- Nominate Board Members
- Approve Budget
- Participate in Subcommittees

Board of Management (Volunteer)

- Provides oversight & direction
- Set agenda
- Manage activities
- Establish Subcommittees
- Prepare the Budget

BIA Staff

Implement projects

- Run BIA day-to-day operations
- Coordinate with business & city

Who participates in a BIA & how?

- Membership:
 - Business Tenants
 - Owners of Commercial / Industrial properties
- 'One-entity, one vote'
 - Regardless of number of properties or businesses
- Board of Directors nominated by the BIA & approved by City Council
- Councilors appointed to the board
- Board of Directors appoints a Chair, Vice-Chair, Treasurer & Secretary.
- Board forms sub-committees
- Board may hire staff & consultants to achieve its aims



What Can't BIAs Do?

- Spend money not included in the budget
- Borrow or lend money
- Incur any indebtedness (without prior council approval)
- Provide support to political candidates or parties
- Advertise or pay for advertisements in political publications
- Fund improvements to private property (except approved graffiti and poster removal)
- Participate in an CoA, LPAT, LAT, (tribunals) etc., without membership approval, or unless called as a witness.
- Hold a membership meeting on a holiday
- Pass resolutions or take positions counter to City Council approved policy or decision.

How does the City support BIAs?

Program Support:

- New BIA development & expansion
- Assist with strategic plans, streetscape plans, budget preparation
- Plan and coordinate capital projects
- Training and information sessions
- Help organize and conduct Annual General Meetings
- Issue management, conflict resolution, and mobilizing other departments
- Work with TABIA to address Citywide BIA issues
- Conflict resolution

Selected Projects & Initiates:

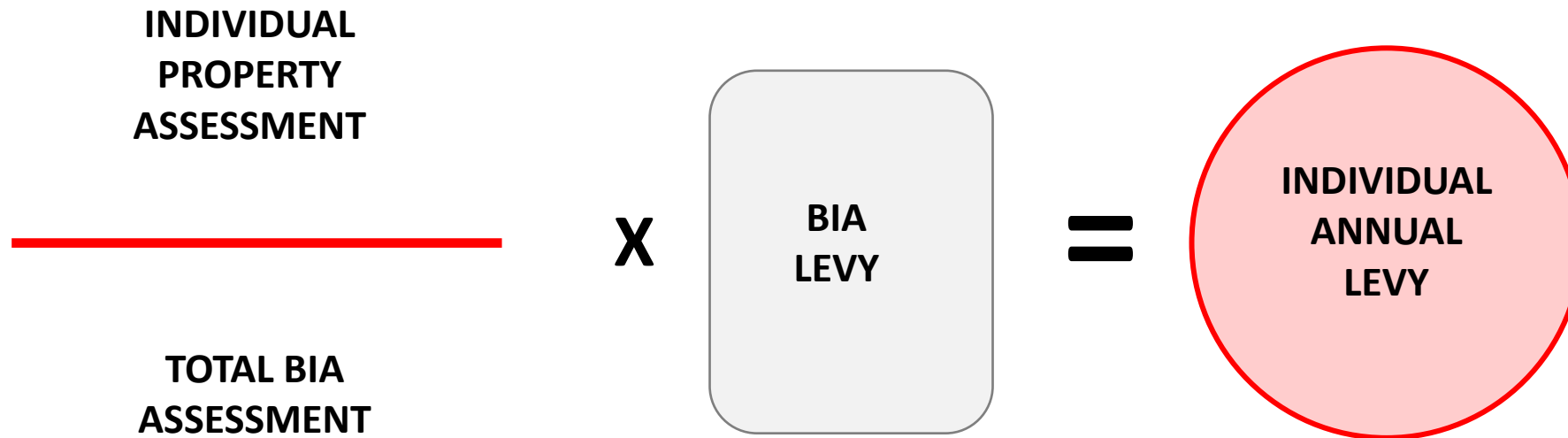
- **Streetscape Improvement**
 - Cost-Shared 50/50
 - Over \$4 million per year
 - BIAs make requests annually
 - City BIA Office provides project management staff
 - Work coordinated with repair & maintenance of city roads & sidewalks
- **Outside Mural & Street Art**
 - Mural Program provides grants of up to \$7,500
- **Grant Programs**

How Does A BIA Raise Funds?

- Board of Management sets priorities & prepares annual budget
- Membership approve budget at AGM
- City Council approves budget
- Special Levy applied to final tax bill
- City collects & remits funds to BIA
- Auditor prepares annual audited financial statements



BIA Levy Calculation



General BIA Benefits

- A recognized local city board – by-law
- Increase business activity
- Pooled resources create bigger impact vs. individual efforts
- Market and promote area to local residential neighbourhoods, destination shoppers and City-Wide
- Map and Directory - on line and in print
- Raise area profile
- Attract new businesses
- Group savings through TABIA
- Bulk buying power - advertising, insurance, credit card rates
- Meet & greet events
- Business cross-promotions

Events



Marketing & Promotion

- Develop a Strong Brand Identity
- Market Research Tool Kit
- Using New Technologies
 - Social Networking
 - Smart Phone Applications
 - Web-Based Business Directories
- Public Relations



D Coffee
O Fashion
D Design
D Dinner
D You



Do
Design
2013
January 24 to January 27
Dundas Street West between
Bathurst Street & Grace Street

Safety & Security

- Safety Audits
- Police Liaison
- Graffiti Removal
- Poster Removal
- SafeTO and SafeTOBIA
- Community Safety & Well-Being
- Broken Window Pilot Program



Anti-Postering Sleeves



Façade Grant

- **Façade Improvement Program**
 - Grants Maximum \$15,000
 - Up to 50% of the project cost



Murals



Street Furniture



Banners & Signage



Parkettes



CAITHNESS PARKETTE





Thank You!
Questions?

