

The Relationship between a Municipality and it's BIA



Or Ally ?





Mentimeter

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Presentation Overview

OBIAA

- Downtown Matters
- What Do BIA's Do?
- Who Benefits?
- Time for Change

Collingwood – Town & BIA

- Friend, Foe or Ally
- History and context of Collingwood's BIA (Collingwood Downtown)
- Why is it important to have guidance Documents?
- MOU Highlights
- Collaborations
- Challenges & Opportunities
- Conclusion - Friends, Foes or Allies : Relationships Matter / Q & A



Main Streets Matter

Main Streets:

- Represent sustainable development, making the best use of our existing infrastructure and creating compact communities that encourage walking, cycling and transit use
- Have historic connections to the origins of the community
- Have symbolic significance as the centre of civic life
- Are a central hub for festivals and celebrations
- Reflect a positive image of the entire city
- Provide opportunities for local and incubator business
- Offer an experience not found in new malls, plazas
- Support Local



What do BIAs do?

- 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
- Promote the area as a business or shopping area. ([Municipal Act 2001, c. 25, s. 204 \(1\)](#))



Who Benefits?

A Business Improvement Area (BIA) is a “made-in-Ontario” innovation that allows local businesspeople and commercial property owners and tenants to work together and, through Municipal By-Law and the Ontario Municipal Act, organize, finance, and carry out physical improvements while promoting economic development in their district.

BIAs are a unique private-public partnership that **raises funds**, by levy upon rate-able property in the improvement area, unlike other Local Boards.

The special levy is used for the betterment of the community and provide specific benefit to:

- Business Operators
- Employees and Employment
- Property Owners
- Community
- Municipality and Province
- Housing

Specific challenges in the Municipal Act.

- Tenancy Data and MPAC
- The Act does not distinguish the BIA Local Board from other Local Boards
- Who is eligible to vote and/or sit on the BIA Board?
- Clarity of the role of BIAs for Municipal Councils, Staff, BIA Boards and their Members

The [OBIAA Consultation Report](#) positions itself to ask the question, “to make BIAs a better tool for Economic and Community Development, would a separate Act, such as the Library Act be a clearer, stronger way of imagining our main streets across the province?”

Time for Change



4 CHALLENGES
BIAS FACE WITH THE
MUNICIPAL ACT



Legislative Changes are much
needed, and Municipalities can
help with this Advocacy

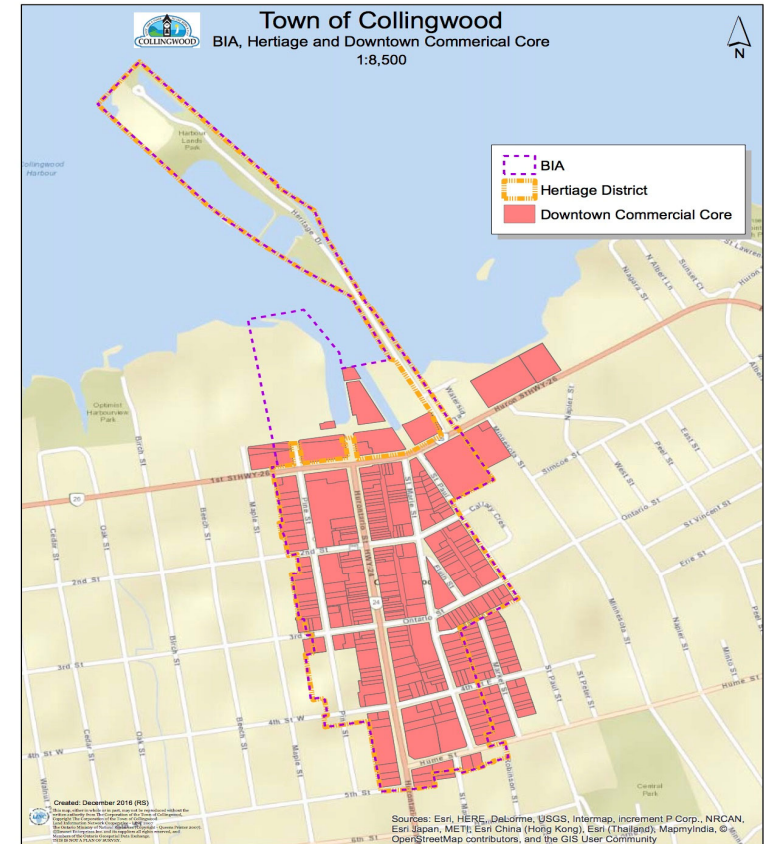
Friend, Foe and Allies

Characteristics & Implications

- Friend
- Foe
- Ally



History and context of Collingwood's BIA



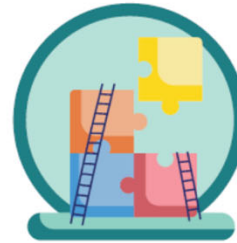


Why is it important to have guidance documents?



Town of Collingwood Downtown Master Plan

January 2025



01
Establish a Strong
Foundation for
Downtown Growth



02
Celebrate and
Connect to
Collingwood's Unique
Waterfront Location



03
Establish a Heart
In Downtown
Collingwood



04
Activate the
Downtown in
the evening and
throughout the year



05
Reinforce a
Beautiful and
Enjoyable Pedestrian
Experience





MOU Between the Town & Our BIA

Why did we want an MOU ?

Coverage – Roles & Responsibilities

Amendments





BIA Relationship with Town and Other Committees & Boards

- Connecting the Town's Community Based Strategic Plan Pillars and Goals to the work of the Business Improvement Area Board of Management.
- Setting Annual Goals and Objectives
- Recognizing Annual Accomplishments & Achievements
- Valued Stakeholder (Heritage, Downtown Master Plan, etc.)

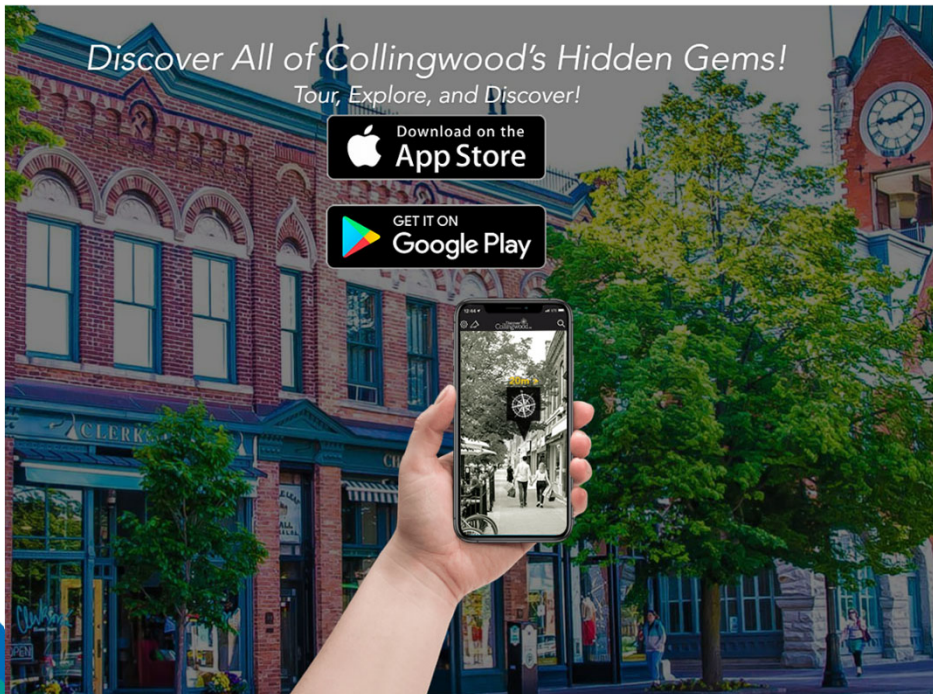


Economic Development Collaboration

- Business Development Centre
- Investment Attraction
- Business Retention and Expansion
- Business Celebrations
- Workshops and Events



Economic Development Collaboration



Tourism Promotion

- Discover Collingwood Craft Beverage Tour
- Taste and Toast
- Whiskeylicious
- Wayfinding
- Grants





Parks, Recreation & Culture

Culture & Events Collaboration

Festivals & Events

- Event co-promotion
- Pooling resources
- Special Events Permitting
- Communication (bi-monthly roundtable meetings)
- Community engagement & awareness building (CWOOD sign)
- Award winning events
- Grant application coordination





Parks, Recreation & Culture

Arts, Culture & Beautification

- Public Art & Art on the Street
- Downtown Garden Plan
- Busking
- Downtown Historic Tours



Challenges & Opportunities

Case Studies:

- Gateway Signage / Arch
- Events: Art Crawl-Fashion Week, Canada Day
- Parking / Patios
- Business Attraction



In closing:

Foe, Friend or Ally...
Relationships Matter!

Q & A (*as time permits*)

