Welcome to the 13th Annual Ontario Business Improvement Area Association’s National Conference in Downtown Hamilton. Or should we say welcome back as Hamilton was the host of the first OBIAA conference in 2002. If you were at that conference we know you will see a remarkable change in Downtown Hamilton when you are here.

The theme of this year’s conference is “BIAs... where Heritage meets Innovation” and we have much to show you that relates to that theme. From small towns to big cities, Business Improvement Areas (BIAs) are located in some of the most historic areas of our communities – yet house very innovative developments. This conference will explore how BIAs are revitalizing their communities by preserving the past through heritage work and building retrofits, while building a future by utilizing the latest technologies and promoting business networking and community events in the BIA. We will be incorporating keynote speakers, mobile workshops and social events that will highlight some of Hamilton’s innovative initiatives.

Our hardworking Conference Committee, sponsors and exhibitors thank you for joining us in Hamilton!

Sincerely,

Ellen Timms, Chair, OBIAA
John Kiru, Co-Conference Chair
Patti Brooks, Co-Conference Chair
Gerard P. Murphy, Honorary Co-Chair
A Message from the Honourable Jeff Leal, Minister

On behalf of the Ontario Ministry of Rural Affairs, I am pleased to welcome you to the Ontario Business Improvement Area Association’s (OBIAA) 2014 National Conference.

Supporting rural communities is part of the Ontario government’s economic plan that is creating jobs for today and tomorrow. Since 2003, the Ontario government has invested more than $1.67 million in 468 Rural Economic Development Program projects, which has generated more than $1.2 billion in local economic activity and created more than 35,000 jobs.

Together we can help build stronger business communities, create attractive public spaces, deliver new events and festivals, and enhance the quality of life for all citizens.

I would also like to take this opportunity to express my appreciation for the efforts of the OBIAA and its members. I applaud their dedication to the development of our communities.

I congratulate you on your achievements, and wish you all the best for the future.

Sincerely,

[Signature]

Jeff Leal
Minister of Rural Affairs

On behalf of the City of Hamilton, it gives me great pleasure to welcome you to the 14th Annual National BIA Conference, being held April 27-29th, 2014. This year’s theme BIA’s...where Heritage meets INNOVATION.

It is an honour for our city to welcome OBIAA and the delegates back to Hamilton for this prestigious event. I applaud the members of business improvement area associations for their dedication to the economic, cultural and social well-being of our communities. We are prepared to showcase all Hamilton has to offer. I hope that you will take advantage of some of your free time to explore the many entertaining sights and sounds of Hamilton and sample some of our many fine restaurants and shopping areas. Our community has much to offer for all who attend this year’s National BIA Conference.

I would like to acknowledge the dedication and hard work of the organizers of this event, who play a vital role in this endeavour and to ensure an enjoyable time for all.

Best wishes for a successful and memorable conference and welcome back to the City of Hamilton!

We look forward to your next visit.

Yours Sincerely,

[Signature]

Robert Bratina
Mayor, City of Hamilton
BIAs... where Heritage meets INNOVATION

CONFERECE COMMITTEE

OBIAA COMMITTEE
(Conference Co-Chair) John Kiru, TABIA
(Conference Co-Chair) Patti Brooks, UpTown Waterloo BIA
Virginia Armstrong, Tillsonburg BIA
Karen Fischer, Ministry of Agriculture and Food and Ministry of Rural Affairs
Councillor Andrew Marks, Timmins
Kay Matthews, OBIAA Executive Director
Diane Ploss, Ministry of Municipal Affairs and Housing
Margaret Stroz, OBIAA Intern – Humber College
Ellen Timms, Port Credit BIA
Marty Williams, Downtown Guelph BIA

HAMILTON LOCAL COMMITTEE
(Honorary Co-Chair) Gerard P. Murphy, Downtown Hamilton BIA
(Local Committee Chair) Kathy Drewitt, Downtown Hamilton BIA
Susie Braithwaite, International Village BIA
Patty Hayes, Ottawa Street BIA
Kerry Jarvi, Downtown Hamilton BIA
Eileen Maloney, City of Hamilton – Economic Development
Shelly Woch, Barton Village BIA

2014 AWARDS COMMITTEE
(Chair) Ellen Timms, Port Credit BIA
Sue McDowell, Fallsview and Victoria Centre BIAs
Kay Matthews, OBIAA Executive Director
Marty Williams, Downtown Guelph BIA

OBIAA ENIGMA STATS

Source: Enigma Research Corporation, Official Research Supplier

More than 200 delegates are expected to attend the BIA National Conference in Hamilton

93% of conference delegates are Facebook users

87% of delegates plan to implement something new they learned at the BIA Conference

EG 92% of delegates rated the 2013 conference as EXCELLENT or GOOD

89% of delegates recommend the BIA Conference to colleagues in their industry

91% of conference delegates are involved in their BIA’s purchase decisions

Keynote speaker Guillermo Penalosa from 8-80 Cities was the highest rated aspect of last year’s conference

.025 percent of delegates are vegetarian

“Funding & Grants” is the most popular education topic among delegates

Less than 2% of delegates are wearing a tie

shhh... the other 11% prefer to keep it a secret!

“Funding & Grants” is the most popular education topic among delegates
BIAs... where Heritage meets INNOVATION

HAMILTON, ON
April 27 to 29, 2014

BOOTH # BOOTH #

2014 NATIONAL BIA CONFERENCE

SPONSORS

PRESENTING Conference Sponsors

CONTRIBUTING Sponsors

MAJOR Sponsors

Special Thanks

Allegra Printing
Blackberry Waterloo
Fox 40 International
Hamilton Waterfront Trust (Trolley)
Hamilton-Wentworth District School Board
Mohawk College

Municipal World
Osteoporosis Canada
Tourism Hamilton

VIA Rail
YMCA Careerworx
and all the Silent Auction Donors
Hamilton Convention Centre
With over 35 years of experience in hospitality, catering and event production, the newly renovated Hamilton Convention Centre by Carmen’s ensures that each event is expertly planned, coordinated and executed. 1 Summers Ln, Hamilton, ON L8P 4Y2 • T:(905) 546-3000

Pedestrian Walkway to Sheraton Hotel

Sheraton Hamilton Hotel
Sheraton Hamilton Hotel is conveniently located in the centre of Hamilton’s business district with direct access to the Hamilton Convention Centre through a pedestrian walkway. 116 King Street West, Hamilton, ON L8P 4V3 • T:(905) 529-5515 • F: (905) 529-8266
3L Productions Inc.  www.3LSound.com
396 Watline Avenue, Mississauga, ON L4Z 1X2  905-238-8949
Ontario’s premier supplier of Audio, lighting staging, mobile stage trailers, video, tents, generators and electrical distribution for festivals, corporate events and concerts.

Absolute Tent & Event Service  www.absolute.to
230 New Toronto Street, Toronto, ON M5A 1H7  416-203-8332
Absolute Tent & Event Services goal is to make it simple for our customers by providing a whole host of unique and innovative rental items. Our knowledgeable and helpful Rental Professionals work with you to provide an all encompassing group of services that are guaranteed to make your event an Absolute success.

Accessibility Directorate of Ontario
777 Bay Street Suite 601 A&B Toronto ON M7A 2J4  416-212-2141
The mandate of the Accessibility Directorate of Ontario is to lead the implementation of the Accessibility for Ontarians with Disabilities Act to achieve accessibility for Ontarians with disabilities through the development and enforcement of accessibility standards and to provide public education, guidance, tools and materials for accessibility planning and programming.

Alfa Products Int.  www.eqnx.biz
1420 Paquette Rd., Thunder Bay, ON P7G 1Y1  807-767-4145
Alfa Products Int. supplies self-watering planters & in ground and surface mount waste containers.

Amethyst Horticulture Ltd.  www.amethyst-horticulture.com
c/o 23 Redwood Lane, Unionville, ON L3R 3Z1  416-347-1951  905-479-5022
Amethyst has developed a unique range of floral containers with integrated reservoirs which have been specially engineered by horticulturists for horticulturists. Our extremely durable containers have been designed to ensure they are all eco-friendly, low maintenance and easy fill.

Artisan Streetscapes  www.artisanstreetscapes.com
12 Cutter Circle, New Lowell, ON L0M 1N0  705-424-9472
Artisan Streetscapes provides visual branding, specializing in the manufacture of outdoor & indoor banners; cross street banners, hardware, seasonal illuminations/decorations & storage, signage and installation of all. Let us assist you in making a lasting impression!

Blachere Illumination Canada  www.blachere-illumination.ca
3400 14th Ave., Unit 18, Markham, ON L3R 0H7  905-475-6553
Blachere Illumination Canada has an international reputation as the leading light in festive illuminations. We pride ourselves on our high standards of customer service, quality of product and energy efficiency. As a market leader in Christmas Lighting we specialize in bespoke lighting creations as well as the more traditional lighting displays and we project manage each lighting solution to ensure complete customer satisfaction. No display is too small or too big.

Black & McDonald  www.blackandmcdonald.com
31 Pullman Court Scarborough ON M1X 1E4, 416-298-9977 ext. 2201
Black & McDonald is one of Canada’s leading providers of street and highway lighting installation, service and repair. From signal light installations to complete intersections, including poles and signal heads, to Urban Traffic Management Systems, and freeway traffic management equipment, including cameras, variable message signs, etc., Black & McDonald leads the way. 24-hour service capabilities are part of every lighting project undertaken.

Bowmanville Zoological Park  www.bowmanvillezoo.com
340 King St. E., Bowmanville, ON L7C 3R5  905-623-5655  1-866-973-3022
The Bowmanville Zoo is Canada’s Oldest Private Zoo, established in 1919. We are the original children’s zoo and home to many famous Hollywood Celebrity Animal Actors.

City of Hamilton  www.investinhamilton.ca/downtown-bia/
71 Main St. West, Hamilton, ON L8P 4Y5  905-546-CITY (2489)
The Urban Renewal Section of the City of Hamilton Planning & Economic Development Department, promotes the revitalization and development of properties in Hamilton’s six Downtowns (i.e. Downtown Hamilton, Ancaster Village Care, Binbrook Community Core, Downtown Dundas, Downtown Stoney Creek and Waterdown Village), Business Improvement Areas (BIAs), and other “main street” corridors throughout the City.

Classic Displays  www.classicdisplays.com
5959 Ambler Drive Mississauga ON L4W 2K2  905-282-8888
Classic Displays is a Canadian company that has been providing Ontario BIAs with high quality innovative beautification products and services from our three divisions: Site Furniture, Flags & Banners and Christmas/Holiday Displays. Classic Displays’ goal is to remain a leader in outdoor beautification and exceed the expectations of our clientele.

CTM Media Group  www.ctmmediagroup.com
1011 Haultain Court, Unit #2, Mississauga ON L4W 1W1  289-858-2042
CTM distributes over 128 million brochures each year so millions of visitors can use CTM’s information services to enhance their vacation and recreational choices. Our clients have continue to choose CTM Media Group an integral partner in developing their marketing strategy year over year. Our comprehensive marketing approach includes Brochure Distribution, RightCard™, Publishing, Printing, and Digital Distribution.

Eagle One Products  www.eagleonепroducts.com
1775 Sismet Rd. Mississauga ON L4W 1P9  905-268-7934
For 25 years, Eagle One Products has manufactured institutional-grade site furnishings for resorts, hotels, restaurants, municipalities, arenas and parks. Using 100% recycled maintenance-free HDPE Greenwood, Eagle One epitomizes commitment to quality, comfort and eco-responsibility.

Emergency Rescue EMS
5730 Cooper Avenue, Unit 26 Mississauga ON, L4Z 2E9  800-658-9609
Integrity, compassion, pre-hospital excellence, in our training & through our care. Emergency Rescue EMS is your leading provider of onsite paramedic services. Give yourself and your attendees piece of mind with professional, provincially certified paramedics to look after any illness or injury that may occur. Paramedics come professional uniformed, with all medical/ trauma gear including defibrillation, oxygen & lifesaving medications and provide medical reporting & statistics post event.
### Tradeshow Booths

<table>
<thead>
<tr>
<th>Company</th>
<th>Website</th>
<th>Booth #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environics Analytics</td>
<td><a href="http://www.aaproducts.com">www.aaproducts.com</a></td>
<td>14</td>
</tr>
<tr>
<td>Fox 40 &amp; AOA Products</td>
<td><a href="http://www.fox40world.com">www.fox40world.com</a>, <a href="http://www.aaproducts.com">www.aaproducts.com</a></td>
<td>T1</td>
</tr>
<tr>
<td>Goodbye Graffiti Toronto</td>
<td><a href="http://www.goodbyegraffiti.ca">www.goodbyegraffiti.ca</a></td>
<td>15</td>
</tr>
<tr>
<td>Graffiti Buffer</td>
<td><a href="http://www.graffitibuffer.com">www.graffitibuffer.com</a></td>
<td>32</td>
</tr>
<tr>
<td>Landmark by Crozier</td>
<td><a href="http://www.crozier.ca/landmark">www.crozier.ca/landmark</a></td>
<td>4</td>
</tr>
<tr>
<td>Leblanc Illuminations Canada</td>
<td><a href="http://www.leblanc-illuminations.ca">www.leblanc-illuminations.ca</a></td>
<td>17</td>
</tr>
<tr>
<td>Maglin Site Furniture Inc.</td>
<td><a href="http://www.maglin.com">www.maglin.com</a></td>
<td>23</td>
</tr>
<tr>
<td>Ministry of Agriculture and Food and the Ministry of Rural Affairs</td>
<td><a href="http://www.OMAFRA.gov.on.ca">www.OMAFRA.gov.on.ca</a></td>
<td>25</td>
</tr>
<tr>
<td>Ontario Electronic Stewardship</td>
<td><a href="http://www.recycleryourelectronics.ca">www.recycleryourelectronics.ca</a></td>
<td>T6</td>
</tr>
<tr>
<td>Ontario One Call</td>
<td><a href="http://www.on1call.com">www.on1call.com</a></td>
<td>24</td>
</tr>
</tbody>
</table>

### Event Details

- **March 30 to 31, 2014**
- **Location:** Hamilton Convention Centre
- **Theme:** Where Heritage Meets Innovation
- **Activities:** Trade Show, Conference, Networking Opportunities

### Additional Notes

- **Fox 40 & AOA Products:** Booth # T1
- **Goodbye Graffiti Toronto:** Booth # 15
- **Graffiti Buffer:** Booth # 32
- **Landmark by Crozier:** Booth # 4
- **Leblanc Illuminations Canada:** Booth # 17
- **Maglin Site Furniture Inc.:** Booth # 23
- **Ministry of Agriculture and Food and the Ministry of Rural Affairs:** Booth # 25
- **Niagara Inflatables & Games Inc.:** Booth # 34
- **Ontario Electronic Stewardship:** Booth # T6
- **Ontario One Call:** Booth # 24

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**Additional highlights:**

- **Environics Analytics:** offers a wide range of services and products, including mobile websites and apps.
- **Fox 40 & AOA Products:** known for their promotional products and merchandising.
- **Goodbye Graffiti Toronto:** specializes in graffiti removal and maintenance programs.
- **Graffiti Buffer:** provides graffiti removal services in Toronto.
- **Landmark by Crozier:** focuses on creatingthird space in urban environments.
- **Leblanc Illuminations Canada:** rethinks urban space through decorative lighting.
- **Maglin Site Furniture Inc.:** a leading North American manufacturer of public site furniture.
- **Ministry of Agriculture and Food and the Ministry of Rural Affairs:** promotes rural development in Ontario.
- **Niagara Inflatables & Games Inc.:** offers a wide range of inflatable products and solutions.
- **Ontario Electronic Stewardship:** oversees the responsible recycling of electronics in Ontario.
- **Ontario One Call:** provides a directory of contact information for various services and businesses in Ontario.
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Website</th>
<th>BOOTH #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quattro Lighting Inc.</td>
<td><a href="http://www.quattrolighting.com">www.quattrolighting.com</a></td>
<td>20</td>
<td>Quattro Lighting is a Canadian manufacturer of premium quality decorative lighting systems designed for Downtown Business Streetscape enhancement. The luminaire selection consists of more than 70 historic and contemporary styles designed to municipal roadway lighting specifications. All luminaires are available with Dark Sky compliant LED technology. A complete selection of site furnishings is available from Toronto Fabricating &amp; Mfg. to compliment your lighting theme.</td>
</tr>
<tr>
<td>Rick Davis Promotions/RDP Events</td>
<td><a href="http://www.rdpevents.com">www.rdpevents.com</a></td>
<td>26</td>
<td>Events &amp; Promotions, Sponsorship, Entertainment and Media Services.</td>
</tr>
<tr>
<td>Shear Display</td>
<td><a href="http://www.sheardisplay.com">www.sheardisplay.com</a></td>
<td>9</td>
<td>Shear Display, a division of Sid Shear Ltd., is widely recognized as a dynamic Canadian market leader in providing innovative, seasonal and theme-based decorative lighting displays and flag and banner presentations. With over 60 years in the business, we understand what it takes to deliver the look you want to achieve. Shear Displays offers complete service packages for all the products sold, installation, removal, storage and maintenance.</td>
</tr>
<tr>
<td>Shop The Neighbourhood – a Yellow Pages initiative</td>
<td><a href="http://www.shoptheneighbourhood.ca">www.shoptheneighbourhood.ca</a></td>
<td>34</td>
<td>Shop The Neighbourhood™ is an initiative of Yellow Pages, a leading digital and media marketing company with a century-long legacy of working with Canada’s small businesses, helping them attract customers. Shop The Neighbourhood encourages all Canadians to support small businesses in their neighbourhoods.</td>
</tr>
<tr>
<td>Sphere Entertainment Ltd.</td>
<td><a href="http://www.sphereentertainment.com">www.sphereentertainment.com</a></td>
<td>T4</td>
<td>Sphere Entertainment is a leader in providing quality entertainment for a wide variety of clients such as BIA’s, shopping malls, festivals and fairs. Our mission is to deliver events that delight and engage our audience. We are dedicated to excellence in planning, developing, and executing every event.</td>
</tr>
<tr>
<td>Superior Events Group</td>
<td><a href="http://www.superiorevents.com">www.superiorevents.com</a></td>
<td>1</td>
<td>Superior Events Group is a full service event company specializing in creating interactive experiences with games, midway rides, inflatables amusements, rock climbing walls, modern furniture rentals and decor, complete BBQ catering, tents, tables, chairs, staging, sound systems, performers, novelty photography like photo booths, green screen and red carpet + mini golf/sports items &amp; MUCH MORE. … Superior Events Group can transform your street into an amusement park. Call 416-249-4000 or email anytime <a href="mailto:lee@superiorevents.com">lee@superiorevents.com</a> + visit our websites @ <a href="http://www.superiorevents.com">www.superiorevents.com</a> &amp; <a href="http://www.eventfurniturerentals.ca">www.eventfurniturerentals.ca</a></td>
</tr>
<tr>
<td>The StressCrete Group</td>
<td><a href="http://www.stresscretegroup.com">www.stresscretegroup.com</a></td>
<td>22</td>
<td>Established in 1953, the StressCrete Group is the oldest, most reliable manufacturer of spun concrete poles. We also manufacture high quality decorative outdoor lighting fixtures, fabricated metal poles, arms and site furnishings under the King Luminaire name. The group is a privately owned, vibrant growing entity that has achieved success by putting customers first.</td>
</tr>
<tr>
<td>TicketPro</td>
<td><a href="http://www.ticketpro.ca">www.ticketpro.ca</a></td>
<td>I9</td>
<td>TicketPro Inc. has been a leading provider of ticketing solutions in Canada since 2008. Our mission at TicketPro is to develop innovative and flexible services that guarantee optimal ticket sales to your audience. TicketPro provides exclusive ticketing services and the necessary elements to ensure smooth ticket sales on-line and through our Call Centre.</td>
</tr>
<tr>
<td>Urban Design Consultants</td>
<td><a href="http://www.urbandesign.com">www.urbandesign.com</a></td>
<td>T3</td>
<td>Urban Design Consultants has been established for over 30 years. In that time, the firm has become a recognized leader in undertaking, urban design, revitalization, façade, streetscape improvement and branding plans for communities all across Ontario, implementing over 150 Community Improvement Projects. Juri Berzins, Principal, B.L.A., M.L.A.U.D., Harvard University is one of Canada’s foremost authorities on BIA and downtown revitalization.</td>
</tr>
<tr>
<td>Water-on-Wheels</td>
<td><a href="http://www.wateronwheels.ca">www.wateronwheels.ca</a></td>
<td>10</td>
<td>Water-on-Wheels rents and sells mobile water refill stations to help keep events hydrated. Visit our website at <a href="http://www.wateronwheels.ca">www.wateronwheels.ca</a></td>
</tr>
</tbody>
</table>

Downtown Hamilton, where the arts come alive. Where a thousand tastes meet in one place surrounding historic Gore Park in the heart of Hamilton.
### Sunday, April 27, 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00am - 8:00pm</td>
<td>Registration/Info Desk</td>
<td>Hamilton’s Innovative Waterfront and Historic Dundurn Castle S20/person</td>
</tr>
<tr>
<td>1:00pm - 4:00pm</td>
<td>Hamilton’s Innovative Waterfront and Historic Dundurn Castle S20/person</td>
<td>Wine &amp; Cheese Reception &amp; Trade Show</td>
</tr>
<tr>
<td>4:00pm - 6:00pm</td>
<td>Mix, Mingle and Mangia Dinner at the Blue Grotto at Capri</td>
<td>Hospitality Suite sponsored by Westdale Village BIA</td>
</tr>
</tbody>
</table>

### Monday, April 28, 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00am - 10:00am</td>
<td>Registration/Info Desk</td>
<td>Breakfast Chedoke B</td>
</tr>
<tr>
<td>8:00am - 9:00am</td>
<td>Welcome -- Mayor Bob Bratina, City of Hamilton Chedoke B</td>
<td>Keynote Speaker - Scott Stratten, President of Un-Marketing</td>
</tr>
<tr>
<td>8:00am - 3:30pm</td>
<td>Trade Show Chedoke B</td>
<td>Refreshment Break sponsored by UpTown Waterloo BIA</td>
</tr>
<tr>
<td>9:15am - 10:15am</td>
<td>Historically Designated Buildings Play Key Role In Downtown Revitalization Webster A</td>
<td>Becoming a Next Generation Community Webster B</td>
</tr>
<tr>
<td>10:15am - 10:45am</td>
<td>Refreshment Break sponsored by Barton Village BIA</td>
<td>Heritage is Good For Business and Business is Good For Heritage Webster C</td>
</tr>
<tr>
<td>11:00am - 12:00pm</td>
<td>Trade Show Chedoke B</td>
<td></td>
</tr>
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### Tuesday, April 29, 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00am - 4:00pm</td>
<td>Registration/Info Desk</td>
<td>Keynote Speaker - Glenn De Caire, Chief of Police, Hamilton Police Service</td>
</tr>
<tr>
<td>8:00am - 9:00am</td>
<td>Breakfast Chedoke B</td>
<td>Trade Show Chedoke B</td>
</tr>
<tr>
<td>8:30am - 9:00am</td>
<td>Keynote Speaker - Christopher Hume, Urban Issues Columnist, The Toronto Star</td>
<td>20 Tips for Making Your Marketing and Communications More Accessible Webster A</td>
</tr>
<tr>
<td>10:15am - 10:45am</td>
<td>Refreshment Break sponsored by MyEvent Apps</td>
<td>Branding: The Key Ingredient to Revitalizing Main Street Webster A</td>
</tr>
<tr>
<td>10:45am - 11:45am</td>
<td>Lunch sponsored by MyEvent Apps</td>
<td>Awards 2014 Case Studies: Part Two Webster B &amp; C</td>
</tr>
<tr>
<td>11:45am - 1:30pm</td>
<td>Keynote Speaker - Jim Mountain, Director, Regeneration Projects Heritage Canada - The National Trust</td>
<td>Best Practices For Digital Strategies Room 314</td>
</tr>
<tr>
<td>12:15pm - 1:30pm</td>
<td>Keynote Speaker - Jim Mountain, Director, Regeneration Projects Heritage Canada - The National Trust</td>
<td>Branding: The Key Ingredient to Revitalizing Main Street Webster A</td>
</tr>
<tr>
<td>1:30pm - 2:30pm</td>
<td>Lunch sponsored by MyEvent Apps</td>
<td>Awards 2014 Case Studies: Part Two Webster B &amp; C</td>
</tr>
<tr>
<td>2:30pm - 3:00pm</td>
<td>Lunch sponsored by MyEvent Apps</td>
<td>Best Practices For Digital Strategies Room 314</td>
</tr>
<tr>
<td>2:30pm - 3:00pm</td>
<td>Lunch sponsored by MyEvent Apps</td>
<td>Refreshment Break sponsored by Absolute Tents and Events</td>
</tr>
<tr>
<td>3:00pm - 4:00pm</td>
<td>Lunch sponsored by MyEvent Apps</td>
<td></td>
</tr>
<tr>
<td>5:00pm - 6:30pm</td>
<td>Lunch sponsored by MyEvent Apps</td>
<td></td>
</tr>
</tbody>
</table>
Welcome to Hamilton, a uniquely urban destination surrounded by stunning nature, offering visitors an ideal blend of history, culture and outdoor adventure.

MONDAY, APRIL 28, 2014

<table>
<thead>
<tr>
<th>TIME</th>
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<tbody>
<tr>
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<td></td>
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<td></td>
</tr>
<tr>
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<td>Welcome – Mayor Bob Bratina, City of Hamilton <strong>Chedoke B</strong></td>
<td></td>
</tr>
<tr>
<td>8:00 am - 9:00 am</td>
<td>Keynote Speaker – Scott Stratten, President of Un-Marketing <strong>Chedoke B</strong></td>
<td>Scott Stratten will bring key business concepts related to marketing, branding, public relations, social media, human resources and customer service. It’s about the authentic touch, and the ability to connect technology with engagement to the level of Awesome. It includes case studies of successful businesses that gained exposure through being awesome and effective. This talk provides actionable tools enabling delegates to apply the concepts immediately to their own community. The flip side The Business Of UnAwesome, shares the train-wreck stories of unsuccessful businesses and showcases what not to do.</td>
</tr>
</tbody>
</table>

**Concurrent Morning Sessions**

**Historically Designated Buildings Play Key Role In Downtown Revitalization Web**

Historically designated buildings can play an integral role in your cities evolution; however it requires a shared vision with your BIA and building owners. Current trends are leading to facade-ism in the repurposing of buildings as a means of addressing historical preservation and redevelopment. This leads to losing the internal uniqueness of the building’s architectural design and materials used in construction, which are offering the competitive advantage to filling vacant space in your downtowns. This session will talk about a shared vision for Downtown Yonge Street and the partnership between the BIA and Building owners to maintain the historical integrity of the area. Plans include improving ground floor retail at grade, 2nd storey culinary usage and 3rd floor event programming space for community based usage for arts and culture, music, and conference space. Having a strategy in partnership with BIA and Building owners will support cluster strategies, incubator for arts and culture, start up business development focusing on the overall health, wellness and economics of your downtown.

**Historically Designated Buildings Play Key Role In Downtown Revitalization Webster A**

Pauline Larsen, Downtown Yonge BIA and Ken Rutherford, Owner Historical Building in Downtown Yonge BIA

SUNDAY, APRIL 27, 2014

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<tr>
<th>TIME</th>
<th>SESSION</th>
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<tr>
<td>11:00 am - 8:00 pm</td>
<td>Registration/Info Desk <strong>Chedoke B</strong></td>
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<tr>
<td>1:00 pm - 4:00 pm</td>
<td>Hamilton’s Innovative Waterfront and Historic Dundurn Castle</td>
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<td>4:00 pm - 6:00 pm</td>
<td>Wine &amp; Cheese Reception &amp; Trade Show <strong>Chedoke B</strong></td>
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<tr>
<td>6:00 pm - 9:00 pm</td>
<td>Mix, Mingle and Mangia at the Blue Grotto at Capri</td>
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<tr>
<td>10:00 pm - 12:00 am</td>
<td>Hospitality Suite, Room 302, Sheraton Hotel Hamilton <strong>Sponsored by Westdale Village BIA</strong></td>
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**MONDAY, APRIL 28, 2014 Continued**

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<tr>
<th>TIME</th>
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<tr>
<td>11:00 am - 12:00 pm</td>
<td># MA 2</td>
<td><strong>CONCURRENT MORNING SESSIONS Continued</strong></td>
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<tr>
<td>11:00 am - 12:00 pm</td>
<td># MA 3</td>
<td><strong>50 Shades of a BIA</strong></td>
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<td>12:00 pm - 1:30 pm</td>
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<td><strong>Lunch sponsored by Ottawa Street BIA</strong></td>
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<td>12:15 pm - 12:25 pm</td>
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<td><strong>Keynote Speaker</strong></td>
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<td>12:30 pm - 1:15 pm</td>
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<td><strong>Heritage is Good For Business and Business is Good For Heritage</strong></td>
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**CONCURRENT MORNING SESSIONS Continued**

**Becoming a Next Generation Community**  
*Panel:* Andrea Hudson, Chair–Hamilton Hive, Gisela Olivera, McMaster University, Ryan Moran, Former Chair–Hamilton Hive and Glen Norton City of Hamilton–Urban Renewal Division

The growth of an economy relies in part on harnessing the power of the future workforce. The renowned urban renewal expert Richard Florida states that the highest-ranked factor where young people decide to set down roots/build a career is “the ability to meet people and make friends. Young, educated people intuitively understand what economic sociologists have documented: vibrant social networks are key to landing jobs, moving forward in your career, and one’s broader personal happiness. They not only desire a thick labour market but what I have come to call a thick mating market where they can meet new people, go out on dates, and eventually find a life partner.” In this session, you’ll learn first-hand from the City of Hamilton on their efforts to attract, retain, and engage young professional talent in the city specifically in a re-emerging downtown core.

**50 Shades of a BIA**  
*Hazel Milsome - City of Hamilton and Dave Zimmer - City of Hamilton*

This session will provide an overview of how the BIAs and the City of Hamilton work together. The City of Hamilton offers one of the richest suites of financial incentive programs in Canada. The programs help with the growth and development of the BIAs, assisting with the attraction of new businesses and the retention of existing businesses. The City also works closely with the BIAs on many capital projects. The session will showcase the BIA Gateways as well as other projects that have been designed in consultation with the BIAs; ensuring that elements of the design are reflective of the individual BIA.

**Heritage is Good For Business and Business is Good For Heritage**  
*Jan Hawley, Economic Development Officer, Municipality of Huron East, County of Huron*

In today’s economy, declining downtowns are not uncommon, be it urban or rural communities. Ironically, these villages, towns, and cities all have a common denominator, they possess a history, either through their buildings, their natural landscapes or their residents. This presentation will illustrate several innovative programs, which have been enriched by the heritage backbone of communities within the Municipality of Huron East (Town of Seaforth, Village of Brussels, Village of Vanastra), and that are now transforming and revitalizing its commercial districts.

By means of a slideshow and video presentation, this workshop will illustrate some innovative examples of how the economic development department for the Municipality of Huron East is fostering economic growth through innovative programs using its heritage assets. These programs, some of which have been recognized by past OBIAA awards, can be replicated by most communities.
## FULL PROGRAM
### MONDAY, APRIL 28, 2014  
**TIME** | **SESSION** | **DESCRIPTION**
--- | --- | ---
1:30 am - 2:30 pm | # MP 4 | **CONCURRENT AFTERNOON SESSIONS Continued**

**Connecting The Dots Room 314**
Kim Pinczel – Caledonia, Ann Riegling – Tilbury, Lyndsay Richmond – Picton, Ministry of Agriculture and Food and the Ministry of Rural Affairs

Ever wonder what tools and resources the Ministry of Agriculture and Food and the Ministry of Rural Affairs offer and how they can assist you? Well, wonder no more! In this session, you will hear how BIAs have led and partnered in a number of different projects such as Business Retention and Expansion, Downtown Revitalization, First Impressions Community Exchange, Strategic Planning, and funding programs that have assisted them in developing and implementing short and long-term goals and priorities.

### 3:00 pm - 4:00 pm | # MP 5 | **CONCURRENT AFTERNOON SESSIONS**

**The Branded BIA Webster A**
Chris Farias, Partner and Creative Director and Jenn Hudder - Kitestring

Social Media is all the rage, but without a strong brand, how can you possibly talk the talk and shop the shop? During this workshop Chris and Jenn, partners at KITESTRING Branding in Hamilton Ontario show you how to build a strong BIA brand that engages your audience and rouses their senses both on and offline.

We start by defining what a brand actually is and then show you, step by step, how to build your BIA story. Our methodology involves process and purpose. We begin by understanding the root of your BIA goals. Then we subtract complications and confusion by analyzing your audience, competition and market trends.

### 3:00 pm - 4:00 pm | # MP 6 | **An Innovative Day in the Life of your BIA – Placemaking, Wayfinding and Accessibility**

Webster A
Cory Bluhm | Kitchener

Communities everywhere talk about transforming their downtown streets into people-friendly places. Kitchener took on the challenge, building what has become an award-winning model for streetscape design, creating more space for cafes, live music and festivals while actually increasing on-street parking. Learn how to change your streets today.

### 3:00 pm - 4:00 pm | # MP 7 | **Strategic Planning for BIAs**

Webster C
Ron Marini, President - Ron Marini and Associates Inc

Do your Board of Management, Membership and staff know where the BIA is heading beyond next year? Is your BIA aligned with municipal plans for your area? Come hear how BIAs have been able to answer “yes” to the above questions through the development of their own strategic plans.

### TUESDAY, APRIL 29, 2014  
**TIME** | **SESSION** | **DESCRIPTION**
--- | --- | ---
8:00 am - 4:00 pm | Registration/Info Desk  
Breakfast  
Chedoke B

**Keynote Speaker: ACTION/Social Navigator- Glenn De Caire, Chief of Police – Hamilton Police Service  
Chedoke B**

Unlike any other program in the province or country, the Hamilton Police Service’s Social Navigator project is connecting repeat offenders and at-risk individuals to its Social Navigator Unit – a City of Hamilton Paramedic and a Hamilton Police Officer who in turn direct these people to the social service agency that can meet their needs. The results? Quality of life is improving for clients and there has been a notable decrease in crime and mental health calls. All stakeholders are seeing positive changes. Police Chief De Caire will share engaging stories about the Social Navigator project and its results, which are simply said, arresting. This internationally award winning program is part of the Service’s ACTION strategy and can be duplicated in communities across Canada.

**PROGRAM CONTINUED ON PAGE 28**
Welcome to Downtown Hamilton

Welcome to the 14th Annual OBIAA National Conference!
905-523-1646
www.downtownhamilton.org

HAMILTON - The Ambitious City

Welcome! We hope you enjoy your time at the 2014 OBIAA Conference, and encourage you to visit our 13 wonderful BIAs.

Small business is big business in Hamilton!

investinhamilton.ca

Canada's Capital

OTTAWA IDA 2014
Sept. 3-6
60th Anniversary Conference & Tradeshow
WWW.IDA-DOWNTOWN.ORG
**FULL PROGRAM**

**TUESDAY, APRIL 29, 2014** Continued

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<td>9:15 am - 10:15 am</td>
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</table>
|              | **Awards 2014 Case Studies: Part One (Double Session)**  
Webster A & B  
Back by popular demand, this is a double session that will provide you with an opportunity to see and hear how and why the Award Winners achieved their success. What did they do to bring that extra level to their project that brought them this recognition.                                |
|              | **Accessible Ontario Webster C**            
Rob Brooker | Sign Aids  
This session will describe what it takes to create an inclusive community and how it can thrive and prosper. By pooling your resources and embracing this opportunity BIAs are in the perfect position to attract this loyal demographic. Knowing what to do and implementing the changes both attitudinal and environmental to your BIA. Utilizing the tools and resources that BIAs already have in place and, when used collectively, how it can be a greatest strength.                                |
|              | **Mobile 1 - Downtown Hamilton with an International Flair Walking Tour**  
Take a stroll along Downtown Hamilton's King William Art Walk which winds its way through two BIAs – Downtown and International Village. Tour several of the iconic buildings which have been historically restored including the Lister Building, Treble Hall and Artists' Lofts at 95 King. See the changes happening to Gore Park as the Downtown BIA transforms it into a pedestrian friendly promenade. Then captivate your senses on a Tour of International Village, the first BIA in Hamilton, with eclectic shops and international cuisine located around the historic Ferguson Station. Limit of 35. You must have ticket to attend.                                |
|              | **Mobile 2 - BACK TO THE FUTURE - Barton Village and Ottawa Street BIAs**  
The Barton Village BIA, once one of the main thriving shopping centres for Hamiltonians, is at the early stage of a renaissance. Left to ‘struggle’ for quite some time, Barton Street is putting on a new face and rallying the City to re-zone, clean up and identify resources. They are even running real estate crawl events to generate interest in the commercial buildings. Shortly thereafter, and in contrast, you will visit the Ottawa Street BIA who is 20 years further down the revitalization trail and is Hamilton’s Destination for Inspiration attracting home decor, art, antiques, fabric and fashion retailers. About 500,000 square feet of retail space including the very first Tim Horton’s location. Limit of 35 - must have ticket to attend                                |

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| 9:15 am - 10:15 am | **Mobile 3 - The Villages of Hamilton**  
Board the bus as we show you the villages of Westdale, Ancaster and Waterdown. Your first stop will be a tour of Ontario’s first officially planned community Westdale Village, where a remarkable range of over 80 boutiques, eateries and a magnificent Art Deco Theatre showcases old world charm with contemporary flair. Stroll along and stay awhile. Then tour Ancaster’s historic district, founded in 1793 with its complete, livable and walkable community core with one of Hamilton’s newest BIAs with over 100 businesses including great services, fine restaurants or boutique retailers. The final part of the tour will take you to Waterdown, one of the oldest villages in Ontario which was founded in 1878 along Dundas Military Road and has a heritage designated area as part of its BIA. Many of its buildings have retained the Victorian charm of its past.                                |
|              | **Refreshment Break sponsored by Waterdown BIA**                                |
| 10:15 am - 10:45 am | **Concurrent Morning Sessions**        |
|              | **Tips for Making Your Marketing and Communications More Accessible Webster A**  
Constance Exley - Accessibility Ontario Ministry of Economic Development, Trade & Employment  
Do you work hard on designing and disseminating your marketing and promotions materials? Do you want more people to read them and contact you? Get 20 practical and easy to apply tips on how to make your materials (print, web, electronic) more accessible to everyone. Accessibility benefits everyone!                                |
|              | **Good for Business: How Walk Friendly Communities Contribute to Economic Vitality Webster B**  
Kate Hall, Active Transportation Planner, Canada Walks  
– Green Communities Canada and Paul Shaker, Executive Director, Centre for Community Study  
Walk-ability – the human-scale land use and design elements that attract walkers is a key driver of economic development. Walk friendly communities are good for business. Learn more about the link between walk-ability and the creative economy in Hamilton and how London’s Walk to Shop initiative is working to increase support for local business.                                |
TUESDAY, APRIL 29, 2014  Continued

CONCURRENT MORNING SESSIONS Continued

Heritage Conservation Districts, Main Streets and Downtown Revitalization Webser C
Andrew Jeanes, Culture Services Advisor - Ministry of Tourism, Culture and Sport
Ontario currently has 113 Heritage Conservation Districts, with more added every year. This presentation explores how communities such as Perth, Port Hope and Seaforth have established heritage conservation districts in their traditional main streets or downtown commercial cores and how this, along with effective incentive programs, has helped revitalize these areas.

Downtown Hamilton with an International Flair Walking Tour
Take a stroll along Downtown Hamilton’s King William Art Walk which winds its way through two BIAs – Downtown and International Village. Tour several of the iconic buildings which have been historically restored including the Lister Building, Treble Hall and Artists’ Lofts at 95 King. See the changes happening to Gore Park as the Downtown BIA transforms it into a pedestrian friendly promenade. Then captivate your senses on a Tour of International Village, the first BIA in Hamilton, with eclectic shops and international cuisine located around the historic Ferguson Station. Limit of 35. You must have ticket to attend.

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CONCURRENT MORNING SESSIONS Continued

Tour - The Villages of Hamilton
Board the bus as we show you the villages of Westdale, Ancaster and Waterdown. Your first stop will be a tour of Ontario’s first officially planned community Westdale Village, where a remarkable range of over 80 boutiques, eateries and a magnificent Art Deco Theatre showcases old world charm with contemporary flair. Stroll along and stay awhile. Then tour Ancaster’s historic district, founded in 1793 with its complete, livable and walkable community core with one of Hamilton’s newest BIAs with over 100 businesses including great services, fine restaurants or boutique retailers. The final part of the tour will take you to Waterdown, one of the oldest villages in Ontario which was founded in 1878 along Dundas Military Road and has a heritage designated area as part of its BIA. Many of its buildings have retained the Victorian charm of its past.

Lunch sponsored by MyEvent Apps

Keynote Speaker - Jim Mountain, Director, Regeneration Projects
Heritage Canada - The National Trust
BIA areas in Ontario’s towns and cities do such essential work. Ontario’s downtowns and core commercial areas contain some of North America’s most spectacular architectural assets, unique and diverse businesses and services, and truly creative people.

Our BIAs generate innovative ideas every hour from the mix of people who are doing business and making their living in Ontario’s BIAs. There is a heritage of innovation in these places. It has been this way since the first settlements grew and “downtowns” took shape. And, innovation continues to thrive in Ontario BIAs in 2014 and will well into the future. BIA areas generate creative enterprises, projects and events that sustain and make our towns and cities better.

This presentation will present a “can do” approach, and illustrative examples from BIAs in Ontario, nationally, and internationally, on how to deal with and find solutions to the complex issues and opportunities that all BIA organizations face. The address will also present current thinking on how “heritage” can be valued and worked with as a key component of that mix of arts, heritage, and cultural assets that combine to brand BIAs as great places to visit, shop, work, and do business in. Additionally, ideas on forging creative partnerships to sustain the work of BIA organizations will be shared.
## Continued

### 1:30 pm - 2:30 pm
**CONCURRENT AFTERNOON SESSIONS**

**Branding: The Key Ingredient to Revitalizing Main Street**
**Webster A**

Kara Van Myall, Wiarton BIA

Our BIAs generate innovative ideas every hour from the mix of people who are doing business and making their living in Ontario’s BIAs. This presentation highlights:

- how destination development fits into revitalization plans and can fundamentally shift the economics of downtown;
- the principles of destination development and creating a brand for mainstreet; the power of understanding your mainstreet’s brand and identity;
- on-the-ground examples of bringing a brand to life; and the partnerships and the enthusiasm that make it work.

**Awards 2014 Case Studies: Part Two (Double Session)**
**Webster B**

There is a heritage of innovation in these places. It has been this way since the first settlements grew and “downtowns” took shape.

**Open For Business**
**Webster C**

Ministry of Economic Development, Trade & Employment - Darren Cooney - Manager, Public Education & Partnerships and Alfred Spencer - Director, Outreach & Strategic Initiatives

Ministry of Tourism, Culture and Sport - Richard McKinnell - Assistant Deputy Minister, Tourism Policy and Development Divisions and Neil Coburn - Director, Tourism Policy and Research

Ministry of Municipal Affairs and Housing - Marcia Wallace, Director, Central Ontario Municipal Services Office and Diane Ploss, Municipal Advisor, Central Ontario Municipal Services Office

ServiceOntario - Michael Ksiezezopolski - Manager of Business Services Transformation

Since 2013, the Board of the Ontario BIA Association has been working with the Ministry of Economic Development, Trade and Employment on Open For Business to provide solutions to 5 Priorities as identified by Ontario’s BIAs. Join this session for a comprehensive session on the Open For Business process and results.

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### 2:30 pm - 3:00 pm
**CONCURRENT AFTERNOON SESSIONS**

**Best Practices For BIA Mobile Strategies**
**Room 314**

Panel: Keven Menager of The BIA Group, Allan Isfan of MyEventApps, and Avery Swartz

This expert panel will discuss all you need to know about websites including best practices, event registration, discussion forums, integration of social media, wordpress, design and how to get a ‘bang for your BIA’s buck.’

**Refreshment Break sponsored by Absolute Tents and Events**

### 3:00 pm - 4:00 pm
**CONCURRENT AFTERNOON SESSIONS**

**BIA Staff Professional Development Session**
**Webster A & B**

This Professional Development session is being held exclusively for BIA Staff - Executive Directors, Managers and Co-ordinators. A great opportunity to speak at a peer level!

**BIA Board of Management Development**
**Room 314**

Karen Fischer - OMRA, and Diane Ploss - MMAH

In this session, you will learn to measure your BIA’s legislative and organizational health. Checklists will be provided to you that will assist you in determining your effectiveness as a Board and as an organization, and identify strengths and areas of opportunity.

By building the foundation for a strong organization, you will ultimately be able to focus your work and resources to the development and/or implementation of your strategic plan. Management to effectively lead the Board, manage the governance of the BIA, and establish positive working relationships with a variety of stakeholders including fellow Board members, community leaders, BIA members and municipal leaders. This Professional Development session is being held exclusively for BIA Board of Directors.

**Pub Party - Social/Networking from Sheraton Hamilton Hotel lobby**
OBIAA – Ontario Business Improvement Area Association - established in 2001, is an organization that represents, supports and encourages member Business Improvement Areas to increase their effectiveness and their contribution to the economic and social well-being of communities in Ontario.

info@obiaa.com
1-866-807-2227
GTA: 647-521-5341
280 Queen St. South,
Mississauga, ON
L5M 1M1

www.obiaa.com