2016 OBIAA Conference
Proving why small matters in a BIG way!
Know Your History!
“The BIA will cover the downtown area and will operate under a board of management composed of owners and operators from the area along with City representatives. This BIA will allow local business people and property owners to join together and with the support of the City, organize, finance and carry out physical improvements and promote economic development in the downtown core. The BIA will have a twofold mandate:

To improve, beautify and maintain public lands and buildings within the BIA, beyond that which is provided by the City at large; and

2. To promote the area as a business and shopping area.”
Downtown Summerside Inc.’s Business Improvement Area (BIA) represents 76.7 acres or 1.08% of the City’s total land area. This 1.08% currently contributes 16.2% of the City of Summerside 2015 taxable commercial assessment. In addition, the 2015 commercial taxable assessments for the BIA’s properties show a 2.7% decrease over 2014 commercial taxable assessments; however, the 2015 total taxable assessment for the BIA properties was actually higher in 2015 over 2014. The decrease in value is due to some properties being reassessed from commercial to non-commercial properties, not a decrease in the value of the properties.
Vision
Downtown Summerside Inc. exists to support and encourage the development of sustainable, healthy, vibrant and economically viable downtown core.

Downtown Summerside Inc. is working towards our vision by:

Continually marketing, promoting and advocating for all members of our Downtown community to create and support the best place to live, work and play in the city (PROMOTE)

Increase the level of engagement with the membership and strategic partnerships we represent by offering meaningful engagement & investment opportunities (ADVOCATE)

Strengthening relationships with our key stakeholders (PARTNER)
“Sometimes we’ve got to change ourselves to make change happen.”

“I love being Downtown; there is so much potential and involvement in the area.”

“The area is full of history and character. Everything you need is within walking distance.”

“Surround yourself with a good team and great support.”

“The city is growing; it’s a beautiful city and a place where a lot of people are coming to live to raise their family. It’s a safe place.”

VISION:
Downtown Summerside Inc. (DSI) exists to support and encourage the development of a sustainable, healthy, vibrant and economically viable downtown core.

MISSION:
Downtown Summerside Inc. is working towards our vision by:
1. Strengthening relationships with our key stakeholders.
2. Increasing the level of engagement with the membership and strategic partnerships we represent by offering meaningful engagement and investment opportunities.
3. Continually marketing, promoting and advocating for all members of our downtown community to create and support the best place to live, work and play in the City.

/DowntownSummerside
@DtownSummerside
@DtowonSummerside
www.downtownsummerside.com

Downtown Summerside Inc. mandate is to support and encourage the development of a sustainable and vibrant downtown core.

It’s Better By The Water
Currently DSI's levy rate is $0.18/$100 of commercial property tax assessment, unchanged since 2004. DSI represents 96 levied properties with an assessed taxable property value of $24,512,700. Within these 96 properties, there are over 143 business and 1500 employees. Inside the boundaries of DSI are 36 levy exempt residential properties.
DOWNTOWN SUMMERSIDE

WHY?

Members of Downtown Summerside Inc. (DSI) Business Improvement Area (BIA) can establish their business in a community that offers the benefits of collaborative marketing and promotion. DSI has, and will continue to build upon the successful community engagement opportunities that draw traffic and attention to the downtown core. To reach successful solutions and goals, DSI continuously advocates for its members to ensure current issues and mandates are addressed with all key stakeholders and partners.

- **142 Businesses in BIA**
- **450 Students enrolled at Holland College Waterfront Campus & Marine Centre**
- **1,512 Downtown Employees**
- **75% Full-time Employees**
- **Over 50% Live within City limits**
DOwntown Summerside is about lifestyle, meeting friends, relaxing with family or choosing an adventure.

UPCOMING EVENTS

**Lunch hour meditation series**
Lunch Hour Meditation Series. Learn the benefits of a meditation practice. No prerequisite. … View Event

**Trivia at The Big Mug**
Come on down and test your brains might with Willard MacDonald, from 8-10. … View Event

TWITTER

**Downtown Summerside @DtownSummerside**
#JoinTheFight. Have you bought your Daffodil yet? I have. :) fb.me/2EAzT91c
<table>
<thead>
<tr>
<th>Planning &amp; Governance</th>
<th>Practice / Policy</th>
<th>Rational</th>
<th>Background</th>
<th>Actions &amp; Implementation</th>
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</thead>
<tbody>
<tr>
<td>Financial Policy for DSI</td>
<td>Need to create structured and approved practices for daily operations.</td>
<td>Organization had no formalized financial policy or practice.</td>
<td>The Board of Directors approved the financial policy January 2015. Policy is included in the appendix in this document.</td>
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<tr>
<td>Terms of Reference &amp; Yearly Work Plans for Board Committees</td>
<td>Need to create structured practices to better articulate expectation and increase engagement of board and community members on committees.</td>
<td>Organization had no formal or informal policy or practice. This lack of process made it difficult to express goals and actions desired. Also made it challenging to define roles and expectations of committee members.</td>
<td>Researched other DT organizations practices and board governance. Downtown Halifax Business Commission (DHBC) has policy and practice that made sense for DSI and were easy to adopt and implement. The Board of Directors of DSI approved the policy and practice in March 2015. Committee guidelines and worksheet for Marketing committee included in the appendix of this document.</td>
<td></td>
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<tr>
<td>Social Media and Communications Policy</td>
<td>DSI hires and engages many temporary, seasonal and volunteer staff. Need for consistent professional messaging.</td>
<td>DSI has created a substantial audience and market for the downtown on the social media channels it utilizes. The lack of a plan and a policy to ensure communications stayed on message and mission.</td>
<td>Researched other DT organizations social media and communication practices and policies. Downtown Halifax Business Commission and Uptown St. John have both policy and practices that DSI could modify and adopt to suit our community. The Board of Directors approved the policy in September 2015.</td>
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Downtown Summerside Clean and Safe

In 2015 our Clean Team logged **2608** hours

- Maintain Green Spaces and Flowerbeds
- Collection and Removal of Trash from Receptacles and Streets
- Support all outdoor events and activities
Downtown Summerside Sample Survey

What Downtown merchants do you frequently visit in your spare time?

What services do you seek outside of the Downtown?

Remaining in the City of Summerside, what services do you seek outside of the downtown area? Why do you go there?

What do you consider Summerside's hidden gems?

Which events, if any, have you been to in the Downtown Summerside area this summer?

What businesses in Summerside do you feel you could not do without?

Have you noticed any of Downtown Summerside's recent promotions/activities?

What type of business would you like to see in downtown Summerside? (Is there an established company that you wish to see expand into downtown Summerside?)

If you were considering the launch of a new business in the downtown area, what would be your biggest concern (i.e. parking, foot traffic, other)? What would be your biggest motivation?

What businesses/services would you or do you travel more than 50 km for? Ex. Charlottetown, O'Leary, Moncton, Halifax.

If you travel outside of Summerside for services/businesses, where do you go and what is the benefit of travelling out of town?