

THE BUSINESS OF BIAs

WHERE TO FROM HERE?

OBIAA NATIONAL CONFERENCE 2017

APRIL 3, 2017



OBIAA



tabia
PROVINCIAL
ASSOCIATION



**BRAND
CLARITY**

CoBALT CONNECTS.

FOTENN

MODERATOR:

John Kiru, Director

Toronto Association of BIAs

PANELISTS:

Craig Stevens, Executive Director

Downtown Barrie BIA

Rob Spanier, Partner + Principal

Live Work Learn Play

Jeremy Freiburger, Chief Connector + Cultural Strategist

Cobalt Connects

Sarah Millar, Manager, Planning + Policy

Fotenn Planning + Design

John Archer, Chief Development Officer

360Collective



STATE OF MAINSTREET AND DOWNTOWN ONTARIO

- CURRENT CHALLENGES:
- Competitive commercial environment
 - Market of convenience
 - The limitations of physical space
 - Competing interests
 - Disconnect between planning and economic development direction

WHAT IS HAPPENING OUT THERE?
THE GOOD, THE BAD, THE UGLY.

STATE OF MAINSTREETS AND DOWNTOWN ONTARIO

FACADE GRANTS

VACANCY RATES

VALUE OF BUILDING PERMITS

AVERAGE BIA:

MUNICIPAL CONTRIBUTION **\$1** : **2.5** PRIVATE SECTOR SPENDS
PER CAPITA SPENDING = **\$0.17**

UNDER 100,000 POPULATION:

MUNICIPAL CONTRIBUTION **\$1** : **6.6** PRIVATE SECTOR SPENDS
PER CAPITA SPENDING = **\$2.53**

POPULATION

% OF VACANCIES

OVER 1,000,000	6.3
500,000 - 1,000,000	9.4
100,000 - 500,000	21.6
25,000 - 100,000	9.5



WHAT IS HAPPENING OUT THERE?
THE GOOD, THE BAD, THE UGLY.

A RETURN TO THE NEIGHBOURHOOD

KEY GOALS OF BIAs:



Street Appeal



**Economic
Development**



**Supporting Local
Business**



**Community
Building**

WHAT MAKES A GREAT NEIGHBOURHOOD?
WHY DOES THIS MATTER TO BIAs?

A RETURN TO THE NEIGHBOURHOOD

An aerial, slightly blurred photograph of a city street. The street is filled with cars and lined with various buildings, including a prominent brick building on the right. The overall tone is muted and slightly desaturated, with a greyish-blue background.

TOP 7 INDICATORS:

- Sales – actual numbers
- Gross District Product (sales and employment by square acreage)
- Employment
- Business mix – anchors, critical mass, plan alignment
- Business resiliency – turnover, vacancy and longevity
- Money leveraged for streetscape
- Visitor satisfaction

WHY DOES THIS MATTER TO BIAs?

METRICS AND DATA



TOOLS DEVELOPED THROUGH THIS STUDY:

- GROSS DISTRICT PRODUCT
- ASSET MAPPING
- NETWORK MAPPING
- LOCAL BUSINESS INDEX

DOES DATA REALLY MATTER?
WHY DOES IT MATTER FOR BIAs?
WHAT CAN YOU DO WITH IT ?

THE BIA RETURN ON INVESTMENT



In 1970, when business was fading on a west Toronto main street, the business people in the community decided to take action. They formed an association, and used their own money to improve the street and promote the area. Their work helped the street become - and remain - a popular shopping destination. That was the start of Toronto's first Business Improvement Area, Bloor West Village.

A BIA IS INTEGRAL TO ADVANCING A DISTINCT, LIVABLE, VIBRANT AND RESILIENT BUSINESS DISTRICT WITH THEIR LOCAL COMMUNITY.

WHAT ARE THE INDICATORS?
WHAT ARE BIAs DOING?

WHAT DOES THE FUTURE LOOK LIKE FOR BIAs?

TIMELINE 1970-2017

- LEGISLATION FIRST CREATED IN 1970
- FIRST BIA IN THE WORLD- BLOOR WEST VILLAGE
- CURRENTLY ABOUT 308+ BIAs IN ONTARIO
- 235 ARE MEMBERS OF BIAs
- 84 ARE LOCATED IN TORONTO
- BIAs ARE ON THE GROUND IN NEARLY 40% OF MUNICIPALITIES ACROSS ONTARIO.
- BIAs REPRESENT OVER 70.000 BUSINESSES ACROSS ONTARIO
- ACCUMULATED LEVY OF ONTARIO'S BIAs = 50,000,000M

WHERE TO FROM HERE?

ARE BIAs THE CANARY IN THE COALMINE?


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LOGOS



THANK YOU! YOU! DOWNTOWNSA

Check out the Return on Investment Report:
www.obiaa.com/roi-bia-final-report