



# Sunday, March 31, 2019

Sunday, March 31, 2019	Location	Description	Sponsored by	Summary of Session
12:00pm-8:00pm	4th level	Registration		
1:00-4:30pm		<b><i>Brew Donkey Brewery Tour</i></b>		Brew Donkey has created a unique and varied artisan brewery tour encompassing three different breweries in three different BIAs! Your pick-up location is in the lobby of the Westin Ottawa at 1:00pm and the tour lasts approximately 3.5 hours. You will be back in time to enjoy the Exhibitors Reception. A light snack is included (fresh pretzel or Suzy Q Donut). We need 15 participants minimum to run this tour. \$77.50 (includes HST and service charge)
1:00-4:30pm		<b><i>Taste of Wellington West Gourmet Food Walking Tour</i></b>		Meet the people behind the various food products, specialty organizations, shops and restaurants in the area and sample some of their food creations! Participants will meet the C'est Bon Guide at the Westin Ottawa lobby at 1pm and the tour lasts approximately 3.5 hours. You will be back in time to enjoy the Exhibitors Reception.. The tour consists of approximately 6-8 stops, including the Parkdale Food Centre, Maker House and the Parkdale Market. The participant to guide ratio is approximately 12:1, and we will run more than one tour; if necessary. \$47.50 (includes HST and service charge)
4:30-6:00pm		<b><i>Trade Show Reception</i></b>	The Trade Show Participants	Say hello to this year's trade show exhibitors!
6:30-9:00pm		<b><i>Ottawa Secret Dine Around</i></b>		It's a play on the current "secret" foodie trend. Buy a ticket and be whisked to different Ottawa BIAs for an incredible culinary experience in some of the best restaurants! These experiences will include food, beverage and maybe even some special guests! You won't know where you're going or who you'll be joining until just before you go - because it's a secret! \$70.63 (includes HST and service charge)
9:00pm-11:00pm	Bonaventure Room	Hospitality Suite		



Monday, April 1, 2019  
AM

Monday, April 1, 2019	Location	Session #	Description	Sponsored by	Summary of Session
7:00am-4:30pm	4th level		Registration		
8:00am-5:30pm	Ballroom & Foyer		Trade Show Hours		
8:00-9:00am	Ballroom		<b>Breakfast</b>		
9:00-9:15am	Ballroom		<b>Welcome and Introductions</b>		Mayor Jim Watson, City of Ottawa brings greetings
9:15-10:15am	Ballroom		<b>Keynote Speaker: Peter Kenyon</b>		Keeping the Tills Ringing and Your Main Street Humming - it is not primarily about products, services and flower pots! - it's about critical relationships In this presentation, Peter Kenyon, social entrepreneur based in Western Australia, will share his experiences working with small businesses, business networks and mainstreets/CBDs across the globe. His presentation, illustrated with stories of success, practical actions and humour, is a call for a return to "basics". It will highlight that successful business/economic development is fundamentally about relationship building - with the customer, staff, other businesses/suppliers and the local community.
10:15-10:45	Ballroom		<b>Morning Refreshment Break</b>		
<b>10:45am-12:30pm</b>			<b>Morning Concurrent Sessions</b>		
10:45am-12:30pm		<b>MA 1</b>	<b>BIA Staff Session</b>		This Professional Development session is being held exclusively for BIA Staff – Executive Directors, Managers and Coordinators. A great opportunity to speak at peer level!
10:45am-12:30pm		<b>MA 2</b>	<b>BIA Board Session</b>		Governance Session for BIA Boards. All BIA Boards around the province have gone through their election process, now what? This session will give an overview of what it means to be a Local Board of Council.
10:45am-12:30pm		<b>MA 3</b>	<b>Municipal Session</b>		This Professional Development session is being held exclusively for Municipal Staff. A great opportunity to speak at peer level about Local Economic Development.

Conference Streams  
The 4 pillars of downtown  
revitalization

Marketing & Promotions

Economic Development

Leadership & Management

Physical Improvements

Mobiles



Monday, April 1, 2019  
PM

Monday, April 1, 2019	Location	Session #	Description	Sponsored by	Summary of Session
12:30-1:45pm	Provinces & Confederation		<b>Lunch and Member Needs Assistance Roundtable</b>		
1:45-2:00pm	Provinces & Confederation Ballroom		Greetings From Provincial Ministers		
2:00-3:00pm	Provinces & Confederation		<b>Trade Show Hour and Afternoon Refreshment Break</b>		
3:00-4:00pm			<b>Afternoon Concurrent Sessions</b>		
3:00-4:00pm	Ontario Room - Third Level	MP 1	<b>Dancing In The Street: Programming Small-Scale Activations</b>		Explore what a BIA of any size can do to create a sense of place and creativity with small, budget-conscious programming. This presentation offers inspiration on how to activate space frequently, and create a playbook of programming ideas in your parks, streets, and alleys.
3:00-4:00pm	British Columbia & Manitoba - Second Level	MP 2	<b>Creating Success for Small Business</b>		Small business owners need training, education and mentorship. There are tools and resources available to improve the success rate of small business in your region. In this presentation Andrew will share some case studies of success stories and the steps you need to take to improve your local economy.
3:00-4:00pm	Les Saisons - Third Level	MP 3	<b>Safe &amp; Inclusive Strategy</b>		PANEL: The Downtown Yonge BIA prioritizes safety and inclusiveness as pivotal to economic development. We believe that by taking the initiative to facilitate, collaborate and build partnerships to tackle visible, street-based concerns, we are investing in the economic competitiveness of our neighbourhood and commercial district. Featuring panelists from Downtown Yonge, Downtown Guelph, and Downtown Barrie BIAs.
3:00-4:00pm	Oak Room - Lower Level	MP 4	<b>Engaging Community through Art</b>		BIAs are looking for creative ways to beautify their neighbourhoods, fight graffiti, and create deep, lasting relationships with their neighbours. The Community Engaged Art movement has emerged as a bridge between social community-builders and the art community by creating "happenings" around a variety of art forms, resulting in a range of community benefits.
4:30-5:30pm	Ontario Room - Third Level	AGM	OBIAA AGM		
6:30-8:30pm	Provinces & Confederation Ballroom		Awards Dinner		
9:00-11:00pm	Bonaventure Suite - Westin 17th Floor		Hospitality Suite		



Tuesday, April 2, 2019  
AM

Tuesday, April 2, 2019	Location	Session #	Description	Sponsored by	Summary of Session
8:00am-4:00pm	4th level		Registration		
8:00am-4:00pm	Provinces & Confederation Ballroom & Foyer		Trade Show Hours		
8:30-9:30am	Provinces & Confederation Ballroom		<b>Breakfast</b>		
9:00-10:00am	Provinces & Confederation Ballroom		<b>Keynote: Larisa Ortiz</b>		The "Ecology of Downtown" Increasingly, urban places face disruption from a number of sources, including changing shopping habits, technological innovation and enhanced mobility and transportation options. Together these macro trends create both challenges and opportunities for retail-anchored downtown environments. Utilizing analogies borrowed from nature, Larisa will explore the characteristics of successful downtown retail environments and how we can focus targeted investments and policies to best position our downtowns amidst rapid change.
10:00-10:15am	Provinces & Confederation Ballroom		<b>Morning Refreshment Break</b>	Goodbye Graffiti	
<b>10:15-11:30am</b>			<b>Morning Concurrent Sessions</b>		
10:15-11:30am	Ontario Room - Third Level	<b>TA1</b>	<b>Building BIA Success and Being Your Brand</b>		Attendees will learn how to build a compelling brand for their BIA not only from the assets and culture already present in the area, but also from its significance beyond a geographical location within the city. The presentation will also explore how BIAs can establish their higher vision for their community, and demonstrate how this promise is kept through effective communications of planning, milestones and key moments.
10:15-11:30am	British Columbia & Manitoba - Second Level	<b>TA2</b>	<b>Energizing Partnerships Between Your BIA and Municipality</b>		BIAs and Municipalities can build strong communities by working together, as proven in these two featured municipalities. Overcoming obstacles, set-backs and "thinking outside the box" to turn both into partners not competitors.
10:15-11:30am	Les Saisons - Third Level	<b>TA3</b>	<b>Measuring Your BIA's Success</b>		This session will review the roles of your downtown and why shopping is such an important factor in its health. It will demonstrate the most important measures of the health of your downtown and provide benchmarks that signify success. It will offer a 10 point action plan to give your BIA the tools it needs to grow and to achieve the levels of business performance its members require.
10:15-12:30pm		<b>TA4</b>	<b>MOBILE: The Glebe BIA</b>		Come and explore the Glebe's bustling Bank Street and vibrant Lansdowne Park, nestled along the historic Rideau Canal. Faced with a street reconstruction, a major redevelopment, and organizational challenges, learn how the Glebe BIA navigated a period of profound change with the community to become a top-of-mind leisure destination in the heart of downtown Ottawa.
11:30-12:30pm	Provinces & Confederation Ballroom & Foyer		The Trade Show Hour		



Tuesday, April 2, 2019  
PM

Tuesday, April 2, 2019	Location	Session #	Description	Sponsored by	Summary of Session
12:30-2:00pm	Ballrooms		<b>Lunch and Member Needs Assistance Roundtable</b>		
2:00-3:15pm			<b>Afternoon Concurrent Sessions</b>		
2:00-3:15pm	Ontario Room - Third Level	TP1	<b>Disruptor Alert: Turn Social Media Into Your Customer Journey Advantage</b>		Demystify social marketing in order to: Increase consumer use and buying frequency, Understand how you best integrate all the social media options with your objectives, Track and leverage audience engagement, Determine your best spend (ROI secrets), Gather community behavior data and metrics and Boost community awareness using geographic targeting tools.
2:00-3:15pm	Les Saisons - Third Level	TP2	<b>Destination Downtown!</b>		What is a BIAs role within destination development and how can neighbourhoods, retail districts and commercial zones become powerhouses of visitor experience? Enjoy this session on destination development, tourism strategy, and visitor experience to learn about and how BIAs can be an integral piece of the puzzle and more!
2:00-3:15pm	British Columbia & Manitoba - Second Level	TP3	<b>AWARDS</b>		Back by popular demand, this is part one of 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, and how can you do it too?
2:00-5:00pm		TP4	<b>MOBILE: Sparks Street BIA and LRT</b>		Sparks Street has transformed from Ottawa's first paved road into a signature pedestrian destination that hosts some of the city's largest events. We'll explore Sparks Street's evolution, pilot elements of our new Public Realm renewal project, and the investments building owners are making in anticipation of Ottawa's new Light Rail System.
3:15-3:45pm	Provinces & Confederation Ballroom		<b>Refreshment Break</b>	Downtown Yonge BIA	
3:45-5:00pm			<b>Afternoon Concurrent Sessions</b>		
3:45-5:00pm	Ontario Room - Third Level	TP5	<b>Benchpress Your Public Realm Projects</b>		Collaborating to Create Public Spaces That Work A high-quality public realm is essential to attracting people to a neighbourhood and encouraging them to stick around once they're there - but projects to improve the public realm can sometimes create tension. This session will introduce a phased, community-centred approach that BIAs can use to successfully plan public realm projects.
3:45-5:00pm	Les Saisons - Third Level	TP6	<b>Beyond 20/20 Vision: Creating a Strategic Plan</b>		Beginning to write a strategic plan for your organization can be an intimidating hill to climb. Dive into Downtown London's strategic planning process from 2016 and learn how it was designed, how members participated, and how the new goals and objectives developed for the organization.
3:45-5:00pm	British Columbia & Manitoba - Second Level	TP7	<b>AWARDS</b>		Back by popular demand, this is part two of 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, and how can you do it too?
5:00-9:00pm			<b>Free Evening</b>		
9:00-11:00pm	Bonaventure Suite - Westin 17th Floor		<b>Hospitality Suite</b>		



# Wednesday, April 3, 2019 AM

Wednesday, April 3, 2019	Location	Session #	Description	Sponsored by	Summary of Session
8:00am-12:00pm	4th level		Registration		
8:30-9:30am	Governor General Ballroom II & III - Fourth Level		<b>Breakfast</b>		
9:00-10:00am	Governor General Ballroom II & III - Fourth Level		<b>Keynote Speaker: Shawn Micallef</b>		The City and Us What happens when you put a bunch of different people in the same place, call it a city, and let them do things together? How can we all benefit from cities? How will technological change affect the future of cities? And, of course, what exactly is the future of cities? In adaptable and humour-filled talks, Shawn Micallef uses striking examples from his extensive travels to cities around the world to show us why and how cities can be great. With grace, wit, and counterintuitive thinking, Micallef touches on local economies, public space, and architecture; examines the mixing of socio-economic populations; and addresses how to overcome the disastrous divide that separates the urban core and the suburbs. Micallef leaves audiences with a new appreciation of—and a clutch of practical solutions for—cities around the world, as well as their own.
10:00-10:30am	Governor General Ballroom Foyer - Fourth Level		<b>Morning Refreshment Break &amp; Check Out Time</b>		
10:30am-11:30am			<b>Morning Concurrent Sessions</b>		
10:30am-11:30am	British Columbia & Manitoba - Second Level	WA1	<b>Disaster Management</b>		Disasters are increasing in frequency and severity across Canada. The last five years have been the most expensive in Canadian history. These costs represent only a portion of the total socio-economic losses. Though these trends can seem overwhelming, this session will show how Canadian communities and local businesses are the key to build national disaster resilience.
10:30am-11:30am	Newfoundland & Nova Scotia - Fourth Level	WA2	<b>Sparkling Ideas for Electricity Cost Reduction</b>		The Ontario Energy Board is the province's independent energy regulator responsible for setting distribution rates and protecting consumer interests. Learn more about what the OEB is doing to help small business consumers manage electricity costs. Initiatives include research into pricing options, updated rate designs, and new customer service rules around security deposits and payment plans.
10:30am-11:30am	Governor General I - Fourth Level	WA3	<b>Digital Main Street</b>		Part 1: a review of OBIAA's expansion of the Digital Main Street initiative through the Digital Transformation and Digital Service Squad grants, how municipalities and businesses are partnering to put Ontario's small businesses on the 'digital map', summary of the grants awarded, case studies. Part 2: an overview of the free training webinars/workshops for small main street businesses – what businesses can expect to learn/master during each session and how to host a workshop in your community.
10:15am-12:30pm		WA4	<b>MOBILE: Somerset Street Chinatown BIA</b>		Chinatown is a charming neighborhood where East meets West; home to the award-winning Chinese imperial-style arch! See how the Chinatown BIA has been building tourism assets along the street and learn about this fascinating area of town through its people, its culture, and its food.
11:30am-12:30pm	Governor General I - Fourth Level	WA5	<b>Designing Accessible Public Space</b>		Almost everyone will experience a disability at some point in their lives - whether due to aging, chronic disease, illness, or injury. With seniors and people with disabilities representing 40% of Ontario's income over the coming years, focusing on access and inclusion is a smart and sustainable business investment. Get easy-to-implement ideas and resources on how to make your main streets and businesses more accessible.
11:30am-12:30pm	British Columbia & Manitoba - Second Level	WA6	<b>Counting Crowds - Calculating Event Attendance</b>		Explore new ways to calculate how many people attend your next community event and learn how to generate defensible total attendance numbers to improve the economic impact calculations of your community events.
11:30am-12:30pm	Newfoundland & Nova Scotia - Fourth Level	WA7	<b>Municipal Funding - Benches, Banners and Bucks</b>		Anti-graffiti, research, murals and architectural features, expansion and formation. These are the BIA funding opportunities offered by the City of Ottawa. With the expanding role of BIAs, this session provides an opportunity to discuss other municipal funding opportunities, what is successful, what BIAs find successful, and what opportunities BIAs would like to see available. Bring a list of your own municipal funding opportunities!



# Wednesday, April 3, 2019 PM

Wednesday, April 3, 2019	Location	Session #	Description	Sponsored by	Summary of Session
12:30-1:30pm	Ballroom		<b>Closing Lunch</b>		
12:35-12:50pm	Ballroom		<b>Welcome to 2020</b>		
12:50-1:30pm	Ballroom		Greetings from Parliamentary Assistant for Small Business		
1:30-4:30pm		<b>PD1</b>	<b>Disaster Strikes - Be Prepared</b>		After 2018, we have all watched news reports of terrorist shootings, trucks driving into spectator crowds, and worse at public events across North America. Be ready, know the protocols in your community, be aware of the processes already in place in your municipality. Rebecca has mastered the preparation of steps you need to consider. From resource lists to evacuation plans; from communications scripting to collaborating with emergency responders. You will not find a better facilitator to guide you through these processes. In efforts to program ourselves to say "What if?" rather than "What now?", Rebecca will walk you through the planning elements for small and large public events. By popular demand, we have invited Rebecca Cotter back to OBIAA to present her winning presentation from our PD Day Session last fall in Hamilton. Price: \$88 for members (includes service charge & tax)