



# **Downtown Barrie Business Association (BIA)**

## *Member Handbook*

*REVISED APRIL 2017*



Welcome to beautiful Downtown Barrie! We at the **Downtown Barrie Business Association** want to take the time to introduce, or re-introduce, our group and explain our role in the City of Barrie.

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**What is the Downtown Barrie Business Association?**

Downtown Barrie Business Association is a not for profit organization that represents more than 400 businesses located in the Downtown Barrie jurisdiction.

The Downtown Barrie Business Association (BIA) has a two-fold mandate:

- 1) To improve, beautify and maintain public lands and building within the BIA, beyond that which is provided by the municipality at large, and
- 2) To promote the area as a business and shopping area.

The Downtown Barrie Business Association is commonly referred to as ‘Downtown Barrie’, or the ‘Downtown Barrie BIA’, or the ‘BIA’. The term ‘BIA’ is short for ‘Business Improvement Area’.

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**How does a business become a member of the Downtown Barrie Business Association (BIA)?**

Downtown Barrie Business Association is designated a ‘Business Improvement Area’ or a ‘BIA’ under a special municipal by-law and legislated by the Province of Ontario.

It is designed to be a self-help mechanism that provides the tools and resources necessary to promote and beautify the area. Downtown Barrie has a number of regular programs and special programs in place to help create an attractive, successful Downtown area.

A business becomes a member by operating within the geographic boundaries of the ‘Business Improvement Area’ (BIA). These boundaries were defined in the City of Barrie.

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**What is the membership pay to be apart of the BIA?**

The cost of a BIA Membership is based upon a businesses commercial assessment. Since assessments vary, there is no fixed cost for Membership. A businesses’ membership levy is paid when a business pays their taxes. The levy is found on a businesses tax bill.

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**Who Manages the Downtown Barrie (BIA)?**

The Downtown Barrie (BIA) is managed by a Board of Management, which is composed of representatives of property owners and business operators and members of City Council. The Board is appointed by City Council for a four-year term. Usually, the nominees to the board are chosen by a vote of the general Membership and the list is then sent to City Council for appointment. The Board is comprised of the following:

**Board of Directors –**

- Twelve (12) Directors:
- Two (2) Appointed Council Representatives (voting)
- Total available positions are ten (10).

**Partners (Non Voting) -**

- Barrie Police Service
- Greater Barrie Chamber of Commerce
- Tourism Barrie
- City of Barrie - Invest Barrie (Economic Development & Downtown Revitalization)

**How much time do Board of Management Commit to the BIA?**

- Board of Management meetings: 10/year; ~ 2.5 hrs/meeting.
- Board Tasks: ~4hrs/month
- Project/Team Work: ~5hrs/month
- Total: ~12hrs/month or ~100+hrs/year

*It is important to note that the Board is a volunteer body who does not receive any form of remuneration.*

**What is the relationship between the Board of Management and City Hall?**

The City of Barrie collects business taxes and at the same time collects the BIA levy, by March the Board of Management presents its yearly budget to City Council for approval. Bottom line responsibility results with the Board of Management.

The Downtown Barrie Business Association (BIA) enjoys the co-operative relationship with the City and its various departments. This is vital as some issues (ie. By-law amendments) require input and support from City staff.

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**What does the Downtown Barrie (BIA) Office do?**

The Downtown Barrie (BIA) Office with staff and volunteers implement, facilitate and monitor all the activities of the organization.

The Downtown Barrie Office is comprised of two (2) full time staff:

- Managing Director- Craig Stevens [cstevens@downtownbarrie.ca](mailto:cstevens@downtownbarrie.ca)
- Office & Events Administrator – Stacey Zubczyk [szubczyk@downtownbarrie.ca](mailto:szubczyk@downtownbarrie.ca)

The responsibilities of the Downtown Barrie Office are varied:

- To carry out activities as dictated by the Board of Management,
  - To host and organize all meetings of the Association.
  - To manage and administer financial affairs: accounting reports and annual budgets.
  - To address Member concerns and complaints by working the Board, the Membership and vested community interests.
  - To communicate parking, traffic, streetscape and by-law issues and ideas from the Membership to the City and/or Region.
  - To complete regular Membership 'News & Events' Emails and initiate personal contacts.
  - To update and maintain the Membership database and directory.
  - To respond to requests for information from the local community as well as tourist-oriented agencies and individuals.
  - To facilitate and execute year round events.
  - To work with community stakeholders such as:
    - City of Barrie
    - Greater Barrie Chamber of Commerce,
    - Tourism Barrie
    - Barrie Police
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**What can the Downtown Barrie (BIA) do for member Business?****#1 Marketing –**

A range of on-going and one-time marketing programs are provided. Advertisements in local media both for and with your participation. Produce promotional brochures for your use and distribution as well as at key organizations including; The Chamber of Commerce, Tourism Barrie, etc.

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**# 2 Events –**

Downtown Barrie (BIA) partners & executes events yearly that are designed to promote the Downtown and provide community goodwill. Generally, these events include:

- **#MayDays – Unpack Spring** – Every Day in May from your businesses opening until closing
- **Lawnchair Luminata & Barrie Thunder Classics** – Every Wednesday June to Sept
- **Promenade Days & Canada Day Celebrations** – July
- **Downtown Barrie's Craft Beer & BBQ Festival** – July
- **Noella Festival Events-** November & December
  - **Tree Lighting Celebration & Santa Claus Parade** – November

❖ **Create your own event-** *If you want to plan a 'Grand Opening' event, 'Anniversary Celebration', 'Open House', 'Sale' or 'Fundraiser' be sure to advise the Downtown Barrie Office so we can assist by getting the word out to local dignitaries, the media, and other BIA businesses.*

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### # 3 Communications—

Member communications are fundamental to the success of Downtown Barrie. The Downtown Barrie (BIA) provides a number of opportunities for member-to-member contact.

Member communications include:

- **'News & Events' Emails—** *Learn more on 'Page 7' of 'BIA Member Handbook'.*
  - Sent out every Tuesday and Thursday. These emails are a great way to send & receive information.
- **Downtown Barrie Website—**
  - Features includes Member Listings, Featured Businesses, and Downtown Barrie Events.
  - Check us out at [www.downtownbarrie.ca](http://www.downtownbarrie.ca)
- **Social Media** (Twitter & Facebook)--
  - Be sure to 'Like' on Facebook & 'Follow' us on Twitter
- **Annual General Meeting (AGM) & Holiday Socials**

❖ *Included on 'Page 8' of the 'BIA Member Handbook' is a '[Website & Directory Contact Information Request](#)'...Please feel free to fill out & submit back to the Downtown Barrie (BIA) Office at your earliest convenience.*

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### # 4 Advocacy—

Advocacy not only in the way that the Downtown Barrie Office responds to your concerns, but also the manner in which those concerns are presented to stakeholders.

Stakeholders include community agencies, government and your business peers in the Downtown Barrie. Advocacy includes creative problem-solving and is demonstrated in issues related to Parking, Traffic, Beautification, Policy and Planning, Waste Management, etc.

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### #5 Beautification & Cleanliness—

Through partnerships, with the City of Barrie, the BIA works to make our Downtown beautiful through seasonal decorations, flowers, lighting, banners, and other initiatives.

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### Other Important Information

#### Holiday Closure Information

The Retail Business Holidays (RBH) Act R.S.O 1990, requires some retail businesses to close on the nine (9) Canadian statutory holidays\*.

Information about the RBH Act, including exact holidays and which businesses are exempt, is available online at: <https://www.ontario.ca/page/retail-business-holidays>

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### City of Barrie Services

#### Business Information

The City of Barrie is committed to the attraction, retention and expansion of business in Barrie. The Business Development Department is aggressively seeking new business investment opportunities and responding to the needs of the existing industry and business within the community. Learn more at [www.investbarrie.ca](http://www.investbarrie.ca).

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#### Business Licences

Most businesses require a City of Barrie Business Licence. Contact **Enforcement Services** at 705-739-4241 or visit 45 Cedar Pointe, Barrie, for further information.

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#### Information Barrie

Access the Information Barrie Community Database for listings of community groups, agencies, services, government offices, churches, schools and more. Each listing contains details about that organization, including description, address, hours, and contact information. Find the database at [www.barriepubliclibrary.ca](http://www.barriepubliclibrary.ca) under the Community tab.

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**Handing of Garbage & Recycling**

**Garbage Collection** occurs every **Tuesday** and **Friday**, while **Recycling Collection** occurs on **Tuesday** only.

Due to traffic congestion & parked vehicles on the street, collection occurs between the hours of 4:00am and 6:00am.

Materials may only be placed out for collection at the **end** of the business day, the day before collection and any uncollected materials must be removed by 10:00am the day of collection. *This is done in an effort to keep the Downtown Barrie (BIA) looking clean and presentable.*

*\*On a **statutory holiday** collection is advanced by one day for the remainder of the week.*

*More information about **Waste Collection** in the Downtown, including limits and restrictions, is included on 'Page 9 & 10' of the 'BIA Member for your convenience.*

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**Landfill Information**

The **City of Barrie Landfill Site** is located at 272 Ferndale Drive, North (north of Edgehill Dr.) The hours of operation are Tuesday to Saturday from 9 a.m. to 4 p.m. The landfill site is closed every Sunday, Monday and designated holidays. The Landfill site is closed New Year's Day, Good Friday, Canada Day, Christmas Day and Boxing Day. The Landfill is also closed at noon on Christmas Eve and New Year's Eve. Visit [www.barrie.ca/Landfill](http://www.barrie.ca/Landfill) or call 705-739-4219 for more information.

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**Parking in the Downtown**

Business owners are responsible for handling parking arrangements for their staff and themselves. If your building does not have sufficient space, monthly municipal parking lot permits are available for purchase at the Downtown Barrie Office and Barrie City Hall (Service Barrie)- 70 Collier Street.

The City of Barrie offers three (3) levels of monthly parking passes.

**Yellow** Monthly: \$60 before tax      **Green** Monthly: \$75 before tax      **Blue** Monthly: \$85 before tax

\*\* Monthly parking passes for the **Collier Street Parkade (blue)** are honoured in lots requiring **green** or **yellow** passes; **green** passes are honoured in lots requiring **yellow** passes. The issuance of a pass does not ensure space will be available in the intended lot.

More info about **Downtown Parking** is available on the **City of Barrie** website at [www.barrie.ca](http://www.barrie.ca). Please follow the provided links:

[Living](#)    ▶▶    [Getting Around](#)    ▶▶    [Parking](#)    ▶▶    [Downtown Parking](#)

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**Parking Tickets**

Parking tickets can now be paid online, using a credit card at [www.barrie.ca](http://www.barrie.ca).

Parking tickets may be paid (cash, cheque, money order, Visa, Mastercard, Debit Card) in person at **Service Barrie (1st floor), 70 Collier Street, Barrie** or at **the Enforcement Services Office, 45 Cedar Pointe Drive, Barrie**, or by mail (cheque or money order) to Box 400, Barrie, ON L4M 4T5. All cheque payments should be made payable to THE CITY OF BARRIE and must be received by the due date.

Requests for trials for parking tickets must be made in person by attending **the Enforcement Services Office, 45 Cedar Pointe Drive, Barrie**.

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**Overnight On-Street Parking Restrictions**

Within the Downtown Business Improvement Area, on-street parking is prohibited from **December 1st to March 31st** between the hours of **3am to 6am**. Any vehicle found parked in contravention of **By-law 2007-209** may be ticketed and/or towed. This prohibition is in effect regardless of weather conditions or snowfall.

By keeping City streets clear of vehicles during this period, you allow the City crews access to help ensure that your roadways are maintained and that large emergency vehicles can get down the street. Parking is prohibited over sidewalks and the City boulevards.

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**Signage**

The **City of Barrie** has a comprehensive sign by-law regulating the placement of signs. Various types of signs may or may not be prohibited under the by-law. The bylaw is available on the **City of Barrie** website at [www.barrie.ca](http://www.barrie.ca). Follow the provided links:

[Living](#)    ▶▶    [Licences, Permits & Applications](#)    ▶▶    [Permits](#)    ▶▶    [Signs](#)

Please contact **Enforcement Services** at 705-739-4241 or visit **45 Cedar Pointe Drive, Barrie**, to obtain information before you erect any sign.

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**Blade Signs & Awnings**

Blade Signs provide increased storefront advertising and visibility to on-coming vehicular and pedestrian traffic, and attractive outdoor awnings dress up storefronts and provide shelter for pedestrians on days of inclement weather.

Cosmetically, these changes greatly enhance the appearance and visual presence of businesses in the downtown. Business owners can enter into encroachment agreements that will allow the placement of wooden, vinyl or metal Blade Signs and retractable Awnings on the building, overhanging the City sidewalk.

Details are available on the **City of Barrie** website at [www.barrie.ca](http://www.barrie.ca). Follow the provided links:

[Living](#) ▶ [Licences, Permits & Applications](#) ▶ [General Applications](#) ▶ [Outdoor Patios, Blade Signage & Awning](#)

Please contact the **Business Development Department** at (705) 728-9850 or [invest@barrie.ca](mailto:invest@barrie.ca) for more information.

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**Outdoor Patio Program**

Downtown restaurants can take advantage of summer weather by offering outdoor dining experiences amidst the pleasurable downtown and in proximity to the waterfront. Restaurant establishments can extend outdoor patios to the edge of the street; pedestrian traffic flow will be maintained through the provision of temporary sidewalks, designed for pedestrian safety and temporarily located on some on-street parking spaces.

Interested business owners are asked to contact the **Downtown Barrie (BIA) Office** (preapproval from the BIA is required).

More info is available on the **City of Barrie** website at [www.barrie.ca](http://www.barrie.ca). Follow the provided links:

[Living](#) ▶ [Licences, Permits & Applications](#) ▶ [General Applications](#) ▶ [Outdoor Patios, Blade Signage & Awning](#)

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**Spring Street Sweeping Program**

Roads and Parks Operations carry out their annual Spring Street Sweeping Program to clean all City streets of sand deposited and other debris. Spring street sweeping improves water quality and the environment by removing pollutants that can be transferred to downstream water bodies through urban run-off. The street sweeping program also improves the cleanliness and aesthetics of City streets and parking lots.

Sweeping usually starts in **mid-April** and is expected to be completed by **mid-May**, weather permitting. Sand that is swept from roads is disposed of in an environmentally responsible manner at the landfill site where it is used for covering waste.

The sweeping program consists of a **3 to 4** part process as follows:

- 1) Flushing streets with water to move sand to the curb,
- 2) A mechanical sweeper capable of picking up heavy sand deposits and debris makes a pass of the street (this could be a few days later),
- 3) A second pass of the street with a vacuum sweeper to remove any fine material that may remain,
- 4) And a final flush of the street with water to remove any remaining materials from the road.

If you should have any questions regarding the annual spring street sweeping program please contact **Service Barrie** at 705-726-4242 or [ServiceBarrie@barrie.ca](mailto:ServiceBarrie@barrie.ca).

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**Snow & Ice Clearing By-law**

All Downtown BIA Merchants, Business and Property Owners are required to have the sidewalks in front & beside their business/property cleared of snow & ice each morning by 10:00 am.

Enforcement Officers begin patrolling for compliance starting at **10:00 am, every morning, from the first snow/ice fall.**

The By-law is available on the **City of Barrie** website at [www.barrie.ca](http://www.barrie.ca) by searching: [Snow Clearing By-law \(Downtown\).](#)

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**Winter Maintenance**

The City can declare a winter maintenance event at any time prior to December 1st and after March 31st to ensure that maintenance of the road way during a winter event is completed.

During a winter maintenance event vehicles are prohibited from parking on any street between **12 midnight and 7 a.m.**

Notices of Downtown winter maintenance events will be provided to BIA Members by way of various media outlets; including Downtown Barrie Member communications '**News & Events**' Emails.



**Other Frequently Called Numbers & Emails**

**Emergency Call**

**911**

**Barrie Fire & Emergency Service:** *Non-Emergency Inquiries* 705-728-3199  
**Barrie Police Services:** *Non-Emergency Inquiries* 705-725-7025  
**Crime Stoppers Barrie:** 1-800-222-8477

**Information Services**

**Downtown Barrie Business Association (BIA):** 705-734-1414

Email: [info@downtown@barrie.ca](mailto:info@downtown@barrie.ca)

Website: [www.downtownbarrie.ca](http://www.downtownbarrie.ca)

**Barrie Chamber of Commerce:** 705-721-5000

Email: [admin@barriechamber.com](mailto:admin@barriechamber.com)

Website: [www.barriechamber.com](http://www.barriechamber.com)

**Tourism Barrie:** 705-739-9444

Email: [info@tourismbarrie.com](mailto:info@tourismbarrie.com)

Website: [www.tourismbarrie.com](http://www.tourismbarrie.com)

**Simcoe Muskoka District Health Unit:** 705-721-7520

Toll Free: 1-877-721-7520

Website: [www.simcoemuskokahealth.org](http://www.simcoemuskokahealth.org)

**Barrie Public Library (Information Barrie):** 705-728-1010

Website: [www.library.barrie.ca/](http://www.library.barrie.ca/)

**City of Barrie**

Website: [www.barrie.ca](http://www.barrie.ca)

**Service Barrie:** 705-726-4242 8am. to 5pm.

Email: [ServiceBarrie@barrie.ca](mailto:ServiceBarrie@barrie.ca)

**Building Services (Permits & Inspections):** 705-739-4212 Email: [building@barrie.ca](mailto:building@barrie.ca)

**Business Development:** 705-728-9850 Email: [invest@barrie.ca](mailto:invest@barrie.ca)

**Business Licensing:** 705-739-4241

**City Clerk's Office (Council Info, Birth Certificates, Marriage Licence) :** 705-739-4204

**Culture Department:** 705-739-4299 Email: [culture@barrie.ca](mailto:culture@barrie.ca)

**Environmental Services/Landfill:** 705-739-4219 Email: [RethinkWaste@barrie.ca](mailto:RethinkWaste@barrie.ca)

**Events:** 705-739-4285 Email: [events@barrie.ca](mailto:events@barrie.ca)

**Mayor's Office:** 705-792-7900 Email: [officeofthemayor@barrie.ca](mailto:officeofthemayor@barrie.ca)

**Municipal Law Enforcement (Parking Tickets, Property Standards, Lottery Licences, Zoning Enforcement):** 705-739-4241

**Planning Services (Development Review, Zoning Inquiries):** 705-739-4208 Email: [planning@barrie.ca](mailto:planning@barrie.ca)

**Provincial Offences:** 705-739-4291

**Road & Sewer Maintenance :** 705-739-4255

**Small Business Centre:** 705-720-2445 Email: [smallbusiness@barrie.ca](mailto:smallbusiness@barrie.ca)

**Theatres (Mady & Georgian):** 705-739-4228 Email: [boxoffice@barrie.ca](mailto:boxoffice@barrie.ca)

**Transit: Customer Service** 705-739-4209 Email: [transit@barrie.ca](mailto:transit@barrie.ca)

**Transit Terminal (Mary Street)** 705-739-1500

### 'News & Notice' Email – Content Details

#### **Content Deadlines:**

The regular '**News & Events Notice**' is sent out **Tuesday(s) & Thursday(s)**.

The deadline for the **Tuesday** 'News & Events Notice' is 4:30 pm on the **Monday** before.

The deadline for the **Thursday** 'News & Events Notice' is 4:30 pm on the **Wednesday** before.

*Downtown Barrie does occasionally prepare a '**Special Notice**' for distribution.*

#### **Please Note:**

Downtown Barrie aims to include a Businesses featured information in up-to three (3) 'News & Events Notices'.

Downtown Barrie does reserve the right to edit content, as well limit or increase the number of times a Businesses featured information included.

Downtown Barrie also reserves the right to change the format and structure of 'News & Events Notices' template.

Downtown Barrie is not responsible for the accuracy of the information presented other than the representation is within the Downtown Barrie BIA boundaries.

#### **Content Details:**

Please include '**Event Name**', '**Business Name**', '**Address**' and '**Dates & Times**'.

We ask that copy content be limited to 250 characters.

Please include any attachments, such as .pdf posters, along with websites & social media sources (ie facebook or twitter). This can be included as a link.

Any Business Logos must be submitted in 'jpg' format. This is best submitted as an attachment.

#### **Example of a Featured Event/Business:**



#### **Holiday Open House @**

**ZuZu Fashion Boutique**

**25 Dunlop Street East**

**Sunday November 1, 2015**

**10:00am to 5:00pm**

- Draws for special treats

- Refreshments

- New selections in our clothing, jewelry and accessory lines for gift giving and personal enjoyment!

[Click here](#) for a copy of ZuZu's Holiday Open House Poster.

❖ Please submit any information for '**Downtown Barrie News & Events Notice**' to [info@downtownbarrie.ca](mailto:info@downtownbarrie.ca).





**Website & Directory Contact Information Request**

Member communications are fundamental to the success of Downtown Barrie. As a result, the Downtown Barrie Business Association (BIA) provides a number of opportunities for member-to-member contact.

Member communications include:

- **‘News & Events’ Emails**— *See Page 7 of ‘BIA Member Handbook’ for more details.*
  - Sent out every Tuesday and Thursday. These emails are a great way to send & receive information.
- **Downtown Barrie Website**---
  - Features includes Member Listings, Featured Businesses, and Downtown Barrie Events.
  - Check us out at [www.downtownbarrie.ca](http://www.downtownbarrie.ca)
- **Social Media** (Twitter & Facebook) --
  - Be sure to ‘Like’ on Facebook & ‘Follow’ us on Twitter

The Downtown Barrie Office is always working on updating our **Website Directory Listings**, along with our **Membership Contact Directory**. **There is no cost to participate in this directory.**

It would be of great assistance if you could please provide the Downtown Barrie Office with an update to the below information.

Please feel free to email the information to [info@downtownbarrie.ca](mailto:info@downtownbarrie.ca) or fax the below form to 705-734-1227.

**BIA Member -- Requested Information**

**Company/Business Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Toll free Number (If applicable):** \_\_\_\_\_

**Contact Person(s)** *(for Downtown Barrie Office use only):*

○ \_\_\_\_\_

**Contact Person(s) Email Address** *(for Downtown Barrie Office use only):*

○ \_\_\_\_\_

**Website Address:** \_\_\_\_\_

**Website Email:** \_\_\_\_\_

**Facebook Handle:** \_\_\_\_\_

**Twitter Handle:** \_\_\_\_\_

**Instagram Handle:** \_\_\_\_\_

**Hours of Operation:**

*Sunday:* \_\_\_\_\_ *Monday:* \_\_\_\_\_ *Tuesday:* \_\_\_\_\_

*Wednesday:* \_\_\_\_\_ *Thursday:* \_\_\_\_\_

*Friday:* \_\_\_\_\_ *Saturday:* \_\_\_\_\_