

DOWNTOWN

BARRIE

Unexpected!

A woman with long dark hair, wearing a bright green long-sleeved top and black pants, stands barefoot on a cobblestone surface. To her right is a large, white surfboard standing vertically. The surfboard has a black 'X' logo near the top and a large, colorful geometric pattern on its deck consisting of red, black, and grey shapes. The background is a dark, textured wall.

**DOWNTOWN
BARRIE BUSINESS
ASSOCIATION (BIA)**

2017 ANNUAL REPORT

AWARD WINNING!



A MESSAGE FROM THE CHAIR

2017 was another fantastic year! Working from our Brand Action Plan, the BIA has remained focused on our Meridian Place & Memorial Square project. Started a number of years ago as a

proposed public-private partnership, the project is nearing its anticipated completion date of June 2018. I am happy to say it is on schedule and moving forward. In the background, we are working on our next two projects, the Dunlop Streetscape and Public Market. These are our major public realm investments and I am proud to say this positions the Downtown Barrie Business Association (BIA) as one of the most progressive BIAs in the province. Looking forward to continuing the great work in 2018.

- Wayne Hay



A MESSAGE FROM THE EXECUTIVE DIRECTOR

The Downtown Barrie Business Association (BIA) has been hard at work refining our operating model to fully leverage our four pillars. We have been diligent at ensuring that as event facilitators,

area marketers, public realm investors and Policy & Partner Influencers, we interconnect all Four Pillars to achieve the best results possible. I believe you will see some impressive metrics in this annual report outlining all of these aspects that keep Downtown Barrie developing in the right direction. We are excited to build upon this work in 2018.

- Craig Stevens

BOARD MEMBERS

Wayne Hay, Chair
Tom Ambeau, Vice Chair
Paul Lynch, Treasurer
Lisa Roszell, Director
Nick L'Ecuyer, Director

Tracey Baker, Director
Rob Hamilton, Director
Jason Teal, Director
Rose Romita, Councilor
Arif Khan, Councilor

BIA STAFF

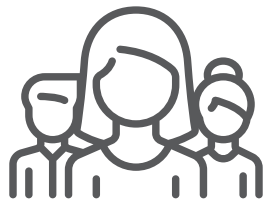
Craig Stevens
Executive Director

Stacey Zubczyk
*Administration and
Events Coordinator*

Kristen Eatch
*Creative
Communications*

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EVENT FACILITATOR

WHY ARE EVENTS IMPORTANT?

New visits to the Downtown have the opportunity to bring new business to the Downtown. Promoting the Downtown area through visitor experience is a key priority for BIAs and hosting events is a way for Downtowns to really show off all they have to offer. Events have the power to make visitors realise that the Downtown area is a place they want to be.

As an event facilitator, it is the BIA's responsibility to bring these Downtown events to life. With creative flair, BIAs identify target audiences, implement events for these audiences, support event brands, help devise event concepts and can organize technical aspects. Additionally, BIAs help spread the word through social media, strategic marketing and by reaching out to local media outlets.

Event attendance is a good way to measure the ability of the BIA to draw visitors to the Downtown area. Core to visitor experience is the ability to generate a sense of strong cultural community building; facilitating events to draw people to the area creates a sense that a Downtown is worth visiting.

The return on investment (ROI) of the events portfolio is the total number of visitors to the Downtown.

\$89K INVESTMENT



“

Events with the Downtown Barrie Business Association always mean great business for the Flying Monkeys! Drawing locals and tourists alike downtown, BIA events highlight great experiences that are unique to Barrie. Thanks to the BIA, more and more visitors make a stop at our Brewery part of their plans in downtown definitely driving sales in our Tap Room and Bottle Shop. It's why we brew where we do!

-Peter Chiodo, Founder & President, Flying Monkeys Craft Brewery

FESTIVAL EVENTS

110,000+ total annual visits

Festivals attract and reach over 100,000 people. Acting as an event facilitator, the Downtown Barrie Business Association (BIA) manages a number of festivals of various sizes and scope including the Barrie Boat Show, Curb Appeal, Lawnchair Luminata, Canada Day & Promenade Days, the Craft Beer & BBQ Festival, Noella and more. These events focus on bringing many visitors to the downtown area with the intent of exploring the area in a family focused, friendly and safe environment. The following is an overview of the positive impact our festivals have on all of our stakeholders.



EVENT FACILITATOR

#COMMUNITY CONNECTED EVENTS

15,000 total annual visits

#CommunityConnected events are smaller in size, but multi-faceted and impactful with a goal of connecting the Downtown area and local business owners to local customers and also local charities - a completely connected Downtown. An added bonus includes impressive prize packages consisting of goods and services provided by the downtown businesses. The following is an overview of the positive impact our #CommunityConnected events have on all our local stakeholders...

TOTAL BUSINESS PARTICIPATION: ~160

TOTAL DIRECT CUSTOMER PARTICIPATION: ~3,450

TOTAL CHARITIES/DONATIONS: ~3/~\$1,000

TOTAL VALUE OF PRIZE PACKAGES: ~\$8,000

TOTAL EARNED MEDIA: ~\$28,000



EVENT SPONSORSHIPS

225,000 total annual visits

Supporting local cultural and artistic event producers, arts groups, community service groups and creative people helps cultivate an environment of creativity that attracts many different people with different backgrounds and unique interests to the area. The Downtown Barrie Business Association (BIA) is proud to support the following cultural and community groups that produce fantastic events, showcases and activities.

Community Events Sponsorships (up to \$1000)

- Barrie-Huron Rotary Fall Fishing Festival
- The Rotary Club of Barrie - Festival of Trees
- SmOffice Entrepreneur Challenge - The Creative Space
- YMCA Youth Support Program

Event Sponsorships (over \$1000)

- Barrie Film Festival - October Festival
- Winterfest
- Spring Art Tour
- Barrielicious
- Barrie Jazz & Blues Festival
- Canada 150 - Public Art Committee
- Talk is Free Theatre (TIFT)
- Thunder Classics - Car Show
- Waterfront Festival
- MacLaren Art Centre - Carnegie Days
- MacLaren Art Centre - Off The Hook
- Barrie Chamber Business Awards
- New Year's Countdown
- Inside The Music - Songwriters Series

A LOOK FORWARD ▶▶

- **Meridian Place & Memorial Square Grand Openings and ongoing programming**
 - Weekly outdoor movies (Lawnchair Luminata)
 - Live music performances (Live Music Series)
 - Integrating the venue into current festivals
 - Bringing together local military organizations to the newly enhanced Memorial Square
- **Curb Appeal DIY - an intimate and interactive evening with select chefs from the Curb Appeal outdoor dining event**
- **Christmas Market - as part of Noella.**
 - A new craft vendor selection set up in Meridian Place
 - Festive entertainment throughout the entire season



AREA MARKETER

WHY IS MARKETING THE DOWNTOWN AREA IMPORTANT?

A BIA that promotes the Downtown area also promotes its businesses. This includes generating well thought out marketing campaigns utilizing all forms of media while remaining 'on brand.' The aim is to draw attention not only to the Downtown area, but all the businesses within it. The BIA uses a model that focuses on 3 key brand building categories:

- **'Brand Product Development'** - focusing on small but significant physical attributes.
- **'Brand Marketing'** - developing creative campaigns to reach the public.
- **'Brand Presentation'** - a direct communication program that connects to local influential networks, partners and organizations.

Using this model results in the BIA marketing the Downtown area as a vibrant space that people will want to visit, strengthening the sense of community and establishing the Downtown and its businesses as places people want to be.

The Return on Investment (ROI) takes into consideration social engagement & population reach in combination with event facilitation and business interaction.

\$122K INVESTMENT



It was always our goal to integrate our business into the downtown. The Downtown Barrie Business Association (BIA) welcomed us with open arms and we can testify to the strength of Barrie's ever-evolving downtown core. Support The Locals is about building strong and vibrant communities. We believe in supporting local by way of looking out for our neighbours and extending a hand and the BIA mirrors this vision.

-- Osgoode Co.



TWITTER

6,213
followers

615
posts

252,878
impressions



FACEBOOK

2,084
followers

553
posts

604,721
impressions



INSTAGRAM

3,636
followers

373
posts

29,333
impressions

AREA MARKETER

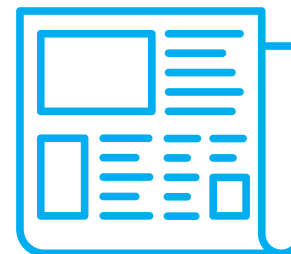


WEBSITE TRAFFIC

26%

76,000 TOTAL VISITS

21 **PRESS RELEASES**
LED TO **\$215K**
EARNED MEDIA



A LOOK FORWARD

Utilizing our marketing model we will be further refining and focusing our marketing dollars, activities, and direction to get the best return on investment.



COMMUNITY FORWARD



PUBLIC REALM INVESTOR

WHY IS INVESTING IN THE PUBLIC REALM IMPORTANT?

At its inception in 1970, the BIA concept was based on the importance of investing in 'the space between and surrounding the buildings and the businesses' - the public realm. Investing in the public realm creates a vibrant and enjoyable sense of place that attracts visitors to the Downtown. A BIA aims to generate a personal connection for visitors (by way of beautification investments as simple as flower planters and banners or as complex as large public buildings, venues & parks) to public spaces strengthening a visitor's connection to your business.

BIAs that are invested in the public realm recognize that the backbone to a successful Downtown begins with drawing visitors to it by making it a sociable, exciting, and vibrant environment.

The Return on Investment (ROI) is the creation, enhancement, and beautification of the public realm within the Downtown area.

\$125K INVESTMENT



MERIDIAN PLACE

JUNE 2018 COMPLETION



DUNLOP STREETScape

CONSTRUCTION STARTS FALL 2019



PUBLIC MARKET

DOWNTOWN BARRIE

CONSTRUCTION STARTS JUNE 2020



MERIDIAN PLACE & MEMORIAL SQUARE

anticipated completion early summer 2018*

Construction progress continued on time to the end of the year. This highly anticipated venue will help connect our Downtown to our waterfront and vice versa. Additionally, it will host activities and events facing north or south while accommodating audiences from 50 to 15,000. The focus of the programming will be to incorporate a wide range of cultural professional, amateur and community performances, productions & activities - drawing local residents as well as tourists.**



DUNLOP STREETScape

anticipated start Fall 2019*

This project continued working through the engineering/design process. The design will be focused on creating a main street that puts the pedestrian first - turning the street into a venue where flexible configurations can be aligned to allow for summer patios and closed street events. Further details will be provided as development continues.**



PUBLIC MARKET

anticipated start 2020*

This project will see the transformation of the old bus terminal into a multi-faceted food hall and retail pop-up destination that will incorporate the weekly Saturday Farmers' Market. Additionally, it will complement the Sandbox Centre for Innovation and Entrepreneurship on the upper floor. All together this will create a truly dynamic west end hub helping to anchor this creative corridor. Further details will be provided as development continues.**

*This is an estimated & anticipated timeframe and by no means definitive considering the many factors at hand. The BIA works closely with the partners involved to have a best case start/completion timeframe that is subject to change.
** For further project details please reference www.barrie.ca

PUBLIC REALM INVESTOR



POLICY & PARTNER INFLUENCER

WHY IS A POLICY & PARTNER INFLUENCER IMPORTANT?

With strong Strategic Plans, (Brand Action Plans) BIAs become integral vehicles for communicating localized business opportunities and challenges to policy makers, government partners, local community agencies and commercial organizations. By embracing a cooperative relationship with these partners, BIAs are able to advocate and influence positive change on behalf of the Downtown area, its businesses, and the local community.

The ability to share captured data and effectively address policies & investment helps establish the right environment to contribute to building our local businesses and community. Creative problem solving and a strong working relationship with all key partners keeps the BIA on your side for creating a vibrant and exciting Downtown area.

The Return on Investment (ROI) is strong relationships and a collaborative working approach to local challenges and opportunities.

\$185K INVESTMENT



“

As a Board member, I've had the pleasure of working closely with the BIA team. Specifically, having been part of the Meridian Place & Memorial Square project, it's amazing to see how the BIA leverages positive relationships into exciting projects to move our downtown community forward.

-- Jason Teal, Regional VP Commercial Services
Meridian Credit Union

WHAT IF OUR BIA MEMBERS WERE ONE BUSINESS?



WE WOULD CONSIST OF OVER

1,875 EMPLOYEES



IN THAT CASE WE WOULD BE RANKED LOCALLY AS THE

#1 PRIVATE EMPLOYER & **#4 PUBLIC EMPLOYER**

POLICY & PARTNER INFLUENCER



OUR COLLECTIVE GROSS DOWNTOWN PRODUCT

GENERATED

\$130,500,000

IN TOTAL SALES

RESULTING IN

\$16,950,000

OF HST REMITTANCE

4X
TAX REVENUE/ACRE

3X
ASSESSED VALUE/ACRE

COMMERCIAL ASSESSMENT

\$145,841,112

COMMERCIAL + RESIDENTIAL ASSESSMENT

\$450,000,000

BRAND ACTION ITEMS

WHO WE ARE



Event Facilitators



Area Marketers



Policy & Partner Influencers



Public Realm Investors

BRAND LEADERSHIP TEAM

Focus Project : Meridian Place & Memorial Square



Connect Waterfront & Downtown

Develop Gathering Places

Public market development



Meridian Place/ Memorial Square



Business recruitment



Free Wi-Fi



Best practices trip



ALL

Floating stage



Walkable Scorecard



Develop proper zoning



OBIAA ROI Project



ALL

District naming



Redevelopment district



Community

Major hotel/ conference centre



Façade lighting - street



Relocating social services



College/university downtown



Sea cadet building



OPERATIONAL

Brand Product Development

Extend beautification program



Business technical assist program



Entertainment



Parking meters - credit cards



Upgrade events



Wayfinding system



New brand specific events



Off site parking



Street speakers



Crosswalk redevelopment



Public art program



Transportation link



Brand Marketing

Quick response (qr) posts



(9) Visitor info kiosks



Bridge brand outreach



Boat cruise info



Best of - marketing brochure



Marketing/graphic design



Parking app



Brand style guide



Allandale marketing



Marketing budget



Barrie fun facts



Social media



Downtown app



Marketing plan



COMPLETED

5 Points Theatre



Strategic Plan



ALL

Barrie Police Security Cameras



Symbol Guide

Complete



Underway



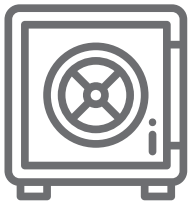
Future



Deliverable Types

One Time Projects

Continuous Projects



BUDGET

WHAT IS UNIQUE ABOUT OUR BUDGET?

At the inception of BIAs as organizations, a fundamental decision that was decided upon was how it was going to be funded. Many options were analyzed including voluntary annual dues (much like a Chamber or Tourism organization). What was settled on was essentially a 'self taxation'. This connects a BIA to its local municipality as it is administered & facilitated through the property tax roll as a special levy within the designated BIA geographic area. The budget is determined & approved independently by the BIA Board, then it is approved through Council and collected for the BIA by the municipality. This is important as it permits the BIA organization an absolute opportunity to focus on investing the budget back into the BIA area without the distraction of collecting payments or selling memberships.

The Downtown Barrie Business Association (BIA) allocates & adjusts its budget within the Four Pillars according to the list of action items within its Brand Action Plan.

Comparative budgets of BIAs with a similar sized geographic boundary & business mix:

GUELPH: ~\$500,000

COLLINGWOOD: ~\$500,000

KITCHENER: ~\$1 MILLION

KINGSTON: ~\$1.2 MILLION



2018 TOTAL BUDGET: \$574,399.00

2017 TOTAL BUDGET: \$499,656.37

CHANGE: \$74,742.63



2018 BIA LEVY: ~0.342253%

2017 BIA LEVY: 0.342601%

CHANGE: ~ -0.00348%

2010: 0.40% | 2011: 0.36% | 2012: 0.34% | 2013: 0.34%

2014: 0.35% | 2015: 0.34% | 2016: 0.33%



2018 OPERATIONAL BUDGET: \$449,399

2017 OPERATIONAL BUDGET: \$391,183.05

CHANGE: \$34,742.63



2018 CAPITAL BUDGET: \$125,000

2017 CAPITAL BUDGET: \$85,000

CHANGE: \$40,000.00



2018 COMMERCIAL ASSESSMENT: \$167,828,652

2017 COMMERCIAL ASSESSMENT: \$145,841,112

CHANGE: \$21,987,540

CONTACT THE BIA

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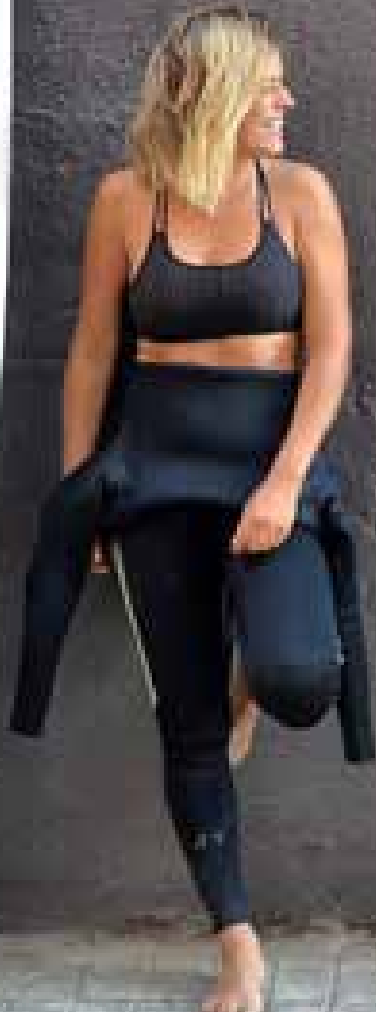
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