

DOWNTOWN

**BARRIE**

*Unexpected!*

A woman with long dark hair, wearing a bright green long-sleeved wetsuit top and black leggings, stands barefoot on a paved surface. She is smiling and looking towards the camera. To her right is a white inflatable paddleboard (SUP) standing upright. The board has a large, colorful geometric pattern on its deck, consisting of a central red diamond shape surrounded by grey and black chevron patterns. A black fin is visible in the center of the red area. 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...

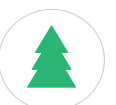
**TOTAL BUSINESS PARTICIPATION: ~160**

**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-Huronia 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



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# AREA MARKETER

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## 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 and 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](http://www.barrie.ca)



# 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

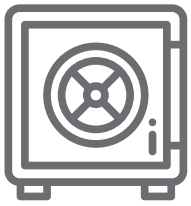
Extend beautification program	🔄	\$	Business technical assist program	✓	👤
Entertainment	✓	👤	Parking meters - credit cards	🔄	\$
Upgrade events	✓	👤	Wayfinding system	✓	\$
New brand specific events	✓	👤	Off site parking	🔄	\$
Street speakers	🔄	\$	Crosswalk redevelopment	🔄	\$
Public art program	✓	\$	Transportation link	🔄	👤

### Brand Marketing

Quick Response (QR) posts	🔄	!	Visitor info kiosks (9)	🔄	!
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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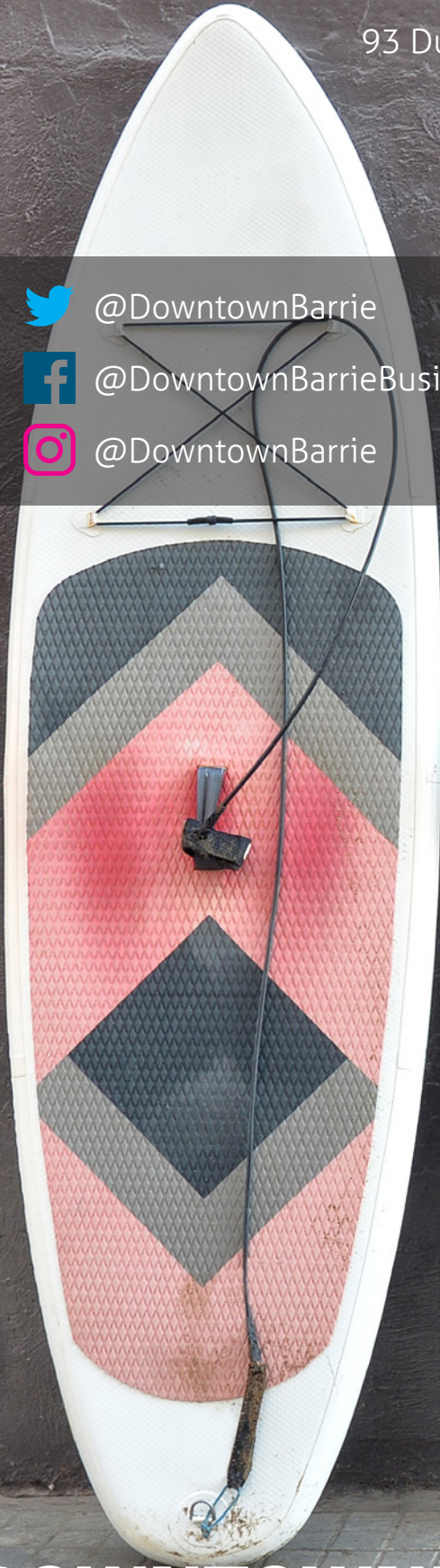
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