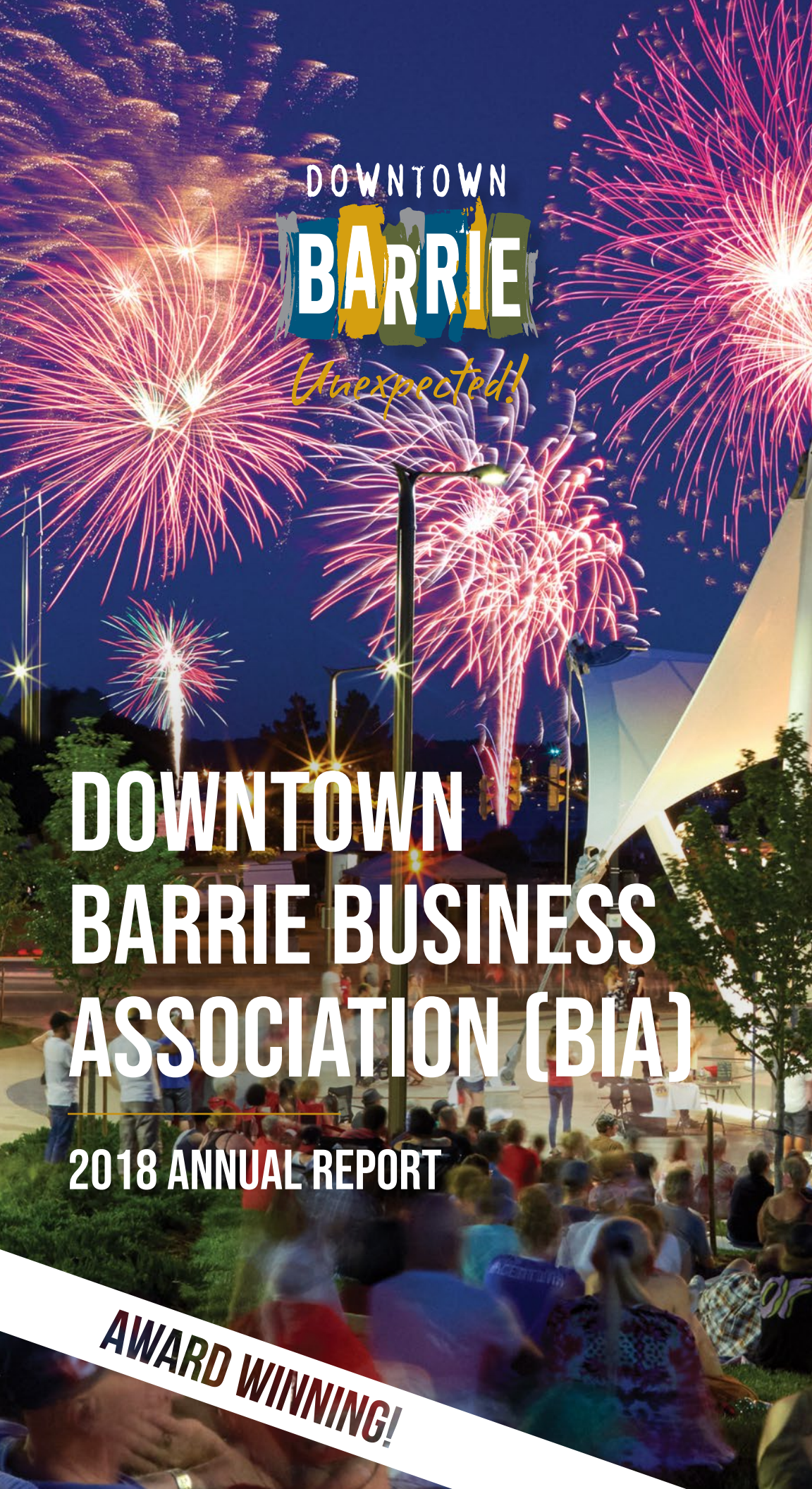

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)

2018 ANNUAL REPORT

AWARD WINNING!

A MESSAGE FROM THE CHAIR

2018 was a really exciting year for downtown Barrie. Meridian Place and Memorial Square was the largest public-private partnership project in the history of downtown Barrie and it came to its completion in June. We saw roughly 34,000 visits to the multi-award-winning space in a mere six months and keeping it programmed was a lot of fun. We remained focused on two major public realm investment projects, the Streetscape and Public Market, which maintained our position as one of the most progressive and forward-thinking BIAs. The end of the year brought with it the end of the Downtown Barrie Business Association (BIA)'s four-year Board of Management term. I look forward to seeing what 2019 brings for downtown Barrie with a new, passionate and driven Board.

- Wayne Hay

A MESSAGE FROM THE EXECUTIVE DIRECTOR

The Downtown Barrie Business Association (BIA) has completed a milestone - Meridian Place & Memorial Square is now operational. This outdoor public space now has the opportunity to have a ripple effect of economic impact and a contribution to increasing the local real estate assessment. A partnership has been established with the City of Barrie to oversee the programming opportunities of the space moving forward. Additionally, we have been continuing to build our operating model to fully leverage our four pillars as event facilitators, area marketers, public realm investors and policy & partner influencers . 2018 marked a great year in Downtown Barrie's long history.

- Craig Stevens

BOARD MEMBERS

Wayne Hay, Chair
Tom Ambeau, Vice Chair
Paul Lynch, Secretary Treasurer
Lisa Roszell
Nick L'Ecuyer
Tracey Baker
Rob Hamilton
Jason Teal
Rose Romita, Councillor
Arif Khan, Councillor

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.

~$91,150 INVESTMENT

> In 2018, we celebrated the re-opening of **Homestead Artisan Bakery** at its new location prominently positioned on Dunlop Street in the heart of downtown Barrie. This new location brought us closer to all the amazing events that take place in the downtown and we have loved being a bigger part of the action! From **Promenade Days** to the **Tree Lighting Celebration**, these events mean more people on the street and more people in our business. The Downtown Barrie Business Association (BIA) celebrates and promotes our community by way of these events. They involve local business every step of the way and give us a voice and the platform to also give our best to the community.
>
> --Lise Garden, Owner, Homestead Artisan Bakery + Cafe

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.

COMMUNITY CONNECTED EVENTS

15,000 total annual visits

Community Connected events are smaller in size, but multifaceted 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.

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
- Smash the Stigma - Mental Health
- Huronia Symphony

Event Sponsorships (over $1000)

- Barrie Film Festival October Festival
- Winterfest
- Spring Art Tour
- Barrielicious
- February Blues Festival
- Barrie Jazz & Blues Festival
- Talk is Free Theatre (TIFT)
- Theatre By the Bay
- MacLaren Art Centre Off The Hook
- Barrie Chamber Women in Business Awards
- New Year's Countdown
- Inside The Music
- Songwriters Series
- Troubadour Festival
- Electric Charging Stations
- Barrie Pride Festival

The following is an overview of the positive impact our **Community Connected** events have on all our local stakeholders:

193
BUSINESS PARTICIPATION
21%↑

TOTAL VALUE OF PRIZE PACKAGES
$8000

TOTAL EARNED MEDIA
$121,172

9651
TOTAL CUSTOMER PARTICIPATION
179%↑

TOTAL DONATION
$3800

6
TOTAL CHARITIES
50%↑

A LOOK FORWARD

Meridian Place & Memorial Square

- Weekly outdoor movies (Lawnchair Luminata)
- Weekly live music performances (Live Music Series
- Integrating the venue into current festivals (Promenade Days, Craft Beer & BBQ Festival and Noella Festival
- Bringing together local military organizations to the newly enhanced Memorial Square

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:

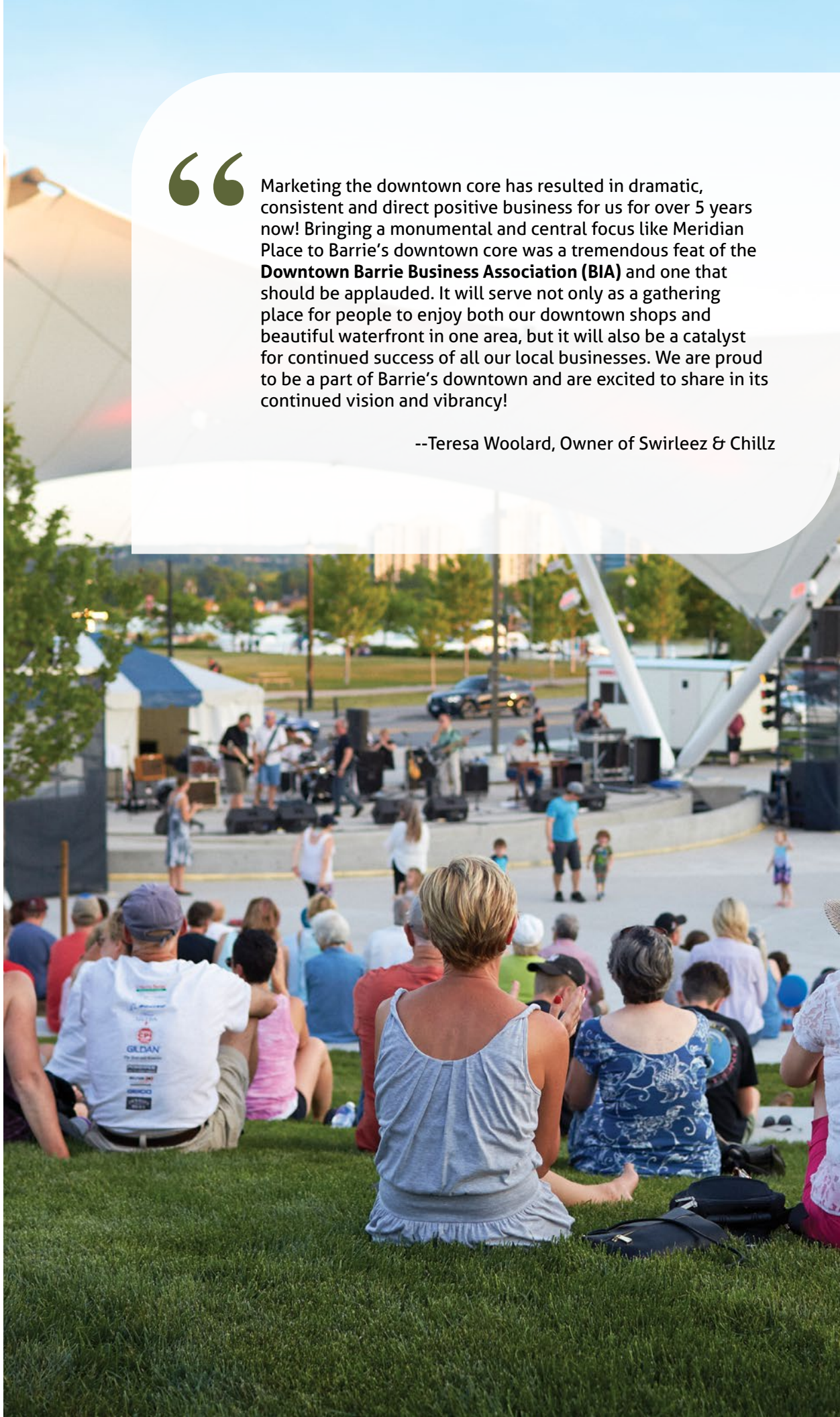
- **'Brand Product Development'** - focusing on small but significant physical attributes.
- **'Brand Marketing'** - developing creative campaigns to reach the public.
- **'Brand Presentation'** - a direct communication program that connects to local influential networks, partners and organizations.

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.

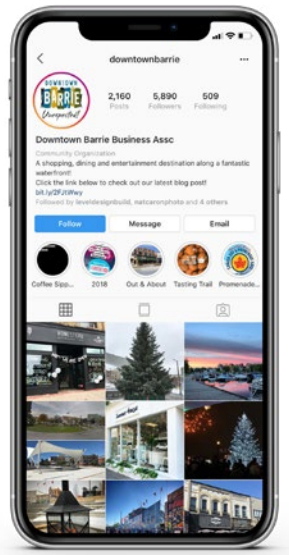
The Return on Investment (ROI) takes into consideration social engagement & population reach in combination with event facilitation and business interaction.

~$105,650 INVESTMENT

> Marketing the downtown core has resulted in dramatic, consistent and direct positive business for us for over 5 years now! Bringing a monumental and central focus like Meridian Place to Barrie's downtown core was a tremendous feat of the **Downtown Barrie Business Association (BIA)** and one that should be applauded. It will serve not only as a gathering place for people to enjoy both our downtown shops and beautiful waterfront in one area, but it will also be a catalyst for continued success of all our local businesses. We are proud to be a part of Barrie's downtown and are excited to share in its continued vision and vibrancy!
>
> --Teresa Woolard, Owner of Swirleez & Chillz



DIGITAL MARKETING - 2018 STATS



Twitter	Followers	6865 +11%
	Impressions	433,900 +71.5%
	Posts	475
Facebook	Followers	2496 +20%
	Impressions	258,301
	Posts	457
Instagram	Followers	6655 +83%
	Impressions	346,101 +1079%
	Posts	475 +7%

TOTAL EARNED MEDIA
BASED ON AVE.
$19K

22 PRESS RELEASES
$413 K IN EARNED MEDIA

TOTAL WEBSITE TRAFFIC

SESSIONS
90,362

PAGE VIEWS
165,335

1,038,302
TOTAL SOCIAL MEDIA REACH

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.

~$140,250 INVESTMENT

MERIDIAN PLACE & MEMORIAL SQUARE

completed June, 2018

This highly anticipated project was completed in June of 2018 with a largely attended grand opening on Friday, June 29th. Prior to its completion, the space was awarded the Large Scale Public Realm Investment & Streetscape Award by the Ontario Business Improvement Area Association, a highly esteemed award presented at the National BIA Conference. In the 39 days it was programmed, Meridian Place & Memorial Square saw an attendance of nearly 34,000 and we're excited to see what a full year of programming leads to for 2019.

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 multifaceted 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. In October of this year, the project was put on hold pending the opportunity to move the Public Transit Terminal. 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

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.

~$233,349 INVESTMENT

> Tourism Barrie and the Downtown Barrie Business Association (BIA) enjoy a longstanding partnership of promoting the downtown core to residents and visitors as an attractive and vibrant place to live, work and play. The BIA's redevelopment of Meridian Place & Memorial Square provides a great opportunity to further enhance tourism in Barrie with concerts and events.
>
> -- Kathleen Trainor, Executive Director, Tourism Barrie

WHAT IF OUR BIA MEMBERS WERE 1 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**

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
$167,828,652
COMMERCIAL + RESIDENTIAL ASSESSMENT
$450,000,000

GROSS DOWNTOWN PRODUCT

'The Gross Downtown Product (GPD)' - is a term coined by the Downtown Barrie Business Association (BIA) and is a riff on Gross Domestic Product, the measurement of a nation's overall economic activity. It's a terminology that has now been adopted by BIAs across the country. This Key Performance Indicator was designed to quantify the total economic impact, specifically the value of all goods sold and services produced in a downtown over a given year.

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

Best Practice Biz Dev

- Business recruitment
- Best practices trip
- Sea cadet building
- Redevelop zoning (Official Plan/ CIP)
- OBIAA ROI Project
- Free Wi-Fi
- Major hotel/ conference centre
- Business

Connect Waterfront & Downtown

- Meridian Place/ Memorial Square
- Free Wi-Fi
- Floating stage
- Develop proper zoning
- District naming

Community

- Façade lighting - street
- Relocating social services
- College/university downtown
- Sea Cadet building

OPERATIONAL

Brand Product Development

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

Brand Marketing

- Quick Response (QR) posts
- Bridge brand outreach
- Best of - marketing brochure
- Parking app
- Allandale marketing
- Barrie fun facts
- Downtown app
- Visitor info kiosks (9)
- Boat cruise info
- Marketing/graphic design
- Brand style guide
- Marketing budget
- Social media
- Marketing plan

COMPLETED

- 5 Points Theatre
- Barrie Police Security Cameras
- Strategic Plan

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: ~$625,000
COLLINGWOOD: ~$500,000
KITCHENER: ~$1.4 MILLION
KINGSTON: ~$5.5 MILLION

2019 TOTAL BUDGET: $626,422.00

2018 TOTAL BUDGET: $574,399.00
CHANGE: $52,023.00

2019 BIA LEVY: 0.358280%

2018 BIA LEVY: 0.342601%
CHANGE: +0.016027%
2010: 0.40% | **2011:** 0.36% | **2012:** 0.34% | **2013:** 0.34%
2014: 0.35% | **2015:** 0.34% | **2016:** 0.33% | **2017:** 0.34%

2019 OPERATIONAL BUDGET: $506,422.00

2018 OPERATIONAL BUDGET: $449,399.00
CHANGE: $57,023.00

2019 CAPITAL BUDGET: $120,000.00

2018 CAPITAL BUDGET: $125,000.00
CHANGE: -$5,000.00

2019 COMMERCIAL ASSESSMENT: $174,841,321

2018 COMMERCIAL ASSESSMENT: $167,828,652
CHANGE: $7,012,669

CONTACT THE BIA

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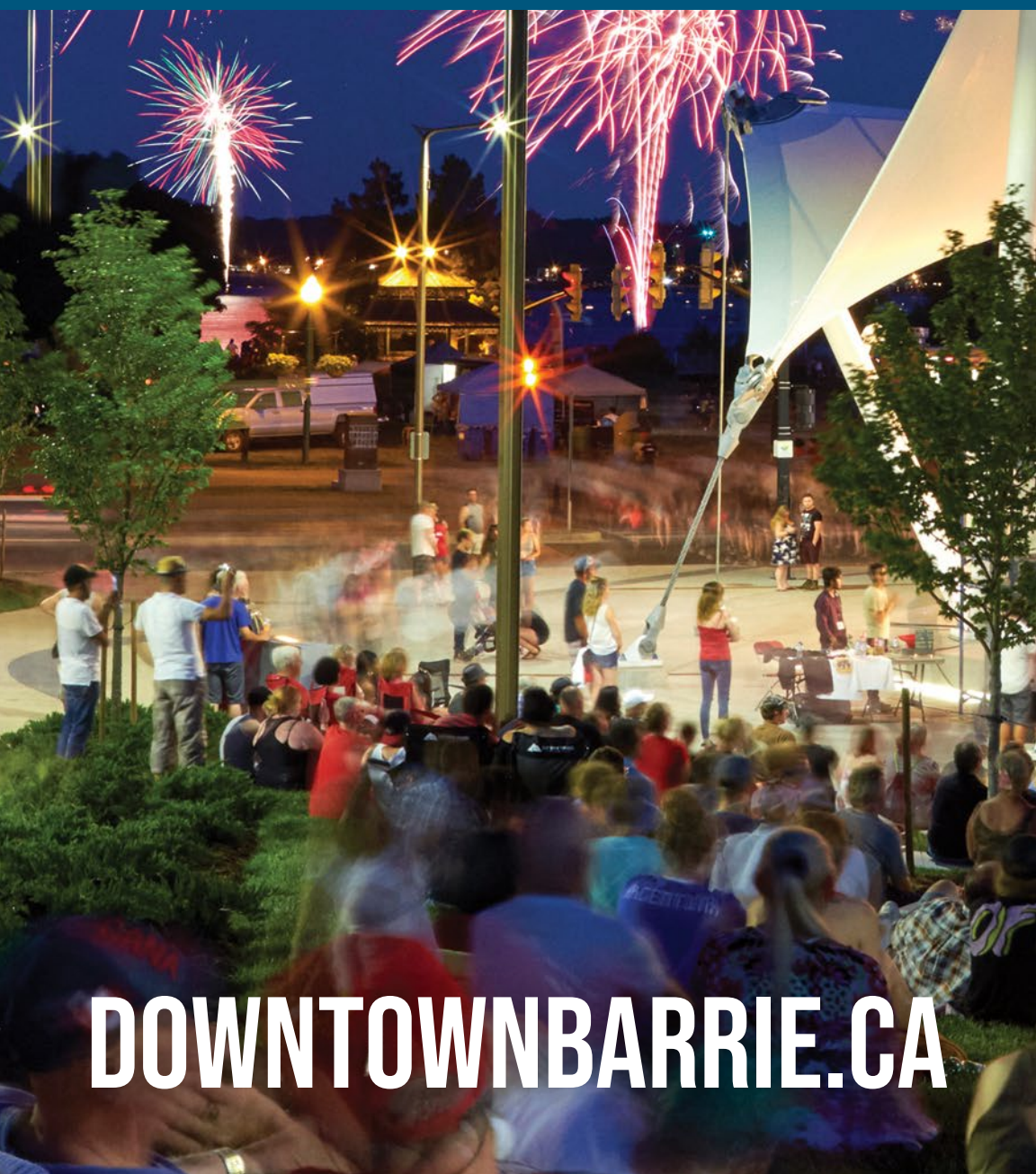

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