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## Downtown Barrie Business Improvement Area (BIA) Board of Management

### Mission Statement

***Establish Downtown Barrie as the economically leading mid size commercial, retail and entertainment community within the city, region, province and country while working within a framework of high quality, guiding values.***

The Downtown Barrie Business Improvement Area (BIA) also known as the Downtown Barrie Business Association (BIA) as a commercial district is facing exciting and changing times. Building on a strong foundation of a solid Strategic Plan and Brand Action Plan; the BIA has a number of industry leading projects and action items that will continue to move our Downtown forward. The Downtown Barrie (BIA) Board of Management requires eager, results oriented people who can offer a variety of skills to help meet these challenges.

Established in 1974, Downtown Barrie (BIA) is a local committee of Council of business and property owners who join together to promote mutual interests. While similar to other types of business associations, a number of features make a BIA unique.

- A BIA covers a specific geographic area and is established at the request of the local business community, under Section 220 of the Municipal Act of Ontario.
- All commercial properties assessed for business within the boundaries are taxed and become mandatory members and are required by Municipal by-law to pay a special assessment or 'levy' to the BIA. Government offices and non-profit agencies are exempt from this levy. These funds are collected by the municipality, but administered by the BIA Board of Management, to implement its program of activities and investments each year.
- The volunteer Board of Management is elected by their business peers and officially appointed by City Council. Board members serve a four-year term, running concurrent with the term of City Council.

The Board of Management represents the interests of more than 400 retail, service and business professionals. The Downtown Barrie BIA is committed to the enhancement of Downtown Barrie – the traditional waterfront core of our community. This is achieved through a formal framework of a Board of Directors and Brand Leadership Teams. A Success Map, which outlines our Strategic Plan (Brand Action Plan), '4-Pillar' objectives and the way we conduct business on one page, ensures we stay on track and meet our goals. The team structure and expectations are outlined in this package.

**THE FOUR PILLARS - what Downtown Barrie Business Association (BIA) does...we are**

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**EVENT FACILITATORS**

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 total number of visitors to the Downtown.

**AREA MARKETERS**

Why is marketing the Downtown area important?

A BIA who 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.

**POLICY + PARTNER INFLUENCERS**

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.

**PUBLIC REALM INVESTORS**

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.



#### **The (BIA) Board of Management is comprised of the following:**

- Twelve (12) Directors:
- Two (2) Appointed Council Representatives (voting)
- Total available positions is 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 will it take?**

- 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

#### **Working Committees of the Downtown Barrie BIA**

- Brand Leadership Team (BLT)
- BLT – Legacy Capital Project
- BLT – Brand Presentation
- BLT – Business Recruitment/Expansion
- BLT – Annual Capital Projects

#### **Organizational Framework of the Downtown Barrie BIA**

- Culture and Heritage Events
- Beautification and Cleanliness
- Marketing and Communication
- Traffic and Safety
- Hospitality
- Retail
- Property Owners