

OBIAA Impact of COVID-19 on BIAs

Monday, April 27, 2020



ONTARIO BUSINESS IMPROVEMENT AREA ASSOCIATION

Now is the best time to support your local BIA, as they will be key in your local recovery.



Return on Investment of **BIAs**

Our BIAs are part of the framework of the Ontario community and economy. Many of our BIAs represent the founding villages, towns and cities that make up Ontario. While BIAs have only been a part of the Canadian landscape for the past 50 years, they are responsible for providing their business areas an almost 100% return on investment of local funds. Our BIAs and OBIAA are therefore key industry partners. Our BIAs are Public Realm Investors, Area Marketers and Event Facilitators. The businesses within our BIAs are innovators, entrepreneurs and part of the creative community. *Our BIAs most often are the 'heart' of their community, representing heritage, economy, arts, revitalization and tourism.*

BIAs can provide true leadership and stewardship, they have 'their ears to the street' and the ability to communicate directly with their local property owners and businesses. They are a single conduit for the exchange of information and are partners with all stakeholders, and they are catalysts for positive change.

A BIA is integral to advancing a distinct, livable, vibrant and resilient business district within their local community.



83 of 217 current members or 38% (which represents a valid

Total Responses

Online Survey: Impact of CoVID-19 on BIAs

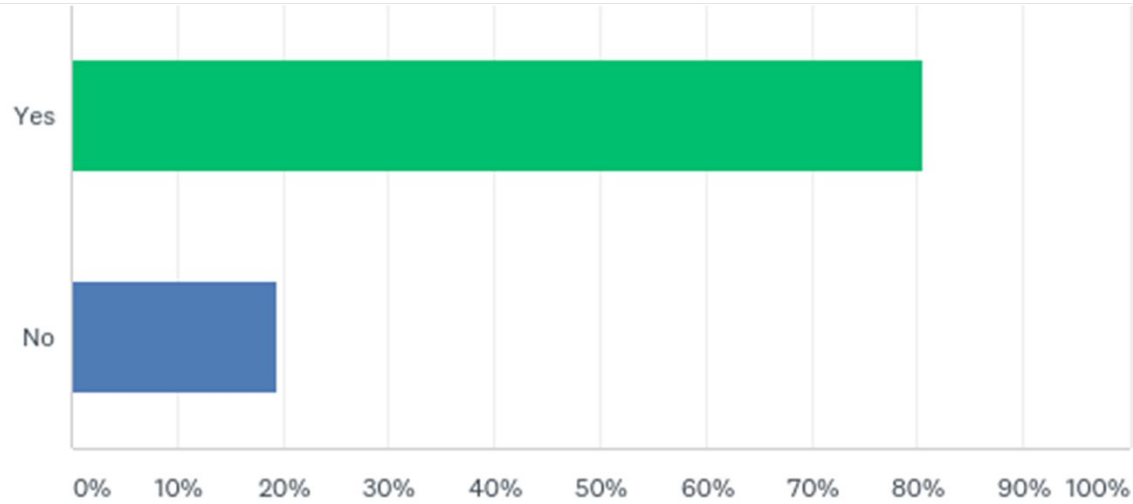
Opened Date: Wednesday, April 10, 2020

Closed Date: Friday, April 24, 2020

100% Complete Responses: 30

Q1: In light of COVID-19, has your BIA now changed your priorities?

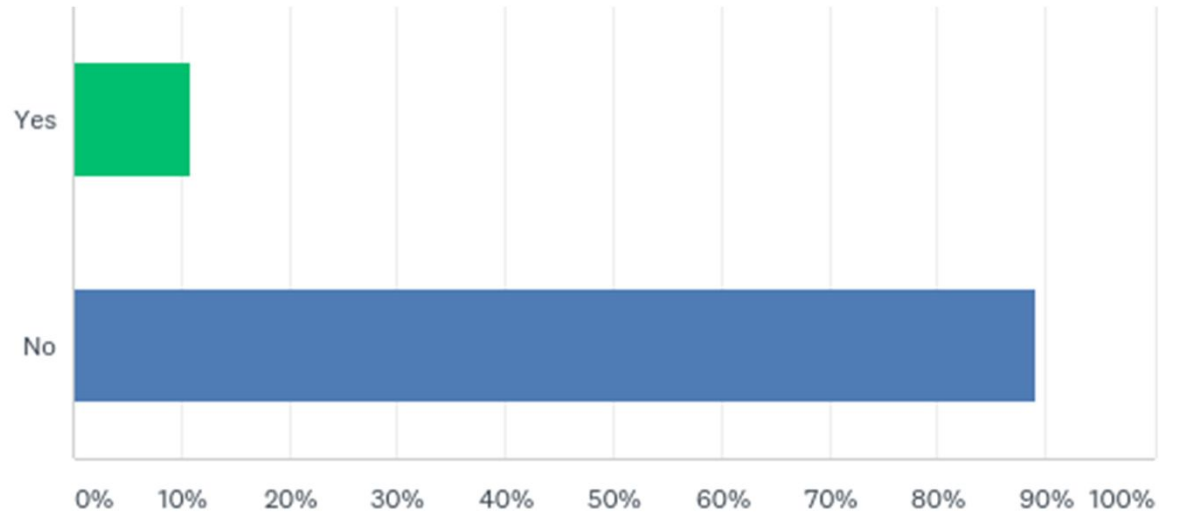
Answered: 82 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	80.49%	66
No	19.51%	16
TOTAL		82

Q2: Has your BIA had to lay staff off?

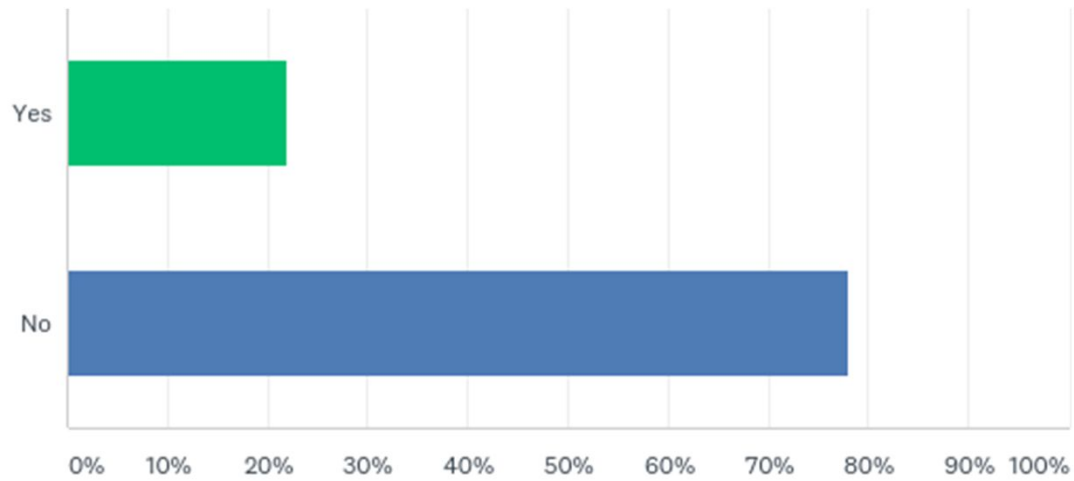
Answered: 82 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	10.98%	9
No	89.02%	73
TOTAL		82

Q3: Are staff layoffs being contemplated in the future?

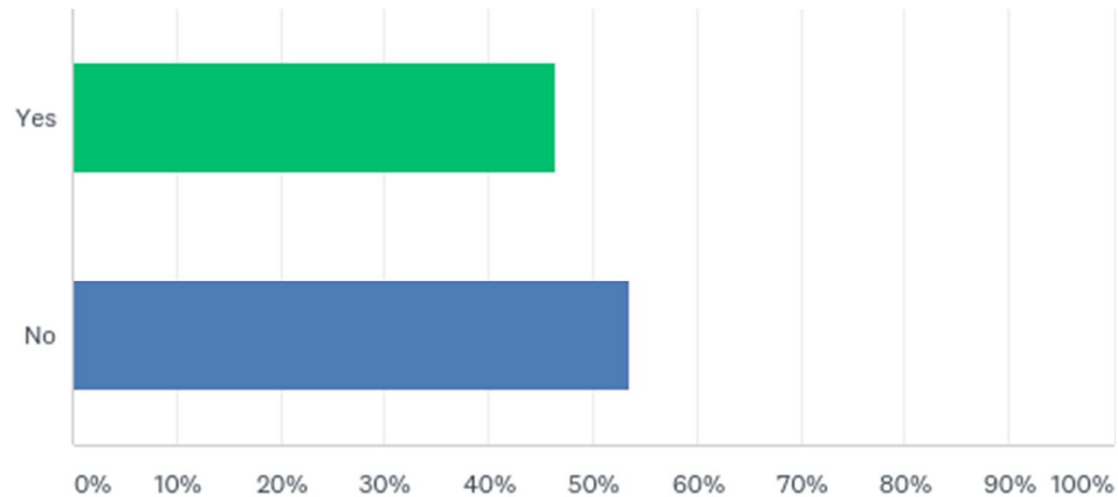
Answered: 82 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	21.95%	18
No	78.05%	64
TOTAL		82

Q4: Is a member of your BIA Board or Staff actively participating on a taskforce?

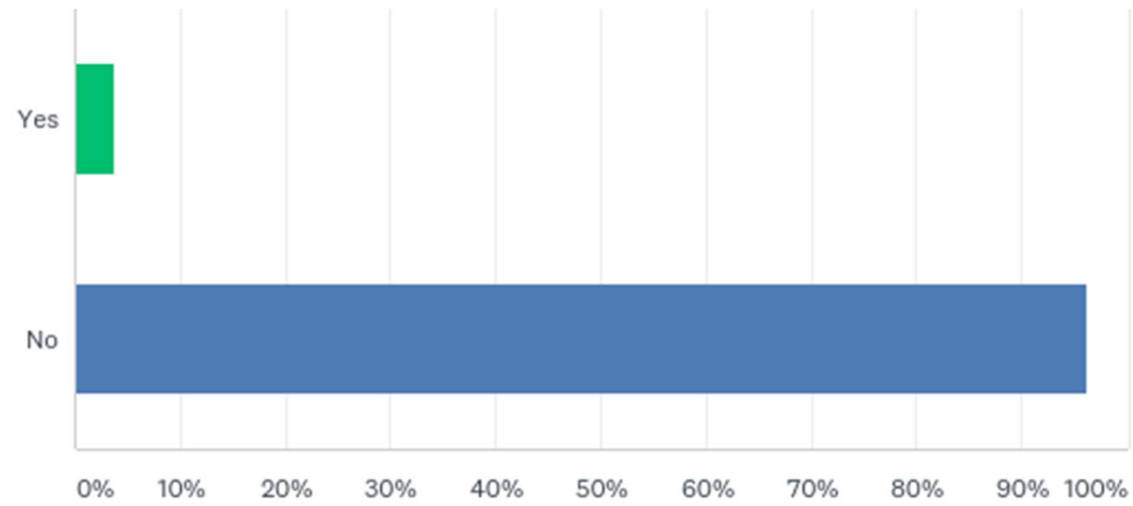
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ANSWER CHOICES	RESPONSES	
Yes	46.34%	38
No	53.66%	44
TOTAL		82

Q5: Is your BIA deferring your levy?

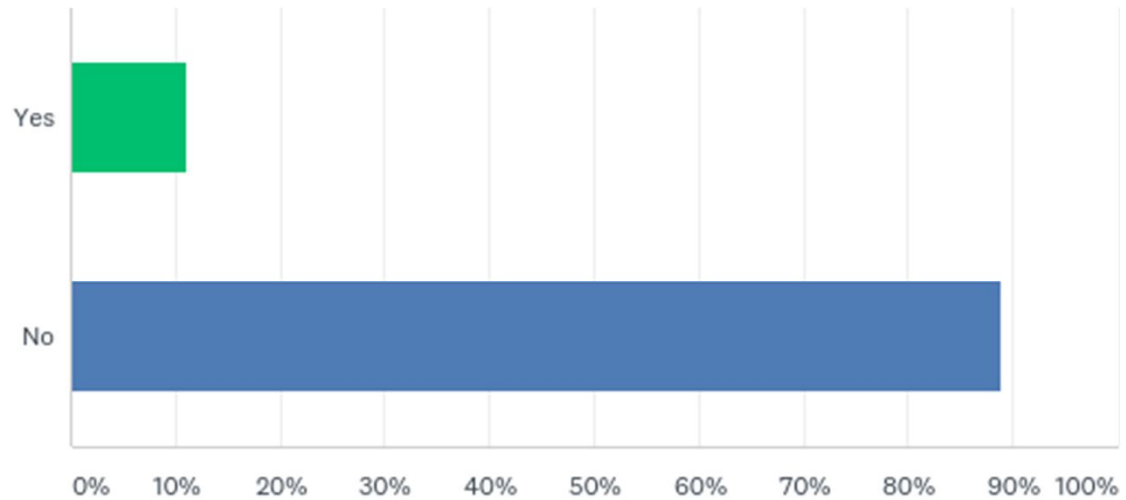
Answered: 81 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	3.70%	3
No	96.30%	78
TOTAL		81

Q6: Is your Municipality providing levy relief or grants to your BIA?

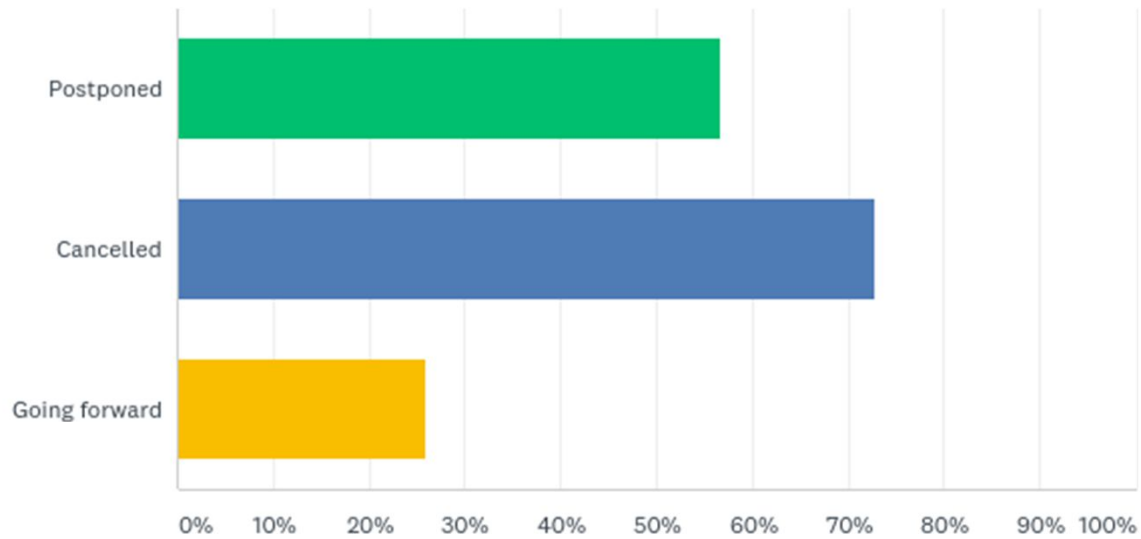
Answered: 81 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	11.11%	9
No	88.89%	72
TOTAL		81

Q8: Are your BIA events in 2020 being (check all that apply):

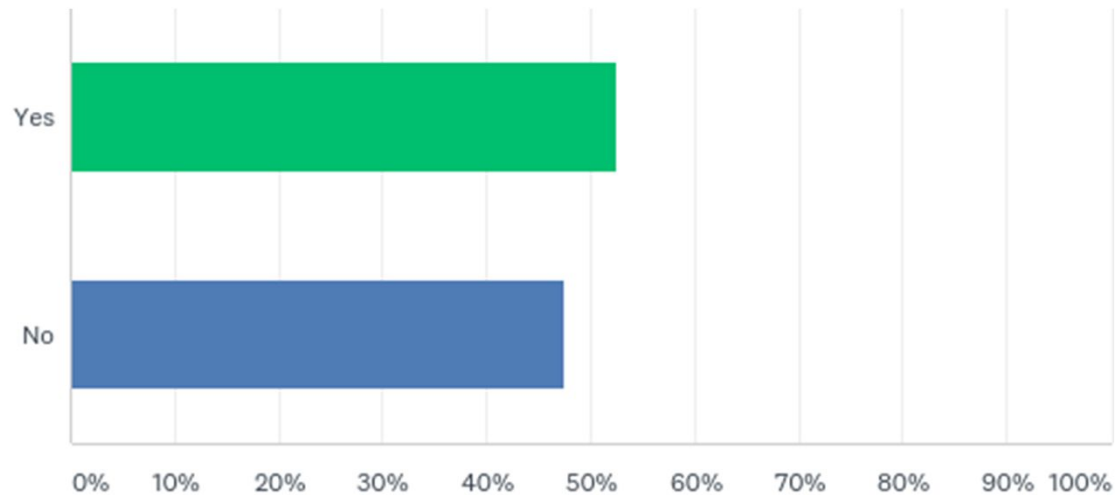
Answered: 81 Skipped: 2



ANSWER CHOICES	RESPONSES	
Postponed	56.79%	46
Cancelled	72.84%	59
Going forward	25.93%	21
Total Respondents: 81		

Q9: Are you hearing of members who will not be reopening once the crisis has passed?

Answered: 82 Skipped: 1

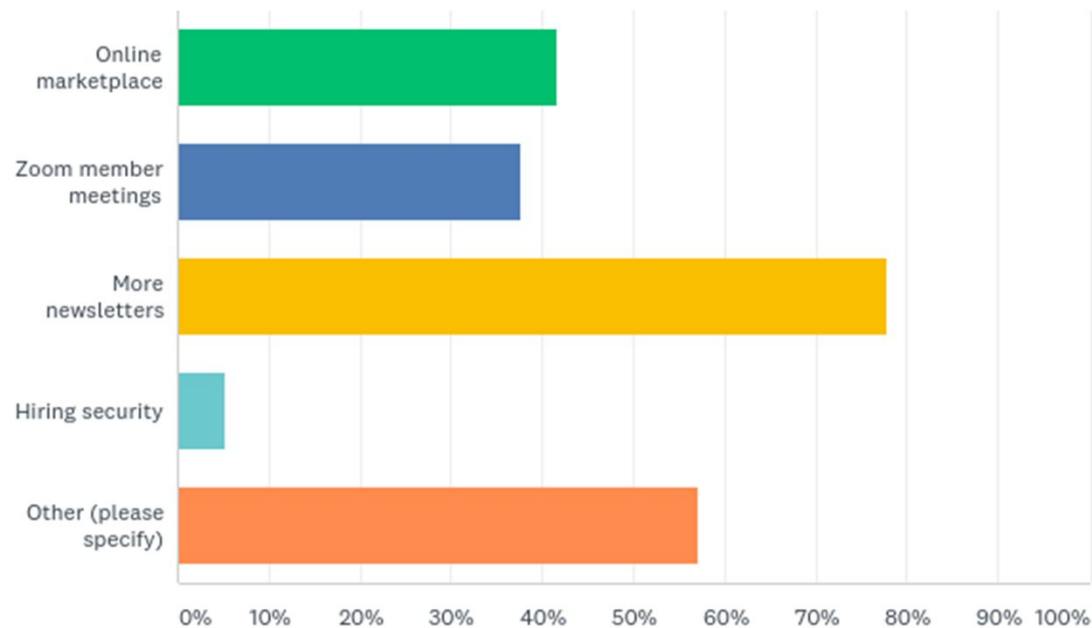


ANSWER CHOICES	RESPONSES	
Yes	52.44%	43
No	47.56%	39
TOTAL		82

Repondents indicated 182 closings to date, with a few estimating Between 20-25% Closures.

Q11: Some BIAs have adapted to support their members through this crisis. Are there steps you have taken to help your members? (Check all that apply)

Answered: 77 Skipped: 6



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Answered: 77 Skipped: 6



ANSWER CHOICES	RESPONSES	
Online marketplace	41.56%	32
Zoom member meetings	37.66%	29
More newsletters	77.92%	60
Hiring security	5.19%	4
Other (please specify)	57.14%	44
Total Respondents: 77		

Q11: Some BIAs have adapted to support their members through this crisis. Are there steps you have taken to help your members? OTHER (Grouped Loosely)

Type	Other (please specify)
Advertising	free advertising in our Newspaper for all the Essential Businesses one month and non-essential and online stores the following month. We will repeat this again prior to everyone reopening down the road
Beautification	Creating hearts to go on windows to support local, and positivity in our downtown
Beautification	printed professional posters art on windows
Beautification	Printing more signage, street banners
Consultation	coaching in person/by phone, currently building a promotional plan & likely an online marketplace
Consultation	free marketing/branding consultations/online marketing/social media support for members
Consultation	support with marketing plans, support with social media plans, support with helping to fill out government forms
Consultation	webinars, email chat groups
Consultation	Weekly Touch/less Points calls, email, zoom
Contests	Contests that put money into the winning business
Contests	direct purchase from members to use as contest prizes
Contests	Web page with resources for businesses, Contest to try and get community more engaged and shopping online
DMS	increased online training through Digital Mainstreet program
DMS	Online map of what's open, working with DMS to provide support
Email	daily and or weekly emails out to the membership on what is happening and how it can help them or other avenues to support their business
FACEBook Group	Facebook group of member, posters in store windows and over the main street to inform of on line options.
FACEBook Group	Private Facebook group for members to share resources, webinars and updates. Social media campaigns to encourage community support of closed businesses.

Q11: Some BIAs have adapted to support their members through this crisis. Are there steps you have taken to help your members? OTHER (Grouped Loosely)

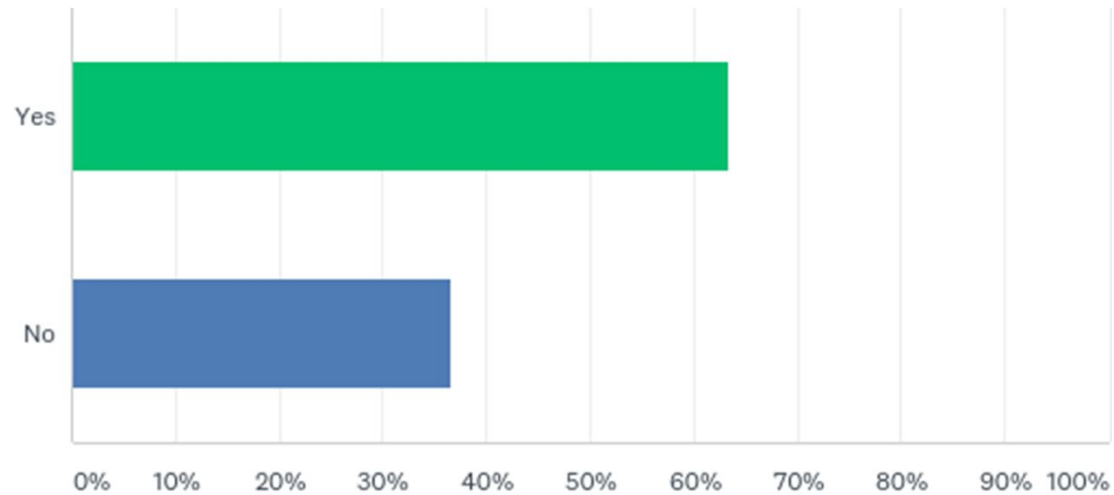
Gift Card Program	Gift Card Program, and Downtowns of Durham Website in conjunctions with all 8 Durham BIAs and the Durham Region
Gift Card Program	giving back program. buying meals to give to front line / vulnerable members of the community. Working on gift card stimulus program.
Gift Card Program	selling gift cards, advocacy, bringing back digital main street
Gift Card Program	we set up Fansaves gift card program. We have not hired security we have a local company doing security checks for our closed members for free.
Online	Co-ordinated a shop on line and curb pickup sales promotion
Online	Online business directory with up-to-date information about hours of operation, take-out & delivery options, special precautions. Looking into incorporating ecommerce.
Online	Partnering to create online marketing opportunities, promotion of open business strategies
Online	promoting those that are still open. High lighting their products. One member per day to try and keep them on the minds of consumers.
Online	providing community involvement opportunities, portals to webinars for e-commerce and local partner website development for those businesses that this will benefit.
Online	Providing more information for online marketing
Online	Website pages - one listing funding programs, links, etc - a 2nd page specific to 'Open For Business' listing details (ie take-out, pick-ups, on-line, etc)
Security	Increased security, webinars, building an online forum, connecting the members with consultants to help them navigate through application, loans, etc.

Q11: Some BIAs have adapted to support their members through this crisis. Are there steps you have taken to help your members? OTHER (Grouped Loosely)

SM	Additional social media, including paid media, for businesses that remain open
SM	communications, through social media and website to a higher degree
SM	Heavier social media marketing of those businesses able to remain open.
SM	increase in social media management
SM	Increase social media presence
SM	Increased social media presence
SM	increased social media support, webinars,
SM	Instagram take over by merchants
SM	Social Media Contests for Gift Card Purchases directly from the business.
SM	Social Media Marketing/Contesting
SM	trying to communicate via social media more frequently.
Taskforce	Joining a post-Covid-19 taskforce with the municipality
Taskforce	Working with municipality - Hometown Hub links, daily updates on closures on our own website
Taskforce	Working with Town on recovery initiatives

Q12: Are you participating in OBIAA's bi-weekly best practices calls?

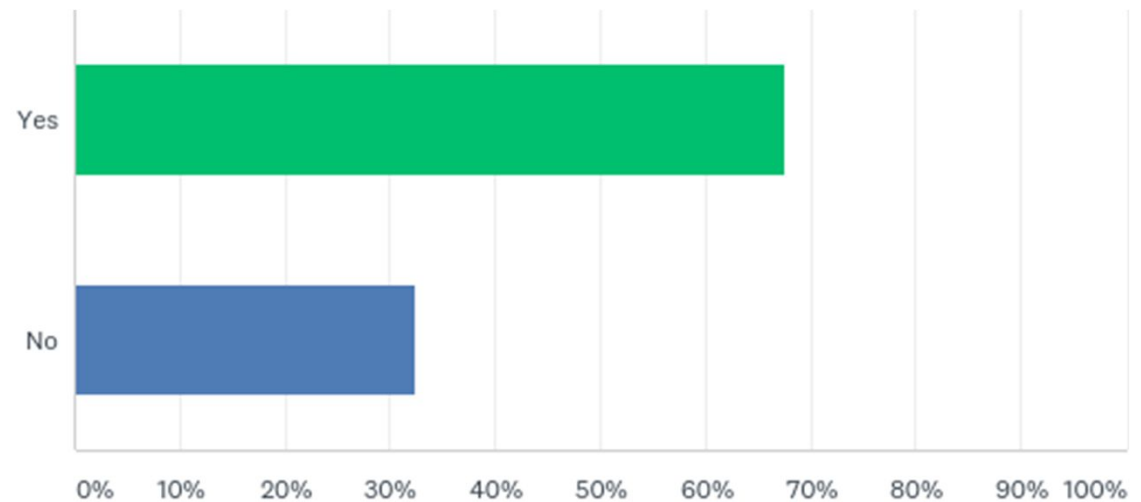
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ANSWER CHOICES	RESPONSES	
Yes	63.41%	52
No	36.59%	30
TOTAL		82

Q13: If OBIAA was able to secure the dates of September 20-23, 2020 for the Annual Conference, would your BIA attend?

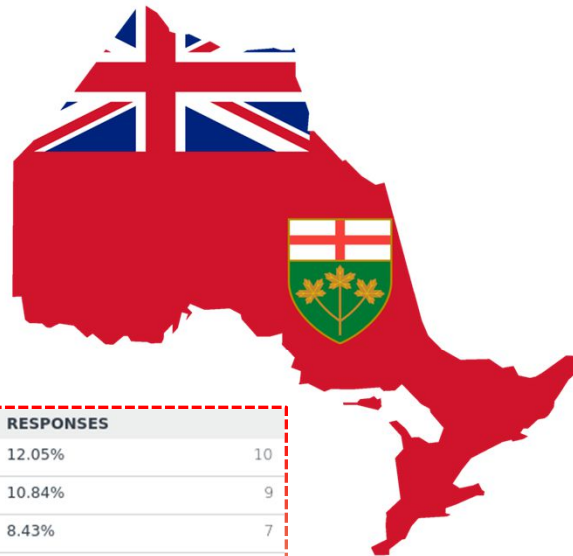
Answered: 83 Skipped: 0



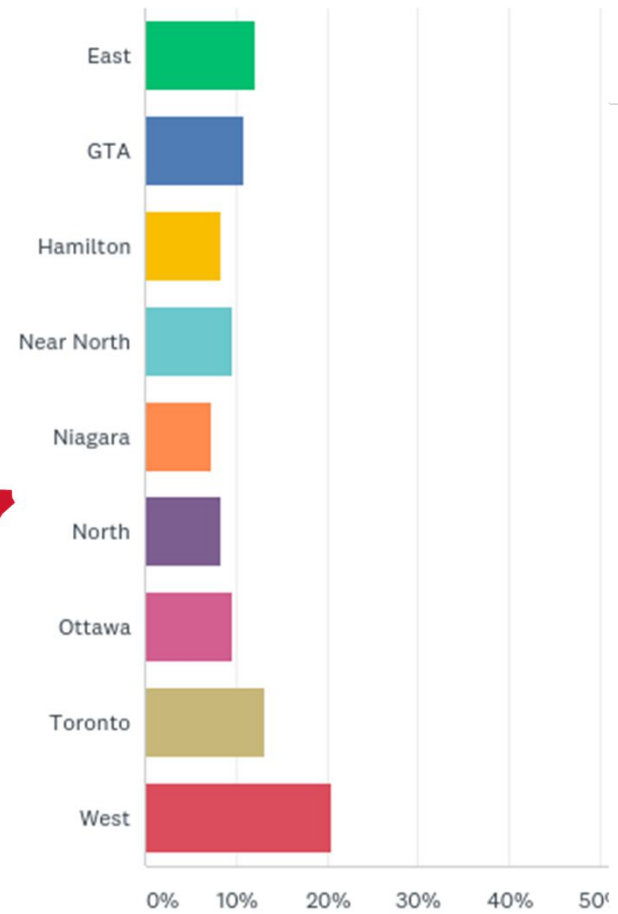
ANSWER CHOICES	RESPONSES	
Yes	67.47%	56
No	32.53%	27
TOTAL		83

Q15: What region is your BIA in?

Answered: 83 Skipped: 0



ANSWER CHOICES	RESPONSES	
East	12.05%	10
GTA	10.84%	9
Hamilton	8.43%	7
Near North	9.64%	8
Niagara	7.23%	6
North	8.43%	7
Ottawa	9.64%	8
Toronto	13.25%	11
West	20.48%	17
TOTAL		83





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A BIA IS INTEGRAL
TO ADVANCING A DISTINCT, LIVABLE, VIBRANT AND RESILIENT BUSINESS
DISTRICT WITHIN THEIR LOCAL COMMUNITY.