



The Value of BIAs

OBIAATM

ONTARIO BUSINESS IMPROVEMENT AREA ASSOCIATION

**A BIA is
integral to
advancing a
distinct,
livable,
vibrant and
resilient
business
district in its
local
community.**





Downtowns Matter

Downtowns:

- Represent sustainable development, make the best use of our existing infrastructure, and create compact communities that encourage walking, cycling, and transit use
- Have historic connections to the origins of the community
- Have symbolic significance as the center of civic life
- Are a central hub for festivals and celebrations
- Reflect a positive image of the entire city
- Provide opportunities for local and incubator businesses
- Offer an experience not found in new malls, plazas

Some BIAs in Ontario are tourism districts, financial districts, and industrial and repurposed manufacturing areas. Not all BIAs are located in downtown(s).



Downtowns Matter. It matters to the overall health of the city. Research and literature consistently report on the connection between a healthy downtown and a healthy city.





Quick Facts



- Legislation first created in **1970**
- First BIA in the world – Bloor West Village
- Currently about **310+** BIAs in Ontario
- **84** in Toronto
- More than **70%** of Ontario's BIAs are members of OBIAA
- BIAs represent over **100,000** Businesses and 17,600 property owners
- Accumulated Levy of Ontario's BIAs – **more than \$55M**
- Employment by BIAs is over **150** part-time staff and **200** full-time staff





What do BIAs do?

- Oversee the improvement, beautification, and maintenance of municipally-owned land, buildings, and structures in the area beyond that provided at the expense of the municipality generally; and
- Promote the area as a business or shopping area. (Municipal Act 2001, c. 25, s. 204 (1))



Return on Investment of **BIAs**

Business Mix



Vacancy



Building Permits



Assessed Property Value

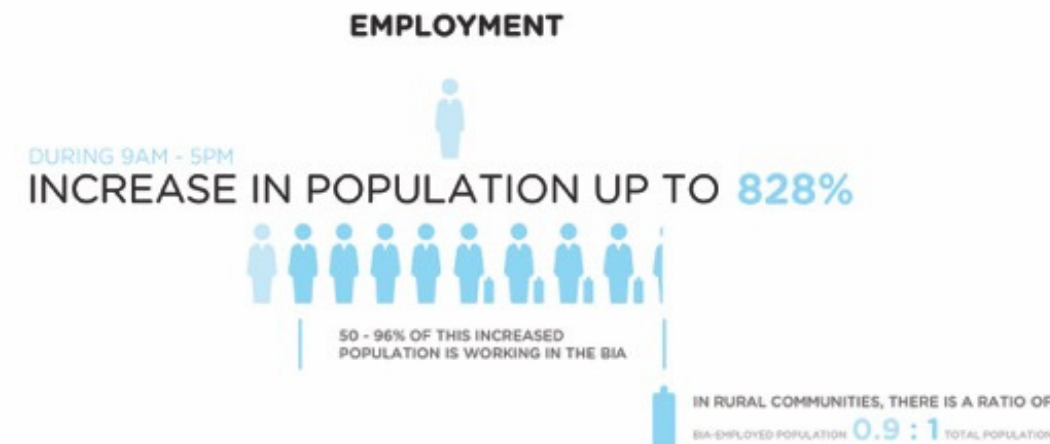
100,000 - 500,000
POPULATION CITIES **25%**
HIGHER

AVERAGE:

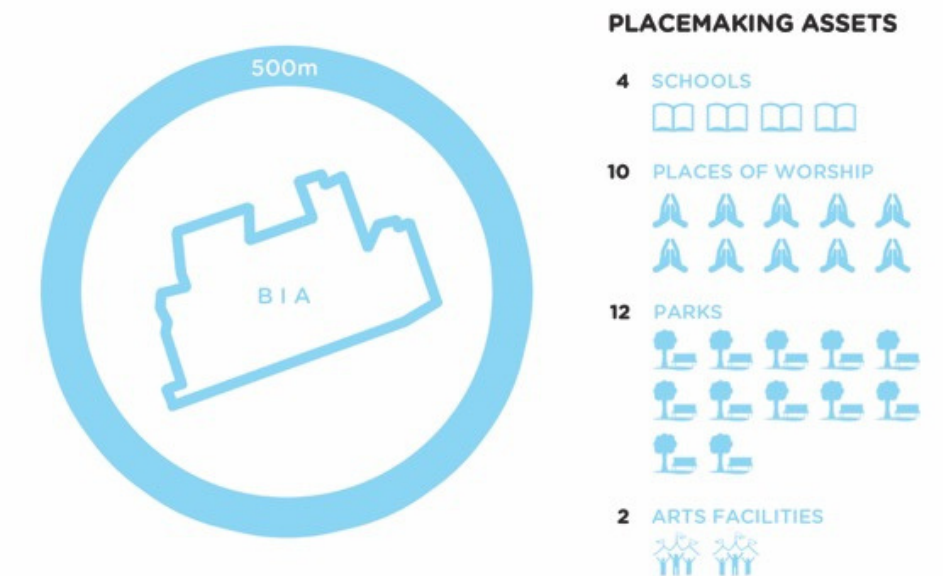
\$ 216,428,280

500,000 - 1,000,000
POPULATION CITIES **125%**
LOWER

Employment



Placemaking Asserts



Events

65% 1 - 5
BIA EVENTS

70% 1 - 5
BIA PARTNERED EVENTS

47% 1 - 5
NON BIA EVENTS

Facade Improvement Plans

AVERAGE BIA:

MUNICIPAL CONTRIBUTION **\$1 : 2.5** PRIVATE SECTOR SPENDS
PER CAPITA SPENDING = \$0.17

UNDER 100,000 POPULATION:

MUNICIPAL CONTRIBUTION **\$1 : 6.6** PRIVATE SECTOR SPENDS
PER CAPITA SPENDING = \$2.53

For the full report visit:
<https://obiaa.com/projects/return-on-investments/>



Who Benefits



Business Operators

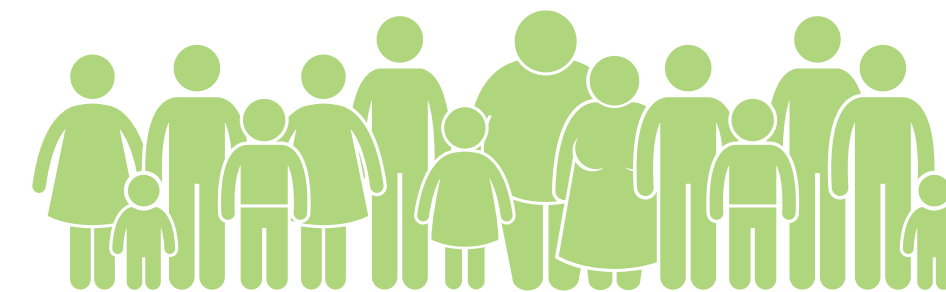
Improved atmosphere and ambiance

- Retail
- Service
- Professional



Property Owners

- Potential to increase property values and occupancy



The Community

- More vibrant community
- Prosperous local economy
- Potential to increase property values



Municipality and Province

- BIAs are strong local economic engines

Partnership Opportunities



Access to:

- Municipal Programs (CIPs)
- Provincial Revitalization Programs (OMAFRA)
- Product /Service Suppliers
- Partnerships and Networking opportunities with other BIAs
- Government Agencies/Associations
- Local Organizations
- Ontario BIA Association Membership

**BIAs can
partner to:**



- Develop common goals and vision
- Be a unified voice for local business issues
- Be a forum for discussion



Funding:

- Grants (Celebrate Ontario, Music & Heritage)
- Sponsorship
- Event Revenues

OBIAA's Mission Statement



“OBIAA is the network that represents unique and vibrant BIAs across Ontario. The Association supports and advocates on behalf of its members through the building and nurturing of strong relationships and partnerships.

OBIAA is a leader in the development and sharing of information, tools, resources, and best practices, and is the ONE voice on common issues.”



Bringing it all together

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