

## OBIAA 2023 AWARDS SUBMISSION

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<b>BIA/Organization:</b> Toronto Downtown West BIA	<b>Time period:</b> 2022 (year in review)
<b>Entry title:</b> Toronto Downtown West BIA 2022 Annual Report	
<b>Project description:</b> <i>The BIA created an Annual Report webpage to showcase our initiatives over the past year, as well as performance highlights, district stats and future plans. The Annual Report page is an engaging, innovative, and interactive tool that brings our vibrant neighbourhood to life through video interviews, pre-recorded footage and photography.</i>	

### NEED OR OPPORTUNITY

Toronto Downtown West is the concentrate of arts, culture, hospitality, sports and business to bring a unique and vibrant urban experience. With distinct architecture both old and new, Toronto Downtown West BIA is a thriving commercial hub of creative houses, hospitality and retail. From the Scotiabank Arena to the Four Seasons Centre for the Performing Arts, the Downtown West BIA includes many of Toronto's most iconic cultural landmarks including the CN Tower, EdgeWalk, Steam Whistle Brewing, Toronto Railway Museum, Ripley's Aquarium of Canada, Canada's Walk of Fame, Metro Toronto Convention Centre, Metro Hall, Rogers Centre, Roy Thomson Hall, Princess of Wales Theatre, Royal Alexandra Theatre, TIFF Bell Lightbox, 401 Richmond, Canadian Broadcast Corporation, and Bell Media. The BIA is home to an array of talent that is comprised of the Canadian Opera Company, the National Ballet of Canada, Toronto Symphony Orchestra, Toronto Blue Jays, Toronto Maple Leafs and Toronto Raptors.

The 2022 Annual General Meeting was once again virtual. Since the pandemic, we have noted a significant drop in attendance at our annual meetings, of nearly 50%. As a result, we identified a need and opportunity to broaden our reach, be accountable to a more wide-ranging representation of our membership and increase awareness of who we are and the work we do on behalf of businesses. It was important to celebrate the return of our reopened economy through creating presentation materials that not only showcased the beauty of the area, but could also extend beyond the meeting and be accessible to members year-round. We wanted to create an online report that showcases the breadth of our district and highlights our BIA activities for the year and how they advance our mandate.

In previous years we would print the annual report as a physical document. The distribution of this document was limited to those in attendance at the AGM. The cost, and environmental impact of printing were also issues we wanted to overcome. Considering these factors, as well as the transition to virtual meetings, and drop in attendance caused by the pandemic, it was important to come up with a creative solution. The evolution of this from a document to a webpage was to broaden our reach and remind members that we are a great destination and inspire them to look towards a brighter future after being in lockdown for 2 years. We also wanted to transform it into a sustainable piece that conserves valuable resources.

### AUDIENCE

The Annual Report Page was created for our BIA Membership. This audience is made up of our direct stakeholders, including commercial property owners, commercial tenants, retail tenants, employees of tenants, developers, area residents' associations in the Downtown West BIA. The Annual Report Page can educate old and new members on who we are and the work we do on their behalf.

## GOAL AND OBJECTIVES

The Toronto Downtown West BIA's mandate is to promote, improve and preserve this dynamic area of Toronto. The main goal of the Annual Report was to showcase our ability to advance our mandate to a broader range of members. Additionally, we identified the following objectives:

- To be accountable to our membership by demonstrating our value through measurable, performance-based results and metrics.
- For this information to be widely accessible year-round and reach beyond those in attendance at the AGM.
- To create an eco-friendly, sustainable alternative to a printed document, that conserves valuable resources.
- To create content and media that showcases the contributions of the BIA towards maintaining a thriving, successful and safe business area that attracts tourists, local visitors, and new businesses, and for this content to be dynamic enough to be repurposed for promotional purposes year-round.

We also wanted to remind members that they are part of a vibrant and dynamic neighbourhood and celebrate the reopening of the economy.

## IMPLEMENTATION

Our BIA scripted and compiled relevant information and statistics that would be presented at our Annual General Meeting. We hired a videographer to take professional footage (including aerial drone footage) showcasing the vibrancy of our district, as well as capture engaging interviews that spoke to issues and initiatives important to our members. A photographer captured the work being done in the public realm, such as beautification, enhancements and clean-up initiatives conducted by the BIA. We then designed and created a dedicated webpage containing the media, content and information described, as well as 2022 highlights, stats, and additional items that outlined various key objectives which are advanced through the BIA's efforts and partnerships with numerous community stakeholders. By hosting the Annual Report on our website, it ensures the content of our AGM is accessible year-round to all those who could not attend.

## RESULTS

It was important for our BIA to create a flexible, accessible way for members to access the information disseminated at the AGM, in these complex times when there are many barriers that can impact people's ability to attend events (even virtually). We tracked nearly **1,400 Annual Report views** over a span of just four months, demonstrating that this page is being accessed broadly by our membership. Compared to previous years, when 50-100 members would attend the AGM and receive a copy of the Annual Report, we see an impressive and dramatic leap towards reaching our broader membership, made up of some 2,500+ stakeholders. By creating an Annual Report Webpage, our BIA has innovated an effective, eco-friendly tool for the benefit of our members, that extends AGM reporting beyond the limiting context of a meeting, allowing the information to be widely accessible year-round.

The media contained within the Annual Report can easily be repurposed year-round as promotional material to highlight our members and to disseminate important information that demonstrates how our strategic plan aligns with our work and the value we bring.

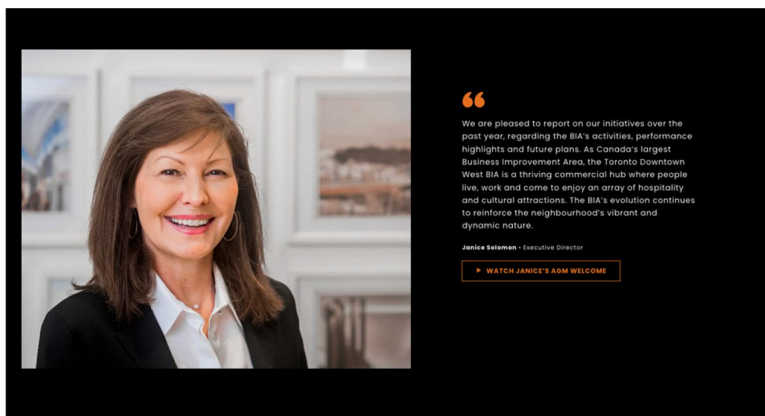
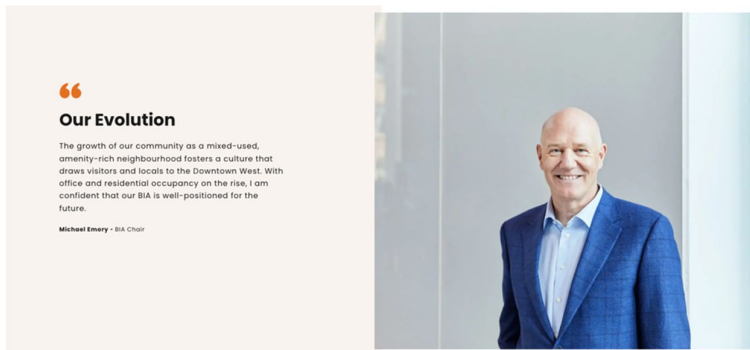
The page itself highlights the results of our efforts throughout the year. It provides overviews on the BIA's activities such as, building partnerships, tracking growth and development, enhancing safety and security, our successful boundary expansion, advocacy, and beautification and enhancements (and more). We also provided metrics to demonstrate our success in a quantifiable way, which presents the opportunity for us to improve our efforts as a BIA year over year.

### SUPPLEMENTAL MATERIALS

#### Links:

- BIA Annual Report Page: <https://tdwbia.ca/annual-report/>
- TDWBIA 2022 AGM Video Presentation: <https://youtu.be/VMo3butHppc>
- Executive Director 2022 AGM Welcome: <https://youtu.be/fdxxUc0-cl0>
- The Planning Partnership Interview: <https://youtu.be/5eP5ms0bJaY>
- Dialog Interview: <https://youtu.be/7ZUPXAUfa8Q>

#### Screen Shots of the Annual Report Page:





### 2022 Highlights

To support our business members and address matters impacting our area, the Toronto Downtown West BIA is guided by four principles of the strategic plan: promoting, advocating, and collaborating with member businesses as well as enhancing and supporting the safety of the area. The plan outlines key objectives which are advanced through the BIA's efforts and partnerships with numerous community stakeholders.

### 2022 At a Glance

- [PARTNERSHIPS](#)
- [SUPPORTING OUR MEMBERS](#)
- [GROWTH AND DEVELOPMENT](#)
- [ADVANCING ARTFAIR](#)
- [BEAUTIFICATION AND ENHANCEMENTS](#)
- [SAFETY AND SECURITY](#)
- [JOHN STREET](#)
- [ONTARIO LINE](#)
- [BOUNDARY EXPANSION](#)
- [ADVOCACY](#)

The BIA's cleaning program continues to address the extreme conditions on public and private properties through ongoing deficiencies reporting and maintenance. Our contracted teams work daily on issues in the area including removal of abandoned items, weeds, litter, graffiti, posters, snow cleanup, power washing and sidewalk cleaning. Our anti-adhesive pole wraps and paints continue to deter graffiti, posters, and tagging. Flower baskets and planters add vibrancy and beautification to the area, particularly on streets and areas with limited tree canopies.



### 2022 BIA Board of Directors



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### Our Team



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