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YOUR ORGANIZATION AT WORK

This annual session brought to you by the OBIAA Board to update our members on the Advocacy and Committee work of your Board. In 2023 and early 2024, OBIAA has undertaken significant work in redefining the BIA, through legislation and in developing a new Strategic Plan for OBIAA as an organization and on behalf our members. This session will seek your feedback, support and strengthen the work of BIAs and OBIAA.





Strategic Plan 2025 – 2028
“Driving Local Success...Together”

Updates



Communications Committee



Stephanie Hicks (Chair)

Liz Behrens

Kat Dodge

Alexis Higginbotham

Kara Pratt

Doug Sams

Ann Sargent

Corien Kershey (Consultant)

Amir Yani (Staff/DMS)



Past Accomplishments

- Social Media Campaigns
- New Conference Sponsorship Package
- Website Audit
- Branded Assets
- Toolkits
- Report Designs
- Initiated an MOU
- Conference Promo Videos



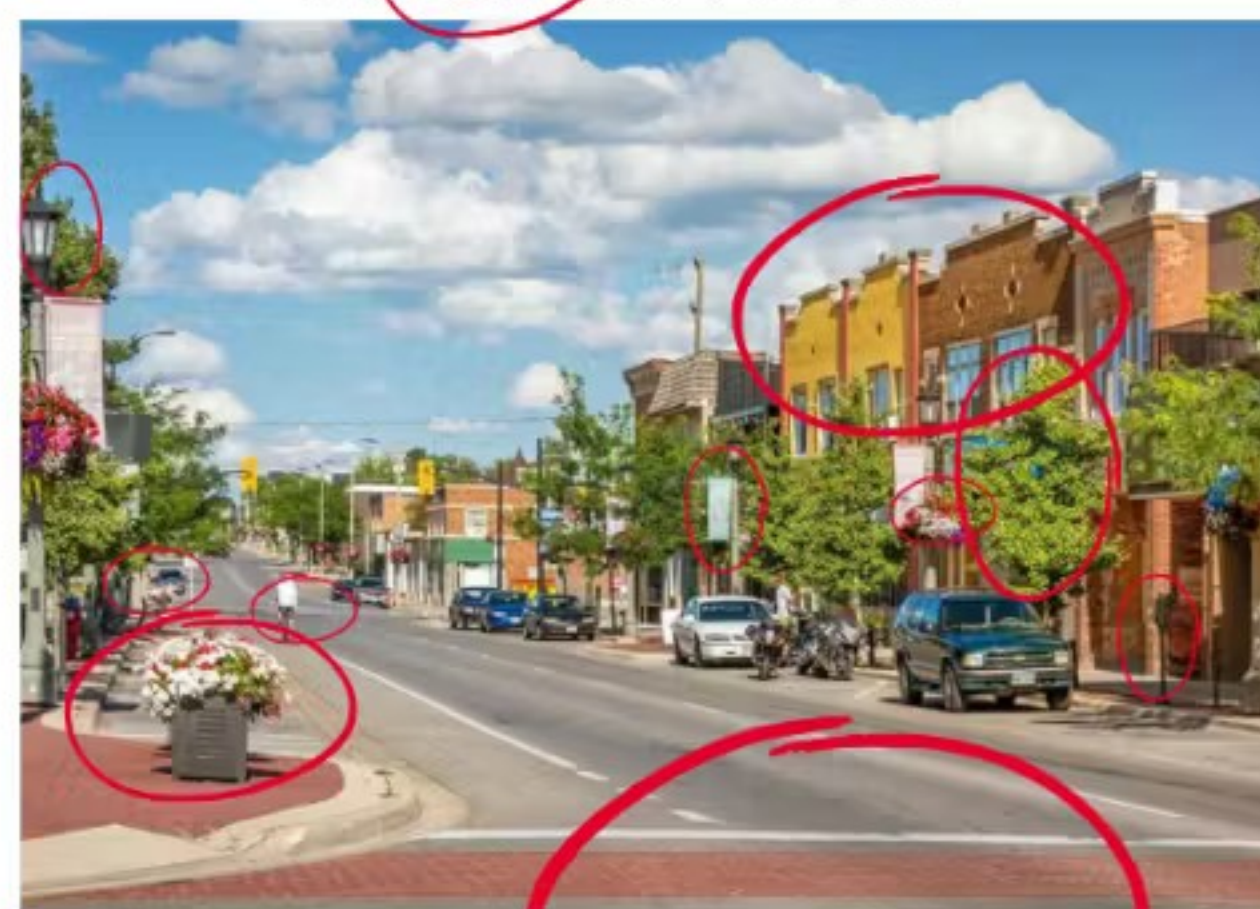
The Ontario Business Improvement Area Association (OBIAA) is a network representing and supporting BIAs across Ontario. We encourage and guide BIAs to increase their effectiveness, as well as their contribution to the economic, cultural, and social well-being of communities.

OBIAA is a leader in the development and sharing of information, tools, training, resources, and best practices.

Benefits of a Membership:



A BIA is HERE



2024 BIA CONFERENCE SPONSORSHIP PACKAGE



BIAs

2024 BIA Conference | April 28 to May 1, 2024
Hilton Mississauga/Meadowdale

EVOLVING CHAMPIONS

What *Canada* Do You Want



2024 BIA CONFERENCE OBIAA

SOLD

Presenting Champion

- Logo identified as "presenting" status displayed on all Conference communications, as well as Conference signage.
- Full page ad in delegate program.
- Three (3) full Conference Registrations, Gala tickets included with each full registration.
- Ability to present to Conference attendees on Monday AM Opening Session (3 minutes, in person or video provided by you).
- Access to the delegate email list.
- Verbal acknowledgement as "Presenting Sponsor" throughout Conference.

SOLD

Awards Champion

- Two (2) full Conference Registrations, Gala tickets included with each full registration.
- Presenter of OBIAA's top award, the Alex Ling Award.
- Photograph with Award Recipients.
- Full (1/2) page ad in the Delegate program.
- Access to the delegate email list.
- Verbal acknowledgement of sponsorship throughout the Conference and Awards Gala.

Standard Benefits

The following standard benefits are included with each opportunity:

- Corporate logo with web link on Conference website and listing in printed delegate program.
- Social media mentions before and during Conference.
- A listing in Conference newsletter.
- Option to provide swag materials in delegate swag bags, up to 300.
- Logo on printed sponsor signage at Conference.

See you at the 2024 BIA Conference!

events@obiaa.com

905-271-7222

3,000

Meals Sponsor

- Ability to present a 3-minute message about business at on-site breakfast (10-15 min or video provided by you).
- Corporate logo on breakfast & lunch menus.
- Verbal acknowledgement of sponsorship throughout Conference, breakfast and lunch on the day of Sponsorship.

\$1,500

Sunday Dinner

- Listed as Official "Contributing Sponsor" at dinner.
- Promotional materials on refreshment tables, if applicable.
- Your photo materials on tables.
- Verbal acknowledgement of sponsorship throughout the Conference.

\$1,000

Pre-Conference Tours

- Listed as Official "Sponsor" on Registration.
- Mention of Sponsorship during transportation.
- Branded social media post of outing.
- Printed Sponsor
- Listed as Official "Print Sponsor" in delegate program.
- Verbal acknowledgement of sponsorship throughout the Conference.

\$500

Refreshment Breaks (2)

- "Sponsored by," signage with your corporate logo on buffet tables.
- Sponsorship acknowledgement during breaks.
- Entertainment / Activations / In-Kind
- One (1) Verbal announcement at conference.
- One (1) Verbal announcement at Gala, if applicable.

left...another business closes

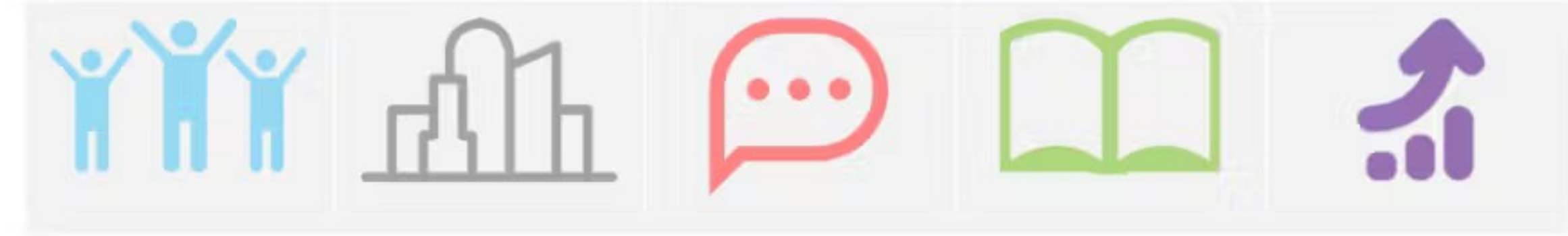


ExtendCEBA



Future Initiatives

- Social Media Campaigns/Engagement/Content
- Visual Brand Identities-Story Telling
- Municipal Act Rewrite Campaigns
- Media Podcasts
- Community Spot Lights
- New Members Marketing Strategy
- Re-engage past members
- Videos/Video Testimonials
- Infographics
- Website Re-Skin
- Webinars



OBIAA™

4 CHALLENGES
BIAs FACE WITH THE
MUNICIPAL ACT



1. UPDATING THE MUNICIPAL ACT
2. DISTINGUISHING BIA LOCAL BOARDS
3. ADAPTING TO CHANGING LANDSCAPES
4. STRENGTHENING BIA GOVERNANCE



Communications: What are the best tools & resources to build your professional capacity & competency to strengthen your local economy/community?

34 responses



Education Committee



Kerry Jarvi (Chair)

Liz Behrens

Nick Crozier

Salvatore Marchese

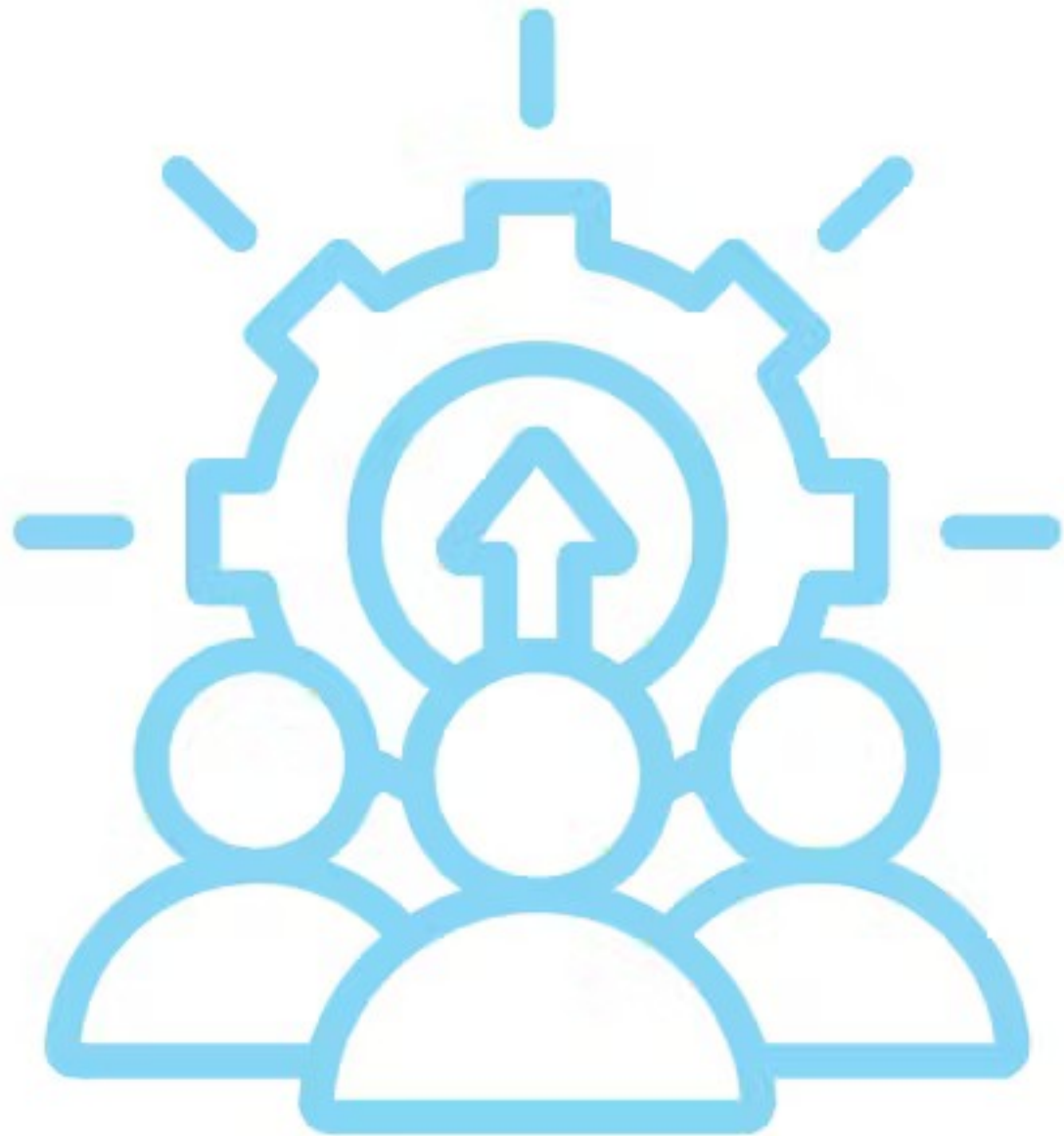
Brendan Wetton

Jody Yantha



Past Accomplishments

- Annual Conference
- Resources (What Matters Calls, Reference Binder)
- Leadership Development

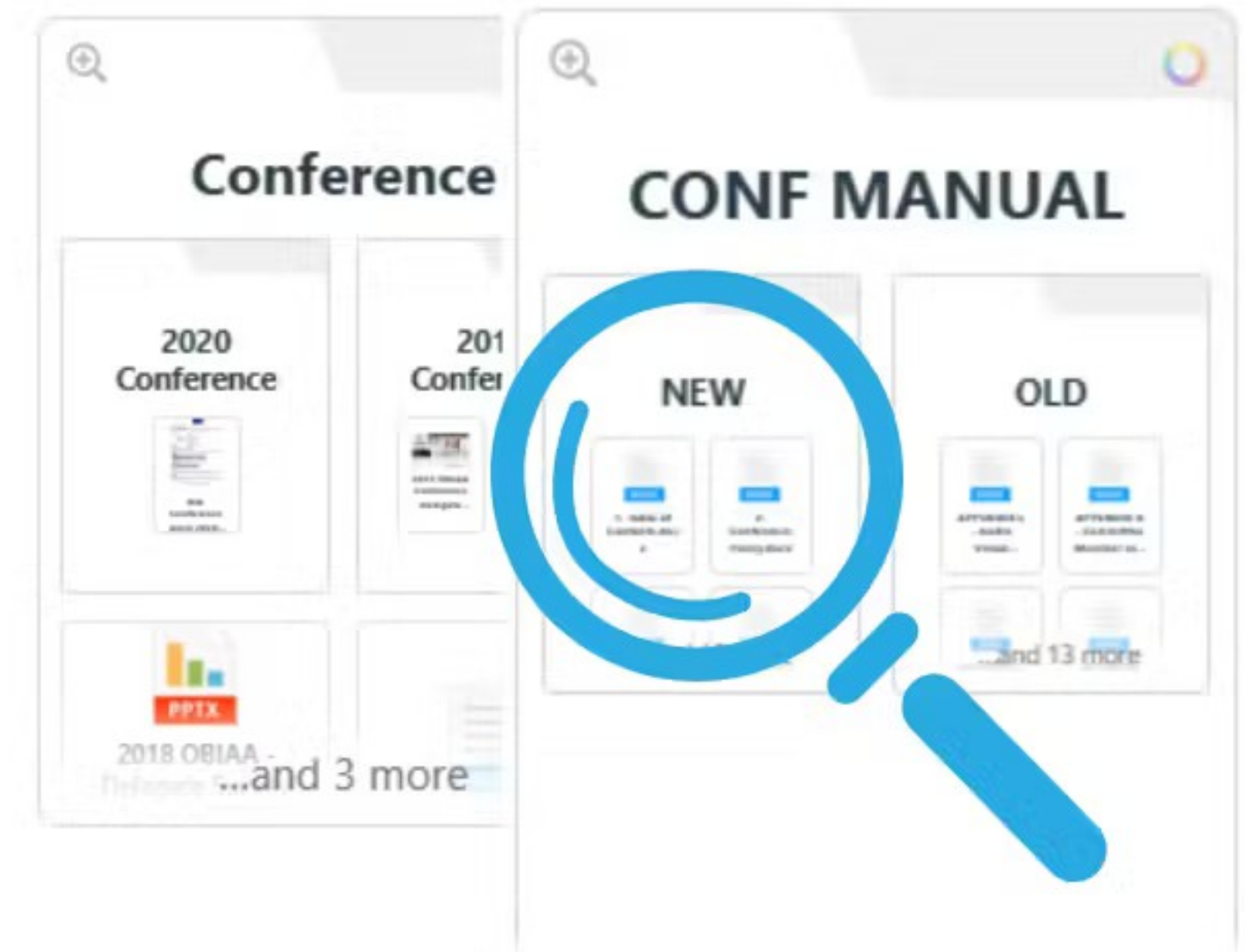
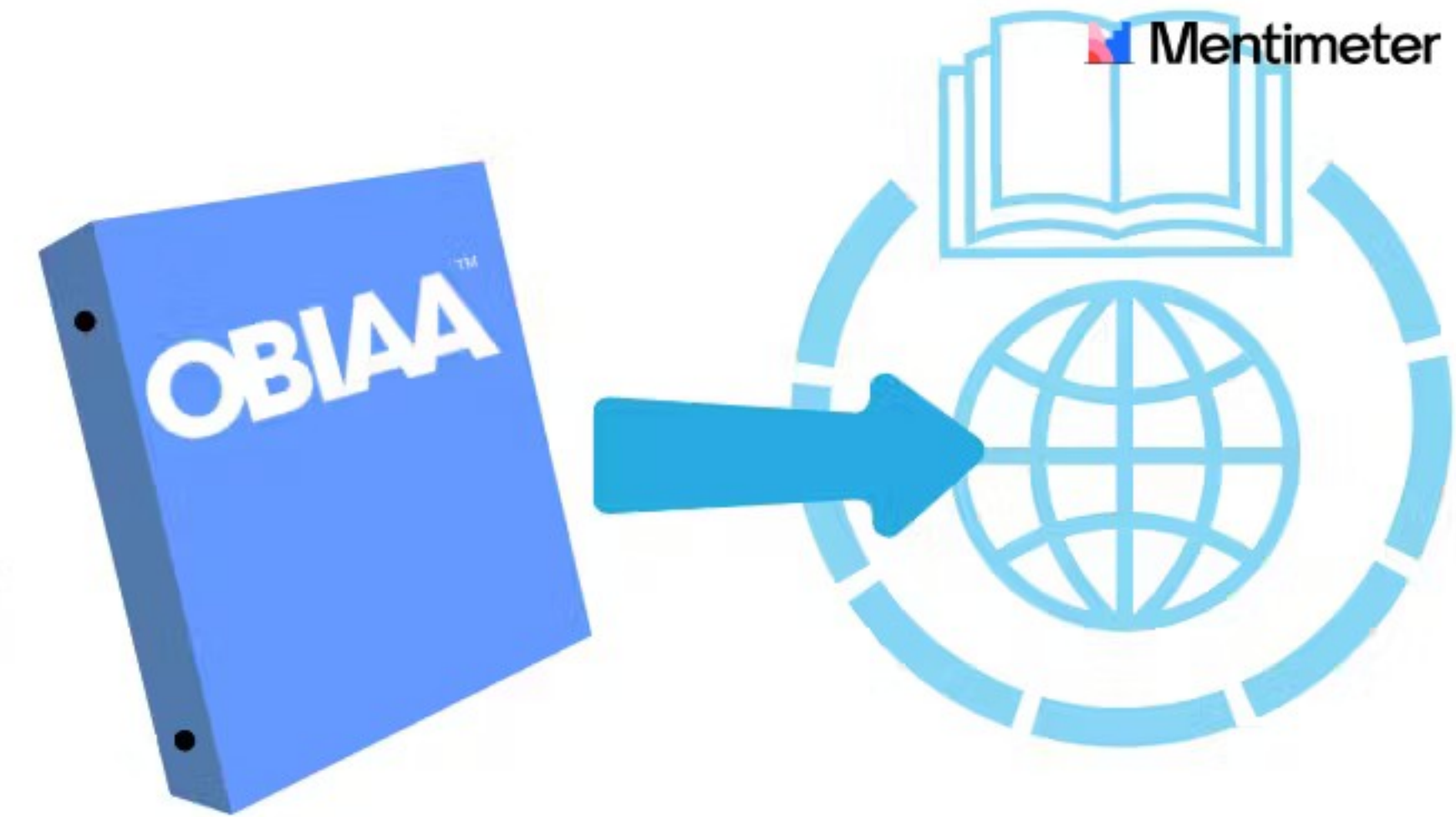


50 Calls
in
2023



Future Initiatives

- **Convert Reference Binder to online resource**
 - more toolkits , samples and best practices
- **Review conference policy, goals and objectives to ensure meeting member needs**
- **Expand personal and professional development opportunities**



Education: What are the best tools & resources to build your professional capacity & competency to strengthen your local economy/community?

47 responses



Finance & Governance Committee



Salvatore Marchese (Chair - Finance)

Kay Matthews

Susan Nicholson

Rosemary Watters

Marty Williams (Chair - Governance)

John Kiru

Donna Szpakowski

Kelly Ralston

Tasneem Bandukwala

Past Accomplishments



- Reviewed and made recommendations for the 2024 budget
- Reviewed and Presented Financial Audit
- Committee Restructure



- Review of the constitution, including amendments, policy and procedures to comply with the Ontario Not for Profit Corporations Act (ONCA)
- Committee Restructure

Not-for-Profit Corporations Act, 2010, S.O. 15	
Versions	Regulations under this Act
current	October 1, 2023 – (e-Laws currency date)
	June 8, 2023 – September 30, 2023
	March 1, 2022 – June 7, 2023



Future Initiatives



- Strengthen and enhance the finances of OBIAA through a review of existing processes and by exploring additional avenues available for revenue to the Organization.
- Develop recommendations to assist in making sure financial decisions have been thoroughly evaluated and in the best interest of OBIAA and its members



- Continue with the OBIAA Policy checklist in developing policy hierarchy to allow OBIAA to function effectively and efficiently as an organization.

Work as a combined committee Finance and Governance

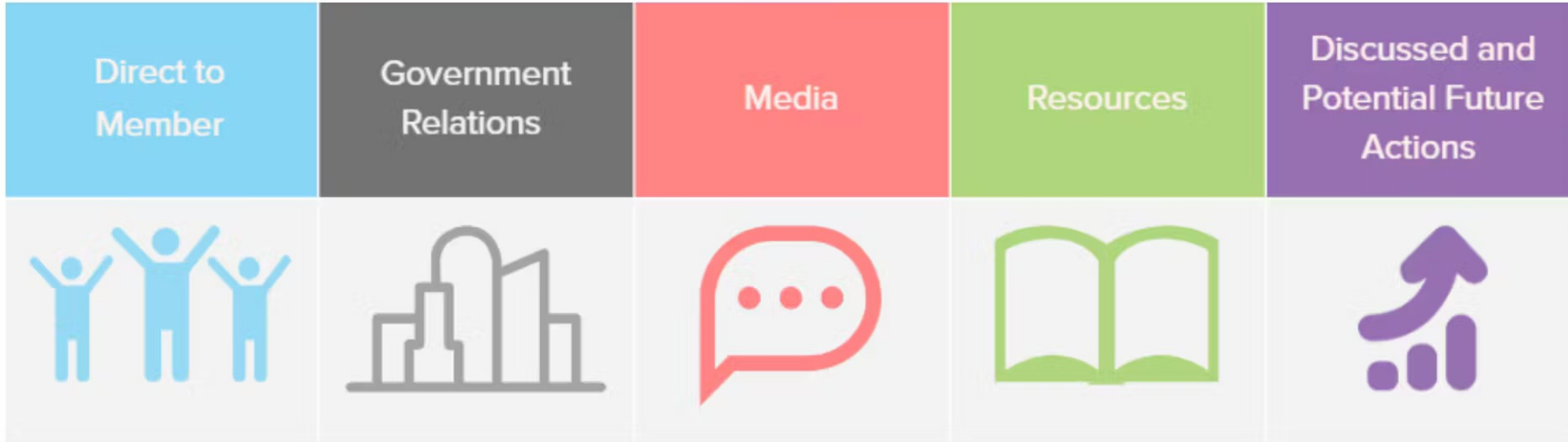


How do we increase OBIAAs capacity & mitigate risk to ensure sustainability of the organization to deliver on our mandate to our members?

28 responses



Advocacy Committee



- Rachel Braithwaite (Chair)
- Deron Johnston
- John Kiru
- Jeff MacIntyre
- Andrew Marks
- Susan Nicholson

- Amber Pajtasz
- Kelly Ralston
- Kyle Marcus
- Doug Sams (Alternate Chair)
- Corien Kershey (Consultant)



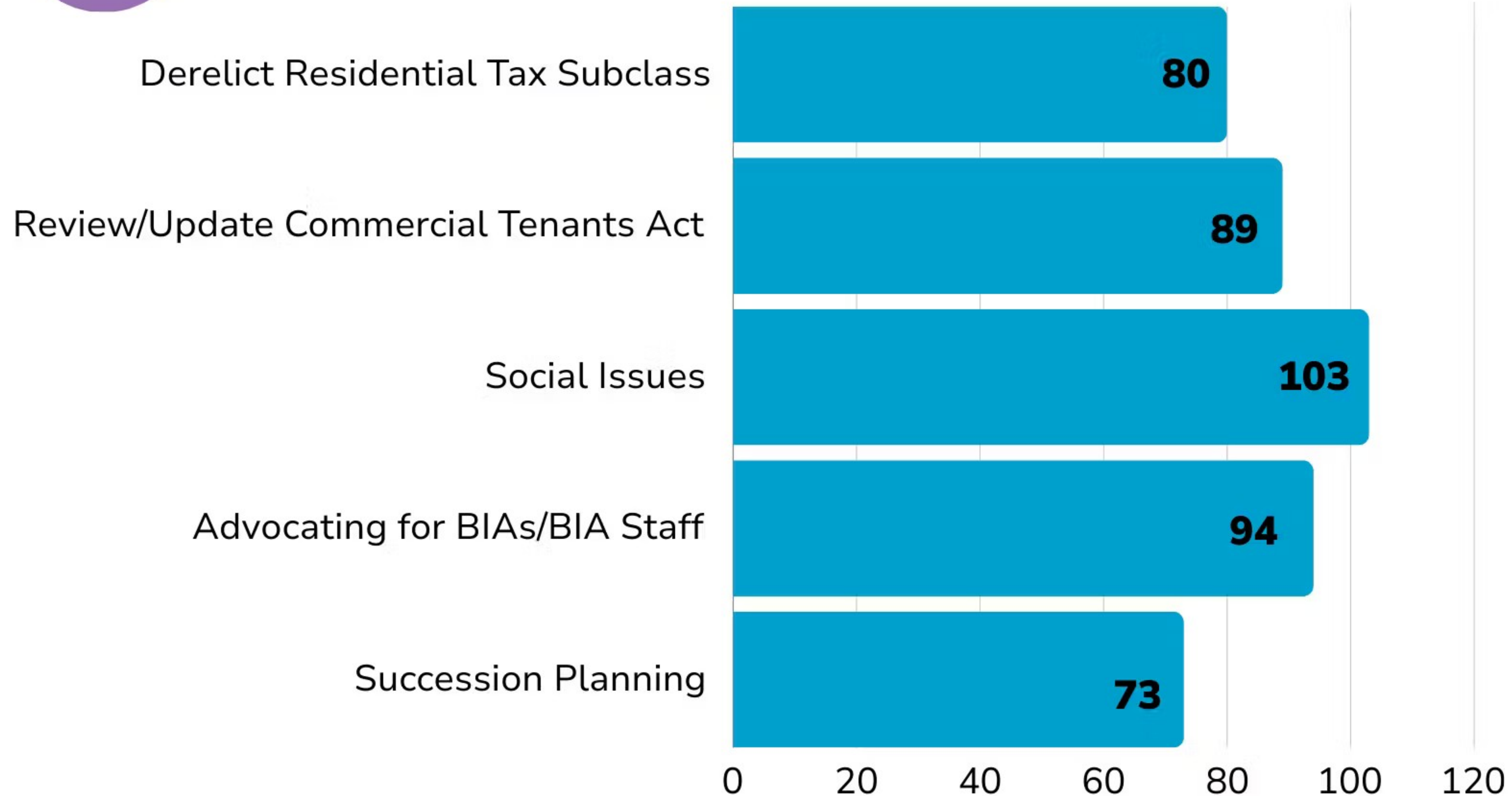
Past Accomplishments

- Sharing Agreement with MPAC
- IDA Parliament Hill Day & EDCO's Queens Park Day
- Presentation at FEO - how to involve BIAs
- Provided Budget Consultation
- Met with numerous Federal and Provincial Ministers





Your Priorities 2024





Future Initiatives

- Housing and Homelessness Toolkit
- Tool Kit for Building Relations with Municipal Council
- Respond to current issues as applicable



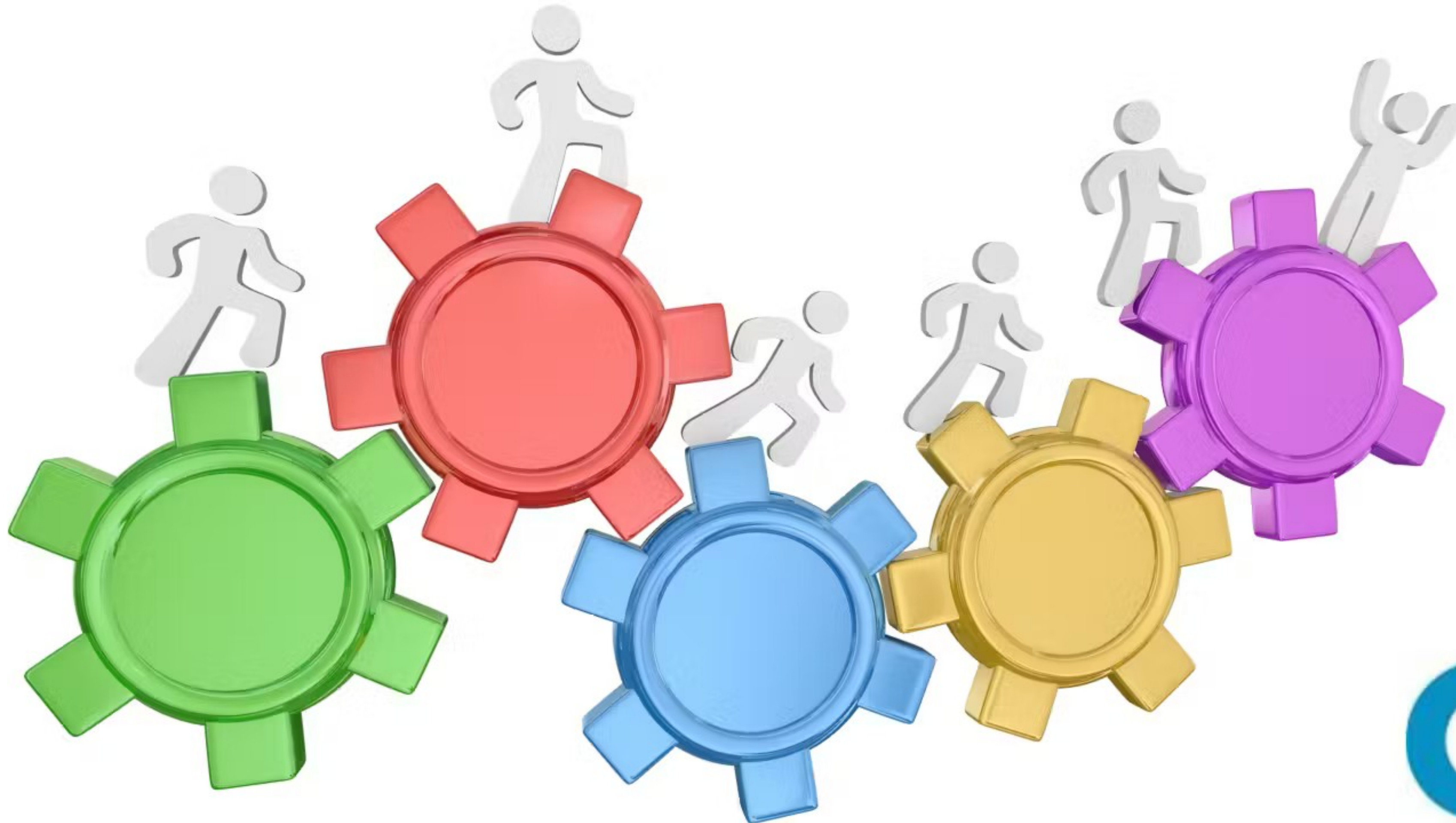
How can we equip your BIA to increase the economic & social well-being of your community?

30 responses

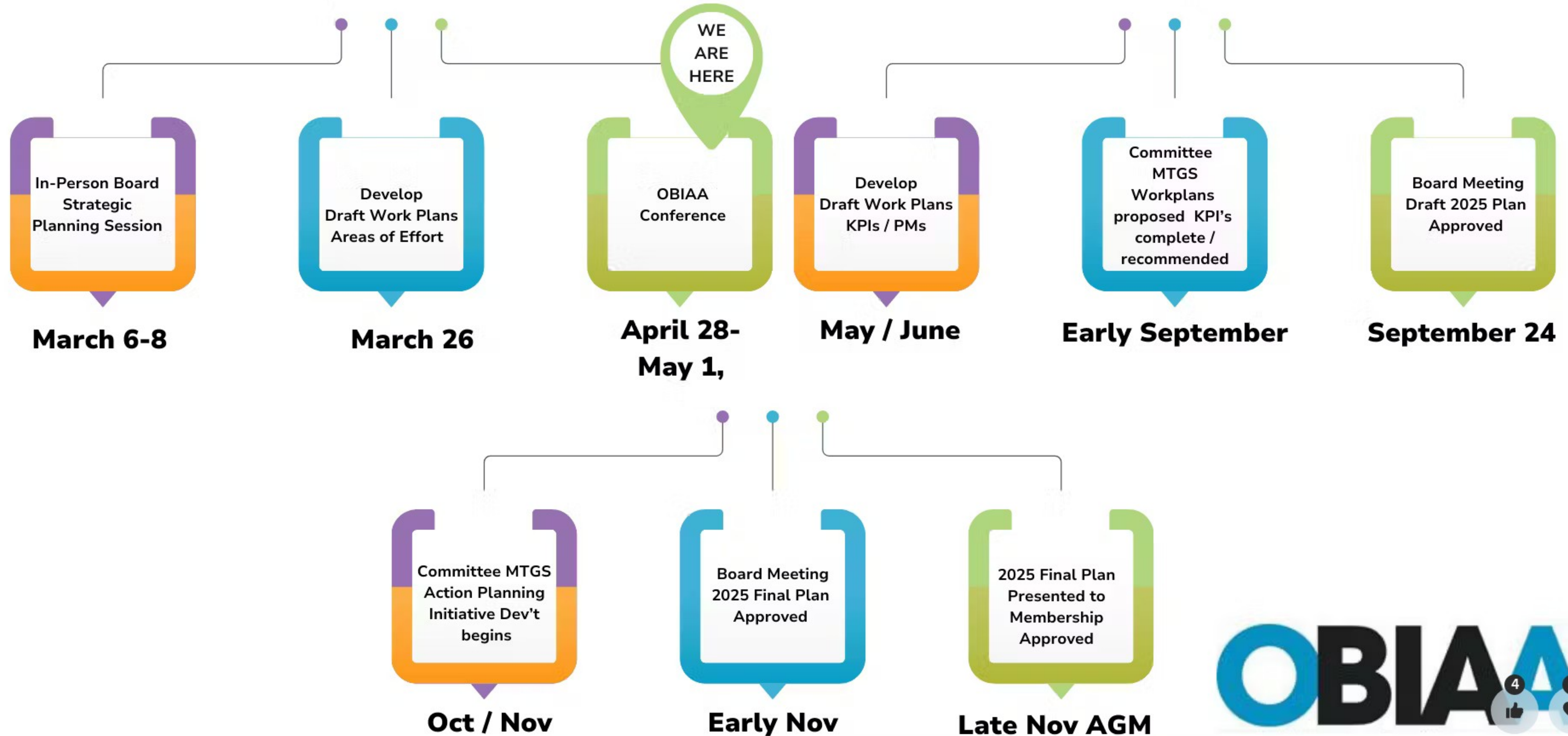


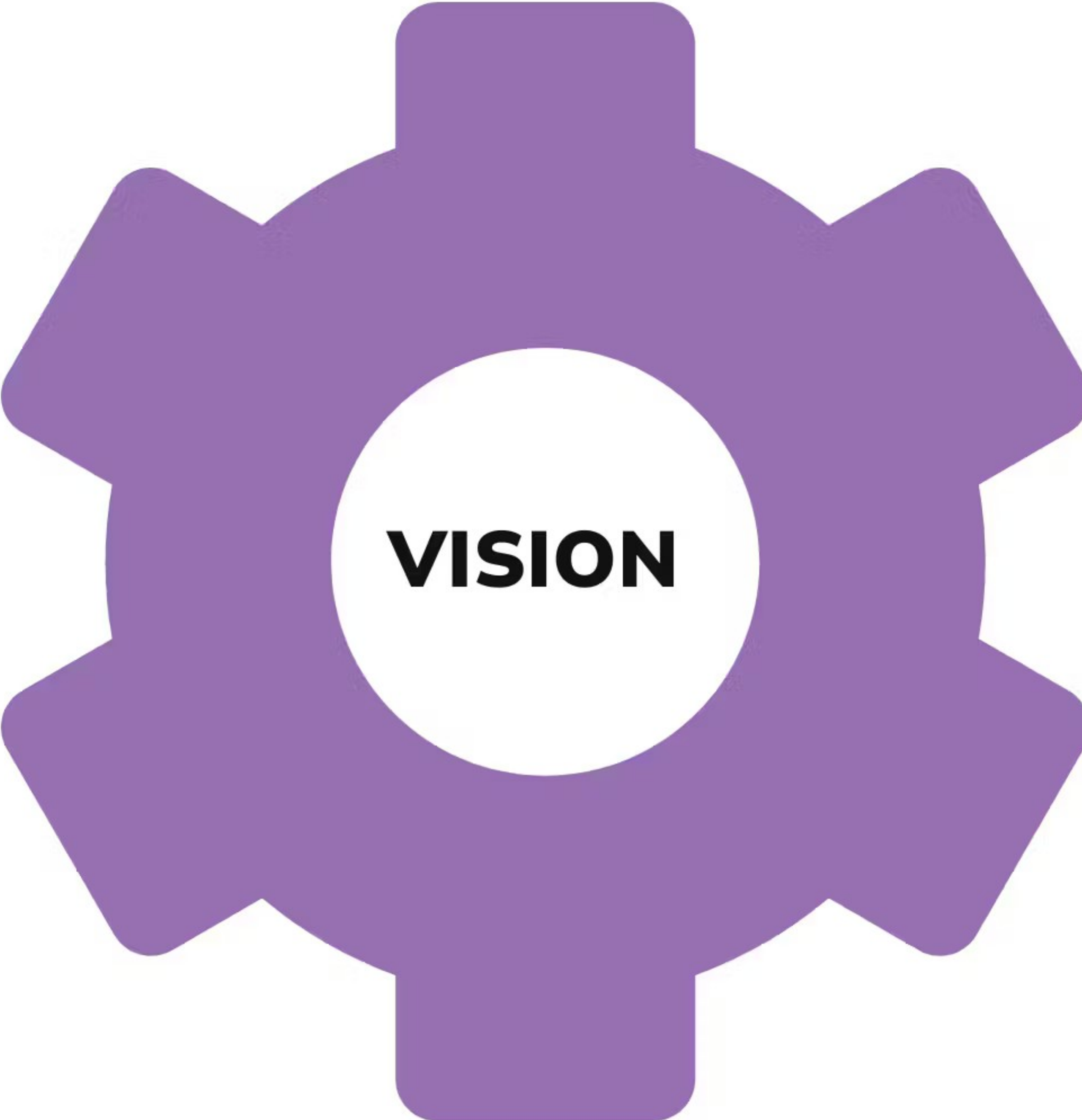
Your Feedback Needed:

Strategic Plan Update* “Driving Local Success...Together”*



Timelines 2024





VISION

BIAs across the Province of Ontario have the organizational capacity needed to build strong collaborative local economies (neighbourhoods) that reflect the human, social and economic mix they desire, in order to make them individually vibrant and uniquely successful.

Do you agree with OBIAA's Mission Statement (2025-2028)?

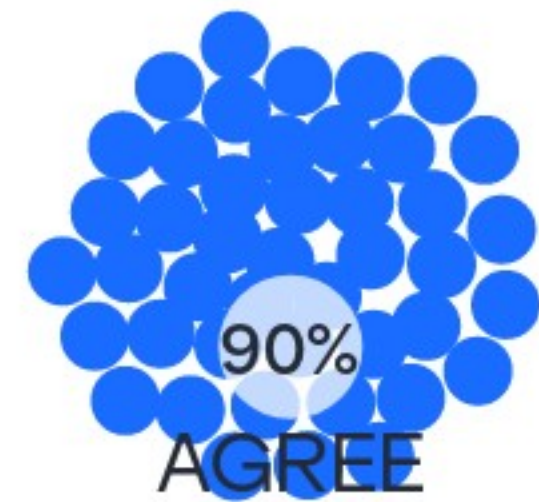




MISSION

By 2028, OBIAA will have the tools, resources, data and networks necessary to enable BIAs across the Province of Ontario to identify, clearly articulate and deliver their unique and individual social and economic success.

Do you agree or disagree with OBIAA's Mission (2025-2028)?

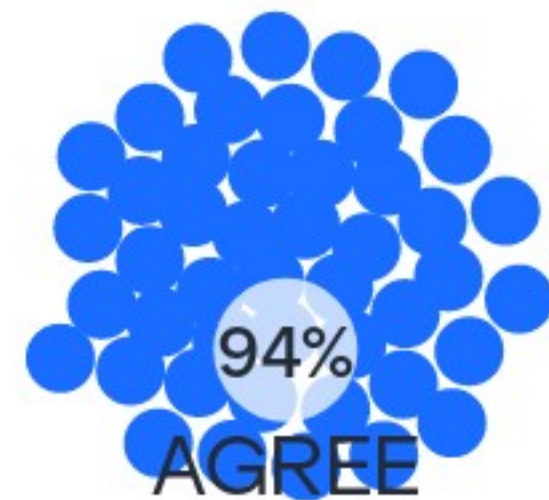




MANDATE

OBIAA raises the profile of the relevance of and role in building the capacity of BIAs across Ontario, as the lead organizations working to build localized economic prosperity and social cohesiveness, making Ontario stronger by ensuring the neighbourhoods across Ontario are desirable and viable places to invest (and live).

Do you agree or disagree with OBIAA's Mandate (2025-2028)?



What are the tools & resources you most use from OBIAA?

69 responses



3

5

44



Municipal Act | Past and Next Steps:

- Reviewed Municipal Act
- Sought Partner feedback
- We are actively soliciting BIA members letter of support
- Outreach to OBIAA's Provincial Liaisons & Ministry partners
- Officially request the Municipal Act for BIAs undergo a review

AN ACT IN THREE PARTS

In This Document:

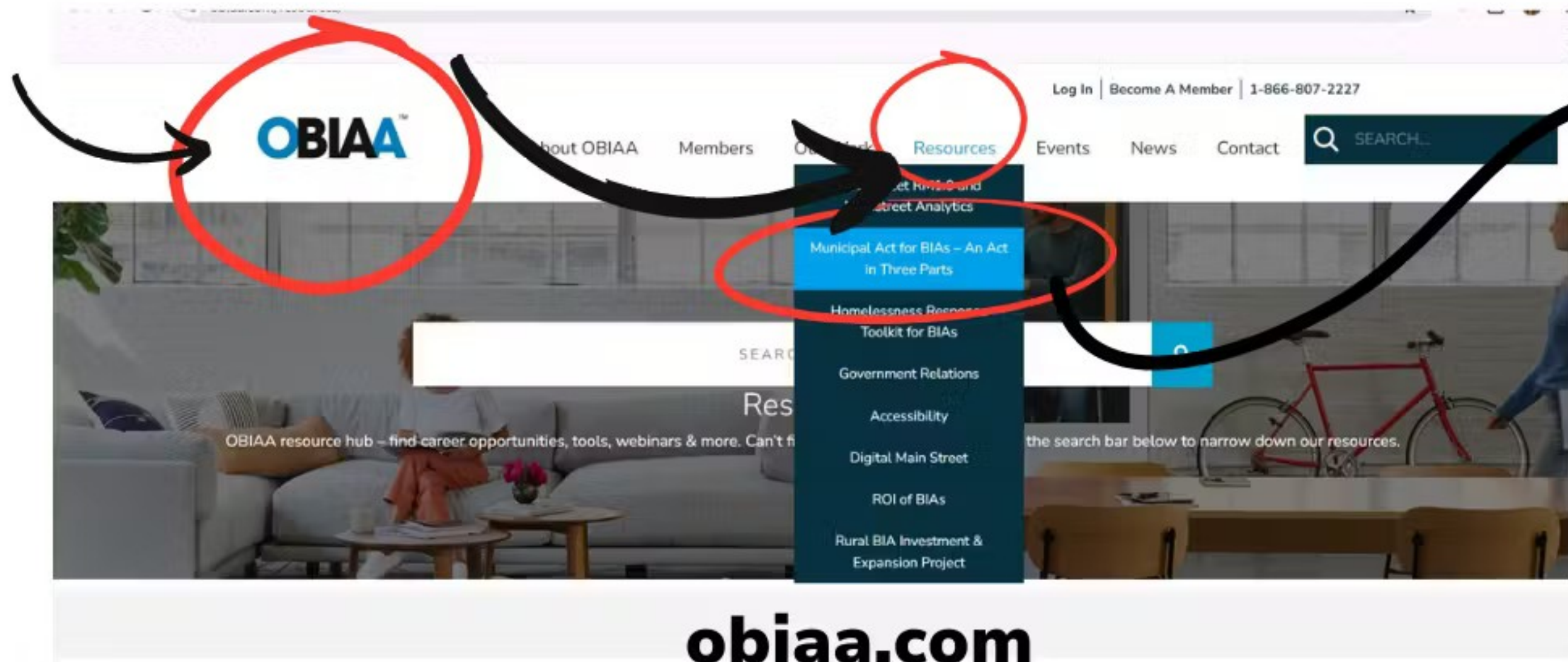
Executive Summary

Act One – The Past

Act Two – The Present

Act Three – The Future

OBIAA's 2023-2024
BIA Municipal Act Consultation Report
as it pertains to BIAs
February 2024



DOWNLOAD THE INTRODUCTION

DOWNLOAD THE OBIAA CONSULTATION REPORT

DOWNLOAD THE LETTER OF SUPPORT

4

👍

4

❤️

Any questions?

3 questions
0 upvotes





Great work! 🙌

"Driving Local Success...Together"





We Need Your Support - QR Code to OBIAA's Municipal Act Page

