



**Business Improvement Areas
Cramahe Township
Oct 10, 2013**

Important Notice

The information in this presentation deals in a summarized fashion with complex matters and reflects legislation, policies and practices that are subject to change.

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Business Improvement Areas

Municipal Act, 2001 provides municipalities with the authority to create Business Improvement Areas

What is a BIA

- Permits local business people/property owners to organize, finance and undertake physical improvements and promote economic development in their district
- Supported by the municipality.

Purpose of a BIA

- To revitalize/maintain a vital local neighbourhood
- Develop relationships/partnerships
 - Community groups
 - Institutions
- Define identity for local community
- Provides community feedback to council

What does a BIA do?

- Improve, beautify and maintain public lands and buildings within its set boundaries.
- Promote the area as a business/shopping district.



What does a BIA do?

- BIAs become involved in:
 - Marketing
 - Business recruitment
 - Streetscape improvement and other amenities
 - Seasonal decorations
 - Special events



Who Benefits from a BIA?

- Business operators
- Property owners
- Community at large
 - Community organizations
 - Residents



Role of Province

- Responsible for the legislation and policy permitting the establishment and management of BIAs
 - Municipal Act, 2001, Sections 204 – 215
- Respond to inquiries from:
 - Municipalities
 - Public
 - Local Business Leaders
 - BIAs

Role of Municipality/Council

- Leadership/commitment by Council
- Staff assistance to business leaders in organizing meetings and promotion in the initial conceptualization stages
- Council approval required to establish a BIA (s. 204)
- Public consultation process –petition/objections (s. 210)
- Council appointment to Board
- Annual budget (s. 205) and financial monitoring (s. 207)

Key Steps in Establishing a BIA

Step 1: Establish a Need

Step 2: Establish a Steering Committee

Step 3: Set out Goals and Objectives

Step 4: Prepare Preliminary Budget Proposal

Step 5: Determine Proposed Boundaries

Step 6: Communicate with Interested Parties

Step 7: Formalize Request to the Municipality

Step 8: Provide Required Notice to Property/
Business Owners

Step 9: Pass Required Municipal By-Law

Goals/Objectives

- Draft for discussion purposes
- Not limited to physical improvements
- Economic development is important
- Mix of retail and services
- Community ambiance



Boundaries

- No set rules
- Majority of business and property owners support the designation
- Easily identifiable and can be managed
- Physical/historic characteristics
- Can be altered with municipal approval (s. 209)

Communication

- Extensive information campaign
- Consider:
 - Public meetings
 - Newsletters
 - Speakers
 - Inclusiveness
- Feedback
- Continual



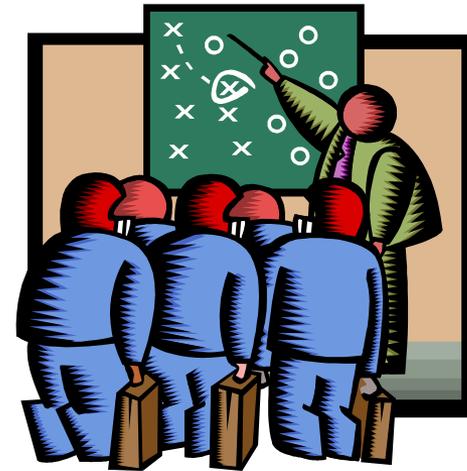
Request to Municipality

- Ensure business community support
- Written submission to municipality
 - Boundaries
 - Proposed plan
 - Preliminary budget
- Established rules/process
 - Notice
 - By-law



Management of BIA

- Membership
- Board of Management
- Powers of the Board
- Financial Management



Membership

- **Property owner or tenant:**
 - responsible for taxes on property owned/under lease
 - within a prescribed business property class
 - within the boundary of the BIA
- **Corporate entities can have a representative at BIA meetings nominated in writing**

Board of Management

- Composition
 - Council appoints one or more directors
 - Remainder of Board chosen by membership and appointed by Council
 - No minimum/maximum size
- Term: same as municipal council term
- Administration and strategic management

Specific Responsibilities of the Board of Management

- Establish or make recommendations to council on composition/activities of the Board and its officers
- Rules on:
 - Creation, functions and meetings of committees and sub-committees
 - General meetings of BIA
 - Annual budget
 - General expenditures
 - Rules of order
 - Contracts
 - Voting/proxy voting
 - Elections

Special Levy Calculation

$$\frac{\text{Property Assessment}}{\text{Total Property Assessment in BIA Boundaries}} \times \text{BIA Budget}$$

Example:

$$\frac{\$100,000}{\$10,000,000} \times \$40,000 = \$400$$

BIA Handbook for Community Business Readiness

- Updated to reflect changes in legislation
- New section on responsibilities of local boards
- Enhanced resources listing, BIA web-sites list, Qs & As
- Expanded legislation section includes various appropriate sections of Municipal Act, 2001 and City of Toronto Act, 2006
- Other options for economic development
<http://www.mah.gov.on.ca/Page1529.aspx>

Possible Resources

Municipal Act, 2001 (s. 204 –215)

BIA Handbook created by the Ministry of Municipal Affairs and Housing [www. Ontario.ca/BIAhandbook](http://www.Ontario.ca/BIAhandbook)

Ontario Association of BIAs www.obiaa.com

Toronto Association of BIAs www.toronto-bia.com

Robert's Rules of Order www.robertsrules.com

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