



THE LEAMINGTON BIA WELCOMES YOU!

THE VISION FOR UPTOWN LEAMINGTON

- A place where the local community and visitors want to shop, dine, relax and return to
- A place that preserves the original beauty and ambiance of our town
- A place for both the entrepreneur and the visitor
- A place that develops a strong sense of community pride
- A place that exudes small town charm in a vibrant social and cultural business centre

What is a BIA?

The Leamington Business Improvement Area (BIA) represents over 200 businesses in the Uptown area. A BIA is an association of commercial property owners and tenants within a defined area who work in partnership with the Municipality to create thriving, competitive, and safe business areas that attract shoppers, diners, tourists, and new businesses.

By working collectively as a BIA, local businesses have the organizational and funding capacity to be catalysts for civic improvement, enhancing the quality of life in their local neighbourhood and the Town as a whole.

This association is financed by a special property tax levy, above and beyond municipal taxes. The levy is collected by the municipality but administered by the BIA Board of Directors, as it implements its program of activities for that year. The overall administration of the BIA and the allocation of funds are directed by the Board of Directors.

Our Board of Directors are elected by our members at our annual membership meeting in February. Please refer to our website www.learmingtonbia.com for up-to-date scheduling. The Board meets once a month for a general meeting. You are more than welcome to attend these meetings and share your ideas, concerns and dreams for our community. More information can be found on the BIA website.

Our Volunteer Board of Directors invites you to contact them with any suggestions, questions or concerns you may have, and/or contact our part-time BIA coordinator, Kelly Baillargeon at 519-818-5661 or kelly@learmingtonbia.com

Welcome to our Team!

Volunteer Board of Directors

Vice Chair

Lisa Bradt- Bradt's Butcher Block lisabradt@hotmail.com

Treasurer

Shelly Gabriele Gale- Gabriele's shelly@gabrieles.com

Town of Leamington Representatives

Bill Dunn- Councillor bill.dunn@learmington.ca

Hilda MacDonald- Deputy Mayor

hilda.macdonald@learmington.ca

District Chamber of Commerce Representative

Wendy Parsons wendyp@learmingtonchamber.com

Board Members

Shawn Bodel- Source for Sports learmingtonsfsgmail.com

Jacqui Galy- Settrington's Gifts & Books of Faith jacquigaly@gmail.com

Gerard Rood -Rood Engineering gerard@roodengineering.ca

Pat Vance- Sweet Retreat Ice Cream & More sweet_retreat@cogeco.net

Ursula Tiessen- Bank Theatre/Thrift on Mill utiessen@countereffects.ca

Stephan Viselli- Blackburn Radio sviselli@blackburnradio.com

visit us at www.learmingtonbia.com
www.facebook.com/learmingtonbia

contact us: info@learmingtonbia.com
P.o Box 666 Leamington ON N8H 1X1



THE LEAMINGTON BIA DESIGNATED BOUNDARIES

The designated boundaries of the Business Improvement Area run from Russell St. and Erie St. S intersection to the John St/Nelson St and Erie St N intersection. Also included are the areas from Fox/Albert and Talbot St W to Victoria St and Talbot St E.



WHAT DOES A BIA DO?

The Business Improvement Area has **two-fold** mandate:

- To oversee the improvement, beautification and maintenance of municipally owned land, buildings and structures in the area beyond that generally provided by the municipality
- To promote the area as a business and shopping district

In carrying out these responsibilities, BIAs have become involved in numerous activities, which often include:

Marketing- understanding who our customers are, and creating effective promotions to retain and expand the customer base

Business Recruitment- working with property owners to help ensure that available space is occupied, and that an optimum business and service mix is achieved and maintained

Street scape Improvement and Other Amenities- providing customer friendly lighting, signage, street furniture, planters, banners and sidewalk treatment

Seasonal Decorations- creating a unique and pleasant environment for customers and staff of all businesses, retail and non-retail, through the use of decorations that are appropriate to the season and holiday

Special Events- organizing and partnering in special events that highlight unique attributes of the area and increase customer visits

THE BIA Advantage

BENEFITS FOR EVERYONE

Business Operators

A BIA can benefit more than just local retail businesses. All businesses in the area, whether professional, dining, entertainment, finance, or retail, may benefit from the improved local atmosphere and ambience that a successful BIA helps to create. It is the responsibility of each business to build upon the activities of the BIA and ensure that the customer receives best value in an efficient and courteous manner. An expanded customer base depends on the successful partnership between the activities of the association and individual businesses.

Property Owners

BIA-initiated improvements and activities may lead to an increase in property values. Improvements help to create and sustain a vibrant and viable economic environment within the local area. This attracts both commercial and service sector businesses to the area that, in turn, may lead to an increased demand for retails and office space, and a subsequent increase in property values.

Non-retailers

BIA Improvements and activities help create a vibrant local community and a prosperous local economic environment. A vibrant community attracts visitors and retains local customers for all types of services- including dining, entertainment and professional services. In addition, a vibrant community creates an inviting atmosphere that clients and customers will enjoy visiting.

Other general benefits

- increasing community interest and pride in the business area
- ensuring on-going cooperation among the members of the business community and municipal council and staff
- advocating membership interest and concerns through effective communication with both the municipality and other levels of government





HELPFUL HINTS & INFORMATION

Keep us in the **know**

- Please keep the BIA updated with your current contact information- phone, fax, email, website, hours etc. What **you** provide is what will be on our WEBPAGE, printed on our annual BUSINESS DIRECTORY and Social Media
- Please share your special event in the life of YOUR business and we will be sure to include it in our promotional notices, website and media. (3-5 business days ahead)
- Cooperation with our seasonal decoration and festival events is appreciated
- We encourage local business owners to post and promote store hours of operation
- Please leave street parking spots available for customers and park in one of the numerous municipal parking lots available in the uptown core. Annual parking permits are available for \$146.90 (also available monthly, or semi-annually)
[www.leamington.ca/en/ourcommunity/resources/Parking Permits-Various_Lots.pdf](http://www.leamington.ca/en/ourcommunity/resources/Parking_Permits-Various_Lots.pdf)
- Be a good neighbour and keep your store front clean (including windows, sidewalk swept/shovelled, weeds)
- Keep signage current and in good repair and *refrain from using handwritten signage* to help potential customers recognize your business. Please refer to our current municipal sign by-laws
[www.leamington.ca/en/municipalservices/resources/Sign By-law.pdf](http://www.leamington.ca/en/municipalservices/resources/Sign_By-law.pdf)
- Dispose of garbage properly. Town receptacles are provided for your customers. Business owners are responsible for their own garbage.
- *Refrain from smoking in front of your building. Smoking is prohibited within nine (9) metres of any entrance or exit to a building and carries a fine up to \$300.*
[www.leamington.ca/en/municipalservices/resources/2014_election/Prohibit Outdoor Smoking.pdf](http://www.leamington.ca/en/municipalservices/resources/2014_election/Prohibit_Outdoor_Smoking.pdf)
- Promote and support other businesses within the community...even if they are competitors...shop local, support local, enjoy local
- Creating a welcoming environment will ensure that your customers return
- Like us on Facebook and we will help spread *your* word www.facebook.com/LeamingtonBIA
- The Town of Leamington bylaw states that all businesses in Leamington must register with the municipality. There are no fees required to register your business. More information and required forms can be found at www.leamington.ca/en/municipalservices/resources/2016-Business-Registration-Package.pdf
- The Town of Leamington offers an Uptown Community Improvement Plan (C.I.P.) grant which helps subsidize building improvement costs. More information can be found at www.leamington.ca/en/business/resources/cipgrantapplication.pdf
- The Leamington BIA is a strong supporter of the Leamington Chamber and how it can help jumpstart and maintain local small businesses. If you are interested in becoming a member and need more information, please visit www.leamingtonchamber.com
- Be a good neighbour. Report a crime or criminal activity. 519-258-TIPS (8477)
Crime Stoppers is a charitable program that allows members of the community an opportunity to provide anonymous information to help police solve crime. Earn Cash, no court, remain anonymous.



THE LEAMINGTON BIA RECENT ACCOMPLISHMENTS

- For the 1st time since the 1970's BIA area enlarged.
- Assisted with the Christmas parade.
- Placed bows on all tree cages in the downtown for Autism February (blue), Breast Cancer October (pink) & for Childhood Cancer September (gold)
- New parking & other signage in the downtown.
- Marketing through radio, newspaper, facebook, and various visitors publications.
- A new expanded brochure/map of the Uptown for visitors which was distributed through local hotels & tourist spots in the county & 401 en route.
- 4000 distributed
- Increased our budget allowing the BIA to do more going forward to help beautify the Uptown
- Added 8 new flower pots to the expanded expansion uptown.
- Received approval for the 4 gateways. Installed
- Hosted Annual Sidewalk Sale
- Created Position of a part-time Coordinator to manage the BIA's Activities
- Replace Banners with permanent ones designed by local artist
- Improved Communications with OPP and Crime Stoppers
- Improved Communications with the Municipality
- Designate area Representatives to communicate and promote the BIA
- Collaborated with the Town to address concerns by merchants related to parking issues

THE LEAMINGTON BIA FUTURE GOALS

- Facilitate the design and implementation of a unified street scape through the BIA district
- Continue to build relationships with town officials to help revitalize the uptown core by improving the image, safety, vibrancy and the utilization by consumers
- Strengthen relationships between business owners to create a strong sense of community which will strengthen our core
- Once the street scaping initiative is complete, extend marketing campaign to future boundaries such as the United States, Toronto, and Television