





COVID-19 impacts in 2021

As of May 2021:

154 business locations

70% active (108)

17% (26) inactive (due to COVID)

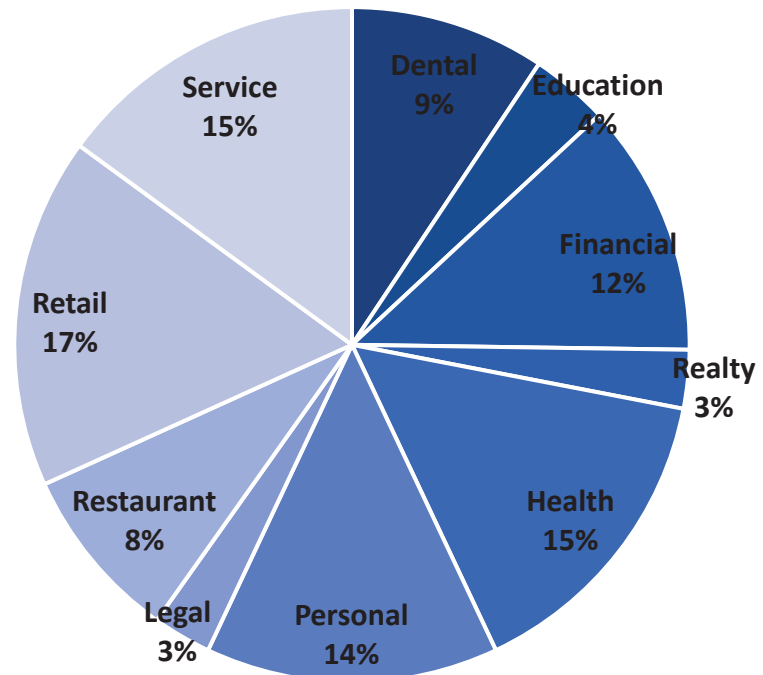
13% (20) closed/vacant (due to COVID and/or other)

Objectives for 2021:

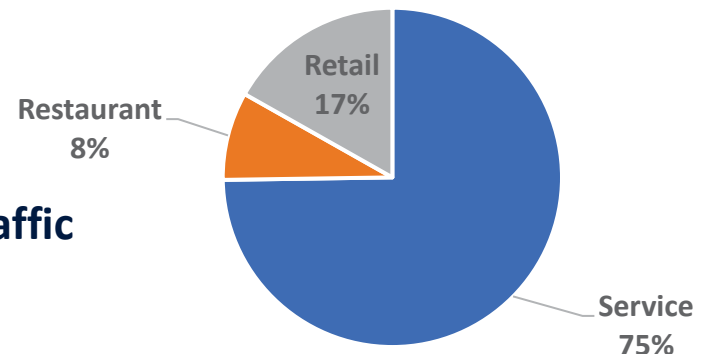
1. Improve and increase Member Engagement
2. Begin member outreach and events to drive traffic and awareness to the Downtown

Aurora BIA Active Businesses by Category

*154 total - **108 Active**; 26 Inactive; 20 Vacant/Closed



Aurora BIA Businesses Categories



2021 Accomplishments

Improve and increase Member Engagement

- Updated the BIA by-law to enable improved avenues of communication for members
- Updated the BIA Members list
- Updated and refreshed the BIA Logo
- Participated in the Town's Business Survey
- Added 3 new Board Members
- Created a Marketing Committee
- Created a Budget/Finance Committee
- Released and RFP for a new, member-focused BIA website
- Became a Member of the Ontario BIA Association
- Became a Member Aurora Chamber of Commerce
- Supporting the Town's applications for the new My Main Street grants

Begin member outreach and events to drive traffic and awareness to the Downtown

- Supported the Town, AEDC and Magna for the Downtown Window Art project
- Installed decals along Yonge Street for better visitor parking information
- Purchased a BIA branded event tent
- Decorated Machell's Alley with new Downtown Banners
- Animated Machell's Alley with pop-up music in partnership with the Aurora Cultural Centre, Chartwell Residence and local performing artists
- Installed an 'Instagram/Selfie' spot in Machell's Alley for the fall awareness
- Supported Aurora Chamber and the ExploreAurora campaigns
- Launched a Halloween-themed 'Spooktacular' campaign to promote the area
- Sponsored and actively participated in the Town's **'Saturday Night Fever on Yonge Street'** event



What:

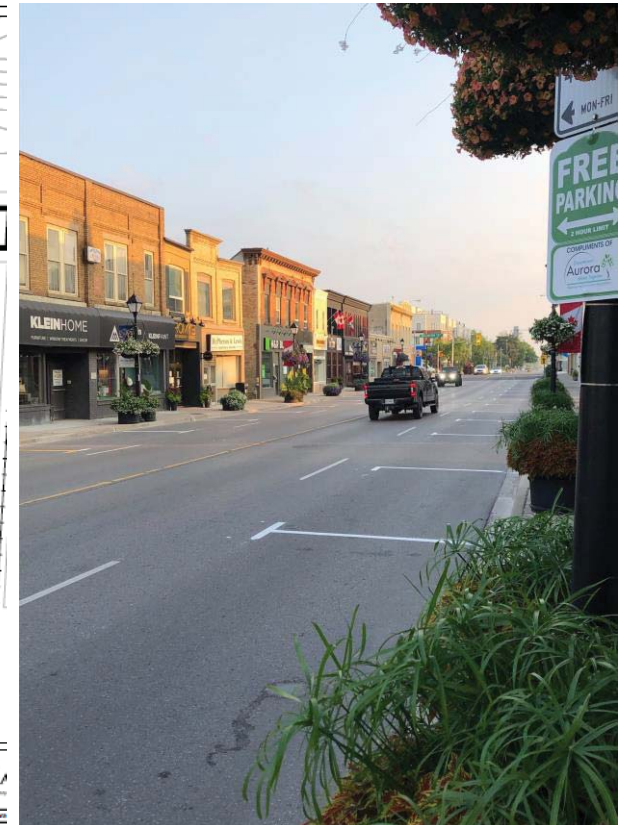
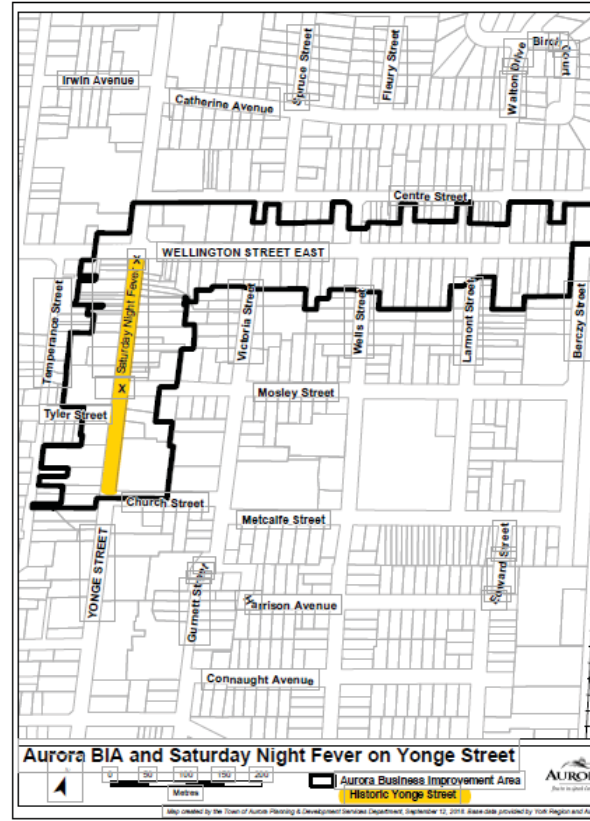
Entering COVID re-opening protocols, the Town wanted to provide an event to support local main street businesses and celebrate all of the efforts by residents and visitors in keeping Aurora safe. The result?

“Shut down Yonge Street and Dance in the Street!”

Saturday Night Fever on Yonge Street offered food, music, dance, fun and a chance to see neighbours, friends and visit local businesses on Yonge Street – all while keeping COVID safe!

Who:





Where: Downtown Aurora, Historic Area of Yonge Street

When:
Saturday,
September
18, 2021
4pm to
11pm





Why:

Downtown and Main Street businesses are the heart of a town, and COVID caused a great deal of stress, anxiety and loss. As a way to celebrate the local innovators, entrepreneurs, and the people that supported them through the pandemic, the Town of Aurora decided to invite them to a dance party in the middle of Historic Yonge Street – **70's Style!**



How:

With only 28 days notice, several COVID protocols changes, and fast outreach to the BIA, Town staff quickly engaged to bring **Saturday Night Fever** to life! The near impossible was made possible!

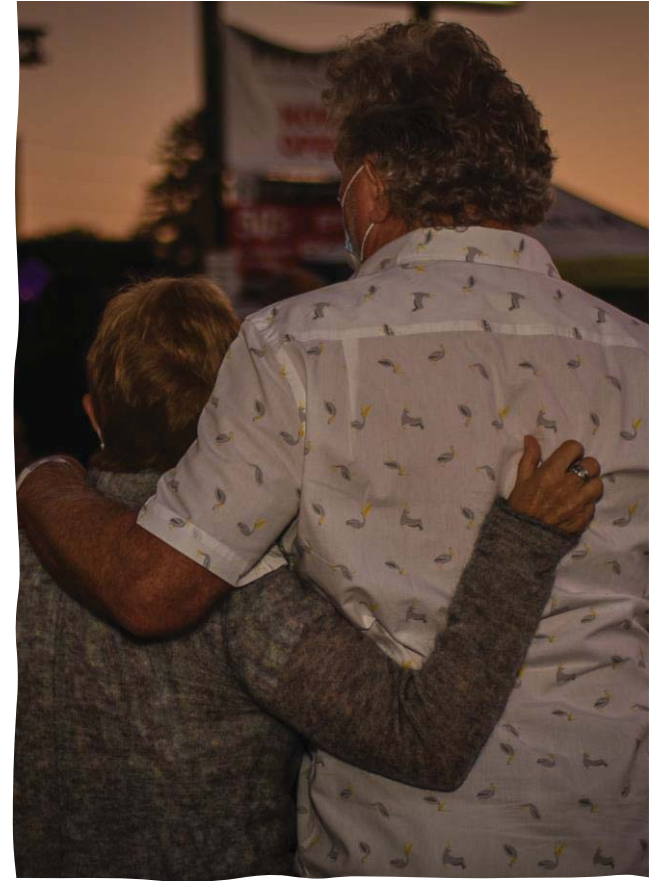
28 days to prepare | 100+ businesses to engage | 1M logistics items to task | 4 entertainment groups to book | 1 theme – boogie till you drop!



How:

Marketing and promotion support through the Town's social media, BIA website and Aurora Neighbor (Snapd Aurora). And, participation by local entrepreneurs!

Fun:
nuf said



Stats and Impacts:



Stats and Impacts:

- 25+ BIA businesses participated
- 20 Staff and volunteers
- 38 Performers & Roadies
- 35+ Silent Auction prizes
- 1800+ Smiling Attendees
(*behind their masks!*)

Impact on resident and business spirit...priceless!

Thank you!



2022 Budget Placeholder

Description	Budget	Notes
Administration	\$9,000	Insurance, membership fees, website hosting, cheque & bank fees, year end accounting fees.
Marketing, Social, Web	\$10,000	Marketing, promotion and website enhancements
Contact/Member Support	\$10,000	Ambassador grant contribution (if awarded) or committed to part-time person for admin/member support.
Materials and Printing	\$1,400	Materials printing for BIA member's windows/doors; welcome kits; other printing
Summer Event	\$10,000	Contribution to partnering in Town/Chamber events; or BIA-run events;
Winter Event	\$10,000	
TOTAL	\$50,400	
Carry-over from 2021	(\$10,000*)	*Estimated – commitment for Ambassador Grant
TOTAL 2022 REQUESTED FUNDS	\$40,400**	**Less any other carry-over from 2021, to be confirmed with audited financials.



Thank you!