



# PRESENTATION TO COUNCIL

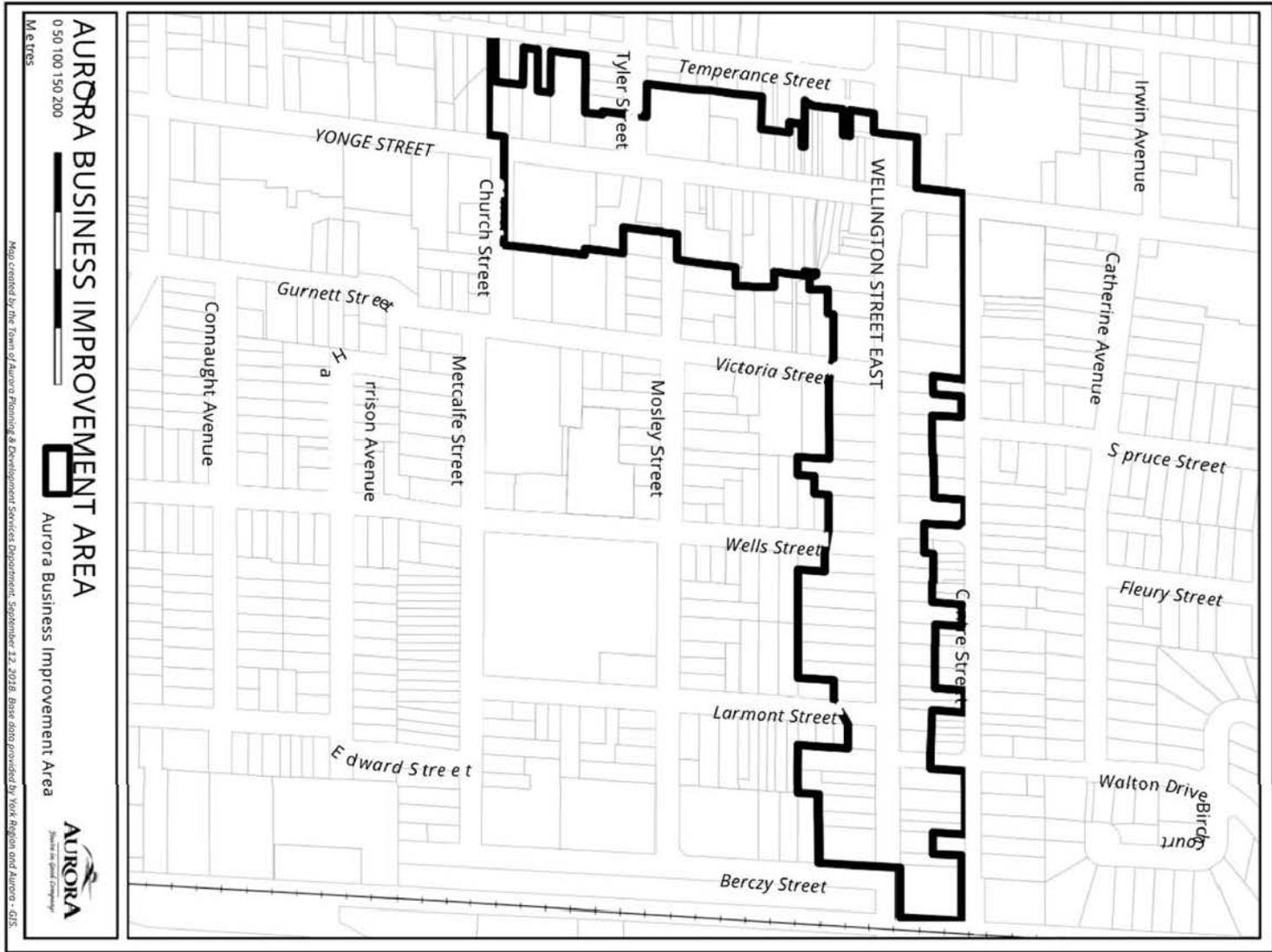
April 2nd, 2024

Presented by Greg Smith, BIA Co-Chair





**THE BIA ZONE**

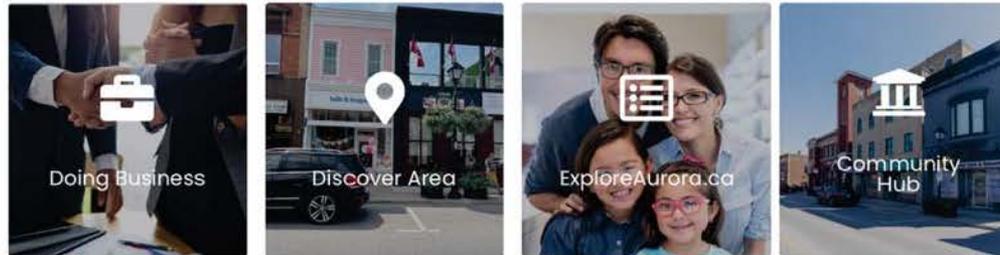




# MISSION

## Downtown Aurora

Better Together.



The Aurora Business Improvement Area (BIA) is a volunteer-run organization committed to improving the member businesses situated in Aurora's Historical Business District. The goal of this organization is to support the revitalization of Downtown Aurora as a town focal point where businesses thrive; residents live, work, and play; and visitors feel welcome.



# AGENDA 2024

1. Where we were prior to summer 2023
2. Accomplishments since July 2023
3. 2023 Financials
4. 2024 Plan
5. 2024 Budget
6. Questions



## ACCOMPLISHED SINCE JULY 2023

1. Updated Member List
2. Distributed Survey
3. Created a Report with Results/Insights
4. Refined Vision
5. Created Strategic Priorities Plan
6. Distribute a Monthly E-Newsletter
7. Sponsored Saturday Night Fever
8. Grew Social Media Platforms – FB, IG, LI
9. Audited BIA Website and Made Basic Updates
10. Organized 2x Hard Hat Tours @ Town Square
11. Planned BIA Holiday Social & Special Members Meeting
12. Delivered Post-Event Survey to garner feedback
13. Formed Subcommittees; moved to meet in-person
14. Costed out Changes to Improve Website Functionality

# Newsletter

**BIA AVERAGE**

Avg **Open Rate 40%**

Avg **Click Thru Rate 7.5%**

**INDUSTRY AVERAGE**

Avg **Open Rate 22%**

Avg **Click Thru Rate 3%**

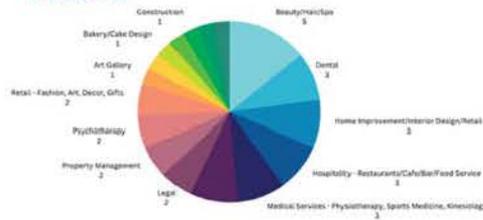
Source: Mailchimp



## The BIA Member Survey results are in! 🚀

We are excited to share that the results are in! The Downtown Aurora BIA Member Survey was conducted from August 1-28, 2023 and targeted primarily BIA business tenants and some property owners within the BIA Member zone. Of the the **121 member contacts**, a total of 35 members completed the survey for a **29% completion rate**. The survey contains a wide dataset with feedback from nearly every type of business in our membership on what the BIA's Strategic Priorities should be.

### INDUSTRY



Highlights from the survey and key insights were captured in a Survey Results presentation via Dropbox. [Click below to view and download it in PDF format.](#)

[View Survey Results](#)



### HIRING SUBSIDY FOR SMALL BUSINESSES ICTC DIGITAL GRANT

The ICTC grant opportunity supports Canadian businesses while providing post-secondary students with placements that give them work experience while building their digital skills. The funding can be put towards your student hire's salary and more funds may be given if the student falls into an under-represented group including: Women in STEM, Indigenous students, students with disabilities, newcomers, visible minorities, and first-year students.

The application is quick and simple to fill out, and reimburses you for up to 4 months of your student hire's salary and 75% of their pay (NOTE: reimbursement only arrives up to 6 weeks after the placement is complete. A short one-page questionnaire is provided to you and the student half-way through the placement to evaluate progress). The grant includes remote and part- or full-time placements. Technologies permitted range from amateur graphic design software such as Canva, to AI tools like ChatGPT. Of course, more technical automation softwares apply as well. [Click the button below to learn more.](#)

[View Grant Details](#)

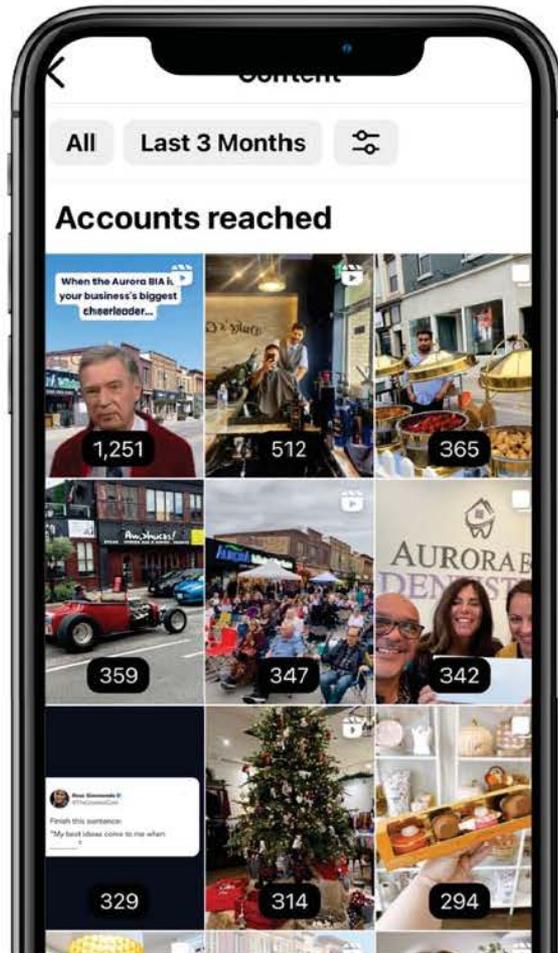


### YRP TRAINING & TIPS

The YRP has offered to do a small business safety training with the BIA in 2024. In the meantime, officers have advised business owners to install their own surveillance cameras outside their buildings for added protection and to register them with YRP.

In the event of a crime in your neighbourhood, the police can immediately consult the list of registered surveillance cameras in the area and request business owner permission to access the footage from your camera. To register your camera or to learn more, please visit the link below.

[Learn More](#)



## Social Media

**+700 Instagram Followers Aug to Dec 2023**

**Average 80 to 100 new followers per month**

	Measurement	August	September	October	November	December
INSTAGRAM	New Followers	71	85	82	105	64
	Content Interactions	103	498	275	327	340
	Reach	484	932	1,915	1,141	1,675
	Impressions	3,094	7,030	6,378	8,169	8,462



## BIA Special Members' Meeting + Holiday Social





# 2024 GOALS

- Focus on supporting existing events, building on new opportunities, and finding solutions
- Actively seek out Downtown Aurora Business sponsorship for these initiatives
- Use a pay-to-play model for non-BIA members in the Downtown with a goal to promote the whole of Downtown where possible
- Explore a BIA expansion to the whole of Downtown Aurora long-term



# 2024 PLAN

1. Host Strategic Planning workshop with Board and any interested BIA members
2. Update all key policies and subcommittee terms of reference
3. Focus on members' top 3 concerns: revitalization, beautification and business tenant recruitment
4. Explore other BIA funding models to present to members by June 30, 2024
5. Plan Event Strategy in greater detail; bring into alignment with a Board-led strategic planning session
6. Create a Collaboration Workshop; work with other stakeholders such as the Town, AECDEV, Chamber of Commerce, and Town Square representatives
7. Work with the Town and Town Square to promote and communicate Downtown Aurora revitalization
8. Implement a pay-for-play model for downtown businesses outside existing boundaries
9. Longer term plan is to expand the BIA boundary



# 2024 PLAN

## Be a Voice for Downtown Aurora Business

- Liaise & Share new information via a monthly newsletter and in a format owners & tenants respond (examples left) + AEDC
- Host Board Meetings at a different BIA member business each month to promote engagement and visibility. Be an open door for concerns and share wins
- Provide quarterly updates of our activities with Town Council
- Participate in grant writing to better the community; BIA member has donated her grant writer's time to help us





# 2024 PLAN

## Strategy Workshops and Training



May 6th or 13th, 2024  
YRP Storefront Safety Training



Brand Strategy (April) &  
Leveraging Social Media (May)  
for your Brick and Mortar Business



Plan a collaborative workshop  
with Town partners and a  
strategy session just for Board  
and interested members



# 2024 PLAN

Brick & Mortar Social Media Training

YRP Brick & Mortar Safety Training (April/May)

Saturday Night Fever Collab (Sep)

Cross Promotion with Town Square opening (Fall)

Apply for Grant to do BIA-led event in 2025

## 2025

Pot O'Gold Challenge (March)

Grant Considerations: Pumpkin Carving Contest (Nov 1st),  
Window Decorating Contest (Nov-Dec), Spring Shop Crawl,

Winterfest with Town Square





## **FINANCIALS 2023**

### **Cash 2023:**

\$65,400

### **Surplus 2023:**

\$21,064

Surplus is a carryover from a grant we received during covid. We do not have this grant to work with in 2024.

Reference: Page 1



<b>2024 BUDGET</b>	
Member Engagement	\$ 25,000
Event Management	\$ 10,000
Marketing, PR & Advertising	\$ 15,000
Stakeholder & Sponsor Relations	\$ 4,800
Marketing Admin & Meeting Coordination	\$ 4,100
Marketing Materials for Member Engagement	\$ 3,042
Software, Subscriptions and Equipment	\$ 2,500
Member Website Updates & Improvements	\$ 10,000
Event Expenses	\$ 10,100
Administration	\$ 11,300

**TOTAL \$95,842**



<b>2024 PROPOSED BIA BUDGET</b>	
2024 Budget	\$ 95,842
BIA Levy Request	\$ 74,778
Requested Contribution from Council	<b>\$ 20,000</b>
Contribution from Prior Year Surplus	\$ 1,064

**Note:** This would allow the BIA to retain remaining \$20K surplus for contingencies.



# QUESTIONS?

Get in Touch

 [auroradowntownbia@gmail.com](mailto:auroradowntownbia@gmail.com)

 [downtownaurorabia.ca](http://downtownaurorabia.ca)



@downtownaurorabia