Downtown Midland
Business Improvement Area

2024 Annual General Meeting

09/17/2024



Agenda

1. Call to Order, Introductions, Opening Remarks
2. Approval of 2023 AGM Minutes
3. 2023 Financials
4. 2024 Reports & Programs
5. 2024 Budget
6. A Message from our Chair & Manager
7. A Look Ahead
8. New Business
9. Adjournment

BIA Introduction

What is a BIA?

2024 Annual General Meeting

BIA Overview



Downtown Midland is designated as a Business Improvement Area (BIA) through the Ontario Municipal Act, enacted through a Town of Midland bylaw in 1977. Its board of management is a corporation, operating as a not-for-profit, and a local board of the municipality.

A BIA's mandate is to:

- oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures beyond that provided at the expense of the municipality generally
- and to promote the area as a business or shopping area

Downtown Midland is governed by a volunteer Board of Management consisting of seven members and managed by one full-time staff.

The association is funded by a levy placed on the property taxes of each owner within the designated boundaries. The budget is presented to the town council for approval.

BIA Board of Management

The BIA Board is comprised of local business leaders that have a drive to see the downtown flourish.



Nicole French
Chair



Megan Marchildon
Co-Chair



Michael Sellwood
Treasurer



Bill Meridis
Town Council



Roberta Douglas



Sarah Kenney



Sarah Kestle

BIA Mission

The Downtown Midland Business Improvement Area is an association that acts on behalf of its member merchants, restaurants, businesses and property owners, along with the Town of Midland, **to ensure that Downtown Midland is a safe, vibrant, thriving and prosperous community** in the Heart of Georgian Bay.



2024 Annual General Meeting

Strategic Pillars





DOWNTOWN MIDLAND BIA

2024 Annual General Meeting

Opening Remarks

Approval of 2023 Minutes

2023 Financials

What our levies achieved in 2023

Downtown Midland BIA
Statement of Financial Position
As of December 31, 2023

	2023 $	2022 $
ASSETS		
CURRENT		
Cash	**173,046**	147,969
Due from the Town of Midland - Assessment Levy	**21,500**	21,500
Harmonized sales tax recoverable	**13,007**	5,701
	207,553	175,170
LIABILITIES		
CURRENT		
Accounts payable and Accrued Liabilities	**6,435**	2,560
Employee deductions payable	**12,158**	1,477
Visa Card Payable	**2,140**	281
Unclaimed Downtown Dollars and Gift Certificates Issued	**2,475**	3,652
	23,208	7,970
ACCUMULATED SURPLUS	**184,345**	167,200
	207,553	175,170

Downtown Midland BIA
Statement of Income
Year Ended December 31, 2023

	2023 $	2022 $
REVENUE		
Business Improvement Area Levy	**-**	85,500
Government Grants	**4,871**	34,656
Midland Tax Levy Income	**106,647**	24,000
Town of Midland Contributions	**24,000**	-
Other incomes	**2,660**	-
Rental income	**2,000**	-
	140,178	144,156
EXPENSES		
Advertising and promotion	**14,832**	9,009
Bank charges	**108**	428
Business taxes and licenses	**1,422**	699
Insurance	**2,137**	2,137
Manager and Summer Staff	**39,263**	34,206
Meetings and conventions	**-**	3,096
Office and General	**2,874**	4,615
Professional fees	**2,500**	5,807
Rental	**16,200**	5,325
Street Decorations and Maintenance	**38,367**	29,596
Security	**1,647**	26,000
Digital Contract Expense	**2,400**	-
Telephone and Internet	**1,283**	1,430
	123,033	122,348
EXCESS OF REVENUE OVER EXPENSES	**17,145**	21,808

2024 Reports

Reports to date and plan for remainder for 2024

Strategic Pillars





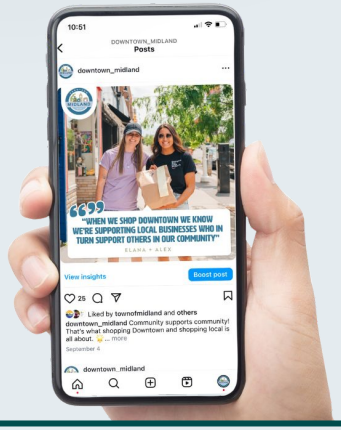
DOWNTOWN MIDLAND BIA

2024 Annual General Meeting

1 Promotion & Events



Overall promotion of downtown midland and the routine events that drive more people to Midland's core. Establishing consistent engagement, communication, and marketing of Downtown Midland through five key initiatives.



Key Initiatives

1. **Events** - Plan and execute events downtown midland that attract and engage the community and visitors bringing people into local businesses and centres. *No more than 1 event per month and 3-5 recurring events (Late night shopping as an example)*
2. **Social Media** - Plan and execute a social media strategy that supports all BIA pillars and promotes the downtown core.
3. **Outreach** - Connecting with tourism and community organizations to coordinate activities that drive more visitors and engagement downtown.
4. **PR & Media** - Attracting positive and beneficial media attention for downtown Midland.
5. **Marketing & Advertising** - Marketing & paid media initiatives

★ *2024 Major Project*



























Events

- March Break Scavenger Hunt
- Sidewalk Sundays
- Mini Monster March
- Tree Lighting Ceremony

Social Media

- New Look & Cohesive Marketing
- Increased Engagement
- Merchant Successes

PR & Media

- Newsworthy Stories
- Representing Your Voice

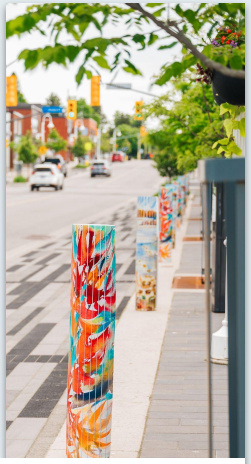
Advertising/Marketing

- Print Ads
- CTV Commercial
- Giveaways

2 Beautification & Signage







Managing the visual experience of the downtown and coordinating seasonally to create a delightful and memorable experience for visitors. Providing clear signage to support an enjoyable downtown experience.



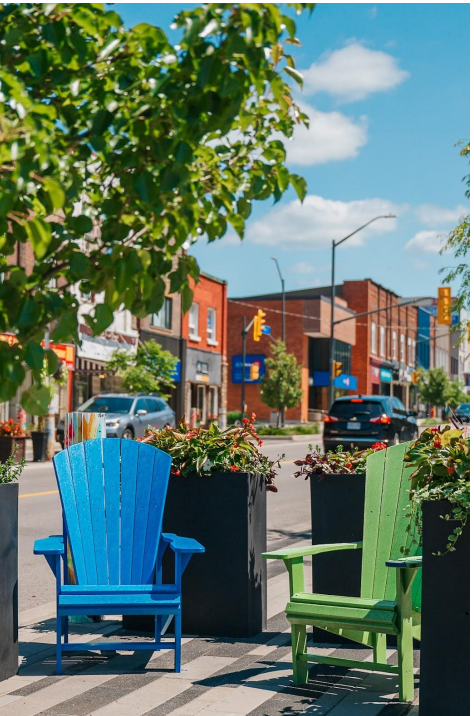
Key Initiatives

1. **Facade Program** - Operate existing Facade program with updated guidelines to support business owners in improving and maintaining the exterior of their buildings and upholding the downtown midland beautification standards. ★
2. **Signage & Lighting** - Ensure great lighting and proper signage for an attractive and delightful downtown.
3. **Horticulture** - Lead the plan for three seasons of beautiful plant life along the street edges, baskets, and gardens. ★
4. **Murals** - Support the maintenance of Midland's murals that fall within the BIA area.
5. **Seasonal Decor** - Plan, organize, and execute the seasonal decor to ensure Downtown Midland is attractive and up-to-date.

★ *2024 Major Project*









Facade Program

- Increased BIA Contribution Limit
- Ability to reapply

Self-Watering Baskets

- Dedicated flower basket management plan
- Self-watering flower baskets
- Tailored flowers based on environment

Local Art on our Streets

- Banners and Bollard Covers
- Grants - Experience Simcoe & Community Activator
- Putting Midland on the Map

Seasonal Decor

- Lamp Posts Decorations
- 3D Light Displays
- Banners (incl. Pride!)

Placemaking

- Seating Areas (Patios)
- Interactive Art & Greyspace Revitalization
- Music On King

3 Amenities & Security

Ensuring the daily experience of the community, tourists and BIA members is positive, safe, and easy. This means making sure the area is safe, clean, and simple to be downtown Midland.





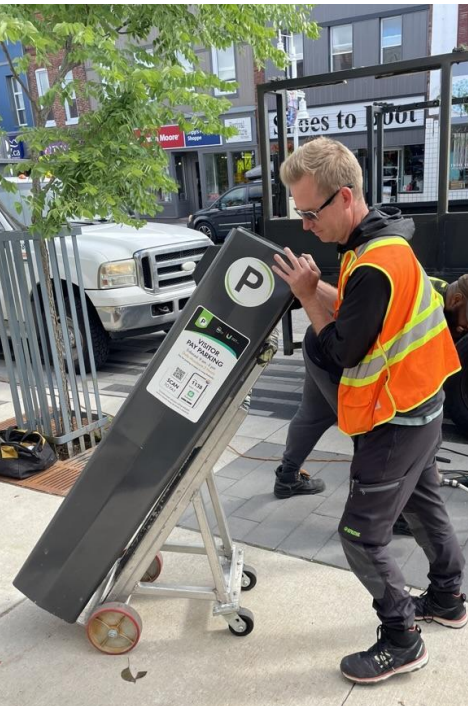
Key Initiatives

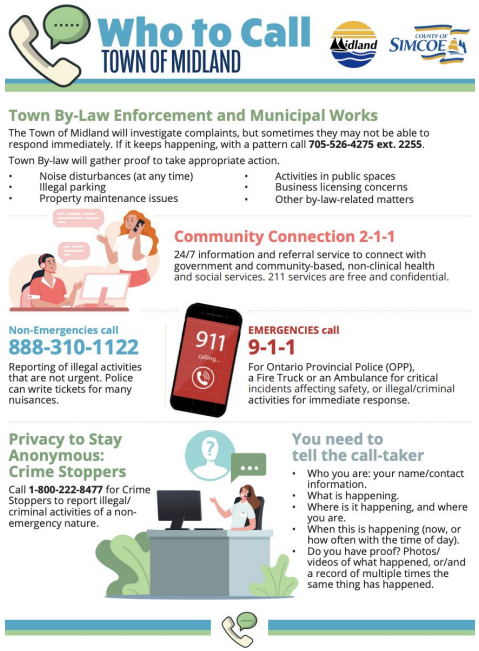
1. **Municipal Lobbying** - Establish open communication with the town to advocate for key items including proper and safe crosswalks, clean streets, snow removal, emptied garbages, clean bathrooms, etc.
2. **Security Awareness & Communication** - Build awareness and provide support to BIA members to improve the safety and security of Downtown Midland.
3. **Security Lighting** - Establish a new program to add additional lighting to alleyways and darkened areas in Downtown Midland. ★
4. **Bylaw Enforcement** - Communication with key community services including the town, police,, etc. to ensure bylaws are followed and/or lobby for bylaw change to support BIA members.
5. **Community Outreach** - Coordinating with local community groups and key stakeholders to enhance outreach support and establish a Downtown Midland cleaning program ★

★ *2024 Major Project*

ONE COMMUNITY SOLUTIONS
WHERE COMPASSION MEETS SAFETY

CAMSAFE





Security Lighting

- OPP Walk-through
- Town Coordination

Community Outreach

- Round Table Discussions with Simcoe County
- Street Outreach - Salvation Army
- One Community Solutions

Municipal Lobbying

- Parking
- Street Safety
- Cleanliness

By Law Enforcement

- Vacant Buildings
- Signage

Town Relations

- Coordinating Regularly
- MOU

4 Expansion & Fulfillment



Driving expansion of the BIA boundaries and working to fill vacancies. Collaborate with town and others to address condemned buildings.

1. **Boundary Expansion -** Work with the Town of Midland to expand the boundaries of the BIA to include all sidestreet buildings and King street buildings to Yonge Street. Develop communication plan regarding expansion.

2. **Vacancy Management -** Partner with a local and leading realtor to establish a plan to fill downtown vacancies.

3. **Inhabitable / Condemned Building Planning -** Investigate options and work with town to establish a plan for inhabitable or condemned buildings in the downtown core.

4. **Midland Bay Landing Influence & Other Project Influence** - Insert a BIA representative into the Midland Bay Landing planning to ensure the best interests of the Downtown are considered. *Same for other projects as they arise.*

★ *2024 Major Project*











Expansion

- Initial Meetings
- Committee Sign-Up
- Communication Strategy

Inhabitable Buildings

- Town Coordination
- By Law Enforcement

Vacancy Management

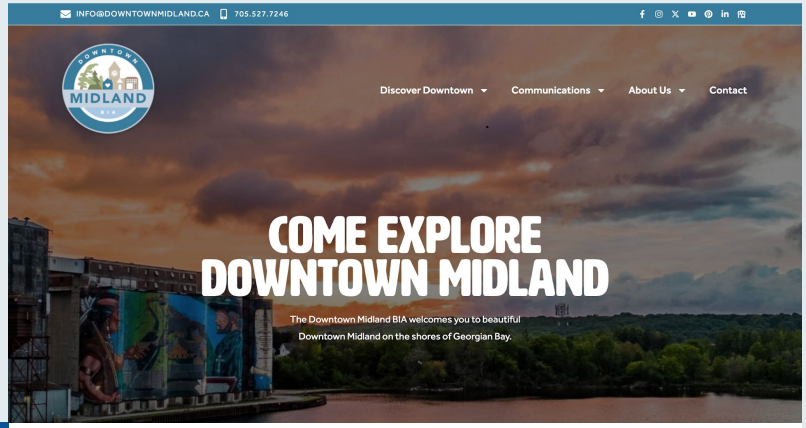
- Promoting Open Spaces
- Coordinating Resources

New Businesses

- Promoting New Owners
- Communication and Coordination

5 Alignment & Communication

Bring together the businesses and property owners of the BIA area to align and collaborate on downtown initiatives, operating hours, events, beautification, etc. Keep members aware of and include them in activities.



1. **Weekly Newsletters -** Establish and create a weekly newsletter to communicate with all BIA members to bring alignment and share BIA news. ★

2. **Website -** Launch a new website that properly represents the BIA and pulls all members together in alignment and information. ★

3. **Member Management & Communication -** Manage all member contact details, business data, preferences, etc. Visit members frequently, update details, Facebook updates, etc.

4. **Coordinate Local Activities** - Ensure activities and initiatives implemented by other community organizations like the cultural centre, library, YMCA, rec centre, etc. coordinate, when possible, with downtown or are aligned or communicated with members.


DOWNTOWN MIDLAND BIA

DOWNTOWN MIDLAND COMES TO LIFE

JOIN THE PARTY!

Don't miss out on this major event!
2024 BIA Annual General Meeting

Download the invitation here.

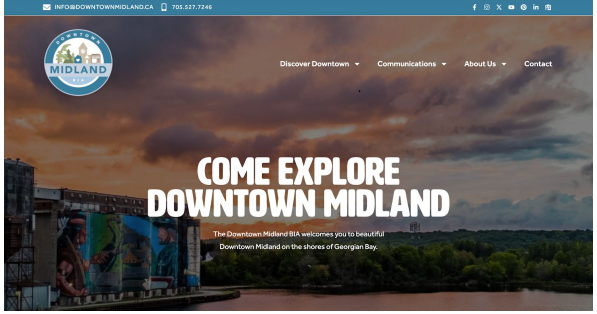
Date: Tuesday, September 17th
Time: Registration at 5:30PM | Presentation @ 6:00PM
Location: Upper Level of the Boathouse Eatery
RSVP: RSVP by September 11th
Calendar Invite: Add this to your calendars!

Share this invitation with your property owners!

★ *2024 Major Project*

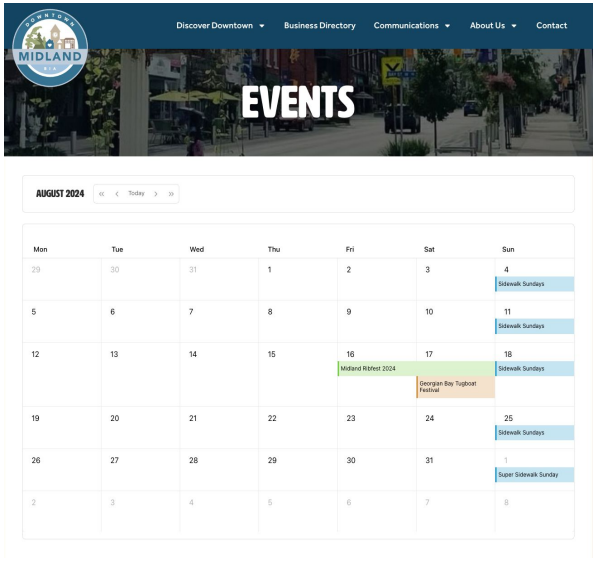
2024 Annual General Meeting





Monthly Newsletter

- External Community Emails
- Internal Updates
- Important Resources



Website Revamp

- Interactive Map
- Updated Directory
- Events

Internal Website

- Forum for Discussion
- Events Posted by YOU
- Updated Business Hours/Info





Facebook Forum

- Facebook as Online Forum
- Transition to Website Forum

2024 Budget

What our levies are achieving in 2024

2024 Budget Highlights

BUDGET PROPOSAL					
Item	Q1	Q2	Q3	Q4	TOTAL
Revenues					
Member Assessments- Annual	$ 43,750.00	$ 43,750.00	$ 43,750.00	$ 43,750.00	**$ 175,000.00**
2022/3 Surplus	$ 4,750.00	$ 4,750.00	$ 4,750.00	$ 4,750.00	**$ 19,000.00**
1/3rd of Covid Surplus (Est $100k) to be spent equally in 2023, 24, 25, 26	$ 8,333.33	$ 8,333.33	$ 8,333.33	$ 8,333.33	**$ 33,333.33**
Government Grants for Summer Students		$ 1,833.33	$ 3,666.67		**$ 5,500.00**
Other Grants and Sponsorships		$ 5,000.00	$ 8,000.00	$ 7,000.00	**$ 12,000.00**
Sales and Promos	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 1,250.00	**$ 5,000.00**
Rental Sublease Income (Outflow)	$ 1,646.25	$ 1,646.25	$ 1,646.25	$ 1,646.25	**$ 6,585.00**
Total Receipts	**$ 58,083.33**	**$ 64,916.67**	**$ 69,750.00**	**$ 65,083.33**	**$ 256,418.33**
Promotion and Beautification Expenses					
Advertising	**$ 2,200.00**	**$ 1,750.00**	**$ 1,750.00**	**$ 3,260.00**	**$ 8,960.00**
Promotions	**$ 1,500.00**	**$ 3,333.33**	**$ 5,166.67**	**$ 1,500.00**	**$ 11,500.00**
Events	**$ 1,000.00**	**$ 7,500.00**	**$ 7,000.00**	**$ 4,989.56**	**$ 9,989.56**
Beautification, Amenities, Security	**$ 3,000.00**	**$ 14,500.00**	**$ 9,200.00**	**$ 44,000.00**	**$ 70,700.00**
Website	**$ 8,000.00**	**$ 4,000.00**	**$ -**	**$ -**	**$ 12,000.00**
Annual Façade	**$ 6,250.00**	**$ 6,250.00**	**$ 6,250.00**	**$ 6,250.00**	**$ 25,000.00**
Sub-total	**$ 21,950.00**	**$ 37,333.33**	**$ 29,366.67**	**$ 59,999.56**	**$ 138,149.56**
Administration Expenses					
Sub-total	**$ 30,783.75**	**$ 30,983.75**	**$ 28,183.75**	**$ 28,183.75**	**$ 118,135.00**
Est. SURPLUS/DEFICIT FOR THE YEAR	**$ 6,099.58**	**-$ 2,650.42**	**$ 12,949.58**	**-$ 22,349.98**	**$ 633.77**

2024 Budget Highlights

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New Grant Inflow

1. *Experience Simcoe* Tourism Fund
2. Canada Summer Jobs
3. *MyMainStreet* Community Activator

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Government Grants for Summer Students					**$ 15,852.00**
Other Grants and Sponsorships				$	**$ 255,281.00**
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New Grant Inflow

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Placemaking Covered by Grants

1. *Experience Simcoe* Tourism Fund
2. *MyMainStreet* Community Activator

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					$ 143,923.86
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Placemaking Covered by Grants
1. *Experience Simcoe* Tourism Fund
2. *MyMainStreet* Community Activator

NEW Placemaking Initiative
Downtown wireless speaker system!

Message from our Chair & Manager

A Look Ahead



Security Presence

Expansion

Vacancy Management

Town-BIA Relations

Pedestrian-Friendly Placemaking

Advertising

New Business

Q&A

Thank You

