

Motion to Expand the Leslieville BIA

After 7 years of existence, the Leslieville BIA is looking to expand its BIA boundaries to incorporate more commercial main streets of Leslieville.

With the recent completion of its strategic plan, the BIA is moving to build a relationship with the film industry, with Leslieville existing as 'film town'. We realize that the film industry loves Leslieville and can play a greater role in helping us build tourism, to the benefit of businesses. The BIA has started building that relationship and feels that our new expansion areas can stand to benefit from this endeavor.

The BIA is also investing in improving streetscape. We realize that in order to create modern streets, we need to make them more inviting and this includes accessibility. We need to restore and enhance the charm of our main street to reflect the neighbourhood's history and appeal.

Our marketing efforts have been highlighted and praised. Our response to COVID-19 is well noted and since the pandemic, we have received many requests from businesses to 'join the BIA'. In the last year, there has been consistent growth in our marketing reach. We have launched several campaigns aimed at promoting our main street as inclusive. We have also launched campaigns aimed at allowing our small businesses to give back to the community. We are investing more in marketing to help our main street recover from the effects of the pandemic.

The future is bright for our main streets. Confident of this, we want to expand to include more voices in consultative decision-making processes.

What will be the benefits of expanding?

Benefits for Existing Members	Benefits for Prospective BIA Members
An opportunity for more support across industries (ie more design studios; common issues in that industry can be worked on through collaboration)	An opportunity to be part of a legitimate, regulated body (BIAs are boards of the City), which gives greater access to opportunities, for example, an ear/ears at City Hall
BIA levy can amount to less, based on the added financial resources of the expanded BIA in comparison to the planned projects for the year	Access more support navigating COVID. The BIA plays a role in helping to shape policy at all levels, to the benefit of its members. By extension, better representation and advocating at City Hall and on policy
More assets added which helps to create a stronger brand for the main street (ie small film studios or popular bars identified in the expansion area)	Access to city-funded initiatives. The BIA plays a role in facade improvement grants for businesses, murals and more

<p>A more inclusive BIA, with new members who are already apart of the community</p>	<p>The BIA promotes the main street as a preferred destination. There are more promotional opportunities for you. Our social media following is expansive and our annual directory reaches over 10,000 households</p>
	<p>A more powerful voice advocating for you. BIAs are powerful and have been influential in getting programs like CafeTO set up.</p>
	<p>Collaboration with like-minded businesses and cross-promotion</p>
	<p>Expanded streetscape realm improvements (paving, benches, banners)</p>
	<p>A unified body advocating for Leslieville's further development .</p>

The identified expansion areas are to be found by downloading the BIA Expansion map on the AGM resource page.

The Development Committee and by extension the Board of Management of the Leslieville BIA endorse this motion and ask the membership to support it.

Moved by Donald Peckover- Chair of the Development Committee

Seconded by Jennifer Orenstein- BIA Board Treasurer; Development Committee member