

# **DOWNTOWN ORANGEVILLE.ca**

February 26<sup>th</sup>, 2021

Town of Orangeville  
87 Broadway  
Orangeville, ON  
L9W 1K1

To: Mayor Brown and Members of Council, Town of Orangeville

Cc: Karen Landry, Clerk; Nandini Syed, Treasurer

From: Alison Scheel, General Manager/Orangeville BIA

Re: **2020 OBIA Preliminary Financial Report/2021 OBIA Budget**

Dear Mayor Brown and Members of Council,

The OBIA Board of Management and the OBIA membership met virtually for their Annual General Meeting on January 27th, 2021 via Zoom. To summarize, the following motions were carried unanimously by the membership:

- 1. Motion to accept the 2020 Preliminary Financial Report as presented and to transfer the 2020 annual surplus to BIA reserves.**
- 2. Motion to accept the 2021 Budget of \$568,594 including a BIA Levy of \$460,000, other revenue of \$17,000 and a contribution from reserves of \$91,594**

The OBIA Board of Management respectfully requests Council review the enclosed document and approve the following:

- 2020 OBIA Preliminary Financial Report, including the transfer of the 2020 annual surplus to the BIA Reserves
- 2021 OBIA Budget of \$568,594, including a BIA Levy of \$460,000, other revenue of \$17,000 and a contribution from reserves of \$91,594.

The OBIA Board of Management appreciates the Town of Orangeville's ongoing support for the local business community and looks forward to working with Council and Town staff for another successful year.

Sincerely,



Alison Scheel, OBIA General Manager

Encl.

# OBIA 2020 Preliminary Financial Report & 2021 Budget

REVENUES	2020 Budget	2020 Preliminary	2021 Budget
BIA Levy	-460,000	-460,000	-460,000
Misc. Revenues	-18,600	-8,014	-17,000
<b>Total Revenues</b>	<b>-478,600</b>	<b>-468,014</b>	<b>-477,000</b>
EXPENSES			
Administration	137,950	140,215	144,150
Marketing	40,000	34,001	37,000
Covid-19 Recovery / Misc. Initiatives		28,559	48,594
Parking	91,400	92,015	91,400
Projects (Blade Sign Grant Program etc.)	22,000	390	10,000
Streetscape	89,500	81,366	95,700
Events / Farmers' Market /Task Force Initiatives	134,750	36,874	141,750
<b>Total Expenditures</b>	<b>515,600</b>	<b>413,420</b>	<b>568,594</b>
Surplus/Deficit	37,000	-54,594	91,594
Contribution from Reserves	-37,000	-37,000	-91,594
Contribution to Reserves		-91,594	
<b>Net BIA</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>OBIA General Reserves/General Surplus</i>			
<i>Current Year Contribution TO / FROM Reserves (estimated)</i>	<i>37,000</i>	<i>-91,594</i>	<i>91,594</i>
<i>BIA General Reserves / General Surplus (estimated)</i>	<i>-232,490</i>	<i>-195,490</i>	<i>-287,084</i>
<i>Net Accumulated BIA General Reserves / General Surplus (estimated)</i>	<i>-195,490</i>	<i>-287,084</i>	<i>-195,490</i>



**DOWNTOWN**  
ORANGEVILLE.ca

# OBIA 2021 Budget Presentation

## OBIA's Mission:

"To unite & connect through collaboration and purposefulness."

Working smarter together.



# 5

## Strategic Pillars

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Member Engagement

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Customer Attraction

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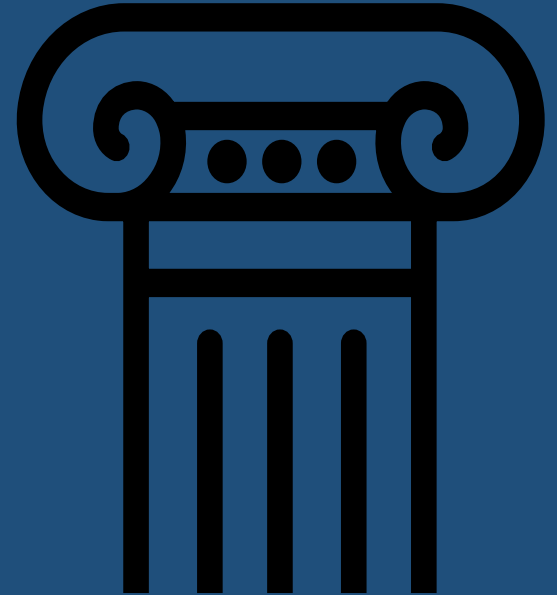
Stakeholder Alignment

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Beautified, Unique Space

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Organizational  
Effectiveness







# 2020 Review

## Shop Small.

**SPEND** LOCAL

**EAT** LOCAL

**ENJOY** LOCAL

**DOWNTOWN**  
**ORANGEVILLE**

# Member Engagement

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graph TD; ME[Member Engagement] --- C1[Expanded Ambassador & Administrator's roles]; ME --- C2[Marketing support]; ME --- C3[Digital Welcome Packages for New Members]; C1 --- C2; C1 --- C3; C2 --- C3; C1 --- C4[Weekly member newsletters & email bulletins]; C2 --- C5[ShopDowntown-Orangeville.ca]; C3 --- C6[Transit Transfer Station member outreach]; C4 --- C7[General & Covid-19 info sharing & support]; C5 --- C8[Increased Social Media sharing]; C6 --- C9[Community Support Window Displays & Christmas Window Decorating Contest]; C7 --- C10[862% increase in Member Facebook Group membership to 13 to 125]; C8 --- C10; C9 --- C11[Digital Main Street Collaborative Grant];
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Expanded  
Ambassador &  
Administrator's  
roles

Weekly member  
newsletters & email  
bulletins

General & Covid-19  
info sharing &  
support

Marketing support

ShopDowntown-  
Orangeville.ca

Increased Social  
Media sharing

**862%** increase in  
Member Facebook  
Group membership  
to 13 to 125

Digital Welcome  
Packages for New  
Members

Transit Transfer  
Station member  
outreach

Community Support  
Window Displays &  
Christmas Window  
Decorating Contest

Digital Main Street  
Collaborative Grant





# Better Together Task Force Initiatives

## Downtown Directory Brochure Boxes

- Larger than Life Games purchased
- Hidden Gems Summer Flyer with Coupon
- Interactive Mural
- Ghoul Gardens / Witches Walk & Selfie Contest
- Live Music Fridays during Starlight Shopping
- Polar Bear Seat & Selfie Contest





# ShopDowntownOrangeville.ca

- Sales to date: \$2399.36
- Participating Members: 25

# 2020 Website & Social Media

**DowntownOrangeville.ca**

**Social Media (Downtown  
& Market Combined)**

**14%**  
Increase  
in Visits

**21,378 Users**

**29%**  
average  
increase  
across all  
channels

**15050**  
Total Followers  
across all channels

**99%** were New Users

**39%** from  
Orangeville

**46%**  
from  
GTHA

**3.5%** from  
Shelburne/  
New  
Tecumseth

**8025**  
Facebook  
Page  
Likes

**4976**  
Instagram  
Followers

**2049**  
Twitter  
Followers

**21%**  
Annual  
Increase

**61%**  
Annual  
increase

**5%**  
Annual  
Increase

# Orangeville Farmers' Market

## Summer Market 2020

- 18 weeks (28% annual decrease)
- 21 Vendors (35% annual decrease)
- Total Est. Attendance 19,600 (44% decrease)
- Total Est. Sales \$268,000 (49% annual decrease)
- Average Weekly Attendance 1000 (28% decrease)
- Average Weekly Sales \$14,800 (32% decrease)
- Average Purchase/visitor \$13.57 (13% decrease)

## Winter Market 2020 (Nov & Dec only):

- 4 weeks, relocated to Tony Rose
- 17 vendors (10% Annual decrease)
- Average Bi-Weekly Sales: \$8225 (17% decrease)
- Average Bi-Weekly Attendance: 386 (42% decrease)
- Average Purchase/Visitor: \$21.30 (38% increase)



**Collaboration  
on Streetscape  
Initiatives**



**Committee  
and Board  
participation**



**Partnerships  
on Tourism-  
related  
activity**



**Stakeholder  
Alignment**





## Beautified Unique Space



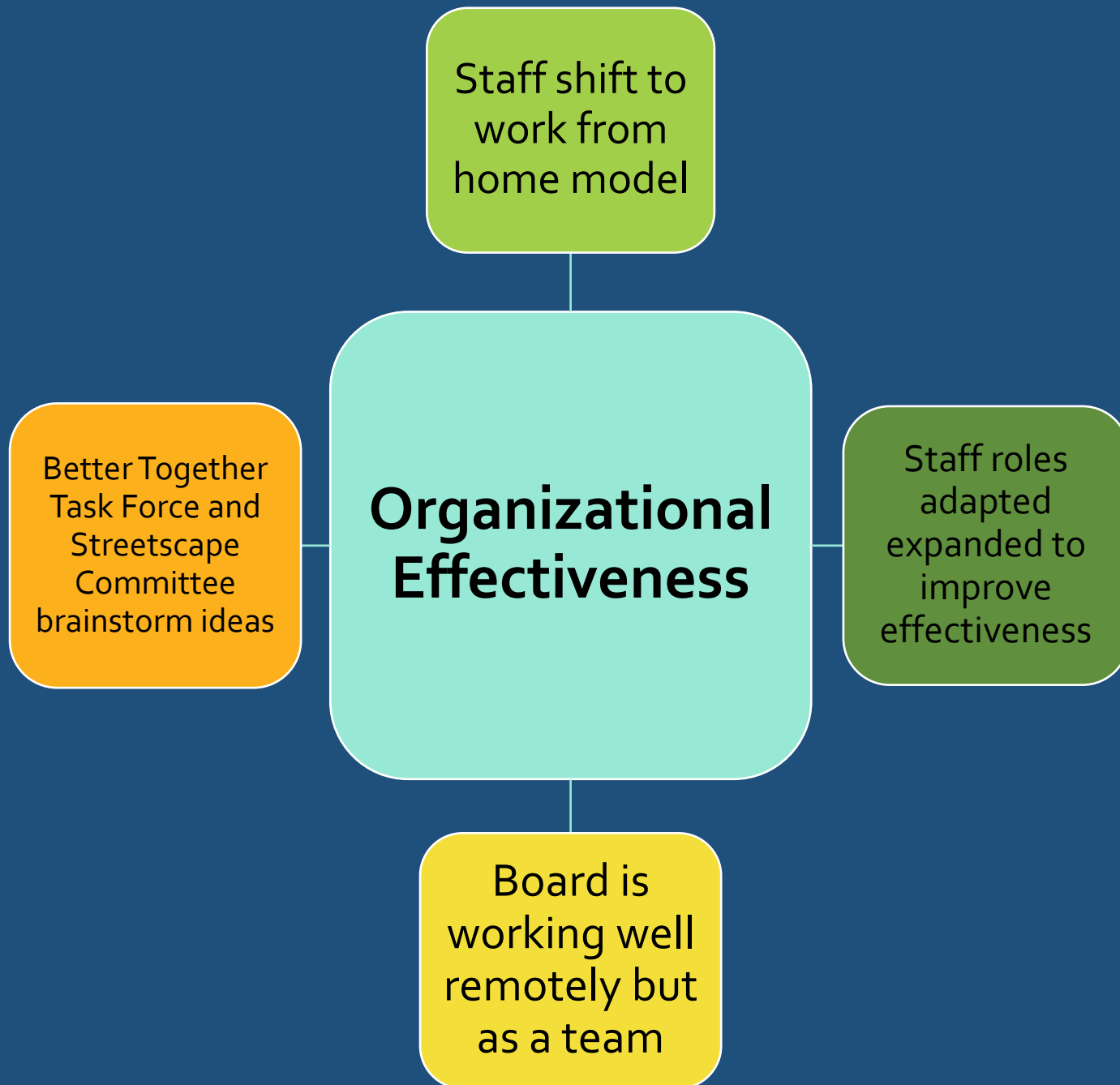
## Planters & Baskets

- Spring windmills
- Colorful summer floral displays
- Fall mums & cornstalks
- 20 Large winter themed planters

## Holiday Displays

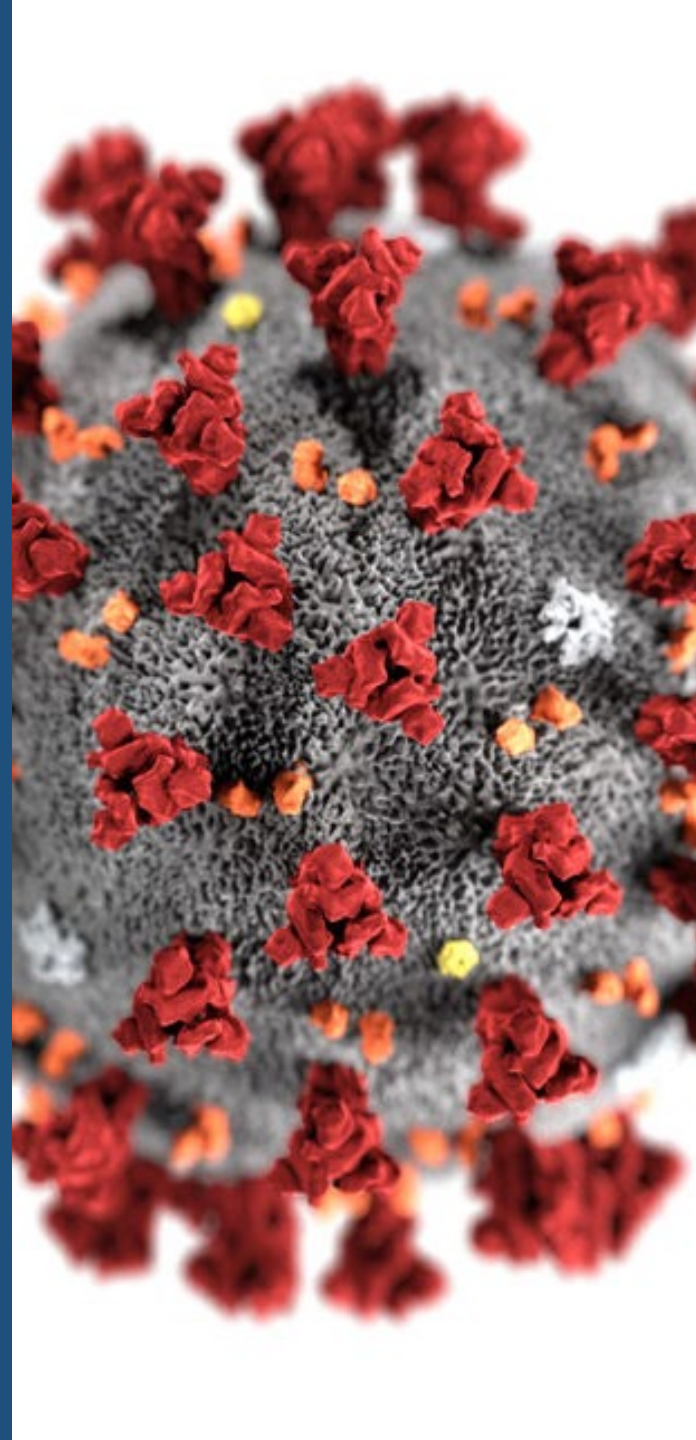
- Spooky fall seasonal displays
- 48 Snowflake light standard displays
- 8 snowflake displays relocated to east Broadway and Little York/Armstrong
- Median light displays (70 light sticks)





# Covid-19 Response

- Use of File Sharing & Teleconferencing software
- More staff hours dedicated to member support & information sharing
- Revamp of DowntownOrangeville.ca to showcase businesses operating models
- Free marketing consultations for members
- ShopDowntownOrangeville.ca
- Re-opening video
- Halloween Streetscape Décor
- New Median Winter Lights
- Tree Lighting Video
- Starlight Shopping
- Christmas Shopping Video
- Social Media Contests
- Increased financial commitment to summer & winter Farmers' Market



A vibrant street scene featuring outdoor cafe seating with wooden tables and chairs. People are sitting and walking, some under large green and yellow umbrellas. In the background, there are shops and buildings. The text "Love Local" is overlaid in large, bold, blue letters.

# Love Local

CHARMING SHOPS & LOCAL EATERIES

2021  
Preview



# 2021 Budget, Covid-19 & the Road to Recovery

- The 2021 Budget is based on a traditional year's programming PLUS a Special Projects fund to cover new Covid-19 Recovery initiatives
- Adaptability is key to successfully navigating Covid-19 economy, so has been built into the budget



# Parking



Solutions come through collaboration, cooperation, and out of the box, forward thinking



Parking continues to be a BIA priority.



Planning and strategic decision-making are key to ensuring healthy public parking inventories are maintained

# **Member Engagement**

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graph LR; A[Member Engagement] --- B[Encourage more engagement and collaboration between members]; A --- C[Continue to encourage & promote extended & Sunday operating hours]; A --- D[Continued Information sharing via email, social media & in-person visits]; A --- E[Host Virtual Member Meet-ups & member to member video series]; A --- F[Free 1 hour marketing consultations & ShopDowntownOrangeville.ca support]; A --- G[Support & Implement Better Together Task Force Initiatives];
```

**Encourage more engagement and collaboration between members**

**Continue to encourage & promote extended & Sunday operating hours**

**Continued Information sharing via email , social media & in-person visits**

**Host Virtual Member Meet-ups & member to member video series**

**Free 1 hour marketing consultations & ShopDowntownOrangeville.ca support**

**Support & Implement Better Together Task Force Initiatives**



## Customer Attraction

### Marketing

- On-trend social media
- Traditional Advertising
- [Downtownorangeville.ca](http://Downtownorangeville.ca)
- [ShopDowntownOrangeville.ca](http://ShopDowntownOrangeville.ca)
- Downtown Dollars
- Videos & Contests

### Partnership & Stakeholder Initiatives

- Tourism Strategy Implementation
- Street Décor
- Visitor Advertising
- Open Sundays & after 6 pm

### Activities & Events

- Self-guided activities & Contests
- Safe Street activations
- Orangeville Farmers' Market





## Advocate

Sidewalk Redevelopment - maximize opportunity & minimize negative impact

Advocate for Outdoor Merchandise Displays, Extended Patios & extended Patio Season

Addition of colourful floral displays (annuals) for Broadway medians

Downtown Camera Installation

## Collaborate

Blade Signage Grant Program

Holiday/seasonal displays

Launch canopy share program

## Activate

Horticultural Plan

Café tables & chairs & live sized games (Covid-19 permitting)



# OBIAs Blade Sign Grant Program

Effective signage is essential for brick & mortar businesses

Blade signage is crucial in attracting pedestrians

The OBIA's Blade Sign Grant provides up to \$635 CAD for the purchase and installation of a new blade sign

The program offers a simplified sign permit process and a reduced permit fee thanks to the Town of Orangeville

# Stakeholder Alignment

Focus on existing collaborative partnerships to better leverage resources.

BIA supports Town initiatives like the extended patios and merchandise displays

Staff will seek new collaborative/partnership opportunities

Engage in Community Improvement Plan & Parking Strategy development

Work with Town on implementation of Tourism Strategy & Recreation & Parks Master Plan recommendations for Downtown.

"Better Together" Task Force will lead by example on Task Force initiatives

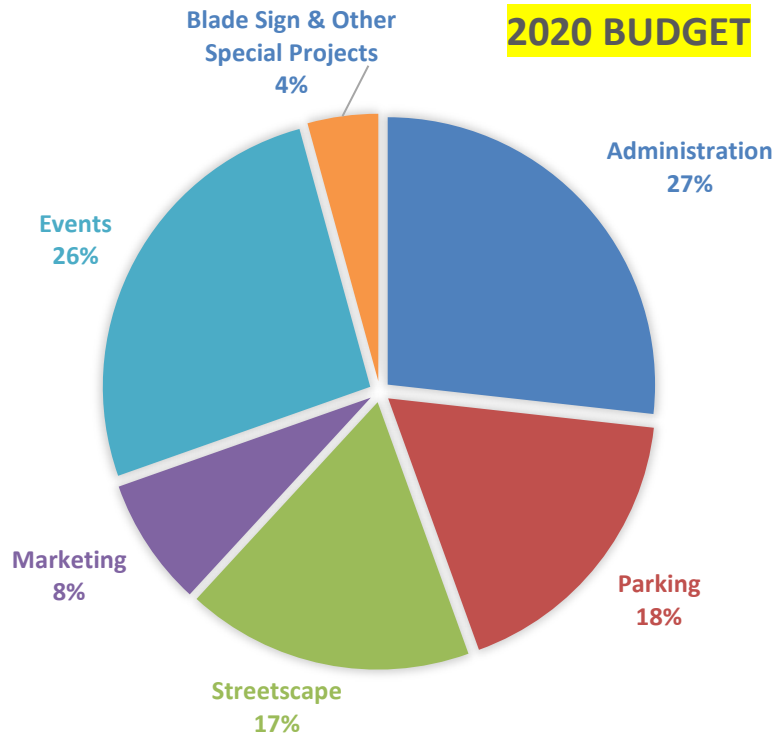




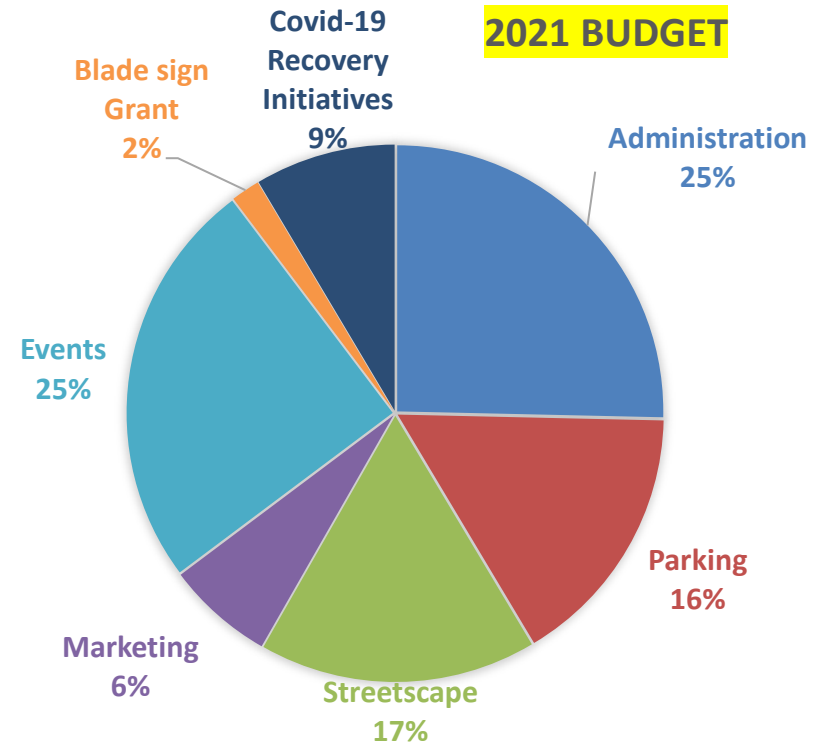
# Questions & Comments



## 2020 BUDGET



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**DOWNTOWN**  
**ORANGEVILLE.ca**

Thank You,  
Good Night