

A light blue, cloud-like shape with a scalloped border, centered on a dark blue background. Inside the shape, the text "downtown Orangeville" is written in a red, serif font.

**downtown
Orangeville**

2025 OBIA Annual Report



BIA Mandate

**To Improve the Area
through:**

- Improvements & Beautification
- Marketing, Promotions, & Events
- Advocating on behalf of the Area

5 Strategic Pillars

Beautified Space

Customer Attraction

Member Engagement

Stakeholder Alignment

Organizational Effectiveness

2024 Review



Beautified Space	Customer Attraction	Member Engagement	Stakeholder Alignment	Organizational Effectiveness	Special Projects
<ul style="list-style-type: none"> • Additional seasonal décor (Better Together Task Force) • Broadway Grande Band drum sculpture (Better Together Task Force) • Public meadow mural (Better Together Task Force) • Spectacular downtown floral displays 	<ul style="list-style-type: none"> • Estimated annual event attendance: 82K: • Farmers' Market & Winter Market <ul style="list-style-type: none"> • Summer Music Series • Taste of Orangeville • Boo on Broadway • Joy & Lights • Hwy 10 Billboards • Annual Promotions: <ul style="list-style-type: none"> • Fork It! • Joy Book 	<ul style="list-style-type: none"> • Increased Member visits, • Improved member engagement & support • Increased on-brand social media sharing • Blade sign and public mural grants for members 	<ul style="list-style-type: none"> • Contributed to Town of Orangeville's Economic Development Strategy • Contributed to County of Dufferin's Tourism Plan Update & Economic Development Plan • Continued support of 3rd party events • Secured in-kind sponsorships from local businesses 	<ul style="list-style-type: none"> • Action taken to help reduce staff attrition • Development of new staffing plan to • Prioritization of long-term public space and parking strategy (OBIA Board) 	<ul style="list-style-type: none"> • Expansion of Joy & Lights Weekend • NEW Holiday Market • New Snowflake light installation • 2 new business wayfinding signs



Parking

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- Solutions come through collaboration & cooperation; out of the box, forward thinking; and advocacy.



- Strategic planning & decision-making are key to ensuring healthy public parking inventories are maintained.



- Parking continues to be a BIA priority and will continue to seek opportunities to maximize parking inventories.



Special Projects:

Fed Dev My Main Street
Community Activator Grant

\$154,605 awarded from Fed Dev Canada through Canadian Urban Institute for the OBIA's Retail Reinforcement Project which included:

- Holiday Décor
- Snowflake Light Feature
- Drum Sculpture
- Meadow Mural
- Holiday Market Huts
- Holiday Market Entertainment
- Wayfinding Signs
- Seasonal Hwy 10 Billboards



2025 Preview

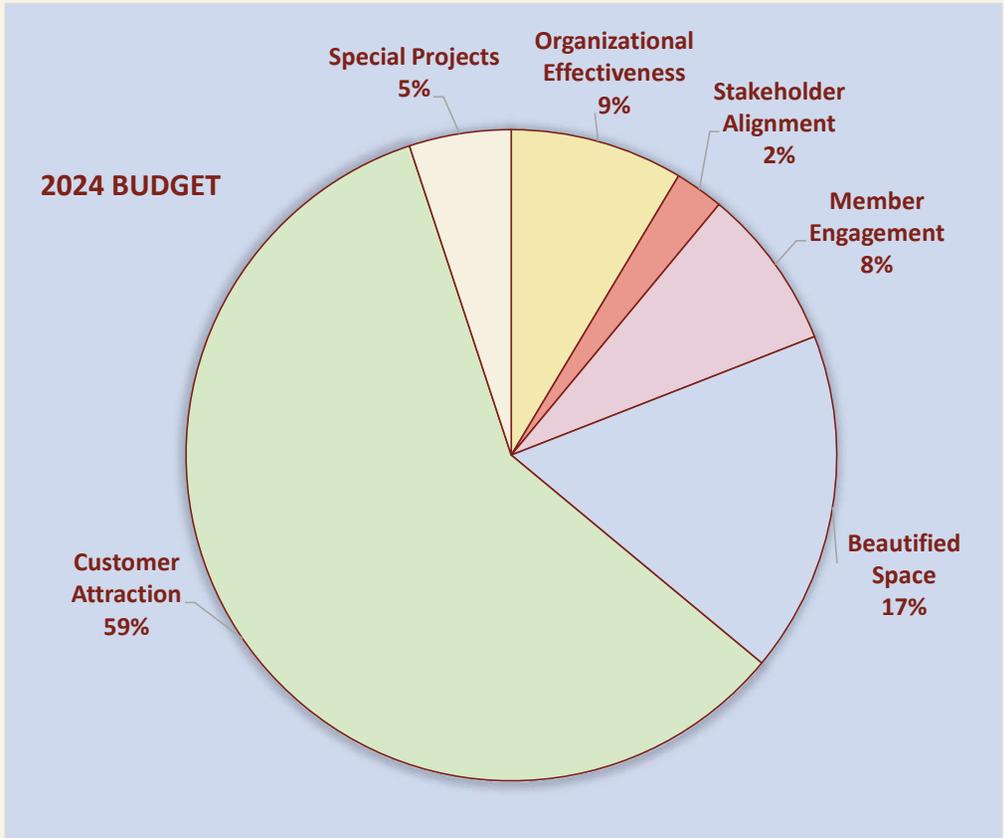
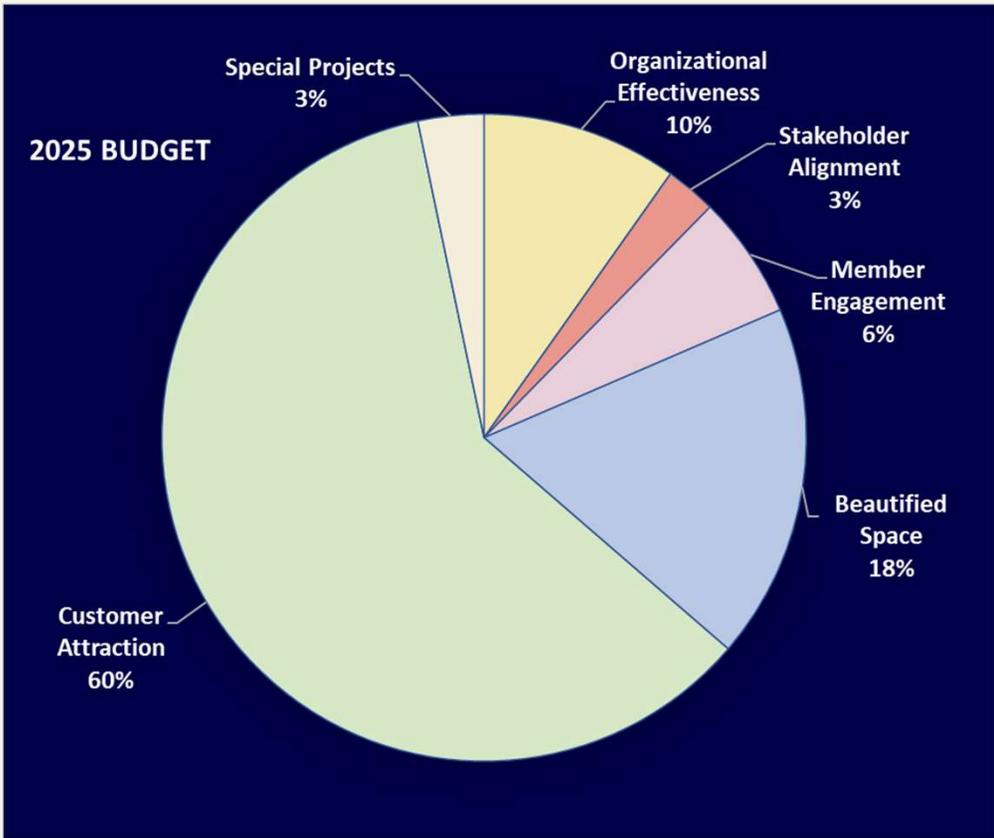
Beautified Space	Customer Attraction	Member Engagement	Stakeholder Alignment	Organizational Effectiveness	Special Projects
<ul style="list-style-type: none">• Extension of seasonal décor to side streets (Better Together Task Force)• Broadway Grande Band sculpture (Better Together Task Force)• Public mural (Better Together Task Force)• Ad hoc east Broadway streetscape maintenance	<ul style="list-style-type: none">• Marketing audit & updates• Taste of Orangeville review & refresh• Joy & Lights review & improvement• Open Sundays' business features• Promotions audit & review• Public subscriber newsletter	<ul style="list-style-type: none">• Increased Member visits, engagement & support• Increase in on-brand social media sharing• Development of retail sector working group with goal of expanding to other business sectors	<ul style="list-style-type: none">• Improved engagement with local service clubs• Memorandum of Understanding with Town of Orangeville• Develop & maintain in-kind sponsorships	<ul style="list-style-type: none">• Review & improve sponsorship opportunities• Develop staff attrition reduction & succession strategy (Board of Management)• OBIA Policies Review (Board of Management)• Develop long-term public space and parking strategy (Board of Management)	<ul style="list-style-type: none">• Holiday Market Hut improvements• Seasonal Decor• Holiday Market extension trial• Blade sign & public mural grants• Other opportunities

OBIA 2024 PRELIMINARY FINANCIAL REPORT	2024 Preliminary	2024 Budget
REVENUE		
BIA Levy	-496,000	-496,000
Grant Revenue	-154,605	0
Event Revenue	-32,382	-33,000
Farmers' Market Revenue	-28,062	-24,000
Santa Claus Parade Revenue	0	-5,000
Other Revenue	-13,303	-3,500
Total Revenues	-724,352	-561,500
EXPENSES		
Organizational Effectiveness	54,881	50,800
Stakeholder Alignment	12,262	14,400
Member Engagement	29,035	47,634
Beautified Space	100,330	100,200
Customer Attraction	331,772	348,466
Subtotal Annual Operating Expenditures	528,280	561,500
Special Projects	165,987	30,000
Total Expenses (Annual Operating + Special Projects)	694,267	591,500
Surplus/Deficit	-30,085	30,000
Contribution from Reserves	0	-30,000
Contribution to Reserves	-30,085	0
Net BIA	0	0
GENERAL RESERVES / GENERAL SURPLUS		
Current Year Contribution TO / FROM Reserves (estimated)	-30,085	30,000
BIA General Reserves / General Surplus (estimated)	-236,458	-236,458
Net Accumulated BIA General Reserves / General Surplus (estimated)	-266,543	-206,458





OBIA 2025 BUDGET	2025 Budget	2024 Budget	YoY Budget % Change	% Total 2025 Budget
REVENUE				
BIA Levy	-515,500	-496,000	3.9%	85%
Grant Revenue	0	0	0.0%	0%
Event Revenue	-35,300	-33,000	7.0%	7%
Farmers' Market Revenue	-26,500	-24,000	10.4%	5%
Santa Claus Parade Revenue	0	-5,000	-100.0%	0%
Other Revenue	-8,000	-3,500	128.6%	1%
Total Revenues	-585,300	-561,500	4.2%	97%
EXPENSES				
Organizational Effectiveness	59,470	50,800	17.1%	10%
Stakeholder Alignment	15,420	14,400	7.1%	3%
Member Engagement	37,340	47,634	-21.6%	6%
Beautified Space	107,620	100,200	7.4%	18%
Customer Attraction	365,450	348,466	4.9%	60%
Subtotal Annual Operating Expenditures	585,300	561,500	4.2%	97%
Special Projects	20,000	30,000	-33.3%	3%
Total Expenses (Annual Operating + Special Projects)	605,300	591,500	2.3%	100%
Surplus/Deficit	20,000	30,000	-33.3%	8%
Contribution from Reserves	-20,000	-30,000	-33.3%	8%
Contribution to Reserves	0	0	0.0%	0%
Net BIA	0	0	0.0%	0%
GENERAL RESERVES / GENERAL SURPLUS				
Current Year Contribution TO / FROM Reserves (estimated)	20,000	30,000	-33.3%	0%
BIA General Reserves / General Surplus (estimated)	-266,543	-236,458	12.7%	0%
Net Accumulated BIA General Reserves / General Surplus (estimated)	-246,543	-206,458	19.4%	0%



A red, scalloped-edged shape, resembling a flower or a seal, is centered on a dark blue background. The shape has eight rounded lobes. Inside this shape, the text "downtown Orangeville" is written in white. "downtown" is in a lowercase, sans-serif font, and "Orangeville" is in a larger, uppercase, serif font.

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