



**BUSINESS IMPROVEMENT AREA**

## Strategic Planning Session

Have your say about the future of the  
Wiarnton B.I.A.



**BUSINESS IMPROVEMENT AREA**

What Is a Business Improvement  
Area?

# What is a BIA?

A Business Improvement Area (BIA) is an association of commercial property owners and tenants within a defined area who work in partnership with the Municipality to create thriving and safe business areas that attract shoppers, diners, tourists, and new businesses. By working collectively as a BIA, local businesses have the resource capacity (funds and people) to actively enhance the quality of life in their local neighborhood and the Municipality as a whole.

<https://obiaa.com/start-a-bia/>

# How are BIAs Governed?

Ontario BIAs fall under provincial legislation and are regulated under the Municipal Act, therefore they are a Corporation of the Municipality. BIAs are **NOT** not-for-profit corporations under the *Ontario Corporations Act* and should not be confused with one. A BIA has unique and specific connections with the municipality as a private-public partnership, one that supports community and economic development with funds raised solely for that work outside of the general taxpayers.

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# Where & How to BIAs Operate?

A local municipality may designate an area as an improvement area and may establish a board of management, to oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the area beyond that provided at the expense of the municipality generally; and to promote the area as a business or shopping area.

<https://obiaa.com/start-a-bia/>



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**What is a BIA?**

<https://youtu.be/97nb27sOF2s?si=PM2GGOdD4Llj49e>



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# Vision Statement

What we want to be

# Vision Statement

- A vision Statement provides **direction to the group**.
- It should provide a **clear and compelling picture of the future** if the group is successful in implementing their plan.
- It can be a **desired end state** that makes sense to work towards.

# Vision Statements Can be Used to:

- Motivate the group
- Prioritise limited resources
- Keep decisions and discussions on track

# Vision Statement Exercise

## **Headline**

Imagine you are sitting at home, reading an article about the Wiarton B.I.A. five years from now. The article talks about the remarkable success of the Wiarton B.I.A. Imagine the headline and the story that accompanies the headline.



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## Vision Statement Exercise

Briefly share your keywords,  
concepts, or themes



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## Mission Statement

What do we do?

Who do we serve?

Where do we operate?

How does the group fulfill its function?

# Mission Statement

- A mission Statement describes:
  - What the group does, and its **purpose for existence**
  - Who the group serves (i.e. membership, clients, geographic area)
- An effective mission statement is:
  - **Clear, concise**, and easy to understand
  - **Realistic**, and describes the uniqueness of the group

# Mission Statement

- For incorporated groups the mission statement **must be consistent with the objectives of incorporation**
- It can function as an overarching and public message or **'snapshot description'**.



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## Mission Statement Exercise

Brainstorm as many ideas as possible  
for each question

# Thankyou for Coming!

## Next Steps:

- The strategic planning group members will facilitate a similar session with the Wiarion B.I.A. Board of Management.
- All these comments will inform the creation of a Vision and Mission statement for the Wiarion B.I.A.
- They will then inform the creation of 5 and 10 year plans