

# PILLARS | Business Improvement Area



| ECONOMIC DEVELOPMENT   | DESTINATION DEVELOPMENT  | COMMUNITY DEVELOPMENT   | MEMBER ADVOCACY   |
|--|--|---|---|
| <ul style="list-style-type: none"> <li>✓ Downtown Action on Revitalization</li> <li>✓ Leasing Support Program</li> <li>✓ Business attraction + retention efforts</li> <li>✓ Investment attraction</li> <li>✓ Workforce attraction</li> <li>✓ Marketing + branding</li> </ul> | <ul style="list-style-type: none"> <li>✓ Public Realm : street clean + maintenance</li> <li>✓ Placemaking : greenery + enhancements</li> <li>✓ Programming + seasonal events</li> <li>✓ Visitor promotions + attractions</li> <li>✓ Branding + marketing</li> <li>✓ Accessibility</li> </ul> | <ul style="list-style-type: none"> <li>✓ Partner with OBOT, OT, IO , City and others</li> <li>✓ Partner with arts, culture, music, events organizations</li> <li>✓ Liaise with groups for community housing + safety</li> <li>✓ Communications</li> <li>✓ Networking</li> </ul> | <ul style="list-style-type: none"> <li>✓ Represent BIA members at local and provincial levels</li> <li>✓ Advocacy efforts</li> <li>✓ Access to grants</li> <li>✓ Media Relations</li> <li>✓ Member Hub</li> <li>✓ Data collection on visitor traffic + spend</li> </ul> |