



Annual BIA Conference Mississauga in 2024



A Business Improvement Area Is...



Integral to advancing a distinct, livable, vibrant and resilient community.



A Local Board under the Municipal Act of Ontario that raises its own betterment of the commercial area.



Quick Facts

- Legislation first created in 1970
- First BIA in the world – Bloor West Village
- Currently about 300+ BIAs in Ontario
- 84 in Toronto
- More than 70% of Ontario's BIAs are members of OBIAA
- BIAs represent over 100,000 Businesses and 17,600 property owners
- Accumulated Levy of Ontario's BIAs – more than \$55M
- Employment by BIAs is over 150 part-time staff and 200 full-time staff



What do BIAs do?

- Supervise enhancement, beauty, and upkeep of municipal properties
- Go beyond standard municipal support
- Promote the area as a business or shopping destination (Municipal Act 2001, c. 25, s. 204 (1))



Who Benefits?



Business Operators

Improved atmosphere and ambiance

- Retail
- Service
- Professional



Property Owners

- Potential to increase property values and occupancy



Municipality and Province

- BIAs are strong local economic engines



The Community

- Move vibrant community
- Prosperous local economy
- Potential to increase property value

5 BIAs in Mississauga



Clarkson Village



Cooksville



Malton



Port Credit



Streetsville



2024 BIA Conference



- 2024 BIA Conference in Mississauga
- Hosted by OBIAA, in collaboration with Streetsville BIA and Tourism Mississauga
- Venue: Hilton Meadowvale/Mississauga
- Dates: April 28 to May 1, 2024
- Chosen due to support, suitability and accessibility



2024 BIA Conference

- Networking and discussions
- Expect valuable insights, workshops and presentations
- Anticipate productive, engaging conferences on scheduled dates



Support from Tourism Mississauga

- Tourism Mississauga, City of Mississauga, and local BIAs collaborate with OBIAA for
- Joint effort to create a conference theme and atmosphere
- Financial incentive: \$40,000 CAD, including \$10,000 CAD hosting commitment



Activations with the 5 Mississauga BIAs

- Walking Tour - Historic
- Craft Beer and Art Tour
- Museum Tour
- Dinner and Comedy Show
- Tuesday Social hosted by all 5 Mississauga BIAs
- BIA Mobiles
- Fit and Flow



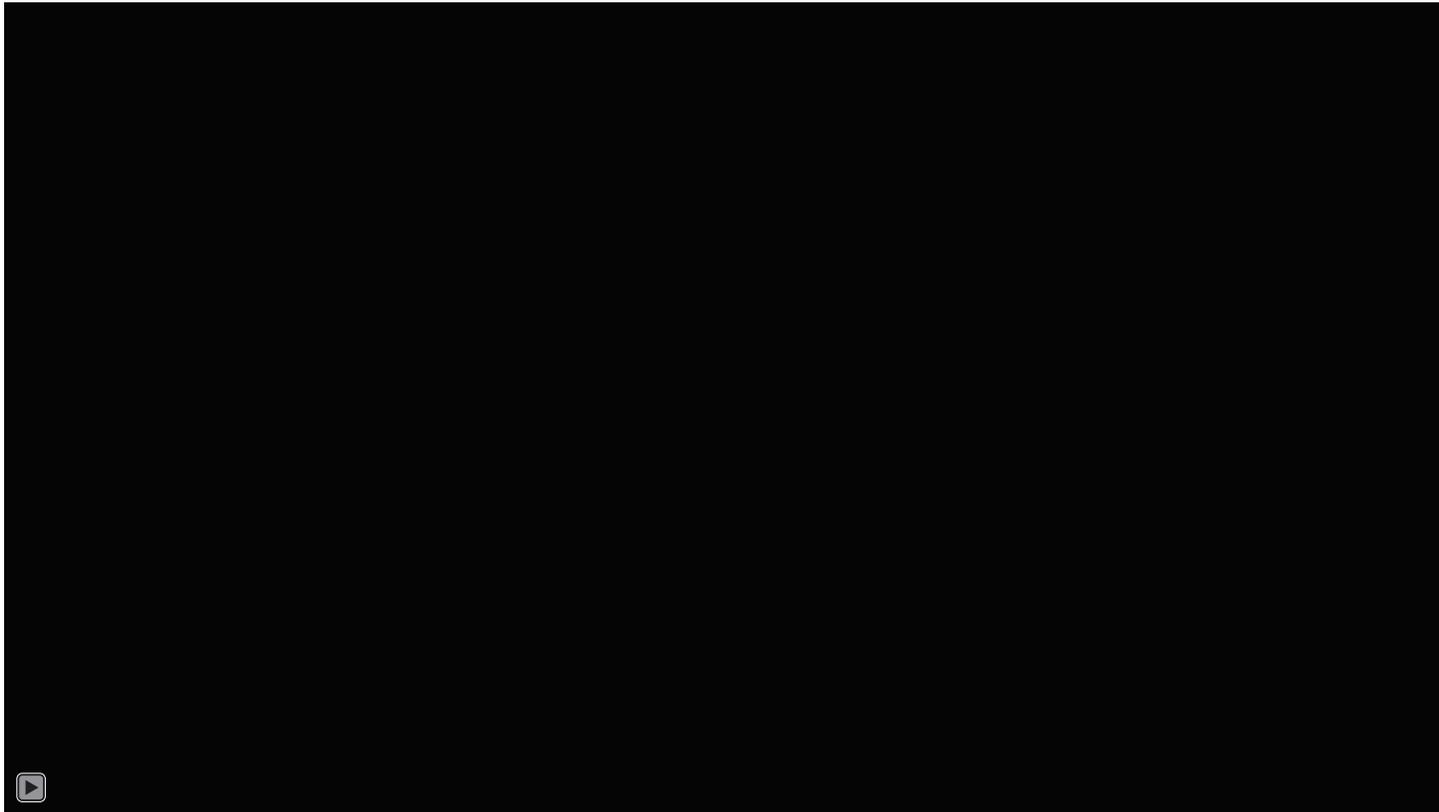
2024 Conference Economic Impact

Total anticipated Conference Spending: \$348,347*

Gross Domestic	Mississauga/	Rest of
Direct	\$127,642	-
Indirect	\$112,866	\$10,851
Induced	\$77,625	\$23,252

*Data from Ontario Ministry of
Tourism, Culture and Sport
TRIEMS

You're Invited!



OBIAA's Mission Statement



“

OBIAA is the network that represents unique and vibrant BIAs across Ontario. The Association supports and advocates on behalf of its members through the building and nurturing of strong OBIAA is a leader in the development and sharing of information, tools, resources, and best practices, and is the ONE voice on common issues.

”

Bringing it all together

ONTARIO BUSINESS IMPROVEMENT AREA ASSOCIATION



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Thank You



BIAs

2024 BIA Conference | April 28 to May 1, 2024
Hilton Mississauga/Meadowvale, Mississauga ON

The EVOLVING **CHAMPIONS**

OBIA **MISSISSAUGA** **VILLAGE OF STREETSVILLE** **tabia**