

Unionville BIA Annual General Meeting

January 20, 2010
Unionville Pizza Co.



Unionville BIA - Taxes

- How does the BIA levy system work?
 - BIA is a geographic area
 - BIA budget sets the levy each year
- How much does each member pay?
 - Based on your property value as assessed by MPAC
 - Levy is based on each member's proportion of total assessed commercial property value for BIA area

Unionville BIA - Taxes

● Example:

- If MPAC determines that the total BIA area assessed commercial property value is \$50M
- If MPAC determines that one particular member's property value is \$1M
- If the BIA approves a budget of \$200,000
- Then this levy would be
$$(\text{property value} / \text{street value}) \times \text{budget} = \text{levy}$$
$$(1,000,000 / 50,000,000) \times 200,000 = \$4000$$

Unionville BIA - Taxes

- BIA budget has not changed for the past four years
- Total commercial property square footage has increased dramatically in BIA area

2009 Year in Review



Festivals & Events

◉ Animating the street

- Theme days
 - Valentine's Day in Unionville
 - Unionville Wedding Show
 - Mother's Day in Unionville
 - Father's Day in Unionville
 - Halloween on Main
 - Unionville Remembrance Day
 - Unionville Late Night Shopping
 - Unionville Boxing Week Events



Festivals & Events

● Animating the street

- Holidays
 - Unionville Family Day
 - Unionville Easter Weekend
 - Victoria Day in Unionville
 - Canada Day in Unionville
 - Unionville Simcoe Day Festival
 - Unionville Heritage & Big Band Festival (Labour Day)
 - Unionville Little Oktoberfest (Thanksgiving)
 - Unionville Week Events



Festivals & Events

◉ Animating the street

- Festivals
 - Unionville Summer Concert Series
 - Unionville Village Festival
 - Canada Day in Unionville
 - Unionville Celtic Festival
 - Unionville Simcoe Day Festival
 - Unionville JAZZ ON MAIN Festival
 - Unionville Heritage & Big Band Festival
 - Unionville Olde Tyme Christmas



Streetscape

◉ Flowers

- Cutbacks from Town

◉ Banners

- Updated flag holders & flags (Thanks MP McCallum)
- Updated pole banner hangers
- Updated heritage banners (research)

◉ Trees & Lights

- New Christmas trees and lighting along street
- Wreaths and bows on all posts



Activities

● OMB

- Partnered with community (Unionville Villagers Association & Unionville Ratepayers Association) & Town to defend challenge to longstanding Unionville By-law
- Legal defence fund of over \$30,000 created with BIA contributing \$9000
- RESULT:
OMB fully supported the Unionville By-law as ``Good Planning``

Activities

● Paid Parking Issue

- Defended Unionville's long held position against paid parking on or around Main Street Unionville
- Markham Parking being created by Town to become paid parking authority
- Unionville mentioned in Town reports as possible place for paid parking implementation
- Have received assurances from Mayor, Regional Councillor Virgilio & Unionville Councillor Hamilton that they are not in favour of paid parking in Unionville
- UBIA is seeking written assurances protecting Unionville from any paid parking plans

Activities

- Unionville Ward 3 By-Election
 - Congratulations to our new Ward 3 Councillor and traditional BIA member:
Don Hamilton – a strong supporter of Unionville

Advertising

- Co-op – Greater Toronto Area is main focus
 - RADIO – The Jewel 88.5 FM
 - PRINT – Toronto Star
 - Intensive 25 week zoned advertising
 - Focus on T.O., Oakville, Mississauga, York Region, Durham Region
 - TELEVISION
 - Multiple pieces on Global News, City TV, CP24, CBC, and CTV
 - Numerous Unionville Features on Global, CTV, and most recently CBC
- Local advertising
 - PRINT – Markham Economist & Sun
 - PRINT – Snap Magazine – created Unionville page

Marketing & Advertising

- Unionville Specific Projects
 - Unionville Main Street brochure
 - Unionville Room Key program
 - Toronto Tourism
 - Ontario Tourism
 - Festivals & Events Ontario
 - Ontario Motorcoach Industry



UBIA Co-op Opportunities

● Advertising

- Advertise or die
- Best rates available

● Supplier discounts

- Saving members money on necessary tools for doing business
- Merchant discount rates available to our members only



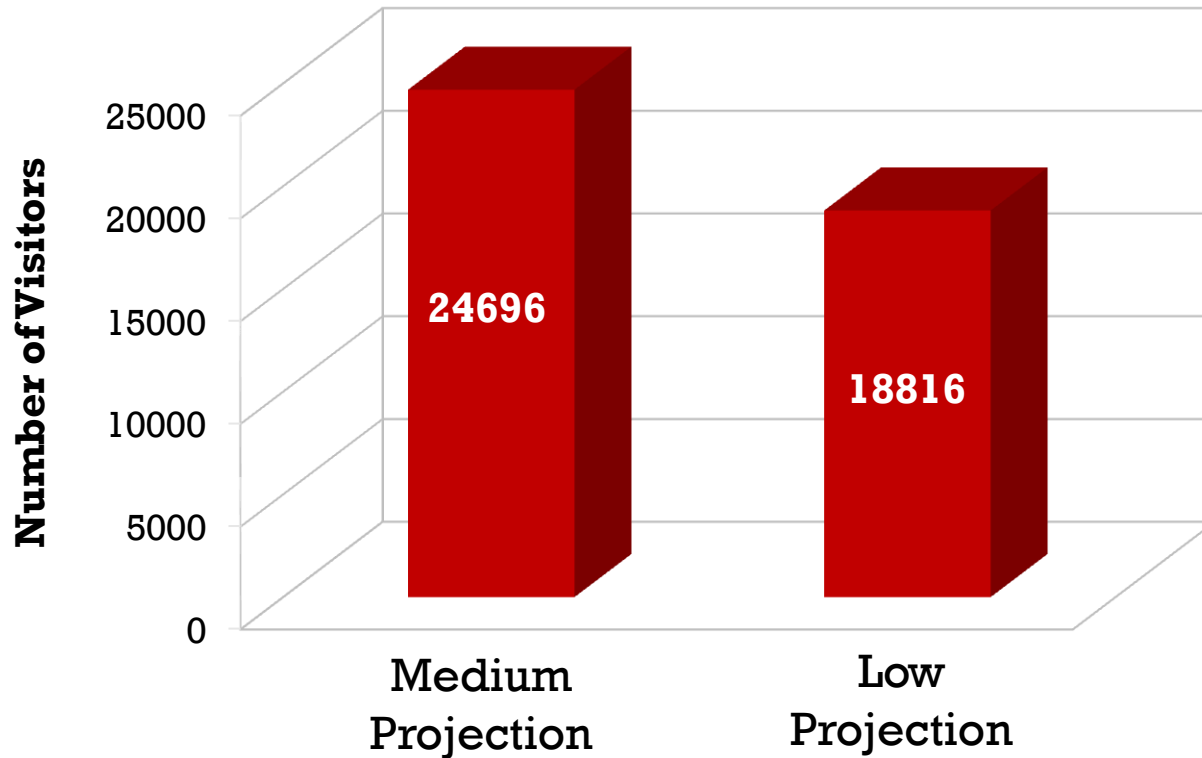
Project Proposal

Unionville Shuttle Service

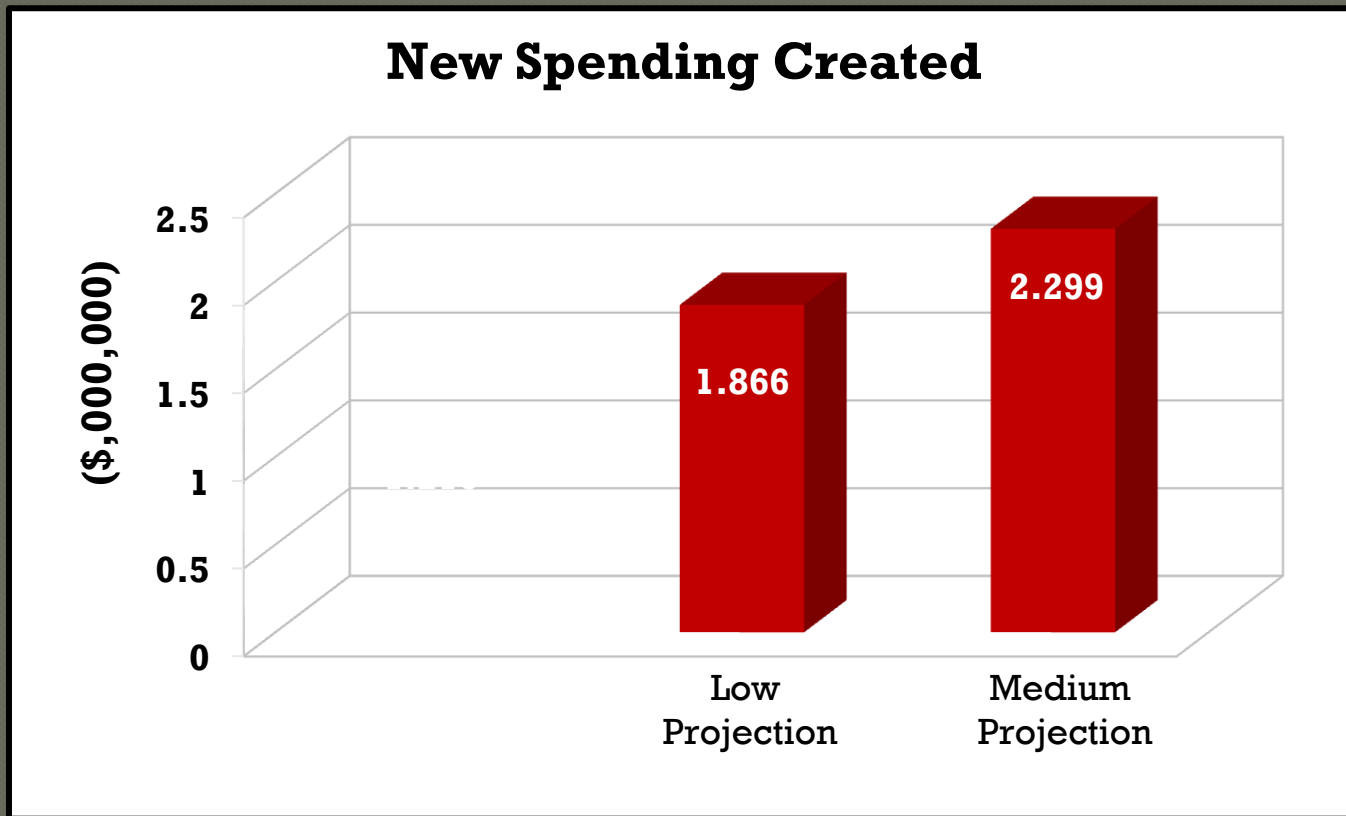
A direct, dedicated tourism shuttle between
Downtown Toronto and Unionville

Shuttle Service – Continued

New Visitors to Unionville 2010



Shuttle Service – Continued



2010 – The Year Ahead



UNIONVILLE BUSINESS IMPROVEMENT AREA

2010 BUDGET

REVENUES

TAXATION	199,500	
Advertising revenue	20,000	
Promotion revenue	10,000	
2008 surplus (approx)	<u>1,000</u>	
TOTAL REVENUES		230,500

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EXPENDITURES

ADMINISTRATION	9,000
GENERAL EXPENSES	2,000
HWY SIGN	2,000
AUDIT FEES	1,825
STREETSCAPE	15,000
PROMOTION & ACTIVITIES	75,000
ADVERTISING	
GENERAL ADVERTISING	120,675

*additional sponsorship/grants & all
surplus/deficit directed to general advertising *

FINANCIAL

LOAN REPAYMENT	0	
TAX WRITE-OFFS	<u>5,000</u>	<u>5,000</u>

TOTAL EXPENDITURES		230,500
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