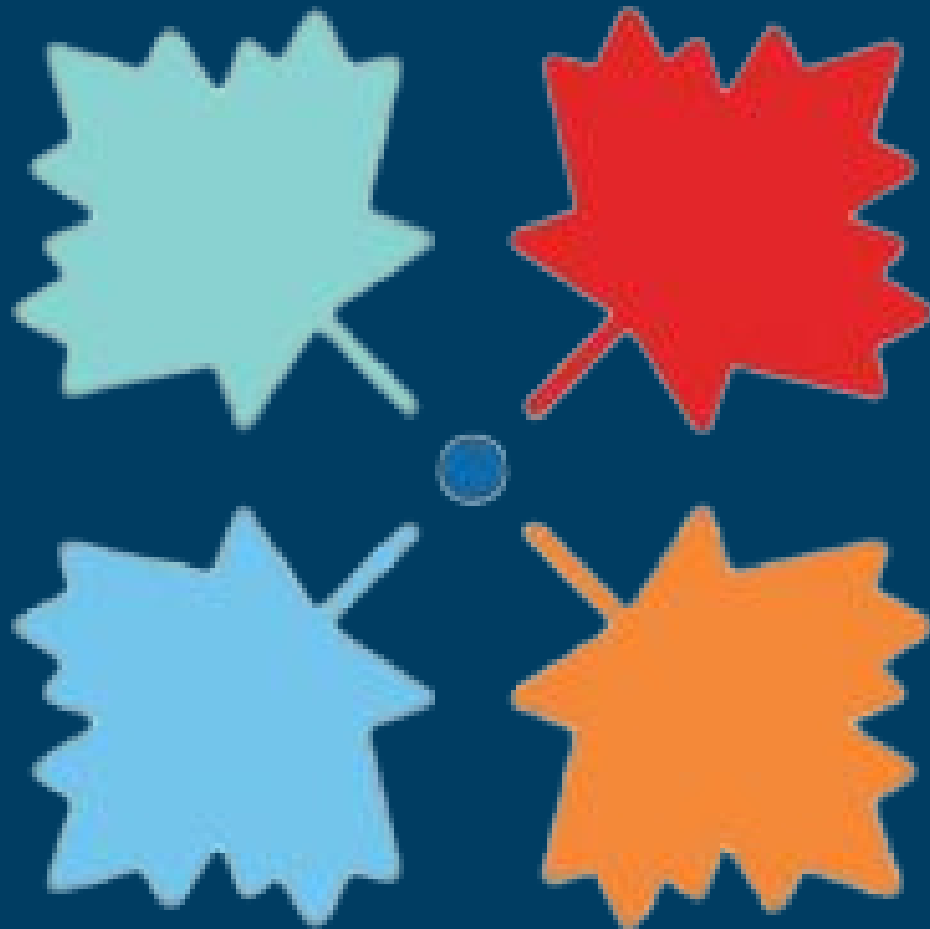


2024

Year in Review

DOWNTOWN PORTELGIN BIA





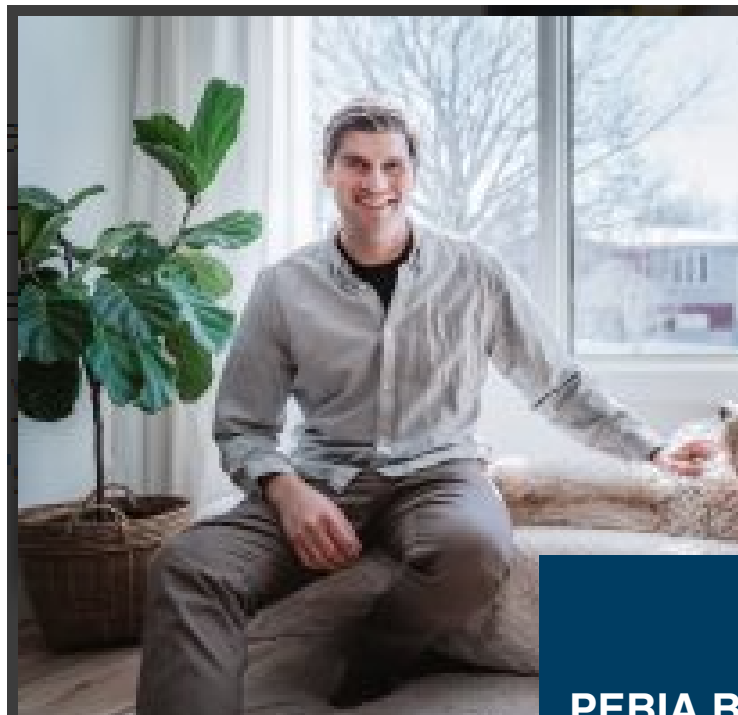
**Dear Mr Mayor, Town Council, Madam Clerk, and
Downtown PEBIA Members,**

As we close a remarkable year for the Port Elgin Business Improvement Area, I'm pleased to present our Annual Report. This report captures our collective achievements, challenges and the path forward as we continue to support our collective of businesses.

2024 has definitely been one of growth and transformation for the BIA. We've made significant strides in advancing our mission to actively enhance the area with promotions, events and street beautification, making it an area that is thriving and attractive for our member businesses, shoppers, diners, locals and visitors. Yet, there's so much more that we'd like to accomplish!

2025 promises to be equally as ambitious and we look forward to bringing our Membership and the Town the very best programming and support we can. Please do not hesitate to reach out with any ideas, questions, or ways in which we can support your business.

Warm Regards,



PEBIA Board

Chair	Andrew Kennedy
Treasurer	Andrea Belair
Promotions & Events Chairs	Andrew Kennedy & Pier Doninni
Streetscape Chair	Melissa Kennedy
Town Councillor	Rachel Stack

What is the BIA?

Remarkably, this question comes up a lot! The Downtown Port Elgin Ontario BIA is an association of commercial property owners and tenants who work in partnership with the Municipality of Saugeen Shores to create a thriving area that attracts 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 our neighbourhood and the Municipality as a whole. We act as a Committee of Council and are governed by the Ontario Municipal Act.

The BIA is responsible for events and promotions, streetscape and beautification, as well as being a resource to our Members for current funding opportunities, advocacy with the Municipality and as part of the larger Ontario Business Improvement Area Association, with the Provincial and Federal Governments. *(Copy with thanks to OBLAA)*

PILLARS

Our BIA, in fact, every BIA has two key pillars:

1. Promotions and events to drive feet to the street, and
2. Streetscape and beautification

2024 was the first year after a few dry ones, where a simple plan was put together to try to create a welcoming, fun and creative environment in which to conduct business by and for our, primarily, independent business owners, whether they be retail, food and beverage or in the service sector, in some capacity.

In the coming year, we hope to develop a strategic plan to reinforce our effectiveness with the two pillars above, and create a list of action items that we intend will enhance and drive our present programme.

Financial Report

In 2024 Port Elgin became a new member of the Ontario Business Improvement Association and through them we learned that we enjoy one of the smallest BIA levys in Ontario for a town of our size and similar demography.

We were able to offer a simple programme of promotions and events because there was a significant amount of money in our reserves, approximately \$66,000, that was added to the 2024 levy of \$33,00 plus a generous grant of \$10,000 from the Town for use toward a “Better Together” Event. *See following page, 2024 Budget*

One crucial thing we’ve learned is that meaningful promotions and events cannot run without a significant bump in the levy and we cannot expect our core business owners to shell out money to sponsor downtown events - they simply don’t have that financial bandwidth. While we also want to ensure that our programming drives feet to the street, some events and promotions may bring traffic downtown with the intention that people return to shop, dine, or just hang out.

To that end, the Board has voted on and accepted doubling the BIA Levy for 2025 and we hope that Saugeen Shores Council will agree that this is necessary. Still, that leaves us with a relatively small levy. Therefore, the Board further proposes that we enlarge our boundary to include all of Port Elgin up to the welcome signs on either end. We appreciate that many stores and businesses in this enlarged area, primarily the “big box” stores, won’t benefit from promotions and events for the independently owned businesses and this may be regarded as a “penalty tax” that will support programmes for our downtown businesses, but may extend the reach of beautification efforts. *See 2025 Draft Budget*

Overview 2024 vs 2025

2024 Levy + Reserve
+ 25th Anniversary Grant

\$111,756

2024 Expenses

\$101,000

2025 Proposed Levy
+ Reserve

\$87,756

Projected Expenses

\$105,000

YE 2025 projected deficit of \$17,744.00

2024 Budget

PEBIA 2024 WORKING BUDGET at November 5, 2024				
LEVY 2024	RESERVE FROM 2023			
\$33,000.00	\$66,756.35			
LEVY + RESERVE	99,756.35			
	2024 ASSIGNED BUDGET	ACTUAL EXPENSES	TOTAL EXPENSES to date	2024 REMAINING BALANCE
SPECIAL EVENTS & PROMOTIONS -				
Family Day	3,000.00	(3,214.86)	(3,214.86)	(214.86)
Easter Egg Trail 2023 and 2024	2,000.00	(2,889.31)	(2,889.31)	(889.31)
June Event - art, light, electrical install, radio	8,000.00	(6,961.90)	(6,961.90)	1,038.10
Pole mount banners for Downtown PEBIA		(1,344.60)	(1,344.60)	(1,344.60)
Shop Local Radio Spots, June 2024, Bayshore		(352.56)	(352.56)	(352.56)
25th Anniversary Event, August 9	30,000.00	(26,347.24)	(26,347.24)	3,652.76
Town money for 25th event \$10,000				0.00
Shoppers' Night	5,000.00	(424.52)	(424.52)	4,575.48
Video/photo businesses & Market, year one of three	0.00	0.00	0.00	0.00
Subtotal	48,000.00	(41,534.99)	(41,534.99)	6,465.01
FARMERS' MARKET				
Manager	3,000.00	(3,390.00)	(3,390.00)	(390.00)
Advertising - Social RTO7 oip GRANT	(1,000.00)	1,000.00	1,000.00	0.00
Advertising - 6 Flags and bases, 12 pole banners plus bistro sets (\$813.46), shed (\$1168.64), Portaloo (\$44.13)	2,500.00	(5,972.42)	(5,972.42)	(3,472.42)
ing Ballot (split with Pumpkinfest) This represents our portion	0.00	(123.16)	(123.16)	(123.16)
Electrical Installation by Town to Date (June 1)	0.00	(2,500.00)	(2,500.00)	(2,500.00)
Artwork for logo, banners and flags/ Andrew Kennedy and Clint Turcotte	2,599.00	(2,599.00)	(2,599.00)	0.00
Additional production for sandwich board signs	500.00	(407.93)	(407.93)	92.07
Radio Spots, June, Bayshore		(490.08)	(490.08)	(490.08)
Subtotal	8,599.00	(16,482.59)	(16,482.59)	(6,883.59)
FARMERS' MARKET				
Vendor Income: 50 vendors	10,935.00		0.00	10,935.00
Expenses	(16,482.59)	0.00	(16,482.59)	(16,482.59)
INCOME LESS EXPENSES (ABOVE)				(5,547.59)
STREETSCAPE/BEAUTIFICATION				
Flower Baskets and street planting	2,500.00	(4,902.27)	(4,902.27)	(2,402.27)
Pole Banners	8,000.00	(1,374.42)	(1,374.42)	6,625.58
New street furnishings and decor - pots	20,000.00	0.00	0.00	0.00
Subtotal	30,500.00	(6,276.69)	(6,276.69)	24,223.31
ADMINISTRATION - 5400				
Office Rent 2022	0.00	0.00	0.00	0.00
Website - domain registration and hosting and emails for 2 years	350.00	(190.34)	(190.34)	159.66
Employee Wages	15,600.00	(11,764.58)	(15,600.00)	3,835.42
AGM	1,500.00	(317.30)	(317.30)	1,182.70
OBIAA Membership	300.00	(281.00)	(281.00)	19.00
OBIAA Conference Fees, hotels, fuel	4,000.00	(3,527.05)	(3,527.07)	472.95
OBIAA Conference Grant				
Miscellaneous admin (Zoom, Google Work Space, Survey Monkey, supplies, copies, other	750.00	(623.29)	(623.29)	126.71
Subtotal	22,500.00	(16,703.56)	(20,539.00)	5,796.44
TOTAL BUDGET 2023	\$101,000.00	-\$80,997.83	-\$80,997.83	\$20,002.17

2024 BUDGET SOURCES	
Reserves (YE 2023)	\$66,756.35
2024 BIA LEVY	33,000.00
Grants	12,000.00
TOTAL BUDGET SOURCES	\$111,756.35
Expenses 2024	(101,000.00)
BALANCE FORWARD DEC 2024	\$10,756.35

2025 Draft Budget

PEBIA 2025 DRAFT BUDGET					
LEVY 2025	RESERVE FROM 2024				
\$66,000.00	\$10,756.00				
LEVY + RESERVE	76,756.00				
		2025 ASSIGNED BUDGET	ACTUAL EXPENSES	TOTAL EXPENSES 2024	2024 REMAINING BALANCE
SPECIAL EVENTS & PROMOTIONS -					
	Easter Egg Trail	3,000.00			
	Summer Event	15,000.00			
	Art in the Alley	8,000.00			
	Professional photography/video	6,000.00			
	Gift card promotion	3,000.00			
	Shoppers' Night	7,000.00	0.0	0.0	
			0	0	
	Subtotal	42,000.00	0.0	0.0	
			0	0	
FARMERS' MARKET			0.0	0.0	
	Manager	5,000.00	0	0	
	Advertising - Social RTO7 oip GRANT (tbd)				
	Portaloc	600.00			
	Radio Spots, June, Bayshore	500.00			
	Shade Sails	5,000.00			
	Vendor Income	(11,000.00)			
					0.00
	Subtotal	100.00	0.00	0.00	0.00
STREETSCAPE/BEAUTIFICATION					
	Flower Baskets	5,000.00			
	Public Art Installation	20,000.00			
	New street furnishings and decor - pots	13,000.00			
	Furniture for Coulter Parkette	5,000.00			
	Subtotal	43,000.00			
ADMINISTRATION - 5400					
	Office Rent 2022	0.00	0.00	0.00	0.00
	Website - domain registration and hosting and emails for 2 years	250.00			
	Employee Wages	15,600.00			
	AGM	1,500.00			
	OBIAA Membership	300.00			
	OBIAA Conference Fees, hotels, fuel	2,000.00			
	Miscellaneous admin (Zoom, Google Work Space, Survey Monkey, supplies, copies, other)	750.00			
	Subtotal	20,400.00		0.00	0.00
TOTAL BUDGET 2025		\$105,500.00			
2025 BUDGET SOURCES					
Reserves (YE 2024)		\$10,756.00			
2025 BIA LEVY		66,000.00			
2025 Farmers' Market Fees		11,000.00			
TOTAL BUDGET SOURCES		87,756.00			
2025 PROJECTED EXPENSES		\$105,500.00			
Balance forward Dec 2025		-\$17,744.00			

Strategic Plan and MOU

Additional takeaways from our attendance at the OBIAA Conference in April, 2024, were the need to develop a strategic plan to guide the BIA now and in the future. This would be a “living” document, meant to evolve and change, spelling out the mission and vision of the PEBIA along with a list of action items. We will use the OMAFRA Strategic Planning Resource Manual as our guide.

Additionally, it is important that we create a Memorandum of Understanding with the Town outlining our expectations of each other moving forward. To that end, we are already working with Community Development Office and Clerk on such a document.



KEY FOCUS AREAS FOR A STRATEGIC PLAN:

Value of Membership - A BIA offers immense value to local businesses and the broader community. Members gain access to collective marketing efforts, events and initiative designed to drive foot traffic and increase visibility for Members.

Marketing & Promotion: to attract shoppers, diners, and visitors, fostering community engagement

Streetscape Improvements: to create an inviting environment

Advocacy & Partnerships, essential for ensuring the interests of local businesses are represented in municipal planning and policies.

STREETSCAPE & BEAUTIFICATION HIGHLIGHTS

- **New Street Banners:** We developed, with a local commercial graphic artist, a collection of street banners focusing on shopping and dining downtown and the Farmer' and Artisan Market
- **Flower Baskets:** The BIA is delighted to pay for the gorgeous flower baskets and ground plantings, and we are very grateful to the Town Works Crew that hangs and maintains them! (Along with garbage pickup, helping with holiday decorating, placement of street furnishings, setting up street closures for events, and so much more!)
- **Holiday Decorations:** Coulter Parkette remains the downtown hub and it comes to life beginning with Shoppers' Night in November with lights and an additional cut tree
- Easter is our other family event and again, Coulter Parkette is our community gathering place for the Easter egg-stravaganza.



PROMOTION & EVENTS

HIGHLIGHTS

To date, we have engaged a rather intuitive promotion strategy capitalising on the social media accounts of some Members with larger followings.

In 2025 we look forward to building our visual assets for use with social and possibly print media, by engaging a local photographer/videographer and establishing a proper schedule of social media posts featuring our members and focusing on benefits to the greater community of shopping and dining locally.

2024

February Family Hockey Day at Coulter Parkette - Great idea but we had actual winter weather that may have discouraged families from coming out

April - Easter Egg Hunt with the Easter Bunny, eggs filled with goodies, a petting zoo and a bubble station

June - Art in the Alley between Great Huron Tattoo and Rosina's, featured an original art installation, installation of strings of edison lights and a general clean up. The event was rounded out with additional artists in the alley showcasing their artwork and a jazz band on the back deck of Rosina's

August - Better Together Street Dance in the parking lot on Green Street, east of Goderich. Two cover bands played, the Queens looked after the beer garden and there were food trucks as well

November - Shoppers' Night kicks off the holiday shopping season. Many thanks to Mayor Charbonneau for flipping the switch on the fabulous light display, and welcoming local dancers, Santa, Buddy the Elf, free hot chocolate, cookies,, gift wrapping, a petting zoo and horse drawn wagon rides. This event is a holiday tradition in Port Elgin and was extremely well attended, not just for the goodies, but foot traffic and in-store promotions and sales were up in 2023 and not bad in 2024 - rainy weather was a bit of a disappointment, but by no means discouraged participants!

FARMERS' & ARTISAN MARKET

2024 saw the Market move from Coulter Parkette to the parking lot at Green Street, east of Goderich. The BIA made significant investment into the market with directional flags for Goderich Street, banners, bistro sets, a storage shed, electric hookups for vendors and a seasonal portaloos for vendors.

Under the management of Shawna Harvey, the Market increased the number of vendors and saw an average of 1,500 visitors each week, missing only one due to inclement weather.

Shawna hand-picks the vendor roster to have a balance of ready made foods, made on location food, artisan made crafts and home products. Sticking to the same model, the 2025 Market is sure to enjoy similar success, already having a wait list for vendors. We are exploring options to offer shade to the area so people can enjoy lunch or coffee at the Market. We feel that in the next few years there may be opportunity for further expansion.

The Market is the one initiative that makes money for the BIA and we will be giving the Market Manager a fee increase for 2025.

We are already exploring opportunities to build cross promotional relationships between vendors and our brick and mortar stores on Goderich.



SUMMARY



Businesses are the backbone of our community and economy, driving innovation, creating jobs and fostering unique, local character. Unlike larger corporations, these businesses often reinvest a significant portion of their earnings back into our town. They provide personalised services, building strong relationships with their customers and offer diverse products that reflect the needs and preferences of our community.

The Downtown Port Elgin BIA appreciates how these qualities add to the character of our town and we look forward to fostering and growing these relationships in the coming years.

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