

# SBIA

ANNUAL REPORT  
2024



  
**BIA**  
**Southampton**  
WALK STORE TO SHORE

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# LETTER FROM THE CHAIR



**SARA  
PORTER**

**SBIA Chair**

## *Our collective success*

relies on the strength of our partnerships, and I want to thank each and every one of you for your continued commitment to making Southampton a thriving hub for locals and visitors alike.

Together, we will rise to the occasion, tackle new challenges, and create new opportunities that will benefit our businesses, residents, and community as a whole.

Please do not hesitate to reach out with any ideas, questions, or ways in which we can support your business.

Warm Regards,  
Sara

Dear Partners in Business,

I hope this letter finds you all well. I wanted to take a moment to reflect on the year behind us and share a few thoughts on what lies ahead. The past year has brought with it a unique set of challenges for our businesses, from shifts in consumer habits to navigating new economic realities. Yet through it all, our community has shown remarkable resilience and adaptability, which is a testament to the strength and spirit of Southampton!

Looking forward, one of our key priorities remains expanding our shoulder season visitors. We understand the importance of extending the vibrancy of our town beyond the traditional summer months, and the BIA is committed to taking active steps to promote Southampton as a year-round destination. This will involve collaboration on events, marketing campaigns, and working closely with your businesses to ensure we are offering experiences that draw visitors during these quieter months.

**2**

**New Businesses**

**12**

**New Street Banners**

**25%**

**Expanded our client base**



# SBIA OVERVIEW

## WHAT IS THE SBIA?

The Southampton 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.

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.

## VISION

Our Vision is for Southampton BIA Members to thrive in a diverse, inclusive, resilient and prosperous community.

## MISSION

Our mission is to stimulate a strong local economy through advocacy, building relationships and partnerships, supporting business participation, delivering innovative programs and events, and fostering a unified business community.

# FINANCIAL HIGHLIGHTS

This year, the increased levy for 2024 has provided us with the resources needed to make significant improvements in our efforts to enhance the appeal of Southampton for both residents and visitors. These funds have allowed us to achieve several key initiatives:

- **New Street Banners:** We proudly incorporated beautiful Indigenous artwork into our banner programme, celebrating the rich cultural heritage of our Saugeen First Nation neighbours while beautifying our streets.
- **Advertising:** The additional funding enabled us to promote visiting Southampton year round with two insertions in the popular local magazine RAMPT.
- **Professional Photography Campaign:** We invested in stunning professional photographs to promote Southampton as a must visit destination and to create our digital catalogue available to all Members.



Levy

**\$X**



Expenses

**\$X**



# STRATEGIC PLAN

The Southampton BIA board has worked diligently to develop a comprehensive strategic plan for the next 4 years. This plan is designed to guide our efforts in supporting local businesses, enhancing our community appeal and promoting sustainable growth over the next 4 years and beyond.

## KEY FOCUS AREAS:



**Value of Membership:** Valuable opportunities for local businesses to collaborate, grow, and benefit from collective marketing efforts, events and initiatives aimed at enhancing the town's economic vitality year-round.



**Cultural Integration:** Strengthening partnerships with local artists and local Indigenous community to incorporate more cultural elements into the town's identity.



**Expanding Tourism:** Prioritizing shoulder season events and marketing initiatives to attract year round spending.

You'll find the entire Strategic Plan Document on our website under the Members tab along with the Town's Destination Development Document  
<https://southamptonbia.com/members%3A-info-and-photos>

# PROMO & EVENTS

## 2024 RECAP

**February:** Love At The Lake

**May:** Retail Month

**June:** L+ At The Lake

**July:** Music On High : The Vaudevillians

**August:** 25th Anniversary Street Party

**September:** Music On High : Nuclear Vibes

**October:** Live At The Lake and Small Business Week

**November:** Sparkles, Savour Southampton & Christmas Town

**December:** Festive Fridays & Santa Summit



# 18

Businesses enrolled in SBIA Gift Card Program

# 50%

Increase in online sales

## NEW EVENTS FOR 2025

Movie Nights in February, Promoting Dinner in Southampton then a movie at the Town Hall.

# 40%

Increasing website traffic

# 60%

Increasing online sales

# NO STYLE CHANGES FROM THIS POINT ON



**DANIEL GALLEGO**  
Marketing Manager

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Performance:

**85**

Target Achieved:

**80%**



**OLIVIA WILSON**  
SEO Manager

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Performance:

**75**

Target Achieved:

**70%**

# SOCIAL RESPONSIBILITY



**\$3M**

Education



**\$2.5M**

Healthcare



**\$1.5M**

Environmental

## RIMBERIO DISTRIBUTED 10% OF OUR PROFITS TO BACK A RANGE OF COMMUNITY INITIATIVES.

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# FINANCIAL STATEMENTS

## \* INCOME STATEMENTS

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Revenue	<b>\$85M</b>
Expenses	<b>\$60M</b>
Profit	<b>\$25M</b>

## \* BALANCE SHEET

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Assets	<b>\$20M</b>
Liabilities	<b>\$15M</b>
Shareholders	<b>\$10M</b>

## \* CASH FLOW STATEMENT

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Operating	<b>\$25M</b>
Investing	<b>\$30M</b>
Financing	<b>\$15M</b>

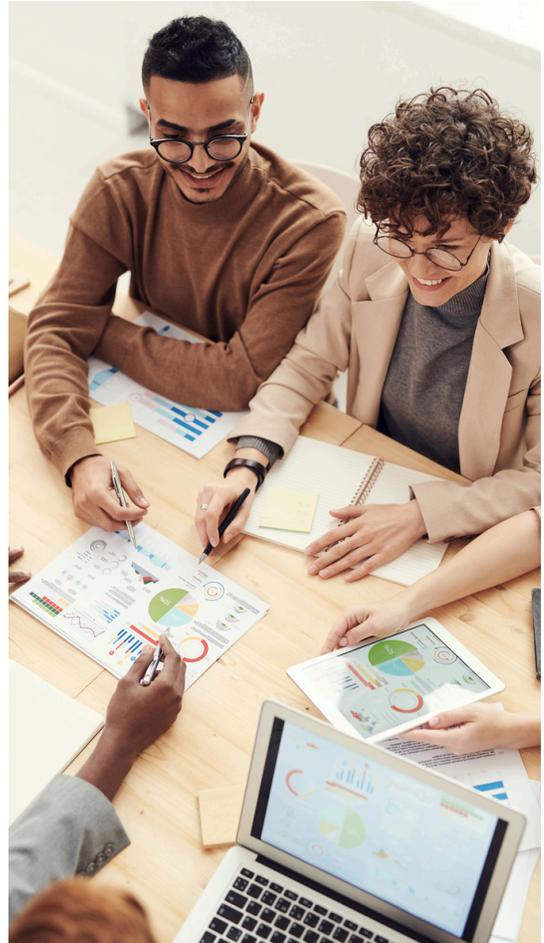
# FUTURE OUTLOOK

## FUTURE PLAN

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## INOVATION

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# CONTACT US



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