

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,

A handwritten signature of Sara in black ink on a white background.

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.

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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

Up until 2024, Southampton had one of the smallest BIA levys in Ontario. After discussion at the 2023 Annual General Meeting, we doubled the levy.

In 2024, while still having one of the smallest levy's in Ontario, we are sticking to our promise to give you two years to prove we are enhancing our two key initiatives: Streetscape and Beautification and Promotion and Events, before setting a regular BIA levy increase to begin in 2026.

Proposed 2025 budget to be presented to council November 25.



2023 Levy

\$29,350



Expenses

\$47,019*
*all reserves used



2024 Levy

\$58,700



Expenses

\$59,250

DRAFT 2025 BUDGET

LEVY 2025	RESERVE FROM 2024	BUDGETED FUNDS	EXPENSES	TOTAL EXPENSES 2023	VARIANCE
\$58,700.00	\$1,505.31	\$60,205.31	\$0.00	\$0.00	
LEVY + RESERVE	60,205.31				
		2025 ASSIGNED BUDGET	ACTUAL EXPENSES	TOTAL EXPENSES 2025	2025 REMAINING BALANCE
SPECIAL EVENTS & PROMOTIONS - 4310		\$20,000.00			
Off-season Events: Love at the Lake, Leprachaun Leap, Savour Southampton, Photography		3,000.00	0.00	0.00	3,000.00
Music on High, July & Aug, Shindig, August		5,000.00	0.00	0.00	5,000.00
		0.00	0.00	0.00	0.00
October - Live at the Lake (Event costs, advertising, promotional materials, contest execution ancillary events and prizes)		8,000.00	0.00	0.00	8,000.00
Revenue from Ticket Sales, and bar		(5,000.00)	0.00	0.00	(5,000.00)
Revenue from Sponsors		0	0.00	0.00	0.00
Christmas Promotion		\$1,000.00	0.00	0.00	1,000.00
Sparkles, November, December, Radio		\$1,000.00	0.00	0.00	1,000.00
Advertising - print, digital, social		\$3,500.00	0.00	0.00	3,500.00
Festive Friday Wagon Rides, December		\$3,000.00	0.00	0.00	3,000.00
Gift Card Promo		\$500.00	0.00	0.00	500.00
Subtotal		\$20,000.00	\$0.00	\$0.00	\$20,000.00
MEMBERSHIP - 5845		\$1,500.00			
New member packages, window clings		500.00			
Socials, mixers		500.00			
BIA Member Awards		500.00		0.00	
Revenue from Associate Memberships		(1,500.00)			
Subtotal		\$0.00	\$0.00	\$0.00	\$0.00
STREETSCAPE - 4340		\$16,000.00			
Flower Baskets, Street Planters		3,000.00	3,000.00	3,000.00	3,000.00
Seasonal Decorating, lunch for town crew		3,000.00	3,000.00	3,000.00	3,000.00
Artwork/production for pole mount banners or other art installations/activations		10,000.00	10,000.00	10,000.00	10,000.00
Subtotal		\$16,000.00	16,000.00	\$16,000.00	\$16,000.00
ADMINISTRATION - 5400		21,750.00			
Office Rent 2025		100.00	0.00	0.00	100.00
Website - Go Daddy		250.00	0.00	0.00	250.00
Employee Wages		15,600.00	0.00	0.00	15,600.00
Nov 2025 AGM Notice, hall rental & expenses		1,500.00	0.00	0.00	1,500.00
OBIAA Membership		300.00	0.00	0.00	300.00
OBIAA Conference x 2, materials, hotels, fuel		3,000.00	0.00	0.00	3,000.00
Miscellaneous admin (Zoom, Google Work Space, Survey Monkey, supplies, copies, Zoom fees, misc		750.00	0.00	0.00	750.00
Subtotal		\$21,500.00	\$0.00	\$0.00	\$21,500.00
TOTAL BUDGET 2025		\$59,250.00	\$10,000.00	\$16,000.00	\$57,500.00
2025 BUDGET SOURCES					
2025 BUDGET		-\$59,250.00			
Reserves (YE 2024)		\$1,505.31			
2025 BIA LEVY		58,700.00			
Cash in Bank		1,958.50			
SUBTOTAL INCOME		\$62,163.81			
ESTIMATED BALANCE FORWARD DEC 2025		\$2,913.81			

as at October 31, 2024

STRATEGIC PLAN



The Southamptton BIA board has worked diligently to develop a comprehensive strategic plan for the next 4 years. This always evolving 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



STREETSCAPE & BEAUTIFICATION HIGHLIGHTS

In 2024 the increased levy provided us with the resources to make significant improvements in our efforts to enhance the visual appeal of the core commercial area for our businesses, residents and visitors. These funds have allowed us to embark upon 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. Canada Day and Truth & Reconciliation banners were also created and installed. We intend to keep building our banner library with new artwork by local artists
- **Flower Baskets:** The BIA does the easy part and pays for the gorgeous flower baskets, the Town Works Crew hangs and maintains them!
- **Holiday Decorations:** Lit garlands adorn our traditional street lamp posts and additional lit decorations will be added at the Town Hall in November 2024
- **High Street Revitalisation:** The Town accepted the BIA's suggested plan for HSR and has moved forward with RJ Burnside & Associates for the engineering. As of writing (October 2024,) we look forward to the latest iteration of the Plan in November 2024, and moving forward with landscape and hardscape design.



New Banners:

12

Target
Achieved:

65%

PROMOTION HIGHLIGHTS



*Where beach vibe
meets arts vibe
all year 'round!*

shopping
dining
art
culture
history

Visit us here for more info!
southamptonbia.com

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Mission: Let's *not* keep
Southampton a “hidden” gem

In 2024 we committed to
building visual assets including
print advertising and a
photography catalogue.

- **Advertising:** two
insertions in the popular
local magazine RAMPT
promoting visiting
Southampton year round
- **Professional
Photography Campaign:**
Southampton is a must-
visit destination. We now
have hundreds of stunning
professional photographs
featuring our beautiful
town and many of our
Member businesses. This
catalogue is available to all
Members via our website
southamptonbia.com and
if you wish to be included,
please let us know and
we'll set up an
appointment!

EVENTS

HIGHLIGHTS

Mission: provide shoulder-season events and promotions to capitalise on our local and near-local markets

- **February**, Love at the Lake
- **May**, Shop Local
- **June**, L+ at theLake
- **July**, Flagquest in conjunction with Marine Heritage, Music on High
- **August**, Music on High, Better Together 25th Anniversary of Amalgamation Street Party
- **October**, Live at the Lake
- **November**, Savour Southampton, Sparkles Shopping Night and Tree Lighting
- **December**, Festive Friday's, Horse Drawn Wagon Rides, Santa Summit



PROPOSED EVENTS

2025

Mission: provide shoulder-season events and promotions to capitalise on our local and near-local markets

- **February**, Love at the Lake
- **March**, Leprachaun Leap
- **May**, Shop Local
- **June**, L+ at the Lake
- **July**, Flagquest (TBD), Music on High
- **August**, Shindig!!!
- **October**, Live at the Lake
- **November**, Savour Southampton, Sparkles Shopping Night and Tree Lighting
- **December**, Festive Friday's, Horse Drawn Wagon Rides, Santa Summit



HIGH STREET REVITALISATION



* Street Furniture and Accessories are one of our priorities to ensure the items we want on see on the streets of Southampton are included in the High Street Revitalisation Budget.

* We will be working along with Amanda Monaghan, Community Development Officer, Town of Saugeen Shores, and RJ Burnside, on a plan to ensure minimal impact to businesses during construction. We look forward to providing our Members and residents excellent communication and a plan to ensure support to impacted businesses.



* New Street Art installations, light experiences and an art & culture walk are to be a beautiful part of our revitalised High Street. Work will begin now to ensure we find exactly what we want to bring together in Southampton.

* Interested in participating in these decisions? Contact us to discuss joining the streetscape committee!

STREET REVITALISATION BREATHES NEW LIFE INTO A COMMUNITY, ATTRACTING BUSINESS, FOSTERING LOCAL PRIDE, AND CREATING A VIBRANT, WELCOMING SPACE FOR ALL.

SOCIAL RESPONSIBILITY



Businesses are the heartbeat of a community, creating spaces for connection, supporting local initiatives, and fostering a sense of belonging that strengthens the fabric of the neighborhood.

BUSINESS & COMMUNITY

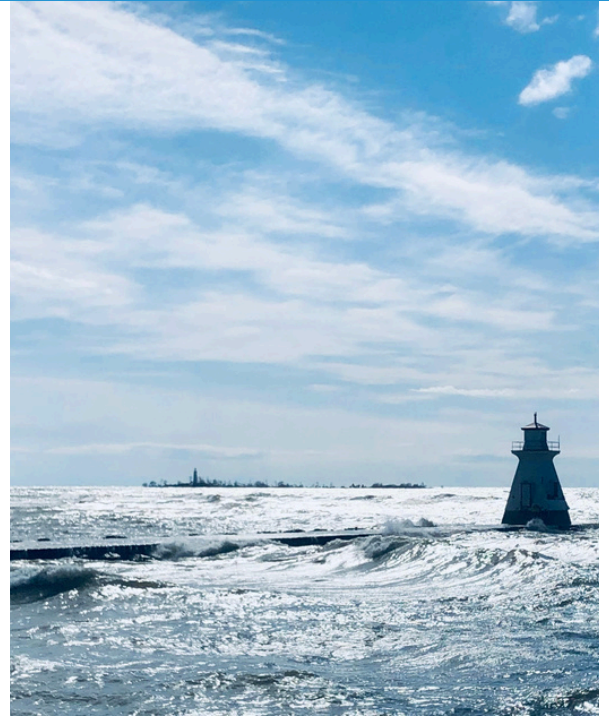
As the Business Improvement Area (BIA) for Southampton, we recognize the importance of social responsibility and the role we play in fostering a vibrant, inclusive, and sustainable community. Our social responsibility commitments focus on supporting local businesses, promoting environmental stewardship and creating an inclusive space where both residents and visitors can thrive. This report outlines how we achieve these goals and continue to make a positive impact on our community.

SOCIAL RESPONSIBILITY

continued

* Inclusive Event Participation: Our inclusive event planning has seen increased diversity in participation, ensuring that people from all walks of life feel welcome at BIA-sponsored events. This has contributed to a more vibrant and diverse community atmosphere in Southampton.

* Supporting Local Artists: We incorporate art by local creatives into our beautification projects. These initiatives not only foster creativity but enhance the cultural fabric of Southampton, making it a more vibrant place to live and visit.



* Wellness Week events that promote wellness and mental health awareness. We will collaborate with professionals to provide workshops and resources that help manage stress, anxiety, and overall mental well-being, not just for members but the overall community.

* Champion local businesses through consistent marketing efforts, community events, and advocacy. By promoting Southampton as a destination for unique, high-quality products and services, we stimulate local economic growth and encourage a thriving, self-sustaining business community.



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