



ABOUT THE BIA

Waterdown Village is a vibrant, energetic and family-friendly community that retains the quaint charm and ambiance of a small town, while also offering the amenities, services and conveniences of a modern-day village. The Waterdown Business Improvement Area (BIA) is a defined commercial area that includes more than 250 shops, restaurants, salons, spas and professional and service providers, each dedicated to offering a unique visitor experience.

Designated in a by-law enacted by the former town of Flamborough, the Waterdown BIA is managed by an Executive Director, a nine (9) member volunteer Board of Management and the Ward 15 Councillor. Its mandate is to enhance and beautify the BIA district and nurture business opportunities within the area through marketing and co-promotions, streetscaping, seasonal events and decorations as well as community and capacity-building initiatives.

The Board is elected in the 'Municipal Election Year' and serves for the four (4) year council period.

What is a BIA?

A Business Improvement Area (BIA) is an association of commercial property owners and tenants within a defined area who work in partnership with the city to create thriving, successful and safe business areas that attract tourists, local shoppers, diners and even new businesses. This collective has the organizational and funding capacity to enhance the quality of life in its local neighbourhood and advocates for civic improvement for the benefit of all.

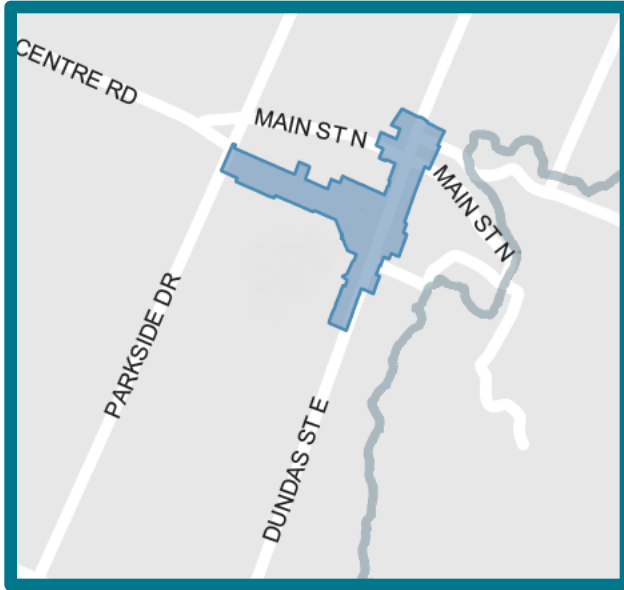
BIA Funding

If you are a landlord or business owner within the designated BIA area, then you are contributing money to the local BIA through a levy. This money is used by your BIA each year to make improvements to the local business district it oversees. Projects can range from street beautification to the launch of successful events to marketing initiatives to help bring visitors to the area.

BEING A MEMBER

Am I Currently a BIA Member?

The map (on next page) shows the Waterdown BIA's district shaded in blue. As a property or business owner within the BIA district, a portion of your tax levy supports BIA initiatives and programs. The Waterdown BIA's district spans the business corridor along Hamilton Street North between Dundas and Parkside as well as Dundas Street from east of Mill Street to west of Pirelli Street, including the commercial areas that run off the downtown core. This area includes more than 250 unique businesses and services.



The Benefits of Being a Member

By being a part of a BIA, you are introduced to an exclusive business community that fosters a network of involved individuals and organizations. This leads to many opportunities unique to your area and community.

All businesses in the area, whether retail, professional, dining, entertainment or finance, may gain advantages from the improved local atmosphere and ambiance that a successful BIA helps to create. Improvements and activities may retain more local customers and attract more visitors.

Activities and events can help create and sustain a

more vibrant economic environment, which may lead to an increased demand for retail and office spaces, as well as an increase in property values.

BIA's help to improve the surrounding neighbourhoods' quality of life through esthetic improvements, small business and employment opportunities, maintenance, safety programs, and community engagement.

Additional member benefits specific to being a part of the Waterdown BIA include the following:

- ✓ Access to our Office's boardroom for your business meetings and conferences
- ✓ Increased awareness through having a free listing on our online business directory
- ✓ Exclusive member emails about upcoming opportunities within the BIA

Your Responsibility as a BIA member

Within your BIA:

1. Compliance with property standards as defined by the City of Hamilton. This includes façade peeling paint, weeding, graffiti removal, and snow removal.
2. Compliance with waste removal as defined by the City of Hamilton. This includes ensuring proper disposal of garbage and recycling on assigned days. This also includes reporting any dumping in your area to By-Law Enforcement.
3. Report all crimes to Hamilton Police Services. This includes robbery, shoplifting, theft, inappropriate customer behaviour, etc.
4. Collaboration with the City of Hamilton Public Works to report any broken or burnt out city lights, in the interest of community and business safety.

Note: Please advise your local BIA of any reporting in the event that follow up is required.

As an involved and active BIA member, your personal role in the Business Improvement Area should include:

1. Awareness of BIA Initiatives- **Please read emails and communications shared by your BIA**
2. Participation in monthly board meetings and annual general meetings
3. Involvement with working committees and/or participation in BIA events
4. Active communication with your BIA where success stories and opportunities for improvement are identified- both from your personal business and within your community
5. Promotion of your BIA website and social media with your customers

WATERDOWN VILLAGE BIA INITIATIVES

The Waterdown BIA hosts many events throughout the year. Our members are sent email notifications on upcoming events, and are encouraged to participate through various ways such as setting up vendor booths or becoming a sponsor. Participating in our events is an excellent way to increase your brand awareness in the local Waterdown community (with year-to-year strategic planning, we will continue to evaluate current events and consider new events that will enhance the vibrancy of our community and draw visitors to the area). In previous years, some events we have hosted include:

- ✓ **The Farmer's Market**- this is a reoccurring event that takes place every Saturday morning from 8am-1pm in the parking lot of the Waterdown Legion from spring until mid-October. The market includes more than 25 vendors. Most of these vendors are local farmers and/or small batch producers. The BIA sponsor tent is available free of charge to BIA members to promote their businesses. It is offered on a first come, first serve basis and books up quickly. If interested in this opportunity, please contact our Farmers' Market Coordinator – farmersmarket@waterdownbia.ca.
- ✓ **Scarecrow Walk, Treat Walk** – Held in October to celebrate fall, the Waterdown BIA invites local businesses to decorate & display a scarecrow to enhance Village atmosphere and to hand out treats the weekend before Halloween. The BIA coordinates kids' activities and entertainment to encourage more visits to the BIA district.
- ✓ **Waterdown Blooms Contest**- The BIA owns many of the flower beds that beautify the Waterdown downtown core and invites local gardening and lawn care businesses to sponsor a bed and plant an annual garden during the spring to show off their work. Every summer, the beds are voted on by the Waterdown community, and one company is named the winner of the Waterdown Blooms Contest.
- ✓ **Annual Holiday Tree Lighting**- Held annually in November (the week prior to the Santa Claus Parade), this event kicks off the holiday season and sets the tone for the village's family-focused, holiday celebrations.
- ✓ **Try Days**- A local branding initiative launched in 2017, Try Days are geared to encouraging local residents to try something new and sample what our BIA businesses have to offer. Try Days started with a Free Fitness in the Park summer series.

BIA ORGANIZATIONAL INFORMATION

Board Meetings

The Board of Management for the Waterdown BIA meets on the third Tuesday of the month at 6pm at the Waterdown BIA office, 5 Mill St. S, Unit 1. Please email info@waterdownbia.ca to confirm if you would like to attend.

Committees

We are working towards the establishment of steering committees and/or task force committees that will help align BIA activities with key strategic areas of our mandate. If you are interested in participating on a standing committee or temporary task force, please contact info@waterdownbia.ca to learn more and be included on the distribution list for meeting times.

- ✓ **Beautification Committee:** Meetings will be held as required to discuss beautification needs and/or ideas for streetscaping and seasonal decorating. Meetings are more likely to take place in the new year and early spring in advance of the busy summer landscaping season.
- ✓ **Marketing Team:** This team will assist with creating and implementing a marketing plan for the BIA (including print and digital advertising, social media campaigns, and other marketing programs) and will meet as needed throughout the year.
- ✓ **Events/Promotions Committee:** Using the BIA strategic plan and research data, this committee will help evaluate and identify events that will attract customers and drive traffic to the business area. The committee will also assist with implementing events, meeting occasionally to plan events and more often in the window leading up to specific events.
- ✓ **Farmer's Market:** The Farmer's Market committee helps plan and execute tactics aimed at increasing Farmer's Market attendance, engagement, and attracting new vendors.

Annual General Meeting

Our Annual General Meetings take place in November or December. At this meeting, the Board of Management, staff, and steering committees present current year annual reports and review plans for the upcoming year. Previous year audited financial statements and the budget for the upcoming year are also reviewed. You are encouraged to attend this meeting.

COMMUNITY CONTACT INFORMATION

Ward 15 Councillor:

Judi Partridge

Email: judi.partridge@hamilton.ca

Telephone: 905-546-2713

Member of Provincial Parliament:

Donna Skelly

Email: donna.skelly@pc.ola.org

Telephone: (905) 679-3770

Member of Parliament:

Dan Muys

Email: dan.muys@parl.gc.ca

Telephone: (905) 648-3859

Crime Prevention Officer:

Sergeant Peter Hall

(905) 546-2447

Nearest Hospitals:

Joseph Brant Hospital
1245 Lakeshore Rd., Burlington
(905) 632-3737

McMaster Children's Hospital (children only)
1200 Main St. W, Hamilton
(905) 521-2100

Hamilton General Hospital
237 Barton Street E, Hamilton
(905) 521-2100

Juravinski Hospital
711 Concession Street, Hamilton
(905) 521-2100

Nearest Fire Station:

Hamilton Fire Station 24
256 Parkside Drive
(905) 546-3346

Garbage Schedule

The garbage schedule varies in different parts of Waterdown. To find out what day your curbside garbage and recycling will be picked up, as well as to order new recycling bins and green boxes, visit <https://www.hamilton.ca/garbage-recycling/garbage-bulk-items/waste-collection-schedule> and enter in your address.

WATERDOWN BIA BOARD AND STAFF CONTACTS

BOARD OF MANAGEMENT

Chair

Paula Thompson
Royal Bank Waterdown
Paula.r.thompson@rbc.ca.

Vice Chair

Gordon Manzer
The Cooperators
Gordon_Manzer@cooperators.ca

Treasurer

Shari Stolpman
BLR LLP Chartered Accountant
shari@blrcpa.ca

Director

Sheila Locke
SMART Realty
sheilasmartrealty@gmail.com

Director

Scott Birmingham
Birmingham Consulting Inc.
Scott@birmingham.ca

Director

Amanda Groves
Smits Groves Law
AGroves@groveslaw.ca

Director

Drew Paget
Mill Street & 5 – The American House
drew@millstreetand5.ca

Director (appointed)

Judi Partridge
Ward 15 Councillor

BIA STAFF

Executive Director

Susan Pennie
spennie@waterdownbia.ca
(289) 260-1261

Social Media/Administrative Coordinator

Adam Neuman
adamneuman@waterdownbia.ca
(289) 260-6841

HAMILTON'S BIA'S

<p>Ancaster Village (Est 2008) www.shopancastervillage.com Events: <u>Ancaster Farmer's Market</u>: Wednesday's Mid June - Mid Oct <u>Heritage Days Festival</u>: Early June <u>Annual Christmas Tree Lighting</u>: First Thursday in Dec</p>	<p>Locke Street (Est 2006) www.lockestreetshops.com From coffee shops and restaurants to salons and fitness, from everyday essentials to gifts and special occasion shopping. Events: <u>Locke Street Festival</u>: Second Saturday in Sept</p>
<p>Barton Village (Est 1987) www.bartonvillage.ca New delicious restaurants, historic architecture, with a community connection. Events: <u>Barton Village Festival</u>: Last Sat in June <u>Halloween event</u>: Last weekend in Oct</p>	<p>Main West Esplanade (Est 1990/2016) www.mainwestesplanade.com The Main West BIA's mandate is to brand itself as one of the many gateway's to this great City</p>
<p>Concession Street (Est 1983) www.concessionstreet.ca Offers businesses ranging from eating to shopping to salons to professional services. Events: <u>Sidewalk Sounds</u>: Third Friday of every month May through September (7-10pm) <u>Concession Streetfest</u>: Saturday in August (11am-7pm)</p>	<p>Stoney Creek (Est 1977) www.stoneycreekbia.com Explore the many shops and restaurants with old fashion customer service. Events: Details at www.facebook.com/saturdaysinthecreek</p>
<p>Downtown Dundas (Est 1978) www.downtowndundas.ca You will find a vibrant shopping area defined by historic buildings within a community of unique independent stores. Events: <u>Tree Lighting Ceremony</u>: Third Weekend in Nov <u>Dickens of a Christmas</u>: Weekends Nov 21st- Dec 22nd</p>	<p>Ottawa Street (Est 1985) www.ShopOttawaSteet.com The heart of Hamilton's textile district since the 1920s, now a destination for antique hunters and foodies alike. Events: <u>Sew Hungry</u>: First Friday of May <u>Saturday's in July</u> <u>Sidewalk Sale</u>: Third Saturday of September <u>Customer Appreciation Day</u>: Second Sat of Oct</p>
<p>Downtown Hamilton (Est 1982) www.downtownhamilton.org The re-emerging heart of the city that delivers a distinct experience and energy, through quality businesses and diverse events. We invite everyone to #come to the core. Events: <u>Gore Park Summer Promenade</u>: June to Labour Day. Every Wed, Thur & Fri <u>Christmas in Gore Park</u>: First weekend in Dec</p>	<p>Waterdown Village (Est 1985) www.waterdownbia.ca Come and be charmed by the friendly ambiance of our local shops, spas and eateries, and take part in the many family-oriented events Waterdown has to offer. Events: <u>Movies in the Park</u>-Various Fridays in summer <u>Waterdown Farmers Market</u>-Saturdays from May to Oct</p>

<p>International Village (Est 1976) www.hamiltoninternationalvillage.ca From the eclectic to the elegant, captivate your senses in International Village. Events: <u>Victorian Night in the Village</u>: First Friday of Dec 6-9pm. Check events page for ongoing info.</p>	<p>Westdale Village (Est 1985) www.westdalevillage.ca Westdale Village is the destination for food, fun and shopping in the West End of Hamilton. A collection of unique businesses and services located along King St W. Events: <u>West Fest</u>: First Saturday in September <u>Winter Wander</u>: First Friday in December</p>
<p>King Street West (Est 1998) Located on the western boundary of Hamilton’s downtown core with an eclectic mix of businesses and services.</p>	

