

Working in partnership to create thriving and safe business areas that attracts shoppers, diners, tourists, and new business.



UPCOMING EVENTS

Friday and Saturday See You on the Patio
June 30th - Sept 2nd

Orillia Farmers Market- Night Market
August 18th 6pm-9pm

23rd Annual Car Show
August 19th 9am-4pm

Cinema in the Courtyard
August 23rd



BIA WINS

DWN Chocolate moves to Peter St.

Blossom celebrates their 1st Anniversary

Refillery District celebrates 5 years on Mississaga St.

Couchiching Brewery wins Bronze from the Canadian Brewing Awards!

YOUR BIA DIRECTORS

MICHAEL FREDSON
MANTICORE BOOKS

JEFF GILBERT
GILBERT GUITARS

DARCY MACDONELL
THE COMMON STOVE,
PICNIC

KAYLEA MCCARRON
COUCHICHING BREWERY

DOUG COOPER
PROVENANCE WINE BAR

MEGAN MURRAY
JACK AND MADDY'S

JENNA CLARKE
RUSTICA PIZZA VINO

DAVID CAMPBELL
CITY COUNCILLOR

Next Meeting Date:
August 15, 2023

Open Forum Date:
August 8, 2023

Find all agenda and meeting minutes [here](#)

(<https://www.downtownorillia.ca/members-area/#minutes>).

Details of the July meeting on pg. 2



SAFETY FIRST

OPP Communications Centre:
1-888-310-1122 24/7

Non-Life-Threatening police assistance

*Please call OPP directly, the office does not have the information required by the police to respond to the call

CALL 911 for ANY potentially life-threatening incidents

RESOURCES & SUPPORTS

DID YOU KNOW...

The BIA can help you with creation of posters and marketing? Contact our awesome Marketing Director Samantha Yandt [here](#) at samantha@downtownorillia.com!



SEE YOU ON THE PATIO

FRIDAY & SATURDAY NIGHTS 6-10pm

- ROAD CLOSURES
 - Mississaga St W from Andrew St to West St
 - Mississaga St E from Peter St to Matchedash St
 - Peter St S from Mississaga St to Colborne St.
 - Mississaga St. E from Peter St. to Front St. (Breaks at Intersections)
- BIA businesses that wish to participate must sign up here: [SYOTP Form](#)
- Digital Marketing Available, send Sam an email

ORILLIA CAR SHOW

SATURDAY AUGUST 19, 12am-4pm

- ROAD CLOSURES (FULL CLOSURE)
 - Mississaga St. E from Front St. to Albert St.
 - Peter St. from Colborne St. to Coldwater Rd.
- Digital Marketing Available send Sam an email at samantha@downtownorillia.com

WHAT'S UP AT THE BIA

CCTV CAMERAS

- There have been ongoing discussions with the OPP's Community Mobilization Unit regarding the safety of the Downtown and preventative measures. The CMU has offered the following CCTV program suggestion:
 - Ontario CCTV Grant as part of the Guns, Gangs and Violence Reduction Strategy can cover up to 50% of project costs up to \$200 000.

There will be an info session to update stats on downtown crime and calls for service

STAFF PARKING ADVOCACY

- The BIA is advocating for a Downtown Business Employee Parking strategy. We are currently researching methods other cities have employed to assist with the retention of employees in downtowns with paid parking.

SEAGULL REDUCTION

- Our Falconer was able to successfully retrieve 800 eggs, and as of their last check in no other eggs were found
- We have experienced a dramatic decrease in seagull activity in the core
- The Falconer has submitted the logs and egg retrieval to the Ministry to comply with the Provincial protection standards in place for these migratory birds

WHAT'S UP AT THE BIA

MEMBER COMMUNICATION

The Board is excited to announce new ways of communicating with the BIA Board

- A **new email** board@downtownorillia.ca to contact the board directly. Emails will be seen by all Directors. Please note this email is *not active yet*, and you will be sent a correspondence once it is operational.
 - The Board email board@downtownorillia.ca can be used for
 - Questions specifically for the board
 - The Office managers email dina@downtownorillia.com can be used for:
 - Signage
 - Board Meeting or Minute questions
 - Sidewalk Bylaw Questions
 - DTCIP (Downtown Community Improvement Program) Grant Questions
 - APPC (Art in Public Places Committee) Requests
 - The Marketing Specialists Email samantha@downtownorillia.com can be used for:
 - Marketing Questions
 - Website Requests
 - Event Questions
 - The Office Email office@downtownorillia@gmail.com can be used for all general questions or requests.
- Introduction of a monthly **drop-in open forum** to discuss any member questions or concerns in person. Open forum will take place every second Tuesday of the month, in time to add any issues needing board attention to the agenda submission for the meeting the next Tuesday.
- Our **Membership feedback form** is available on the website as well. Just go to <https://www.downtownorillia.ca/members-area/> and click on the Member Feedback Area link!

WHAT IS A BIA?

A Business Improvement Area (BIA) is a "made-in-Ontario" innovation that allows local business people and commercial property owners and tenants to join together and, with the support of the municipality, to organize, finance, and carry out physical improvements and promote economic development in their district.

WHAT IS THE MANDATE OF A BIA?

- To oversee the improvement, beautification, and maintenance of the area
- Promote the BIA as a business or shopping area
- Undertake safety & security initiatives within the BIA
- Undertake strategic planning necessary to address BIA issues
- Advocate on behalf of the interests of the business improvement area