



## DOWNTOWN BIA PILLARS

ECONOMIC DEVELOPMENT	DESTINATION DEVELOPMENT
<ul style="list-style-type: none"> <li>➤ Downtown Action on Revitalization</li> <li>➤ Strategic Partnerships</li> <li>➤ Leasing Support Program</li> <li>➤ Business attraction + retention efforts</li> <li>➤ Investment attraction</li> <li>➤ Workforce attraction</li> <li>➤ Marketing + branding</li> </ul>	<ul style="list-style-type: none"> <li>➤ Public Realm               <ul style="list-style-type: none"> <li>Street cleaning + maintenance</li> </ul> </li> <li>➤ Placemaking               <ul style="list-style-type: none"> <li>Greenery + enhancements</li> </ul> </li> <li>➤ Programming + seasonal events</li> <li>➤ Visitor promotions + attractions</li> <li>➤ Branding + marketing</li> <li>➤ Accessibility + sustainability</li> </ul>
COMMUNITY DEVELOPMENT	MEMBER ADVOCACY
<ul style="list-style-type: none"> <li>➤ Partner with OBOT, OT, IO, City and others</li> <li>➤ Partner with arts, culture, music, events organizations</li> <li>➤ Sponsorship of partner events</li> <li>➤ Liaison with community, safety and housing groups</li> <li>➤ Communications and Media Relations</li> <li>➤ Networking</li> </ul>	<ul style="list-style-type: none"> <li>➤ Represent BIA members at local and provincial levels</li> <li>➤ Advocacy efforts</li> <li>➤ Access to grants and funding</li> <li>➤ Media and Public Relations</li> <li>➤ Member Hub management</li> <li>➤ Data collection on visitor traffic + spend</li> </ul>