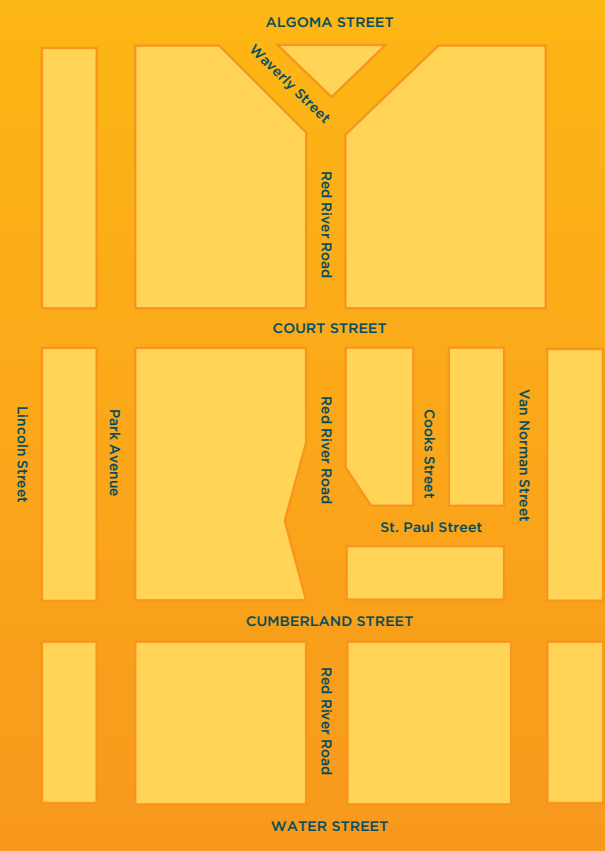




# BIA Boundaries



Shop.Dine.Play.Stay.

For the complete business listing of the BIA membership:  
[www.thewaterfrontdistrict.ca](http://www.thewaterfrontdistrict.ca)

## Sponsorship Opportunities

The Waterfront District BIA provides opportunities throughout the year for sponsorship, through our programs and events where your business can be recognized front and center.

Please contact the office and we would be happy to discuss your sponsorship opportunities.

**(807) 343-9032**



Shop.Dine.Play.Stay.

The Waterfront District  
195 Park Avenue  
Thunder Bay, ON P7B 1B9  
(807) 343-9032

For the complete business listing of the BIA membership, please visit us online.

[www.thewaterfrontdistrict.ca](http://www.thewaterfrontdistrict.ca)



## MEMBERSHIP INFORMATION



the Waterfront district

Shop.Dine.Play.Stay.



[www.thewaterfrontdistrict.ca](http://www.thewaterfrontdistrict.ca)



# Shop



# Dine



# Play



# Stay

## Vision

Our vision for the Waterfront District BIA is to be a vibrant, diverse, mixed-use downtown area where residents and visitors collectively gather to enjoy a variety of business, shopping, entertainment and recreational activities in a safe and beautiful environment.

## Purpose

- ▶ Beautification
- ▶ Marketing and Promotion
- ▶ Enhancement of tourism in our area
- ▶ Education
- ▶ Your liaison to Municipal Government

## Programs and Services

1. Planters and flowers
2. Street banners
3. Star lights and tree lighting
4. Decorative tree guards
5. Seasonal decorations
6. Bike racks
7. Garbage containers
8. Annual spring clean up
9. Maintenance
10. Seagull Management program
11. Ambassadors
12. Special Events
13. Advertising & promotion
14. Social Media - Facebook & Twitter
15. Website and membership directory
16. Sponsorship
17. BIA Bucks for donations
18. BIA gift certificates for purchase to promote 'shop.dine.play.stay' downtown

## What is a BIA?

A *Business Improvement Area (BIA)* is a not-for-profit association of the property owners and businesses in a geographic district within a municipality. The BIA is managed by a volunteer Board of Management. The Board of Management is comprised of property owners, businesses and at least one member of municipal council.

Every business within the BIA area is automatically included in the BIA membership and contributes to the BIA budget through a special levy (tax). The levy is paid by the property owners and businesses within the boundary. The Board of Management establishes the budget every year which is approved by the BIA membership then submitted to City Council.

## Our Goals

All BIA's have the same goal - to encourage more traffic and ultimately increase traffic and sales in their downtown business district. The BIA acts as a unifying body for its membership, local business people and property owners. Working together with the support of the municipality to make their BIA a "destination" and not only for its retailers and restaurants but its professional and cultural assets as well.

The Waterfront District's priority areas continue to focus on maintaining essential services to all its members, and being a partner in addressing downtown development and growth including:

- Revitalizing the downtown area through regular maintenance, façade improvements, streetscape and public art programs, special events and seasonal decorations, business recruitment, promotions and municipal partnership.
- Promoting the district as a place to conduct business, live, work, play and stay.

