



**DOWNTOWN
BROCKVILLE**

Alive & Vibrant!



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Membership Handbook

How to get the most out of
your downtown association

**www.downtownbrockville.com
613-345-3269**

DOWNTOWN BROCKVILLE

To learn more about the services that Downtown Brockville provides, visit our website: www.downtownbrockville.com

Welcome to Downtown Brockville's business community!

This handbook has been designed to assist you as a member of the Downtown Business Improvement Area (DBIA).

We hope that as an active, interested member, you will refer to it in order to acquaint yourself with the DBIA and our successful, diverse downtown business community. We value having your business in Downtown Brockville, and we want you to get the most out of your membership.

For more information contact or visit The Downtown Business Improvement Area:

3 Market Street West, Suite #2
Brockville, Ontario K6V 7L2

Phone: 613-345-3269

Fax: 613-345-4492

E-mail: info@downtownbrockville.com

Website: www.downtownbrockville.com

Downtown Brockville is proud to have you as a member of our downtown community. We are a stronger organization because of the wealth of business leaders who make Downtown Brockville their home. We hope you find this to be a helpful resource as you learn more about your community of businesses downtown.

If you would like more information, please contact our helpful staff:

Hillary Geneau
Executive Director
613-345-3269
Fax: 613-345-4492
hgeneau@downtownbrockville.com

Haley Veronyak
Events and Communications Coordinator
613-345-3269
Fax: 613-345-4492
info@downtownbrockville.com

Check us out online!



USEFUL PHONE NUMBERS AND WEBSITES:

City of Brockville

613-3428772
www.brockville.com

Brockville Chamber of Commerce

613-342-6553
www.brockvillechamber.com

1000 Islands Community Development Corp

613-345-6216
www.tidc.ca

Brockville Tourism

613-342-4357
www.brockvilletourism.com

Brockville Arts Centre

613-342-7122
www.brockvilleartscentre.com

Ontario Government Info ofc.

613-498-0506

Brockville Police Department

613-342-4411
www.brockvillepolice.com

Brockville Fire Department

613-498-1261
www.brockvillefire.ca

Hydro One (Emergencies & Outages)

800-434-1235
www.hydroone.com

Enbridge Gas

800-267-3616
www.enbridge.com

Leeds and Grenville Small Business Enterprise Cen.

613-342-8772 X 4470
www.lgsbec.com

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HOW IT ALL BEGAN

Q. What is the Downtown Business Improvement Area?

The Downtown Business Improvement Area is a non-profit organization, representing you, and over three hundred other businesses and properties, in the Downtown Brockville area.

We aim to better the quality of life for our downtown businesses, and service providers. Our efforts are dedicated to ensuring a healthy economic environment for our community, and making our downtown a better place in which to shop, dine, live, work, invest, visit, and play.

The DBIA boundaries are as follows:

North: James Street

South: St. Lawrence River

East: Orchard Street

West: Gilmour Street

Q. How did I become a Downtown Brockville member?

You became a member simply by locating your business within the geographic boundaries of the Business Improvement Area. These boundaries are defined in by-law 151-75 (1975) of the City of Brockville. The by-law states that all properties within our geographic area, and all commercial tenants of these properties are members of the Downtown Business Improvement Area.

DOWNTOWN AREA WASTE AND RECYCLING PICK UP SCHEDULE

Garbage Pick-Up:

Wednesday Collection: DOWNTOWN Collection includes residents on all streets within and including both sides of the boundary streets as follows:
Orchard from the St. Lawrence River to Pine, Pine from Orchard west, Victoria south to James, James from Victoria to Perth, Perth south from James, Church east to Gilmour, Gilmour south from Church to King west, King west to Edward, Edward south to Jessie, Jessie from Edward east to St. Paul.

Thursday Collection: All streets south of CNR tracks and east from and including east side of William (excluding Wednesday collection streets).

Please contact the City of Brockville for more information :
613-342-8772 Ext. 8365 or email at operations@brockville.com

Place refuse at the curbside no earlier than 5:00am and no later than 9:00am on the day of collection.

Economic Development

The purpose of Economic Development is to develop, encourage and support economic initiatives and partnerships, including recruitment and retention programs and ensure a competitive and healthy mix that benefits the downtown core.

Promotion and Events

The purpose of the Promotion and Events committee is to generate ideas and develop programming that will attract people to the downtown through events, attractions, and strategic partnerships.

Retail Business Holiday Hours as Identified by the Provincial Act

It is up to the business owner/operator if they choose to close.

Retail Holidays Identified by the Provincial Act:

New Years Day, Good Friday, Easter Sunday, Victoria Day, Canada Day, Labour Day, Thanksgiving Day, and Christmas Day.

Exemption—City of Brockville By-Law:

The City of Brockville has enacted a By-Law exempting businesses from closing on the following holidays should they choose to remain open: Victoria Day, Canada Day, Labour Day, and Family Day.

Exemptions—Retail Business Holiday Act:

Under the current Retail Business Holiday Act, a business can remain open during designated holidays if: The store is less than 2,400 square feet of retail space; staffed with a maximum of 3 employees; pharmacies under 7,500 square feet

For further clarification on the Provincial Retail Business Act, please call MPP Steve Clark's office. (613)342-9522.

For further clarification on the City of Brockville exemption by-law, please call Sandi MacDonald at (613)-342-8772 ext. 4461.

MISSION

Our mission is to connect, promote and support
Downtown Brockville.

VISION

The DBIA is the catalyst for an alive and vibrant downtown.

VALUES

Uphold the values of respect, cooperation, and inclusivity.

TO THIS END WE ENDEAVOUR TO

Obtain Operational Excellence By:

- ♦ Researching revenue generation opportunities
- ♦ Creating a youth volunteer initiative
- ♦ Aligning processes, projects, and workflow to streamline
- ♦ Reviewing and updating board induction and succession planning
- ♦ Creating a marketing/branding strategy

Foster Partner and Community Engagement by:

- ♦ Creating a community and partner database
- ♦ Defining, determining, and creating a partner strategy
- ♦ Creating and aligning a youth engagement strategy

Increase Stakeholder Engagement by:

- ♦ Creating an engagement strategy
- ♦ Conducting a communications survey and creating a communications plan
- ♦ Investigating increases in stakeholder participation in the DBIA

Q. Who manages the association?

Our Board of Management is the governing body of the DBIA. Foremost, our Board of Directors (made up of volunteers from the downtown business community) is the chief decision-making body of the organization. The Board oversees policies, financial decisions, and general management. The Board's power and responsibilities include: selecting an Executive Committee, appointing committee members, hiring staff, establishing organizational policies, and initiating and assessing programs and projects. Any property owner, business owner or a representative of that business within the DBIA has the opportunity to stand for Board Directorship.

In addition, this Board employs staff members, including the Executive Director and an Events and Communications Coordinator. The staff is responsible for the day-to-day operations of the DBIA.

Q. What does the DBIA office do?

Together with the staff, the Board of Management and the DBIA's committees determine the activities that the DBIA undertakes each year and their budgets.

The DBIA staff implements, facilitates, and monitors all of the DBIA projects and initiatives. The responsibilities of the staff include:

- Carrying out all projects and programming as set by the Board
- Addressing the concerns and issues facing our membership. We are the front line of information sharing between you, the members, the Board, and other community stakeholders
- Organizing, facilitating, and contributing to the DBIA's committee meetings
- Managing and administrating the DBIA's financial affairs, bookkeeping, accounting reports, and annual budgets
- Maintaining regular contact with the membership and updating the DBIA property & business owner database records

When you think about what the DBIA does for your business, also keep in mind that your participation is critical to maximize the benefits of your membership.

This organization is mainly made up of YOU: downtown businesses. We work best together in creating a more healthy, viable, dynamic downtown. Participation means noting the information we send you, and sharing the points with your tenants, staff, management team, and your business neighbours.

Participation can also mean donating your expertise and your time as a committee member or on the Board of Management.

Q. How can I get involved?

The DBIA is run by its staff, but the work plan is coordinated with the assistance of downtown volunteers. These volunteers are the engine that makes the organization successful. They give their time and talents towards the execution of programs, benefiting the entire downtown business community.

The best way to get involved in the development of our business community is by joining a volunteer working committee. Here is an explanation of our committees:

Beautification

The purpose of the Beautification committee is to develop and recommend beautification projects that enhance the image of the downtown. The team also monitors the physical condition of the public amenities in the downtown area. It also develops strategies to encourage the enhancement of private sector improvements in the downtown.

Parking

The DBIA collects a parking levy from its members which is then paid to the City. This levy allows for complementary 2-hour parking on King Street and one block north and south.

In order for the DBIA to maintain a competitive edge for businesses and properties downtown, it is very important that you share your opinions and thoughts with us. Responses to our requests for feedback are necessary for us to advocate on your behalf with other stakeholders.

Q. What can I do to get the most from my membership?

Your business or property can utilize the many opportunities created by the DBIA by:

1. Reading your DBIA newsletter each week.
2. Simply talking to your business neighbours—there is such a wealth of experience, insight and creativity within our business community.
3. Attending DBIA After Five events to network.
4. RSVPing when requested. This assists the DBIA in utilizing its funds appropriately.
5. Contacting the office if your information changes, or if you know of another business with changes (eg. new owner, new business name, new contact person)
6. If you are a property owner with tenants, inform the DBIA of- fice with the name, address, and contact person for the businesses at your property.
7. Telling your advertising representatives that you want your ads placed in conjunction with the DBIA whenever possible. This maximizes the impact of all our combined advertising efforts.

- Responding to requests for information and concerns from you as a member, from the local community, and from other local organizations.
- Hosting and organizing the Annual General Meetings of the Association.
- Cooperating with our community partners to promote and enhance the Downtown business community. Community partners include:
 - the City of Brockville,
 - Brockville Chamber of Commerce
 - Brockville Tourism
 - 1000 Islands Community Development Corporation
 - Leeds & Grenville Small Business Enterprise Centre.

Q. What is the relationship between the DBIA and City Hall?

The DBIA is “at arm’s length” from the City of Brockville.

The DBIA enjoys a co-operative relationship with the City and its various departments. This is vital as some issues (for example, by-law amendments) require input and support from City staff.

In November of each year, the Board presents its yearly budget to the DBIA membership at the Annual General Meeting. Bottom line responsibility for the fiscal affairs of the DBIA rests with your Board of Management—made up of members like you.

ALL ABOUT MY MEMBERSHIP

Q. What can I expect as a New Member?

Expect a welcome visit from the Executive Director and/or the Events and Communications Coordinator.

We'll collect your business information to add to our database so that we can correspond. It is important that we continually have your updated information to stay in regular contact with you. As well, we list your main business contact information on our website:

www.downtownbrockville.com

Q. What does the Association do for downtown businesses and for me?

The DBIA was originally mandated by municipal law to undertake two responsibilities:

1. To improve, beautify, and maintain public lands and buildings within the DBIA area, beyond that which is provided by the municipality, and
2. To promote the Downtown as a business and shopping area.

Since 1976, the DBIA has evolved, taking on numerous projects and activities to benefit our membership. They include: Promotion and Events, Economic Development, Advertising, Beautification, Advocacy, and Parking.

Promotion and Events

The DBIA plans and facilitates eight events each year., as well as sponsoring and assisting with many more. With the aim to draw more people downtown All members are encouraged to partake in and promote events.

Economic Development

The DBIA takes on various initiatives throughout the year to further economic development in our catchment area.

Communications

Member Communications are fundamental to the success of the DBIA. These initiatives include:

- A corporate website providing you and the world with a window to our downtown business community
- E-mail updates on issues and programming concerning you and your business
- Project-specific electronic surveys to receive your opinions on topics that affect our downtown
- An Annual General Meeting to share with you the programs that we execute on your behalf

Advertising

The DBIA aims to advertise the entire catchment area as a great place to play, live, shop, and eat. We utilize a diverse advertising strategy to reach as many locals and tourists alike.

Beautification

Our office, with the help of volunteers, oversees all beautification efforts in the downtown area. This includes: installing hanging baskets, installing flower barrels three times a year, taking care of the tree planters, and much more.

Advocacy

“Advocacy” is the way by which the DBIA responds to your concerns and it is the means by which those concerns are presented to stakeholders. For example, in 2017 the DBIA advocated successfully to City Council to change the vacant unit rebate and for the placement of a new school and twin-pad close to the downtown.