

Alliston BIA

2021 Budget Submission

MISSION

The mission of the Alliston BIA is to support the promotion and development of the business areas of Alliston, to create a vibrant downtown to support the established businesses, entice new business, and validate Alliston's image as an independent, viable progressive centre of commerce.

The ABIA efforts support three objectives:

1. To increase business revenues
2. To increase property values
3. To increase attendance at ABIA community events

The ABIA focus remains on Attraction and Retention to Downtown Alliston through our four main pillars:

1. Marketing
2. Communications
3. Beautification
4. Events

We continue to elevate our focus in 2021 based on the Roger Brooks study "20 ingredients of an outstanding downtown".

Town Council Opportunities remain the same as previous years. Our top 4 requests for 2021 are:

- 1. Public Washrooms**
Public washrooms are needed in the downtown to promote a comfortable and welcoming atmosphere to shop in Alliston. The ABIA is looking into this project and would like to partner with the town for funding.
- 2. Official By-Pass to Industrial Parkway**
Working in partnership with the Ontario Government to make and promote our by-pass to reduce traffic through the downtown core.
- 3. Sidewalk Repairs**
For safety, insurance as well as simple esthetics our sidewalks are in need of immediate repair.
- 4. By-law Officers**
Additional by-law officers are needed to ensure by-laws are being enforced and deter further infractions.



Alliston Business Improvement Association

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ALLISTON BIA 2021 BUDGET

PROJECTED REVENUE

Town of New Tecumseth Levy	\$216,943.75
Sponsorship Grants - Events Town	5,000.00
Sponsorship Business – Events	1,200.00

Total: \$223,143.75

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PROJECTED EXPENDITURES

OPERATIONS	\$87,740.75
SIGNAGE - BILLBOARD/ROAD	13,957.00
MARKETING & PROMOTION	54,446.00
BEAUTIFICATION	35,200.00
EVENTS	31,800.00

Total: \$223,143.75

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