



Alliston Business Improvement Association

51 Victoria Street EAST
Alliston, Ontario L9R 1L5
705-435-1787
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www.rurban.ca

RURBAN ... The Best of Both Worlds

September 26, 2019

Town of New Tecumseth
10 Wellington Street
Alliston, ON.

Mayor Milne and Council,

The Alliston Business Improvement Association is submitting its budget for the year 2020.

Within this document you will find the Levy ask remains the same as 2019.

We have received a grant for the Digital Main Street Program from the government of Ontario, TIABIA and OBIAA. These monies are directly moved to our marketing expenditures for 2020.

Driving Improvements within our Downtown Core remains paramount.

We also have the same requests from the Town in the addendum per previous years. These require Council and Staff's attention. Two additional requests from our membership are being requested for the Town of New Tecumseth to CHAMPION. Let's keep our momentum as a growing centre of successful retail commerce.

The Board of Directors looks forward to another productive, successful, fiscally responsible year as the Alliston BIA continues to build on our efforts for the betterment of our town.

Yours in RURBANism,

"Mike Jerry"

Mike Jerry

cc: ABIA Board of Directors



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2020 BUDGET

Projected Revenue

| | |
|---------------------------------|--------------|
| Town New Tecumseth Levy | \$216,943.75 |
| Downtown Revitalization Reserve | 10,995.75 |
| Sponsorship GRANTS (Town) | 5,000.00 |
| Sponsorship Business (events) | 2,300.00 |
| Digital Main Street Grant | 10,000.00 |
| Boardroom Rental | 720.00 |
| | <hr/> |
| Total available Funds | \$245,959.50 |

Projected Expenditures

| | |
|------------------------------------|--------------|
| Operations | 82,352.89 |
| Billboard & Road/Community Signage | 14,952.86 |
| Marketing & Promotion | 60,475.00 |
| Proposed Electronic Sign | 10,995.75 |
| Beautification | 35,700.00 |
| Graffiti Removal Program | 6,658.00 |
| Events | 34,825.00 |
| | <hr/> |
| Total Expenses | \$245,959.50 |
| | ===== |

2020 Budget Submission

Alliston BIA Initiatives

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 businesses, 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

Our focus remains on Attraction and Retention to Alliston Downtown through four main pillars:

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

TOWN COUNCIL OPPORTUNITIES FOR ASSISTANCE RE: Needs FOR 2020

1. Public Washrooms

Public washrooms are needed in the downtown core to promote a comfortable and welcoming atmosphere to shop in Alliston.

2. Bicycle Racks

Bicycle racks are needed in the downtown core to encourage residents to ride downtown and leave the car at home. This will help reduce issues with parking in our core.

3. Official By-Pass Re: Industrial Parkway

Working with Ontario Government to make by-pass official to reduce traffic through the downtown core. Large trucks, dump trucks that are noisy, hard on roads and intimidating to pedestrians can be diverted from the downtown core by using the allotted by-pass already in place.

4. Additional lighting poles

Lighting poles are a great way to brighten the downtown, and along with the addition of banners and flowers help to beautify our downtown.

5. Additional By-law officers

We need the presence of By-law officers in the downtown to ensure by-laws are being enforced and deter further infractions.

6. Riverfront Project

Building up our riverfront will draw tourism, encourage visitors to walk downtown and elevate our welcoming climate downtown.

7. Sidewalk Repairs

For safety, insurance as well as simple esthetics our sidewalks are in immediate need of repair.

8. Walkways to go back

Access from public parking up to Victoria Street is an absolute necessity and the current walkways (blocked staircase E of Paris North Street) need to be easily accessible.

Mike Jerry, Chairperson

Ro Davoodian, Secretary