

January 7th, 2019

Downtown Bench Beamsville



Dr. Ray D'Archi- Chair
Stephanie Hicks -Executive Director



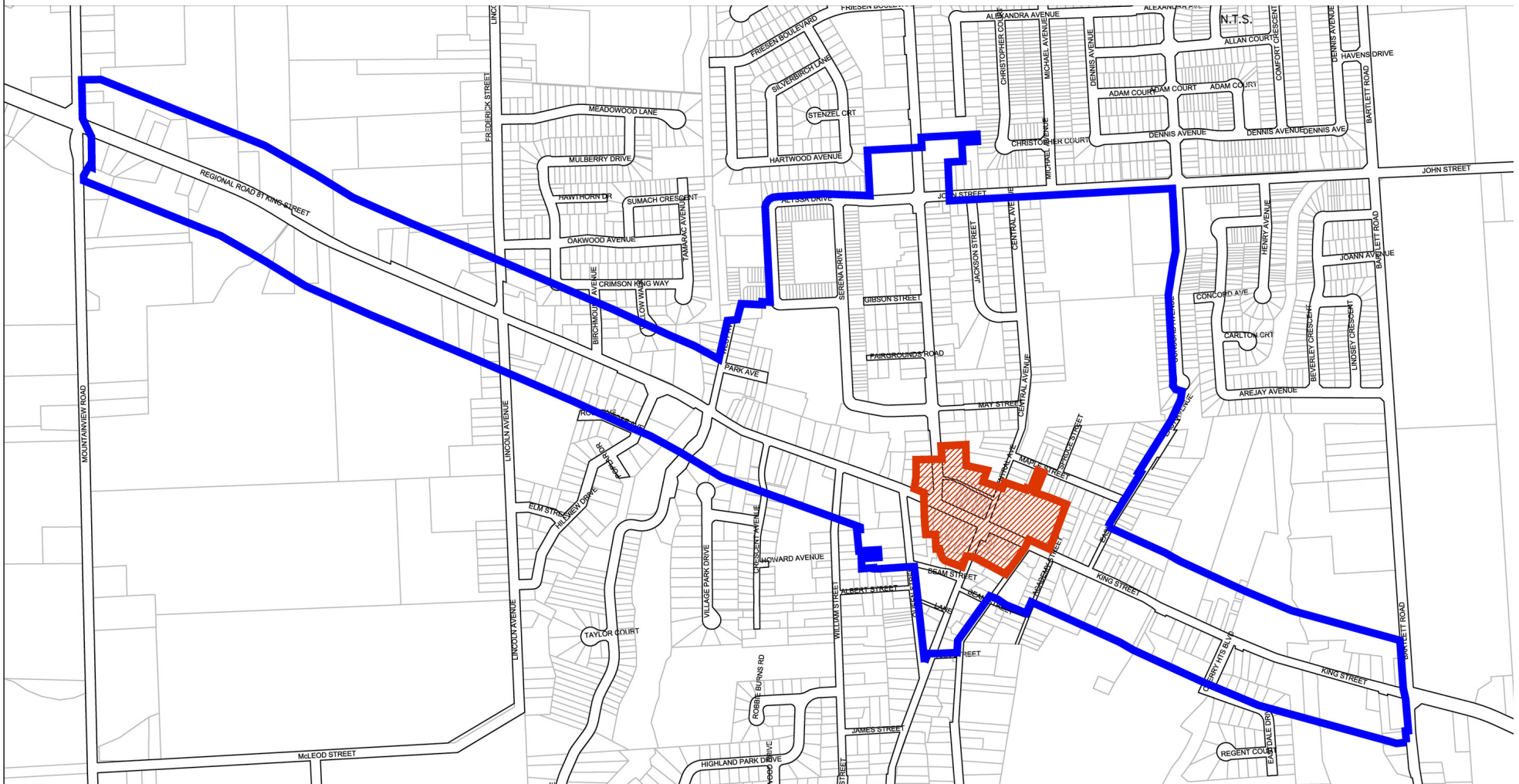
Introduction

History of the BIA

Enacted in 1978, a catchment area was formed and a Board of Directors was created. Since then the downtown area has changed drastically and what was the perceived downtown area, compared to what the BIA is on paper is very different.

February 5th, 2018 the Beamsville BIA started the necessary steps to a new expanded downtown area.

BEAMSVILLE BIA



EXPANSION 2018

6 Key Functions of a BIA

Beautification

Marketing & Promotions

Economic Development

Communication

Special Events

Revitalization & Maintenance



2018 Accomplishments

Downtown Bench



- Successful 2018 Farmers' Market
- Provincial Flagship event for Barrels Bloom
- Re-branded
- Monthly Newsletter
- Growing Social Media Platforms
- Board growth from 2 to 6 members
- Expansion Initiative
- Lincoln Rerooted
- Community Chalkboard/Parkette
- Christmas Market





Operate a sustainable, professional, and credible member-driven organization



Work with the Town and other partners to plan a thriving downtown



Attract visitors, shoppers and businesses to downtown Beamsville



Advocate for the needs of business in downtown Beamsville

Moving Forward

Launch Website

Elections-2019 Slate of Directors (January)

2019 Budget (February)

Annual General Meeting (February)

Marketing Downtown -Entire Catchment

Events (2019 Farmers' Market, Lincoln Rerooted, Halloween, Christmas Market & more)

Beautification

Board Goals

2019 Resolutions

- Full functioning Board of 9
- Executive Officers (Chair, Vice Chair, Secretary, and Treasurer.
- New Bylaw
- Standing Committees: Marketing & Events, Finance, Beautification and Governance
- Constitution
- Policies & Procedures
- In-house Finances
- one-on-one with all members





WELCOME TO THE DOWNTOWN BENCH, BEAMSVILLE

We saved you a seat!

downtownbenchbeamsville.com

QUESTIONS?

THANK YOU

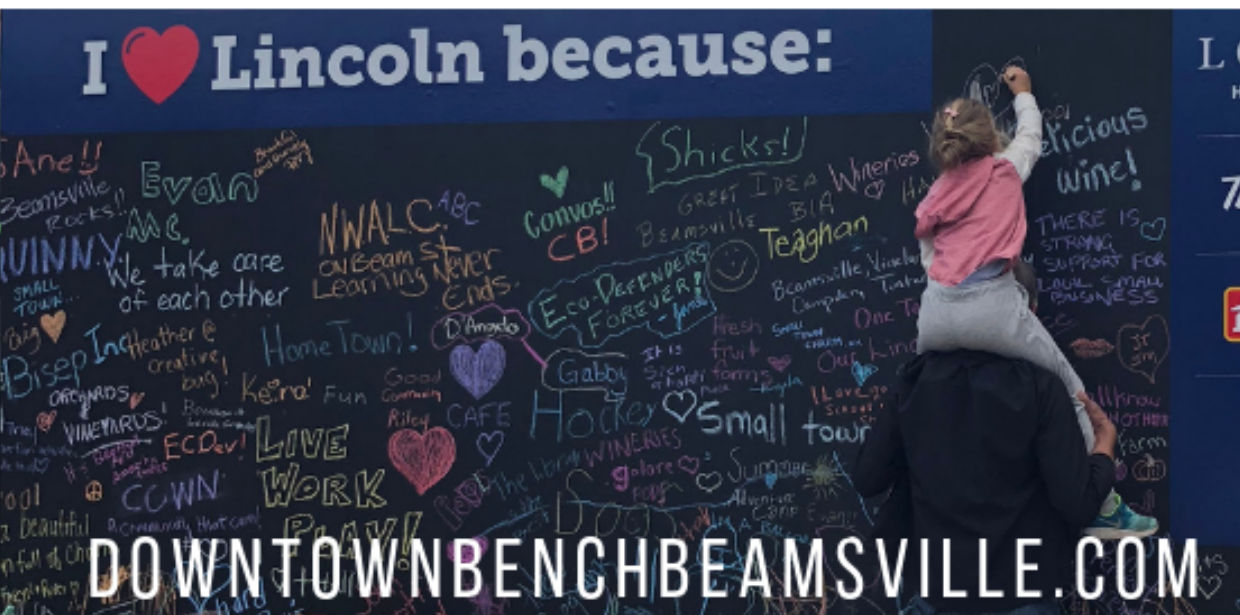
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