



## Port Credit BIA 2021 Annual Report

**Presented to:** PCBIA Board of Directors and Membership

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The Port Credit BIA is a catalyst for positive community, economic change and advocacy for our Port Credit Community. On behalf of all our Small Businesses and property owners, the Board of Directors and staff are pleased to share all efforts made during 2020. Every board member has donated their knowledge and time to make Port Credit BIA vibrant and proactive; especially during Covid-19.

The long-term goal from the PCBIA Board Members and staff is to maximize the value of the levy funds received and continue our efforts to make Port Credit a destination choice for many. As a team, we strive to spend tax dollars wisely benefiting the business community and ensuring our Urban Village retains its beauty, feel, safety and vibrancy.

As the PCBIA Board and staff continue to work on behalf of the membership, it remains critical to receive engagement from our members. Now more than ever it is important to have an inviting feel to our community. Our goal is to draw people to our Urban Village especially in these challenging times. Collectively we continue to seek alternative sources for additional funding including grants and sponsorships in addition to our one-million-dollar mark annual budget. The board and staff follow a four-year strategic plan that is reviewed annually. We also work closely with City Staff to create a Memorandum of Understanding (MOU) between the City of Mississauga and the BIA to set clear lines of each others' responsibilities.

### **Strategic Plan (2019 to 2022): Key Priorities**

The outlined strategic plan outlines clear, defined goals that are reviewed, updated, and achieved by the Board of Directors and staff. With regular reviews of the defined goals and achievements, we ensure the strategic plan is both realistic and successful. The Port Credit BIA mandate (stated in its constitution) is to improve, beautify and maintain public lands and buildings within the BIA and; to promote the area as a business, shopping and tourist destination.

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Strategic Plan (2019-2022): Key Priorities	
Strategic Objectives	Strategic Objectives Statements
<b>accessibility</b>	<ul style="list-style-type: none"> <li>• Obligations to ensure data maintenance and documentation depositories are digitalized and securely stored</li> <li>• Member forms readily available and updated regularly</li> <li>• Establishing and emphasizing a cohesive Port Credit identity, uniting East and West Villages, the Harbour, and Lakefront</li> </ul>
<b>accountability</b>	<ul style="list-style-type: none"> <li>• Measurable and targeted goals for each Port Credit BIA run marketing campaign, event and any capital investment</li> <li>• Ensure the safety and the maintenance of the liveability index for the Port Credit community</li> </ul>
<b>advocacy</b>	<ul style="list-style-type: none"> <li>• On behalf of the membership and with the City of Mississauga we focus on:               <ul style="list-style-type: none"> <li>○ Main Street Revitalization Grant programs</li> <li>○ Main Street Digital grant programs</li> <li>○ Free parking in winter, Holiday months</li> <li>○ Parking in Lieu</li> </ul> </li> </ul>
<b>beautification</b>	<ul style="list-style-type: none"> <li>• Holiday lighting, banners, distinct entry points into the corridor, flowers, and other BIA-led beautification</li> <li>• Recognize current challenges and request assistance from the City where possible</li> <li>• Utilized laneways, parks, underpasses to create unique public spaces and tourist attractions, in conjunction with members</li> </ul>
<b>boundary expansion</b>	<ul style="list-style-type: none"> <li>• Approval on the PCBIA boundary expansion adding 70 Mississauga Road South (Brightwater/West Village), and 354, 356, 360, 362, 364, 366 and 368 Lakeshore Road W. to the BIA boundary following removal of 72 Wesley Ave from the BIA boundary</li> </ul>
<b>branding and marketing</b>	<ul style="list-style-type: none"> <li>• Continue a strong social media presence and utilize other media outlets to build the Port</li> <li>• Continue to grow the Port Credit brand through marketing campaigns and charitable events</li> </ul>
<b>communication &amp; education</b>	<ul style="list-style-type: none"> <li>• Engage the community through direct participation and feedback on set goals</li> <li>• Executed by open house meetings, town halls and online outreach</li> </ul>

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### health, safety & risk management

- Community involvement through surveys, networking events and online member communications
- Coordinate action plans with local police
- Safety concerns such as traffic intersections, vandalism and theft to name a few

For more information on the 2019-2022 strategic plan please [click here](#).

### Membership Statistics:

2021 membership statistics	
business owners	477
property owners <i>*some owning multiple locations</i>	203
associate members <i>*non-voting rights</i>	8
full-time employees	Data unavailable
part-time employees	Data unavailable

### Partnerships and Memberships:

The Port Credit BIA are proud members of various associations within Mississauga that assist with advocating, beautifying and marketing our Urban Village. These partners and members include:

- Ontario BIA Association
- Mississauga/ West Toronto Tourism (Regional Tourism Office)
- Mississauga Tourism Board
- Arts and Culture Festivals Strategy Steering Committee
- Safe City Anti-Graffiti Committee
- Port Credit Community Foundation
- Heritage Mississauga
- Canada Lands Community Reference Group (1 Port St. – Marina lands)
- Lakeview Waterfront Connection Steering Committee
- Advisory Panel – Port Credit Go Station Master Plan Study
- Mississauga Litter and Waste
- West Village Partners

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### Achievements and Projects:

#### Advocacy

- Advocating with other Mississauga BIA's, Mississauga Tourism, Mississauga Chamber of Commerce, Canadian Federation of Independent Business, Mississauga Board of Trade and others
- Speaking at the Mayor's Press Conference to increase rent and wage subsidies and for banks to approve loan deferrals
- PCBIA Townhall meeting with MPP Cuzzetto and Prabmeet Sarkaria, Associate Minister of Small Business to request update for small businesses
- Businesses Are People: The Forgotten Campaign highlighting the impact of the pandemic in our community
- Spearheaded a letter to Change The Red Zone Policies, signed by Peel BIAs and sent to all levels of government and health officials
- Provided our businesses with packages of PPE and hand sanitizer in partnership with a community member
- Meeting with MPP Cuzzetto and Dr. Loh, Peel Medical Health Officer, to advocate that government stop segmenting businesses for closure
- PCBIA Townhall meeting with MP Mary Ng, Minister of Small Business, Export Promotion and International Trade to advocate that government have a plan for businesses post-covid-19
- Meeting with Alliance of Personal Care Ontario, MBOT, and Peel BIAs to discuss impacts of pandemic on the personal care sector
- In partnership with MBOT and Peel BIAs, submitted a letter to Mississauga MPs, MPPs and Members of Mississauga Council to advocate to deem Personal Care Businesses as essential services
- I Believe campaign in partnership with OBIAA
- Spearheaded a petition to lift the 'arms length' restriction on rent subsidy, collected over 500 signatures
- BIA x MBOT Shop Local Campaign

#### Main issues advocated for:

- Increase and extension of rent subsidy
- Increase and extension of wage subsidy
- Banks to approve loan deferrals
- Change the red zone: increase restaurant capacity limits and extend last call
- Adopt a harm reduction model and stop segmenting businesses for closures during partial lockdown

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- Create a recovery plan for businesses post-covid
- Forgive 60K CEBA loans or have the deadline extended
- Help with fixed costs and taxes and provide immediate cash lockdown support grants
- Deem personal care services as essential services
- Provide subsidies for new businesses that currently don't qualify for programs
- Lift the “arms length” restriction on Rent Subsidy immediately to allow small businesses owners that operate in buildings that they own to qualify for Rent Subsidy

### Grants and Sponsorships

- Submitted Reconnect Festival and Events Grant: awarded \$62,000. Funding will go towards new lighting and installations
- Submitted Celebrate Arts and Culture Grant: awarded \$7500. Funding was used towards our Fall IN The Port campaign and main street decorations
- Submitted Ontario Student Summer Jobs Grant: awarded a subsidy of \$3850
- Submitted Healthy Communities Grant: requesting \$200,000 to replace our light poles. Unfortunately, we were not chosen this year but we will continue to submit grants to fund this project
- MBOT Shop Local Grant: In partnership with MBOT, we were awarded \$7500 to help promote our seasonal Shop Local campaigns. Funding will go towards our Shop Local Port Credit holiday campaign which will include video, paid social media ads and promotion on our website
- Submitted Illuminate The Port Sponsorships: applied for assistance with our goal of lighting up main street. We were awarded the following:
  - Port Credit Community Foundations- \$30,000
  - Brightwater- \$20,000
  - SureGreen Landscaping- \$10,000
- Port Credit Community Event Sponsorships: We held a meeting with our community event organizers to learn how they adapted their events during Covid-19. After holding an application process, selected events were provided a sponsorship from the BIA

### Planning

- Annual City Walk with representatives from different divisions of the City to prep and plan for 2022
  - Collectively, the group identified areas for improvements and discussed a plan to remain accountable and execute upcoming projects
- City Art Walk with representatives from different divisions of the City to identify areas of opportunity to integrate art projects in our BIA
- Secured free 1-hour Holiday Parking from November 25, 2021 to January 14, 2022

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### Beautification and Infrastructure

- Regular beautification committee meetings
- Illuminate The Port: Lighting Main Street: added new twinkling lighting on our main street and iconic lighthouse
- #MississaugaMade Banner Program: We partnered with the City's Mississauga Made program to design new banners in support of BIA beautification projects and provide a platform for local arts to showcase their talents.
- Mega Muskoka Chair x STEPS: Our mega Muskoka chair underwent a facelift this year and was a great attraction for Port Credit tourists and residents alike. Done in partnership with STEPS.
- Streetscape Ambassador Program: Our streetscape program has expanded with 8 ambassadors and Gail, our streetscape supervisor. The team was on site Mon-Sun to ensure our streets remained tidy and litter-free. SureGreen Landscaping was also on site 2 times a week.
- Fall IN The Port: designed an installation at the lighthouse to draw tourists and residents to our Instagram-able moment on Queen Bea's Landing. A strolling Jack-o-lantern was out on our main street for kids and families to enjoy on the last two Saturdays in October.
- Winter IN The Port: designed an installation at the lighthouse, placed banners, holiday planters and main street décor throughout main street to beautify the village for the holidays
- Muskoka Chair Take Over: local artists painted our Muskoka chairs which were then placed throughout the Village for added seating
- Additional garbage bins set up in high traffic areas around the Main Street and additional cleaning scheduled with SureGreen Landscaping and City of Mississauga

### Tourism

- I Love PC Sign: added in the center of Port Street Market, as an attraction and photo-op for both tourists and locals this summer
- Virtual Lighting of Lighthouse: to replace the in-person holiday event we organized a virtual production for the community. The virtual experience received 5600+ views
- Business Networking Virtual Events: rebranded our networking events to Wake It Up, Shake It Up in the morning and Shake it Down in the evening. We curated expert speakers to share knowledge, skills, and ideas with our business community
- Port Credit Farmers Market: Returning after a year off, the market ran from June 5th to October 9th and saw attendance of close to 20,000 people

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- Classic Car Thursdays: Back for a second year, Classic Cars brought life and foot traffic down to the North and South side of our East Village every Thursday in August
- Busker Family Day: BIA teamed up with The City of Mississauga and organized Buskers entertainment Sunday, Sept 19th & 26th along Port Credit's Waterfront Trail
- Winter IN The Port 2021 Series coming soon:
  - **Lighting of The Lighthouse: Dec 6** - a community event featuring entertainment, hot chocolate, and a visit from Santa to commemorate lighting of the lighthouse
  - **Cram The Ram: Dec 11** - a charity component inviting the community to donate food, toiletries, gifts and more to those in need this holiday season
  - **Strolling Santas: Dec 4/11/18** - santas will be walking our main street mingling and snapping photos with our community and visitors the first three Saturdays in December
  - **Frosty Finale: Jan 29** – a community event featuring wood carving, warming stations, entertainment and live music to start the new year
- Queen Bea's Lookout: an organized ribbon-cutting ceremony to commemorate the hanging of the plaque on the Lighthouse landing, named after our late General Manager, Beatrice Moreira-Laidlow

### Marketing

- The BIA secured a 12-month partnership with Insauga to promote Port Credit as a tourist destination and market our local events and initiatives. Published 2 sponsored videos, 2 sponsored articles and 8 social media posts to highlight Port Credit
- East Village Think Tank: held several meetings with members and community advocates to brainstorm ideas on how to increase foot traffic in the East. This program resulted in a clear calendar of events for the East Village
- Increased Social Media Following: we continue to focus on growing our online presence and audience (5700+ on IG, 7500+ on FB, launched PCBIA Tik Tok)
- Farmers Market Rebranding: refreshed our farmers market branding and shared it on banners, posters and social media
- Hired a new Social Media Coordinator to our team to grow our digital presence
- The marketing committee finalized a 2022 Port Credit Event Calendar featuring a major event each season
- Pride IN The Port: In honor of Pride Month, we raised the Pride flag high, had our lighthouse windows painted by a local artist, and provided businesses with storefront posters to show their love and support
- Countless Marketing Campaigns including Day IN The Port series, Businesses Are People 1 + 2, PCBIA Online Holiday Catalog, Family Day art contest, Spring photo contest, ShopIN DineIN series and more



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- Monthly marketing committee meetings

### Community Safety & Security

- Business Watch: teamed up with Business Watch to implement a community watch program
- Tracking and reporting vandalism to the City's 311 line year-round
- Monthly safety and security committee meetings
- Paid Duty Police program every Friday and Saturday through the summer

### Accessibility

- Launched Port Credit BIA's new website with a modern feel and improved functionality
- Updated our BIA policies and posted on the website with all board meeting minutes and other important documents
- Two separate monthly newsletters to increase our digital presence and communicate information to our community and member
- Streamlined our BIA programs and events by creating operation manuals and documents that are accessible to staff both digitally and in the office
- Designed a system to organize and track all projects, invoices and vendor contracts
- Created clear roles in the office to support the workload and assist us in executing our strategic plan. We are currently hiring an Admin and Communications Coordinator with a projected start date of January 2022.
- Contracts and job descriptions have been created for all full-time, part-time and contract positions

### Communication and Education

- Newly formed committee that will focus on supporting new businesses in our BIA: building a welcome program that will support new businesses, create a stronger sense of community and connect businesses to resources

The Port Credit Board of Directors and staff are grateful to have the opportunity to represent our Members and landlords. This year, we have achieved so much and maximize value for our Main Street. As a team, we strive to benefit the business community and ensure our Urban Village retains its beauty, feel and vibrancy.