



PORT HOPE

HERITAGE BUSINESS DISTRICT

Port Hope
Heritage
Business
Improvement
Area

The Mandate of the Port Hope HBIA

The Port Hope Heritage Business Improvement Area (HBIA), led by The Board Of Management, oversees the improvement, beautification and maintenance of municipally-owned land, buildings and structures over and above what the Municipality covers. Additionally, the HBIA promotes the area as a business and/or shopping area.

*as outlined in section 204 of the Municipal Act

What is a BIA?

A Business Improvement Area (BIA) is an association of commercial property owners and tenants within a defined area who work in partnership with the Municipality to create thriving and safe business areas that attract shoppers, diners, tourists, and new businesses. By working collectively as a BIA, local businesses have the resource capacity (funds and people) to actively enhance the quality of life in their local neighbourhood and the Municipality as a whole.

Ontario BIAs fall under provincial legislation and are regulated under the Municipal Act, therefore they are a “Corporation of the Municipality”. BIAs are NOT “not-for-profit” corporations under the Ontario Corporations Act and should not be confused with one. A BIA has unique and specific connections with the municipality as a private-public partnership, one that supports community and economic development with funds raised solely for that work outside of the general taxpayers.

A local municipality may designate an area as an improvement area and may establish a board of management, to oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the area beyond that provided at the expense of the municipality generally; and to promote the area as a business or shopping area.



THE HERITAGE BUSINESS IMPROVEMENT BOUNDARIES

PROMOTING THE HERITAGE BUSINESS IMPROVEMENT AREA

- We promote on My Broadcasting Corporation local radio stations reaching Port Hope Cobourg, Peterborough, Brighton and surrounding areas
- We offer a co-operative advertising campaign for Christmas where the HBIA supplements the campaign Paul from MBC will be around to sell the advertising spots at a reduced costs.
- Social Media (Facebook Downtown Port Hope, Instagram Downtown Port Hope)
- Website
- Events such as the Trick or Treat night
- Market in Lent Lane
- Candlelight festival partner with the Municipality of Port Hope, Critical Mass and the Port Hope Chamber of Commerce
- Horse and Wagon Rides during the Holiday season and Float Your Fanny weekend
- Scavenger Hunts within the Downtown

BEAUTIFICATION

Flower baskets

Wreaths at Christmas

Christmas baskets on bridge
and in Lent Lane

Seasonal Decorations in
Lent Lane

Banner program

Flags

The **H**eritage
Business
Improvement
Area

Volunteer board of directors and
1 part time employee

We are financially supported by
our members with a tax levy
collected by the Municipality on
our behalf,

(63,317.00 total annually 2023
no increase this year)

Supplemented with fundraising.

What does the HBIA board of management do?

- Volunteer board of management is elected from its members and works on behalf of its members
- The board meets regularly to oversee policies, financial decisions and implement everything on previous slides
- The board is responsible to select executive and hire staff
- Any property owner or business owner within the HBIA can apply for a position on the board

Partnerships

- Candlelight Festival Committee
- ACO
- Salmon Festival
- Float Your Fanny Down the Ganny
- Municipality
- Trinity Collage School
- Critical Mass
- Chamber of Commerce





Thank
you

- Surefoot Electric - Install and removal of Flags
- Garden Club Holiday Urns
- Tami Garrett decorations in Lent Lane/ helping market
- Municipal staff
- Jeff Lees and team rebuilding train
- Furby House Book
- Thirsty Goose
- Holton flowers
- TCS
- Schmidt Law
- Signe Langford
- Sean Carthew
- Pastor Ben Mills and Team

The Market in Lent Lane
and
Trick or Treat Night





First Annual Salmon Festival

OUR
GOALS
FOR 2023:

- Promote the Downtown during the infrastructure upgrades
- Beautification, seek grant opportunities
- Four Year Strategic Plan

Volunteer hours

Lent lane 250 hours

Sewing/bum buttons 140

Wreaths 78 hours

Market 86

Run Salmon Run event 120 hours

Flags 20 hours Surefoot Electric

History Walks 30 Hours

Train Refurbishment 12

Total volunteer hours 736 at minimum wage this would total \$11,0400.00

FUNDRAISING

PortHopeOpoly Sold
out 600 collectable
games

Note Cards/Postcards
Some Designs still
Available

Puzzle On Sale
tomorrow!

In 2022 we developed a puzzle featuring local businesses and places

500 Puzzles have been ordered and received last week. This will generate extra income to help us promote the downtown during the infrastructure upgrades.

