

PRESTON STREET BIA MEMBER INFORMATION



ABOUT THE PRESTON STREET BIA

The Preston Street Business Improvement Association (BIA) was formed in 1986 when the merchants of Preston Street came together to pool their resources, with the goal of creating the vibrant commercial street you see today. The BIA is funded through an extra levy paid on property taxes by the business and commercial property owners in the BIA boundary. The mandate of the Preston Street BIA continues to be to promote, beautify, animate and advocate for the Little Italy area.

ABOUT THE BOARD OF DIRECTORS

All commercial property owners, as well as commercial tenants, within the defined Preston Street BIA boundary are automatically part of the BIA membership. The BIA is governed by a Board of Management that sets the strategic direction of the organization, is accountable to the membership, and reports to the City of Ottawa.



The Board of Management is composed of volunteer business owners and managers, who are re-elected every four years. The elected Board Members vote on the executive positions on the board. These positions are Chair, Vice-chair and Treasurer. The other member of the executive team is the Executive Director who holds a paid position and is responsible for the management of the BIA. The Board meets monthly with the Executive Director to set goals and approve expenses, with a General Meeting open to the membership taking place annually in October.

BIA MEMBER BENEFITS

As a BIA member, you can influence what happens in your district by providing feedback, getting involved with your BIA Board, Board committees and Annual General Meeting.

Members of the BIA also benefit from:

- ✓ Street and sidewalk maintenance, capital improvements, pageantry
- ✓ Free, year-round graffiti remediation through Goodbye-Graffiti
- ✓ Business promotion through area marketing campaigns, business directory, media partnerships and tourism marketing initiatives
- ✓ Community safety partnerships and crime prevention initiatives
- ✓ Marketing support, digital adoption programs, and free promotional tools
- ✓ Access to small business grant funding through OCOBIA, grant writing assistance and support
- ✓ Participation in and proximity to year-round traffic-driving events, including the Ottawa Italian Festival, Winterlude, Tulip Festival and more



✓ Prime location in a vibrant district








- All businesses in the area, whether retail, professional, dining or service-based, may gain advantages from the improved local atmosphere and ambience that a successful BIA helps to create. BIA improvements and activities may retain more local customers and attract more visitors. Cost savings to members may result from improved integration of capital funding and promotional activities.

Business representation and advocacy

- The Preston Street BIA acts as a voice for the business community and establishes important relationships with other community voices, such as City council, municipal departments, local community groups (schools, churches, resident associations, etc.) and institutions (chambers of commerce, committees of council, etc.). The BIA forum can be used to convey community concerns to council and help prompt council to pursue policies and activities to promote and strengthen the community and its unique identity. Likewise, it can provide a feedback mechanism for council issues.

New business attraction and retention

- BIA-initiated improvements and activities may help to create and sustain a more vibrant economic environment within the area, which may lead to an increased demand for retail and office space, a decrease in commercial vacancy rates and an increase in property values.

BIA CONTACT INFO	MEMBER INFORMATION
 www.prestonstreet.com  343 Preston Street, Office 1177  343-291-1178  info@prestonstreet.com social@prestonstreet.com	For all member information, visit our members page or sign up for e-newsletter. Connect with us on social media:  @littleitalyottawa  @littleitalyottawa  @prestonstreetbia

To sign up for our newsletter, please send an email to social@prestonstreet.com. You'll receive our updates featuring community news, public health updates, small business resources, information about funding opportunities, and information about our events and programs in Little Italy.