



Mission Statement:

“To foster a sense of community between the business members, while supporting the area through promotion and beautification initiatives that encourage the continued success of the area.”

Our Mandate:

To promote and beautify the area above and beyond what the municipality does.

Services: PARK FREE, EAT WELL, SHOP LOCAL

Accomplishments

- Beautification – hanging flower baskets & banners
- Canada 150 Contest
- Canada Summer Jobs Project:
 - Social Media Strategy
 - Social Media Strategist
 - Event Planner
 - Community Development Strategy
 - Researcher
 - Communications Specialist



Innovation

New Opportunities

- Boundary Changes
- Clarke Road SS:
 - Junior BIA
- Canada 150

Economic Growth

- Over 25,000 vehicles travel through The Argyle BIA on a daily basis
- 6% of retail/commercial space is filled
- Levy:
 - So far, the Argyle BIA operates solely on our levy, with no additional funding.

Ongoing Projects

- Santa Claus Parade
- B2BIA networking

Partnerships

- Argyle Community Association (ACA)
- Optimist Club of East London
- London Hydro
- City of London
 - Recycling bins & Cigarette Containers
 - Hanging flower baskets



Collaboration

Liaison

- City staff person can liaise with all London BIAs, City of London, City services, and other London service providers

Examples:

- Windsor Business Improvement Area Advisory Committee (WBIAAC):
 - Includes a committee coordinator, three members of council, and representatives from each of the 9 BIAs
 - Discuss issues common to all BIAs and report their recommendations back to council
- Hamilton Business Improvement Area Advisory Committee:
 - A forum that encourages the sharing of information between BIAs
 - Includes one councillor, a City staff liaison, and one representative from each of the 13 BIAs
- City of Toronto BIA Office:
 - Acts as the first point of contact for the 82 Toronto BIAs
 - Addresses issues such as budgeting, capital projects, marketing, strategic planning etc.
 - Provides an online resource database that includes contact information for service providers



Announcements

- Website:
 - Database
 - Event Calendar
 - Retail/Commercial property opportunities posted on our website
- Airshow
- Santa Claus Parade – Saturday, December 10th at 2pm

