



Grimsby Downtown Business Improvement Area (BIA)

Meeting date: September 11, 2024

Meeting time: 9 AM

Meeting Place: Teddy's Sports Bar, 30 Main Street West, Grimsby

Board members: Mayor Jordan, Councillor Davoli, Mark Wood, Simon Duong, Christine Kempf, Daniel Vandersteen, Chris Mindorff, Ben Burns, Lisa Sproston

Staff: Amanda MacDonald – Executive Director of the Grimsby Downtown BIA, Katie Viccica – Deputy Clerk

1. **Call the Meeting to Order**
2. **Approval of the Agenda (Additions/Deletions)**
3. **Declarations of Interest**
4. **Business Arising from the Minutes**
5. **Approval of the Minutes (Attachments)**
 - a. **Grimsby Downtown BIA Meeting Minutes – August 14, 2024**
 - b. **Grimsby Downtown BIA Special Meeting Minutes – August 29, 2024**
 - c. **Grimsby Downtown BIA Special Meeting Minutes – September 6, 2024**
6. **Delegations / Presentations**
 - a. **Harley Valentine**
7. **Chair's Report – Verbal Update**
8. **BIA Financials – Member Vandersteen**
 - a. **Budget and Audit Process (Attachment)**
 - b. **Annual Survey Proposal (Attachment)**

- 9. Christmas Décor**
 - a. Draft Decorating Guidelines and Application (Attachment)**

- 10. Events – Member Kempf**
 - a. Canada Day**
 - b. Halloween**
 - c. Christmas**

- 11. Marketing – Chair & Member Vandersteen**

- 12. Closed Session**
 - a. RFQ for Downtown Greenery**

Section 239 (2)(k) of the Municipal Act states a meeting is held for the purpose of a position, plan, procedure, criteria, or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the municipality or local board.

 - b. RFQ For Social Media Content**

Section 239 (2)(k) of the Municipal Act states a meeting is held for the purpose of a position, plan, procedure, criteria, or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the municipality or local board.

 - c. Approval of Closed Minutes**

Closed minutes of September 6, 2024

- 13. Previous Business**
 - a. HR Policy and Procedures**

- 14. New Business**
 - a. Construction & Task Force Discussion (Attachment)**
 - b. Membership Guide**

- 15. Adjournment**



Grimsby Downtown Business Improvement Area (BIA)

Meeting date: August 14, 2024

Meeting time: 9 AM

Meeting Place: Teddy's Sports Bar, 30 Main Street West, Grimsby

Board members: Mayor Jordan (entered at 9:07 AM), Councillor Davoli, Simon Duong, Christine Kempf, Daniel Vandersteen, Ben Burns, Lisa Sproston (entered at 9:07 AM, exited at 10 AM)

Absent: Mark Wood, Chris Mindorff

Staff: Jessica Beaupre – Committee Coordinator

1. Call the Meeting to Order

The meeting was called to order at 9:02 AM.

2. Approval of the Agenda (Additions/Deletions)

BIA – 24 – 068

Moved by: Member Burns

Seconded by: Member Kempf

Resolved that the agenda for the August 14, 2024, Grimsby Downtown BIA meeting be approved.

CARRIED

3. Declarations of Interest

There were no disclosures of pecuniary or non-pecuniary interest.

4. Business Arising from the Minutes

Councillor Davoli requested follow up on the beautification program analysis and the financial statements.

5. Approval of the Minutes

- a. **Grimsby Downtown BIA Meeting Minutes – July 10, 2024 (Attachment)**
- b. **Grimsby Downtown BIA Special Meeting Minutes – July 30, 2024 (Attachment)**

BIA – 24 – 069

Moved by: Member Vandersteen
Seconded by: Mayor Jordan

Resolved that the following minutes be approved:

- Grimsby Downtown BIA Meeting Minutes – July 10, 2024
- Grimsby Downtown BIA Special Meeting Minutes – July 30, 2024

CARRIED

6. Delegations / Presentations

There were no delegations or presentations.

7. Financial Transition Update

Member Vandersteen explained that the insurance has been finalized, and they will be meeting with the Bookkeeper on Friday. The bank account is up and running, the WSIB account has been created, and they are on track to meet the October timeline.

8. Social Media Calendar

Member Burns provided the Board with a handout on social concepts for the BIA. He explained the following points:

- The goal is to post on social media 3 times a week and increasing awareness and visibility
- Want to raise awareness of what the BIA does, and the businesses included
- Would like BIA to assist businesses with social media by highlighting businesses in the social media content, perhaps by doing 20 – 30 second video clips of what a business offers

- Also, could do giveaways for residents and use local business product to further support local businesses
- Would like to engage the community through social media

The Board discussed the following points:

- How to potentially include this in the budget for next year.
- What can be done in the interim, such as reaching out to other BIAs for their social media operating procedures.
- A submission process for businesses to be featured on the BIA social media pages to ensure fairness and openness.
- A BIA educational awareness campaign on social media.
- Direct member outreach in person and digitally.

Member Kempf, Member Duong, and Member Burns also noted they would be willing to volunteer their time to help make videos for the BIA social media.

BIA – 24 – 070

Moved by: Member Vandersteen
Seconded by: Member Duong

Resolved that a Request for Quote (RFQ) be drafted for the social media management plan and be presented at the next regularly scheduled meeting.

CARRIED

9. Ladies' Night

Member Kempf explained Ladies night will be hosted on November 21st, 2024. The event last year was very successful, and she inquired about some type of banner or small banners to promote the event.

10. Christmas Promotion

Member Kempf explained they did not receive the not grant for the market, so it would be a difficult event to organize without proper funding. She suggested they could run a support local passport program promotion instead in December. Businesses could opt to participate and at the end of the promotion residents could turn in their passport for a draw to win \$1000.

The Board discussed the following points:

- Potentially having multiple winners
- What passport design might look like
- How to include businesses who do not opt in

Councillor Davoli requested Member Kempf come back to the next meeting with more information on what the promotion might look like. She also inquired about the short term and long-term plans for Christmas lights.

11. HR Employee Manual Update from Executive Director

Member Vandersteen provided the update in the Executive Director's absence. He explained that the HR manual draft was distributed to Board for comment, and that the Board must ensure all comments are submitted to the Executive Director. They will be voting on the final draft at the next meeting, and this manual was drafted in consultation with the Town's CAO and HR staff.

12. Reports

a. Executive Director's Report (Verbal)

The Executive Director was absent, so the verbal update was not provided.

13. New Business

Member Vandersteen explained he received a request from Ad Media Solutions; they do ads in the Casablanca Hotel and the Comfort Inn, and they inquired if the BIA would be interested in being a part of their digital promotional guide. The cost is \$600 for the year. **Member Duong** explained he would follow up with the company and report back with more information.

Councillor Davoli requested an item be added to the next agenda regarding service-based businesses, and how they can support them. She also noted a previous program run by the BIA for businesses, the Christmas Garland program. She noted this may be something they could do.

Member Burns noted they could reach out to local organizations, like the Garden Club, to assist the businesses in decorating for the Holidays. He also requested that the Executive Director submit a time summary so the Board can see what tasks she is currently spending her time on and evaluate where else her time may need to be spent.

14. Adjournment

The meeting was adjourned at 10:11 AM.



Grimsby Downtown Business Improvement Area (BIA)

Meeting date: August 29, 2024

Meeting time: 9 AM

Meeting Place: Teddy's Sports Bar, 30 Main Street West, Grimsby

Board members: Councillor Davoli, Mark Wood, Daniel Vandersteen, Chris Mindorff, Ben Burns, Lisa Sproston

Absent: Mayor Jordan, Simon Duong, Christine Kempf

Staff: Amanda MacDonald – Executive Director of the Grimsby Downtown BIA, Katie Viccica – Deputy Clerk

1. Call the Meeting to Order

The meeting was called to order at 9:01 a.m.

2. Approval of the Agenda (Additions/Deletions)

BIA-24-071

Moved by: Member Sproston

Seconded by: Member Vandersteen

Resolved that the agenda for the August 29, 2024, Grimsby Downtown BIA meeting be approved.

CARRIED / DEFEATED

3. Declarations of Interest

There were no disclosures of pecuniary or non-pecuniary interest.

4. Christmas Décor

The Chair provided background information on how Christmas decorations were historically managed in Grimsby and general opportunities for 2024. The Board moved into closed session to discuss the quotes.

5. Closed Session

a. Christmas Décor Quotes

b. Approval of Closed Minutes – July 10, 2024

BIA-24-072

Moved by: Member Vandersteen

Seconded by: Member Burns

Resolved that the BIA move into closed session under Section 239 (2)(k) of the Municipal Act, where a closed meeting is held for the purpose of a position, plan, procedure, criteria, or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the municipality or local board.

CARRIED / DEFEATED

6. Open Session

BIA-24-073

Moved by: Member Burns

Seconded by: Member Vandersteen

Resolved that the information provided in closed session be received.

CARRIED / DEFEATED

7. Adjournment

The meeting adjourned at 9:59 a.m.



Grimsby Downtown Business Improvement Area (BIA)

Meeting date: September 6, 2024

Meeting time: 9 AM

Meeting Place: Station 1 Coffeehouse, 28 Main St E, Grimsby ON

Board members: Councillor Davoli, Mark Wood, Simon Duong, Christine Kempf, Daniel Vandersteen, Chris Mindorff, Ben Burns

Absent: Mayor Jordan, Lisa Sproston

Staff: Amanda MacDonald – Executive Director of the Grimsby Downtown BIA, Katie Viccica – Deputy Clerk

1. Call the Meeting to Order

The meeting was called to order at 1:00 p.m.

2. Approval of the Agenda (Additions/Deletions)

BIA-24-074

Moved by: Member Vandersteen

Seconded by: Member Duong

Resolved that the agenda for the August 29, 2024, Grimsby Downtown BIA meeting be approved.

CARRIED

3. Declarations of Interest

There were no disclosures of pecuniary or non-pecuniary interest.

4. Christmas Décor

The Board moved into closed session to discuss the quotes for Christmas decorations.

5. Closed Session

BIA-24-075

Moved by: Member Mindorff

Seconded by: Member Duong

Resolved that the BIA move into closed session under Section 239 (2)(k) of the Municipal Act, where a closed meeting is held for the purpose of a position, plan, procedure, criteria, or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the municipality or local board.

CARRIED

6. Open Session

BIA-24-076

Moved by: Member Burns

Seconded by: Member Mindorff

Resolved that the direction provided in closed session regarding Christmas decorations be approved.

CARRIED

7. Adjournment

The meeting adjourned at 2:00 p.m.



Board Report: Annual BIA Survey Process and Integration with Budgeting

To: Grimsby Downtown BIA Board of Directors
From: Executive Director
Date: September 2024

Overview

The Downtown Grimsby BIA Annual Survey is proposed to be implemented as a key instrument for gathering feedback from residents, property owners, business owners, and employees in the downtown area. This survey would be distributed annually to evaluate the overall performance of Downtown Grimsby and its associated initiatives. Surveying annually would enable the comparison of results year over year, providing critical insights to inform decision-making and strategic planning. These insights would help to identify strengths and areas for improvement, ensuring that the Downtown Grimsby BIA continues to address the community's evolving needs while supporting the growth and revitalization of the downtown core.

Survey Timeline

The survey is planned to be distributed this year from mid-September to mid-late October. However, moving forward, it is proposed that the distribution be shifted to June of each year. This change will provide sufficient time to analyze the results and incorporate them into the planning and budgeting process for the following fiscal year.

Budgeting Process Integration

The feedback gathered from the survey will be instrumental in the budgeting process, as it will directly inform our priorities and allocation of resources. The survey results provide data on key areas such as beautification, marketing, special events, and business recruitment, which are reflected in our budget. By utilizing this data, we can ensure our budget aligns with the needs and priorities of the downtown community, making more informed and effective decisions for the fiscal year ahead.

Survey Content and BIA Handbook Alignment

The topics covered in the survey are designed to address the areas outlined in the Province's BIA Handbook. These include:

- Beautification, Revitalization & Maintenance
- Marketing & Promotion

- Special Events & Initiatives
- Business Recruitment & Economic Development
- Communication

This comprehensive approach ensures that the survey provides meaningful data in all areas that are critical to the success of Downtown Grimsby and its stakeholders.

Survey Format and Distribution

The survey would be printed on postcards and delivered directly to the mailboxes of all downtown members, mailed to all property owners, and shared via our newsletter. However, due to time constraints this year, we will distribute the survey solely through social media and our digital newsletter. In future years, we aim to return to the broader distribution methods to ensure maximum participation.

Introduction and Conclusion

To enhance the clarity and effectiveness of this year's survey, an introductory section explaining the purpose, importance, and use of the data is essential. Similarly, the survey should conclude with an exit message thanking participants for their time and encouraging further involvement with the BIA.

Next Steps

- Finalize the survey format and ensure all key topics are covered.
- Draft the introduction and conclusion for the survey.
- Prepare for distribution through social media and our digital newsletter, targeting mid-September for the release.
- Analyze results post-survey to integrate findings into the budget planning process.

Thank you for your attention to this matter. I await your feedback and approval to proceed with the proposed plan.

Sincerely,
Amanda MacDonald
Executive Director, Downtown Grimsby BIA

SAMPLE LETTER

To Whom It May Concern,

We are writing to inform you about our Annual Survey for our Annual Survey for property owners, business owners, and employees in Downtown Grimsby. The Downtown Grimsby Business Improvement Area (BIA) invites you to take part in this anonymous survey. Topics covered include beautification, revitalization & maintenance, marketing & promotion, special events & initiatives, business recruitment & economic development, communication, and more.

Our goals with this survey are to:

- Assess the strengths and areas for improvement in Downtown Grimsby.
- Identify existing or emerging opportunities for future growth (What assets do we already have that we can build upon?)
- Determine priorities for enhancing living, playing, and working in Downtown Grimsby.
- The results from this survey will provide us with valuable insights into the direction and future of Downtown Grimsby.

Please note that all responses are completely anonymous.

- Business Survey: (for property and business owners and employees)
[Insert Survey Link for Downtown Grimsby Business]

Also, please be aware that the BIA will be hosting the Annual General Meeting (AGM) on [Insert Date] at [Insert Time], so mark your calendars if you're interested in attending! RSVP to amanda@grimsbydowntown.com

Thank you for your time, and we look forward to your feedback.

Sincerely,

[Your Name]

Downtown Grimsby Business Improvement Area (BIA)

SURVEY:

1. Demographic Information

- Which of the following applies to you? Multiple Choice (Select all that apply):
 - Own commercial property in Downtown Grimsby
 - Own multiple commercial properties in Downtown Grimsby
 - Business Owner in Downtown Grimsby
 - Work in Downtown Grimsby
 - Own multiple businesses in Downtown Grimsby
 - None of the above

- Where is your business or property located? Multiple Choice (Select one)_:
 - LIST ALL STREETS
 - Other (with space to specify)

2. Tell us why you picked Downtown:

- What influenced your decision to establish a business or buy property in Downtown? Multiple Choice (Select all that apply):
 - Affordable business rent
 - Affordable property purchase
 - Atmosphere
 - Feasible to live and work in the same building
 - Friendly people
 - Location within the Town
 - Business Improvement grants or loans
 - Foot traffic
 - Location in Downtown Centre
 - Municipal tax rates
 - Proximity to residential market
 - Proximity to your residence
 - Other (with space to specify)

- What has influenced your decision to keep your business or property in Downtown? Multiple Choice (Select all that apply):
 - Affordable business rent
 - Affordable property purchase
 - Atmosphere
 - Feasible to live and work in the same building
 - Friendly people
 - Location within the Town
 - Business Improvement grants or loans
 - Foot traffic
 - Location in Downtown Centre
 - Municipal tax rates
 - Proximity to residential market
 - Proximity to your residence
 - Other (with space to specify)

3. Economic Development

- What types of businesses do you think would enhance Downtown? Multiple Choice (Select all that apply):
 - Accommodations, Travel & Tourism
 - Amusement and Recreation
 - Automotive
 - Accountants
 - Call Centres
 - Catering, Restaurants & Food Services
 - Commercial Printing
 - Communications
 - Computer & Internet Service
 - Construction
 - Consultants
 - Convenience & Variety Stores
 - Education Services
 - Electrical
 - Financial Institutions
 - Government Services
 - Health and Social Services
 - Insurance
 - Interior & Exterior Design
 - Landscaping & Gardening
 - Land Surveying
 - Legal Services
 - Manufacturing
 - Marketing Services
 - Personal & Household Services
 - Pharmacies
 - Photography/Videography
 - Property Management
 - Real Estate
 - Retail
 - Security
 - Sports Clubs & Organizations
 - Transportation
 - Utilities
 - Veterinarian
 - Wholesale Trade
 - Other (with space to specify)

- What learning events would be helpful for growing your business and staff? Multiple Choice (Select all that apply):
 - Accounting and bookkeeping basics
 - Building a website

- Business plans
- Customer hospitality
- Exporting products & services
- Family businesses
- Financial services
- Insurance and Liability
- Moving your Business Online
- Recruiting and Supervising Staff
- Reducing Energy Costs
- Sales and Marketing Strategies
- Scaling a Business
- Staff Performance Review
- Succession Planning
- Utilizing Social Media
- Window and Interior Displays
- Working with Volunteers
- Other (with space to specify)

4. Visitor Experience

- What do you think would improve a visitor's experience when visiting Downtown?

Multiple Choice (Select all that apply):

- Accessible Buildings
- Additional Food Options
- Better Signage
- Cleaner Sidewalks
- Friendlier Staff
- Fun Experiences
- Improved Building Facades and Store Fronts
- Improved Streetscape (benches, tables, plants, trees)
- More Entertainment Options
- More Parking
- More Retail Stores
- Outdoor Patios
- Professional Services
- Recycling
- Other (with space to specify)

- Do you have any concerns about Downtown? Multiple Choice (Select all that apply):

- Property standards
- Crime
- Lack of Respect for Smoking By-laws
- Graffiti/Vandalism
- Personal Safety
- Safety for Cyclists
- Unsheltered Population

- Too much traffic
- Other (with space to specify)

5. Beautification

- How do you rate the effectiveness of the following? Rating Scale:

- Hanging Baskets
- Wall Murals
- Banners
- Directional Signage
- Planters
- Seasonal Decorations
- Response Options_:
 - Excellent (A)
 - Average (B)
 - Neutral (C)
 - Below Average (D)
 - Poor (E)

6. Revitalization and Maintenance

- How would you rate the following aspects of Downtown? Options: Excellent (A), Average (B), Neutral (C), Below Average (D), Poor (E)

- Street Furniture
- Bicycle Racks
- Bikes on Sidewalks
- Reducing Litter
- Street Parking
- Sidewalk Maintenance
- Overall

7. Promotion

- How effective is promoting Downtown as an area to eat, shop, and play? Rating Scale:

- Promoting Downtown as an area to eat
- Promoting Downtown as an area to shop
- Promoting Downtown as an area to play
- Promoting knowledge of BIA events and services
- Effectiveness of Social Media
- Response Options_:
 - Excellent (A)
 - Average (B)
 - Neutral (C)
 - Below Average (D)
 - Poor (E)

8. Special Events

- How effective are the following events? Rating Scale:
 - Christmas Market
 - Ladies Night (Spring)
 - Ladies Night (Fall)
 - Non-BIA events (e.g., Happening in Grimsby, Farmers Market, Canada Day, Santa Claus Parade)
- Response Options:
 - Excellent (A)
 - Average (B)
 - Neutral (C)
 - Below Average (D)
 - Poor (E)
- Do you have any event ideas that you would like to see implemented? Open-ended response

9. Communications

- How aware are you of the following? Rating Scale:
 - Awareness of board/committee meetings
 - Knowledge of newsletters
 - Quality of newsletters
 - Level of interest in attending monthly Board/Committee Meetings
 - Level of interest in attending Annual Meetings
- Response Options:
 - Excellent (A)
 - Average (B)
 - Neutral (C)
 - Below Average (D)
 - Poor (E)
- How would you rate the following statements about the BIA? Options: Excellent (A), Average (B), Neutral (C), Below Average (D), Poor (E)
 - BIA advocates for Downtown Businesses
 - BIA responds to my personal concerns and/or issues about Downtown
 - BIA contributes to raising the profile of successful businesses
 - BIA contributes to the overall recognition of the importance of Downtown businesses
 - Overall
- What industry is your business part of? Options: (Select one)
 - Accommodation and Food Services
 - Agriculture
 - Administration Services, Waste Management, and Remediation
 - Arts, Entertainment and Recreation

- Construction
- Educational Services
- Finance and Insurance
- Health Care and Social Assistance
- Information and Cultural Industries
- Management of Companies and Enterprises
- Manufacturing
- Mining; Quarrying; Oil and Gas Extraction
- Professional, Scientific and Technical Services
- Real Estate Management
- Retail Trade
- Transportation and Warehousing
- Utilities
- Wholesale Trade
- Other (with space to specify)



BIA Budget Timeline / Process

April/May

Board and/or Committees Create / Finalize Member / Resident Survey

August

Board and/or Committees Review Results set budget

Mid September

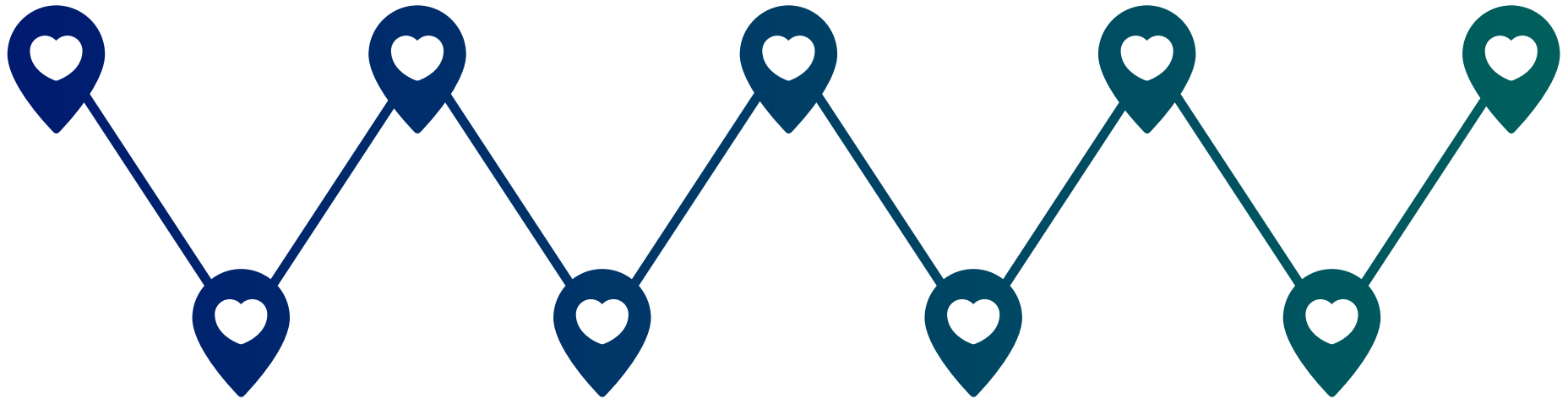
Finance and audit meets and amalgamates / finalizes budget draft

October

Board reviews once more sends it to council and AGM

January

New year, New Budget cycle



June

Launch of Survey

Early September

Board and/or Committees Revisit once more and send to finance and audit

End September

Drafts goes to board for approval - approval motion made

November

Send to Council for approval and AGM for review, Whichever comes first



BIA Audit Process

December

All Document are collected, finalized, signed, filed

Late January

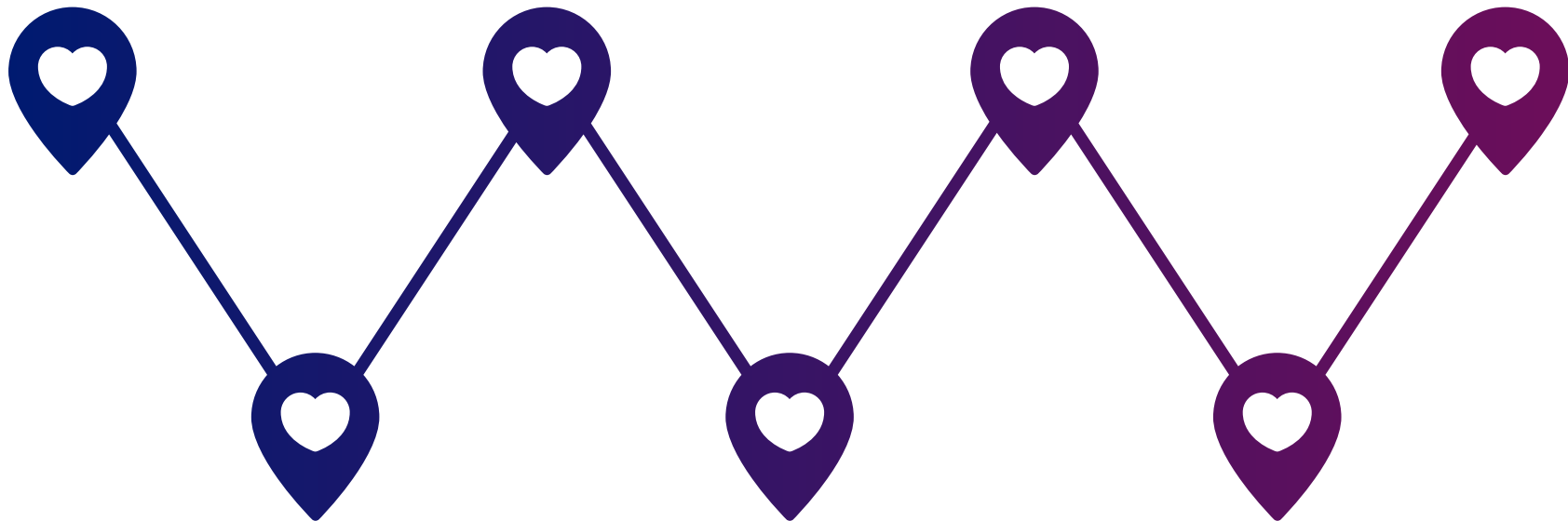
Control documents produced to auditors

April

Draft audit produced for executive and sent to finance and audit

November

Presented at AGM



Early Jan

Final invoices / receipts / payments made

Final grants collected

February

Auditor conducts BIA audit

May

Sent to board for review and approval

Sent to Town of Grimsby Finance departments

Winter Wonder Windows Guidelines

Grimsby Downtown BIA Christmas Storefront Decorating Program: Application Guidelines for Members

The Grimsby Downtown BIA is excited to offer our Christmas Storefront Decorating Program. This program provides a non-refundable stipend of up to \$500 for downtown merchants who match the amount with their own funds to enhance the festive spirit of the downtown area. Below are the guidelines for applying for this program.

Eligibility Criteria

- **Geographic Location:**
 - Only businesses within the defined boundaries of the Grimsby Downtown BIA are eligible to apply.
 - The business must have a physical storefront visible from the street, ensuring that the decorations contribute to the overall festive atmosphere of the downtown area.
- **Business Registration:**
 - The business must be legally registered with the Town of Grimsby or Ontario (e.g., sole proprietorship, partnership, corporation).
 - Franchisees or chain stores are eligible if they operate as independent businesses within the BIA boundary.
- **Matching Contribution:**
 - The business must be able to provide documentation (invoices, receipts, etc.) showing that they have or will spend an amount equal to or greater than the stipend they are applying for (between \$25 and \$500).
 - Contributions can cover any costs related to purchasing or renting decorations, installation fees, lighting, or other Christmas-themed enhancements.
- **Business Status:**
 - Only businesses that are currently operating and open to the public are eligible. Seasonal businesses (if applicable) must have plans to remain open during the holiday season (e.g., November to January).
 - Businesses temporarily closed, under construction, or undergoing significant renovations during the program period are ineligible.
- **Compliance with Local Regulations:**
 - Businesses must be in good standing with the Town of Grimsby, which includes:
 - No outstanding violations or fines related to property maintenance or safety codes.
 - Proper business licenses and permits are in place.
 - The business must comply with all municipal bylaws, including outdoor signage and decorations.
- **Ownership or Leasing:**
 - Both property owners and lessees can apply, but lessees must provide written consent from the property owner or landlord to decorate the storefront.
 - Shared or multi-business properties (e.g., buildings with multiple tenants) may require coordination between tenants to ensure consistency in

Winter Wonder Windows Guidelines

decorations. Tenants within shared properties may be asked to submit joint applications or provide a cohesive decoration plan.

- **Decorative Purpose:**
 - The stipend must be explicitly used to enhance the business's storefront and contribute to the festive downtown atmosphere. Funds cannot be used for unrelated business expenses (e.g., interior decorations not visible from the street, unrelated repairs, or maintenance).
- **Participation in BIA Activities:**
 - To encourage engagement, preference may be given to businesses that are active members of the Grimsby Downtown BIA, participate in BIA events, or have contributed to previous downtown initiatives.
- **Exclusions:**
 - Non-storefront businesses (e.g., home-based businesses, offices without public-facing retail) are not eligible.
 - Non-commercial organizations, such as non-profits, charities, or residential properties, are excluded unless specifically authorized by the BIA Board of Management, as they do not pay a taxable levy.

Application Process

- **Submission of Application:**
 - Applications can be submitted online via the BIA website by downloading a PDF form and emailing it to amanda@grimsbydowntown.com or via the [submission link](#).
 - **Application Deadline:** All applications must be received by November 10, 2024. Early submissions are encouraged, and there may be an incentive for early applications.
- **Required Information:** Applicants must provide the following:
 - **Business Information:**
 - Business name, address, contact person, and phone/email.
 - **Landlord Consent (for tenants only):**
 - A letter or email from the property owner/landlord granting permission to decorate the storefront.
- **Decoration Plan:**
 - A description of the proposed holiday decorations (e.g., lights, wreaths, garlands, window displays).
 - Optional sketches or images of your planned decorations are encouraged.
 - See below for decorating guidelines and eligibility of items
- **Budget Breakdown:**
 - An estimated budget for the decorations, including a breakdown of costs (e.g., purchasing, rental, or installation fees).
 - Indicate the amount you request from the BIA (between \$25 and \$500) and provide proof of your ability to match the funds (e.g., quotes, receipts, or invoices).
- **Review Process:**

Winter Wonder Windows Guidelines

- The BIA committee will review applications based on their creativity, contribution to the downtown atmosphere, and overall feasibility.
- You will be notified of the decision within two weeks of the application deadline.
- Approval and Stipend:
 - If your application is approved, you will be required to sign an agreement outlining the terms, including:
 - Installation of decorations by December 1, 2024.
 - Maintaining the decorations until at least January 5, 2025.
 - The stipend will be paid after you submit proof of matching funds (receipts/invoices) and verification of decoration installation (photos of the final display).
- Final Submission:
 - Once the decorations are installed, submit before-and-after photos of your storefront, receipts, or other proof of expenditure to amanda@grimsbydowntown.com by December 5, 2024.
- Promotion:
 - Approved businesses are encouraged to promote their participation on social media using BIA-provided hashtags and tagging the BIA.
 - All participating businesses will be featured in the BIA's holiday marketing campaigns, including newsletters and social media posts.
- Program Recognition:
 - Exceptional storefronts may be entered into a "Best Decorated Storefront" contest, with additional recognition awarded to the top participants.

Decorating Guidelines

- Holiday Spirit: All decorations should align with the Christmas/holiday theme and contribute to a festive atmosphere. Acceptable themes include, but are not limited to:
 - Traditional Christmas (e.g., wreaths, garlands, holiday lights)
 - Winter wonderland (e.g., snowflakes, icicle lights, winter-themed items)
 - Creative or modern takes on holiday décor
- Tasteful Design: Decorations must be elegant and family-friendly. They should reflect positively on the business and the downtown area.
 - Coherence: Businesses are encouraged to create a cohesive display where all decoration elements work together to create a unified look.
- Types of Decorations
 - Lighting: String lights, spotlights, or other forms of illumination are encouraged to enhance visibility at night. Businesses should use energy-efficient or LED lights where possible.

Winter Wonder Windows Guidelines

- Window Displays: Window decorations, such as window clings, frosted designs, holiday scenes, or other Christmas-themed elements, are encouraged to attract passersby.
- Wreaths and Greenery: Wreaths, garlands, and other greenery (artificial or natural) are welcome, mainly if used to frame windows, doors, or entrances.
- Inflatables and Figurines: Inflatables and Christmas figurines (e.g., reindeer, Santa, snowmen) are allowed but must be adequately secured and positioned so they do not obstruct pedestrian traffic or create hazards.
- Safety Requirements
 - Fire Safety: Decorations must comply with fire safety regulations:
 - Avoid placing flammable materials near heat sources (lights, electrical outlets, etc.).
 - Ensure that any lighting or electrical equipment is certified for outdoor use (if applicable) and has no exposed wires.
 - Structural Stability: All decorations must be securely fastened to prevent them from falling or being blown away by the wind. Businesses are responsible for ensuring that all decorations are stable and not dangerous to the public.
 - Clear Pathways: Decorations must not block sidewalks, doorways, or entrances. Ensure there is enough space for customers and pedestrians to enter and exit your business safely.
 - No Obstructions: Ensure that decorations do not interfere with accessibility for people with disabilities or emergency access routes.
- Installation Guidelines
 - Timing: Decorations should be installed by December 1, 2024, and remain in place until at least January 5, 2025.
 - Professional Installation: If using a professional to install large decorations, the business owner must ensure that the installer is licensed and insured.
 - Maintenance: Decorations must be maintained throughout the display period. Burnt-out lights, damaged items, or other issues must be fixed promptly to ensure the display remains attractive and functional.
- Environmental Considerations
 - Sustainability: Businesses are encouraged to use sustainable materials and practices (e.g., LED lights, reusable decorations, recyclable materials).
 - Minimizing Waste: Reduce the use of single-use or disposable items. Opt for durable decorations that can be reused in future years.
- Compliance with Town Regulations
 - Signage and Bylaws: All decorations must comply with local signage bylaws and other relevant municipal regulations. Businesses must not erect signage that violates local size, placement, or content rules.

Winter Wonder Windows Guidelines

- Noise Restrictions: Noisy decorations, such as those playing music or sound effects, should be used sparingly and should not disturb neighbouring businesses or residents.
- Documentation and Reporting
 - Before-and-After Photos: As noted above, for part of the program, businesses must submit before-and-after photos of their storefronts to the BIA by December 5, 2024. These photos may be used for promotional purposes or program verification.

Ineligible Items for the Christmas Storefront Decorating Program: The following items and expenses are NOT eligible for reimbursement under the Grimsby Downtown BIA Christmas Storefront Decorating Program:

- Interior Decorations:
 - Any decorations that are not visible from the street or public sidewalks (e.g., indoor Christmas trees, interior lighting, etc.).
 - Unrelated Business Expenses:
 - Regular business operations or maintenance costs (e.g., repairs, renovations, or non-holiday-related improvements).
- Non-Holiday Decorations:
 - Decorations that do not align with the Christmas or winter holiday theme, such as generic promotional signs or displays.
- Labor Costs for Non-Professional Installers:
 - Payments to friends, family members, or unlicensed individuals for installation work will not be covered.
 - Only professional installers with valid licenses and insurance are eligible for any labour cost reimbursement (if included in the approved budget).
- Permits or Fines:
 - Municipal permits required for installations or fines incurred due to violations of local bylaws are not eligible for reimbursement.
- Purchase of Electrical Equipment:
 - Large electrical equipment such as projectors, sound systems, or generators will not be covered.
 - Small electrical items (e.g., lights, extension cords) are eligible if used directly for decoration.
- Rental Fees for Non-Decorative Equipment:
 - Rental of non-decorative equipment, such as ladders, scaffolding, or tools used for installation.
- Advertising Materials:
 - Flyers, posters, or other printed materials that promote sales or events are not part of the decorative display.
- Personal or Office Decorations:
 - Items intended for personal use or decoration of non-public business areas (e.g., staff rooms, offices).
- Illegal or Hazardous Materials:

Winter Wonder Windows Guidelines

- Any decorations that violate local laws or safety standards or pose a hazard to pedestrians or public safety (e.g., unsecured inflatables, unstable displays, etc.).
- Ongoing Utility Costs:
 - Any additional electricity costs or utility bills associated with operating holiday lights or decorations.

Legal Disclaimer

By participating in the Grimsby Downtown BIA Christmas Storefront Decorating Program, businesses acknowledge and agree to the following terms:

1. **Liability:** The Grimsby Downtown BIA is not responsible or liable for any damages, injuries, or losses that may occur as a result of installing, displaying, or maintaining holiday decorations. The BIA does not provide insurance coverage for decorations, installation, or any related activities. Businesses assume full responsibility for all risks associated with the installation and maintenance of holiday decorations.
2. **Payment Obligations:** The BIA is obligated to make stipend payments only upon receipt of proper documentation, including proof of the business's matching funds, receipts for eligible expenses, and verification that the decorations have been installed in accordance with program guidelines. The BIA reserves the right to withhold or revoke any stipend if:
 - a. The business fails to comply with the program's guidelines or eligibility requirements.
 - b. Decorations are not installed by the specified deadline.
 - c. Decorations are deemed unsafe or violate local bylaws or safety standards.
 - d. The business provides false or misleading information in their application or post-installation documentation.
3. **Indemnification:** By participating in this program, the business agrees to indemnify, defend, and hold harmless the Grimsby Downtown BIA, its officers, directors, employees, and agents from any and all claims, liabilities, damages, costs, and expenses (including legal fees) arising from or related to the business's participation in the program, including but not limited to the installation, maintenance, or removal of decorations.
4. **Force Majeure:** The Grimsby Downtown BIA will not be liable for any delay or failure to fulfill its obligations under the program due to causes beyond its reasonable control, including but not limited to natural disasters, acts of God, government restrictions, or other events that make it impossible or impractical to continue the program.
5. **Right to Amend or Terminate:** The Grimsby Downtown BIA reserves the right to amend, modify, or terminate the Christmas Storefront Decorating Program at any time, with or without notice, at its sole discretion.
6. **No Guarantee of Payment:** Submission of an application does not guarantee receipt of a stipend. The BIA reserves the right to reject any application that does not meet the program guidelines, is incomplete, or is otherwise ineligible.

Winter Wonder Windows Guidelines

7. Non-Transferability: The stipend awarded through this program is non-transferable and may only be used by the business to which it was granted for the specified purpose of storefront holiday decorations.

By submitting an application, businesses acknowledge that they have read, understood, and agreed to the terms outlined in this disclaimer.

DRAFT

Grimsby Downtown BIA Winter Wonder Windows Decorating Program

Thank you for your interest in the Grimsby Downtown BIA Christmas Storefront Decorating Program. This program provides a non-refundable stipend between \$25 and \$500 for downtown businesses that match the contribution with their funds to enhance Grimsby's holiday spirit. Please complete this application form and submit it by November 10, 2024.

1. Business Information

Business Name: _____

Business Address: _____

Contact Person: _____

Phone Number: _____

Email Address: _____

2. Landlord Consent (For Tenants Only)

If you are a tenant, please provide written consent from the property owner/landlord to decorate your storefront.

Landlord Consent Attached: Yes No

3. Decoration Plan

Please provide a brief description of your planned holiday decorations. Include details such as theme, types of decorations (lights, wreaths, etc.), and how it will contribute to the overall festive atmosphere.

Description of Decorations:

Sketch or Image of Decorations Attached: Yes No (optional)

4. Budget Breakdown

Please provide an estimated budget for your decorations, including a breakdown of costs (purchase, rental, installation fees, etc.). Also, indicate the amount you are requesting from the BIA (between \$25 and \$500) and proof of matching funds.

Total Estimated Cost of Decorations: \$_____

Amount Requested from the BIA: \$_____

Proof of Matching Funds Attached: Yes No

5. Terms and Conditions

By signing this application, I confirm that I have read, understood, and agree to the program guidelines and the legal disclaimer. I understand that the BIA has the right to revoke the stipend if I do not meet the eligibility criteria or fail to comply with the guidelines.

Applicant Signature: _____

Date: _____

Submission Instructions

Please submit your completed application along with any required attachments by November 10, 2024. Applications can be submitted via email to [BIA email address] or dropped off at the BIA office.