



Re: Item 9.2.2

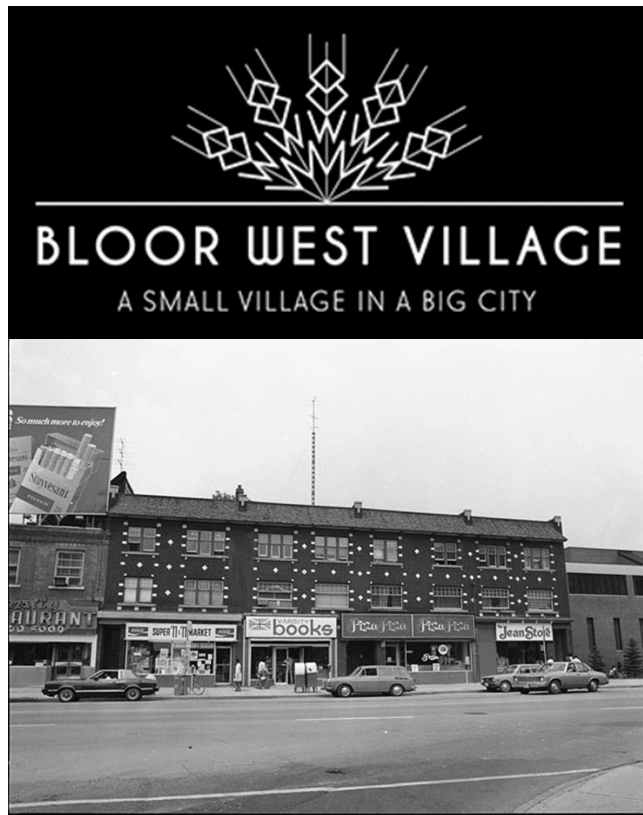
# HALIFAX BIDs

## Special Events Advisory Committee June 8, 2022



# What is a BID?

A Canadian Invention



City of Toronto Archives, Fonds 1257, F1257\_S1057\_J08660



# Business Improvement Districts

- Concept was founded in Canada in 1970
- Currently 500+ BIDs in Canada, thousands in the USA, and thousands more around the world
- Each BID is founded and funded by businesses in Downtowns and Main Streets
- BIDs do marketing, beautification, advocacy, and whatever else needs to be done
- BIDs are the purest form of economic development



*All together*

DOWNTOWN DARTMOUTH

**DOWNTOWN**  
BUSINESS COMMISSION **HALIFAX**



**Spryfield**  
Business Commission



spring garden



**The Village**  
on Main



**n°rthend**  
BUSINESS ASSOCIATION



**SACKVILLE**  
BUSINESS ASSOCIATION

THIS IS  
**QUINPOOL** 

**HALIFAX**  
**BIDs**

# The Importance of BIDs In Times of Crisis



Post 9/11 one of the first things Mayor Michael Bloomberg did was to empower the creation of new BIDs, to inject economic development into commercial neighbourhoods and instill confidence in the residents of NYC.

*“Creating more jobs during this downturn requires us to keep investing in our small businesses – and one of the best ways we can do that is through **Business Improvement Districts [BIDs]**. Building great, attractive neighbourhoods is one of the pillars of our strategy for creating jobs and growing our economy. City government can’t do everything it would like to do – that’s why public-private partnerships are so important.”*

# The Importance of BIDs Post-COVID

BROOKINGS



THE AVENUE

**COVID-19 will upend retail, but there are steps we can take to save it**

Tracy Hadden Loh · Tuesday, March 24, 2020

“**Place-based governance** builds resilience. When each business is on their own, it is easy to be swept away by a tidal wave like COVID-19. Place-based governance organizations such as Main Streets and **Business Improvement Districts** can enable collective action to improve shared spaces, foster business mentoring and relationships, promote destinations, and respond to crises (for example, compiling lists of community resources or restaurants open for takeout).”

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**BIDs**



- Represents 500 BIA/BID/SRDCs across Canada
- Leadership group incorporates the four regional Canadian organizations
  - Downtowns Atlantic Canada
  - Regroupement des sociétés de développement commercial du Québec
  - Business Improvement Area Association of British Columbia
  - Ontario Business Improvement Association
- Focus on federal advocacy, research, and sharing best practices



- **Sackville Christmas Tree Lighting:** Live music, visit from Santa, hot chocolate & cookies, lighting of the Christmas tree. Attendance: 4-5,000
- **Sackville Snow Days Winter Festival:** takes place over long weekend in February, includes 30+ events over the four days, we collaborate with 28 organizations. Attendance: 10,000+
- **Summer Concert Series:** First year was 2021, free concert in Acadia Park every Sunday evening, seven held in 2021. Attendance: 1,025+



**Member Events:**

**THRIVE Business Growth Conference:** half day conference with sessions led by industry professionals. Open to business managers/owners. Attendance: 80

**Business Breakfast** in celebration of small business week. Breakfast with keynote speaker. Open to business managers/owners. Attendance: 250



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## The Village on Main

The Village on Main positions itself as a Community Improvement District focused on the rejuvenation and growth of the Main Street District as an Age Friendly Community and a complete neighbourhood. It works with its neighbourhood businesses and community organizations to:

- Celebrate Veterans
- Create Murals
- Do neighbourhood Clean Ups
- Business Networking
- Community Celebrations
- Promote COVID safety measures





# n<sup>o</sup>rthend

BUSINESS ASSOCIATION

**Gottingen Festival** - A community celebration bringing together artists, musicians and the different cultural communities of the North End.

- Supports emerging & local performance artists
- Supports Black Entrepreneurs
- Drives customer traffic to area businesses

**North by Night Markets** - An open-air makers market, hosted 4 times per year on Gottingen Street.

- Supports local makers
- In-store special and pop-up at area businesses
- attracting people near and far to the district

**Agricola St. Holiday Market** - An open street event to kick-off off the holiday season.

- A live performance stage with local artists
- A makers market supporting local artisans
- Fun for the whole family with crafts for kids, Santa Claus, and caroling



  
spring garden  
AREA BUSINESS ASSOCIATION

**Yoga in the Park:** held in Victoria Park, Shanti Yoga offers a free 1 hour yoga class from 12:00 noon to 1 pm for to anyone who is interested in participating (offered from July till September). Coordinate with other local businesses to showcase their products or services to participants free of charge.



**The Children's Festival:** Free for businesses and community members to participate & designed to create an inclusive and supporting environment for the community

**Shopping Under the Stars:** Signals the Shopping Season in downtown Halifax for over 20 years with local business promotions & attractions to bring the holiday spirit to the district.



HALIFAX  
BIDs

# THIS IS QUINPOOL



**Pet Parade:** this event became extremely popular with dog lovers of all ages and the local merchants.

**Quinfest:** Quinpool Road's signature event. This free family fun day spanned the entire street and featured free food sampling, activities, sales, live music, carnival games, bouncy castles, face painting, live music and more.

**\*\*New This Year\*\* Halifax Mural Festival on Quinpool Road July 11<sup>th</sup> – July 17<sup>th</sup>:** in collaboration with Mike Burt from Trakside Studios to bring Halifax Mural Festival to Quinpool Road, a community-based art event, aiming to produce murals of various sizes. The Festival is a community-based art event, aiming to produce murals of various sizes by both well-established and emerging artists, both local and national will bring colour to iconic public spaces, creating murals from very large ones at East Peak Climbing to small ones on the power boxes.



**Annual Business Block Party:** an event for the businesses to provide activities, free food, and live music to the local community.

**Pole Banners Beautification Project:** Launched in September 2020, Rotation of highway banners throughout the BID area year-round & includes Remembrance Day banners, Winter Holidays banners, and Support Local/Business promo banners



**Multi-Use Pathway**

A new multi-use pathway is proposed along the south side of Trunk 7 and the existing west segment of Stella Drive, providing a connection between the carpool parking lot to the Blueberry Run. The multi-use pathway is recommended to be a minimum of 3.0 metres wide with a rolled curb at driveway access points. Conflict areas between vehicles and active transportation users should be clearly marked using signage and painted pavement. The multi-use pathway will provide a comfortable and direct route for pedestrians to walk from one end of the village to the other, and to access other future AT connections.

**Concrete Sidewalk**

To connect the north side proposed walking trail to the bus stop, a 1.5 metre sidewalk is proposed in front of 5187-5193 Trunk 7.

Future design phases of the proposed active transportation infrastructure will need to integrate with the redesign of Stella Drive that is currently being pursued by NSPW.

**PLBA Porters Lake Infrastructure Improvement Plan**

- Worked with WSP Canada since fall of 2020 to improve the critical transportation infrastructure in Porters Lake
- Hoping to present the Improvement Plan to the HRM Transportation Standing Committee in June
- The goal of this Improvement plan is to help guide future development in Porters Lake, and promote economic growth and opportunities



*All together*

DOWNTOWN DARTMOUTH

**-Open Streets:** A 2.5 km Street Party that stretches from the Harbour to Sullivan's Pond with concert stages, activities for the family and various food options.

**-Holidays:** A holiday light projection show on the old post office during the month of December. TD Lights of Dartmouth is one night of activations to encourage the community to come together and celebrate

**-Pull Up on Portland:** A community event that invites BIPOC entrepreneurs to pop-up in downtown Dartmouth businesses along Portland Street. Local talent from the BIPOC community perform in storefronts throughout the event

**Downtown Dartmouth Ice Festival:** A mid winter festival with over 30 ice carvings, created out of over 10 tons of ice by a dozen artist from across the country, a street festival and activities for the whole family.

HALIFAX  
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# Spryfield

Business Commission

- **The Spryfield Santa Claus Parade:** the oldest continuously running Santa Parade east of Montreal.
- **Festive Lobster Dinner:** takes place every year during the Christmas season, supports the local lobster fishery, and incorporates our annual business awards.
- **The Spryfield Days Festival:** showcases local businesses and talent, and provides family friendly events celebrating our wonderful community
- During the Spryfield Days Festival and other events we raise funds for scholarships for graduating students of J.L. Ilsley High School





**DELIGHTFUL DOWNTOWN:** Downtown Halifax expanded lighting program with new light displays & installations creating a walking tour of lights around downtown :

- Halifax Memorial Library building at Grafton Park
  - Peace and Friendship Park
  - Bedford Row
  - Granville Mall
  - Holiday Gobo light projections around the Downtown area
- ❖ Ran from early October 2021 to March 2022 and attracted thousands of spectators over the course of the 5-month installation.
- ❖ The light projection shows on the former Halifax Memorial Library building changed to reflect various seasonal and cultural themes, while the lights in Peace and Friendship Park change seasonally.
- ❖ Due to the positive response, two new light shows at the Halifax Memorial Library site were added in May to honour Asian Heritage Month and Mother's Day.



**HALIFAX  
BIDs**



Questions?