

**We  
can't  
wait for  
you to  
get  
here.**



**Welcome to the  
Goderich B.I.A. family.**



## B.I.A. Welcome Package

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# Welcome to Downtown Goderich!

*“Growing for the Future”*

On behalf of the Board of Management and the members of the Downtown Goderich Business Improvement Area (B.I.A.), it gives me great pleasure to welcome you to Downtown Goderich. We are very excited about having your business join us in the central business district for the Port of Goderich.

“The Goderich B.I.A. is a legislated, municipal organization representing business and property owners, dedicated to providing the vision and leadership to sustain the economic vitality of our community’s central heritage district within the designated Business Improvement Area.”

Enclosed in this package, you will find important information on what is a Business Improvement Area (B.I.A.) including specific details on the Downtown Goderich B.I.A., the programs and projects it supports, committees, initiatives, activities along with contact information for staff at the Town of Goderich Municipal offices.

As a commercial property owner or tenant located within our district, you are automatically a member of the B.I.A.. This is explained in detail within the enclosed information.

We have provided a *“business directory/database update form”*, for you to fill out and return at your leisure to ensure we have the most up to date information regarding your property or business in our database and on the BIA Goderich Map and website.

Once again, welcome to Downtown Goderich... *“the heart of our community, a place to live, shop, work and play.”*

If you have any questions, please do not hesitate to contact me at the B.I.A. business office at 519-440-0871 or by email at [bia@goderich.ca](mailto:bia@goderich.ca) for information or assistance.

With kindest regards,

***Susan Carradine-Armstrong***

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Susan Carradine- Armstrong  
Manager - ‘Downtown Goderich B.I.A.

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## B.I.A. Office

B.I.A. Manager: Susan Carradine-Armstrong

Location: Tourism Goderich  
91 Hamilton Street  
Goderich, ON  
N7A 1R1

Mailing Address: c/o Goderich Town Hall  
57 West Street  
Goderich, ON  
N7A 2K5

Phone: 519-440-0871  
Fax: 519-524-1466

E-mail: [bia@goderich.ca](mailto:bia@goderich.ca)  
Website: [www.goderichbia.ca](http://www.goderichbia.ca)

## B.I.A. Board of Management - 2017

Anne Ferguson (Co-Chair)	Schaefer's Ladies Wear
Dean Whalen	Lighthouse Money Management
Elizabeth Van den Broeck	Elizabeth's Art Gallery
Nicole Griffin	Precision Print
Sarah Telford	The Bistro
Jon Jackson	The Red Door
Denata Stanbury	360 Bikes N' Boards
Vacant Seat	
Trevor Bazinet	Councilor
Matt Hoy	Councilor

## B.I.A. Committees - 2017

Beautification Chair	Elizabeth Van den Broeck
Economic Development /Marketing Chair	Vacant
Farmers' Market Chair	Dean Whalen
Advertising Events & Programming Chair	Anne Ferguson
Municipal & Marine Heritage Committee	Susan Carradine-Armstrong

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## Town Hall Contact List

Phone: 519-524-8344

Name	Job Title	Line Extension Number
Andrea Fisher-Lobb	Assistant Clerk to Mayor and Council	210
Bev Andrews	Accounts Payable/Receptionist	200
Chip Wilson	Director of Operations	228
Chris Basden	By-Law Officer	224
Deanna Hastie	Treasurer	208
Dwayne Evans	Clerk Administrator	227
Hannah Moore	Deputy Clerk/Emergency Preparedness	223
James Cox	Economic Development Officer/Tourism	226
Janice Hallahan	Deputy Treasurer/Human Resources	211
Jason Dykstra	Chief Building Official	225
Jessica Feere	Asset Management and Environmental	214
John Dobie	Buildings Manager	220
Kevin Morrison	Mayor	215
Kim Demerling	Building Department	222
Larry McCabe	Clerk / Administrator	209
Lorri Rounds	Tax Collector / Deputy Treasurer	213
Pat Costello	Payroll	203
Sean Thomas	Operations Manager	333
Student/Spare		202
Susan Armstrong	Goderich B.I.A. Manager	324
Tim Martin	Goderich Hydro	300
Tracy Mero	Accounting Assistant/Receptionist	201

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Mr. James Cox  
Tourism Manager  
Tourism Goderich  
519-524-6600  
[jcox@goderich.ca](mailto:jcox@goderich.ca)

County of Huron, Planning and Development Department  
Goderich 519-524-8394 ext 3  
[planning@huroncounty.ca](mailto:planning@huroncounty.ca) for planning  
[invest@huroncounty.ca](mailto:invest@huroncounty.ca) for economic development  
[tourism@huroncounty.ca](mailto:tourism@huroncounty.ca) for tourism  
Office hours: Monday - Friday 8:30 am to 4:30 pm

Goderich & District Huron Chamber of Commerce  
Goderich, Central, and North Huron  
[info@goderichchamber.ca](mailto:info@goderichchamber.ca)  
519-440-0176

## Description of a B.I.A.

### What is a B.I.A.?

A Business Improvement Area is a tool that can help business people join together to build a stronger business area. Independent business people need tools to build strong and more competitive downtowns and special business districts.

A Business Improvement Area *district* covers a specific geographic area, which can only be established through a by-law passed by the municipal council at the request of the local business community. A B.I.A.'s primary role is to improve the area through beautification and coordination of promotional efforts in the designated area.

Once a B.I.A. is established, every business and property owner within its geographic limits contributes to the organization's budget and is automatically a member. The organization is financed by a special levy on property in that area, above and beyond the normal municipal taxes and is collected by the municipality.

In effect, the B.I.A. is a self-help organization supported by the municipality, but the most important element by far is the local business community. With widespread and continuing support from a very large proportion of the local businesses and property owners is essential to the success of a Business Improvement Area.

### What does a B.I.A. do?

The B.I.A. has a two-fold mandate

- improve, beautify and maintain public lands and buildings within the B.I.A.
- promote the area as a business and shopping area

In carrying out these responsibilities, B.I.A.'s have become involved in numerous activities:

- **Marketing:** Understanding who are customers are, and creating effective promotions to retain and expand the customer base
- **Business Recruitment:** Working with property owners to ensure that available public space is occupied, and that an optimum business and service mix is achieved and maintained
- **Streetscape Improvement and Other Amenities:** Providing for more customer-friendly lighting, signage, street furniture, planters, banners and sidewalk treatment

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- **Seasonal Decorations:** Creating a unique and pleasant environment for customers and staff of all businesses, retail and non-retail, through the use of decorations that are appropriate to the season and holiday
- **Special Events:** Organizing and partnering in special events that highlight unique attributes of the area and increase customer visits

## **Purpose of a B.I.A.**

The main purpose of the B.I.A. is to revitalize and maintain a dynamic local neighbourhood and to promote the area as a business and shopping destination. While the major goal of revitalization and retention is to encourage both local residents and others to spend their dollars within the local commercial district, all businesses and residents in the area may benefit as well.

## **Who benefits from having a B.I.A.?**

The benefits of having a B.I.A. is it aids more than just local retail businesses. The B.I.A. is an asset and creates prosperity to all business and property owners, non-retailers and the community. All businesses in the area, whether a professional, dining, entertainment, finance, or retail, may benefit from the improved local atmosphere and ambience that a successful B.I.A. helps to create. In addition, a more vibrant community creates a more inviting atmosphere that clients and customers will enjoy visiting.

The B.I.A. initiates improvements and activities which help create and sustain a more vibrant and livable community, along with a prosperous local economic environment. This attracts both commercial and services sector businesses to the area which, in turn, may lead to an increased demand for retail and office space, and a subsequent increase in property values.

If you would like to find out more about the functions, purpose and benefits of having a Business Improvement Area, please visit <http://www.goderichbia.ca/detailed-information-of-a-bia/> for more information.

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## About the Goderich B.I.A.

In 1977, the businesses of Downtown Goderich believed that to maintain a healthy downtown, the efforts of the community had to be pooled and the Goderich Business Improvement Area was formed. Over the last 30 years, the Goderich B.I.A. has worked diligently to promote and beautify its unique Courthouse Square and the streets, which radiate from it to form downtown Goderich.

The parameters of the Goderich B.I.A. are in the form a large square, which includes all commercial properties within the following streets:

- West side of Victoria Street
- North side of Elgin Avenue
- East side of Waterloo Street
- South side of Nelson Street

The Goderich B.I.A. benefits not only the business community, but the surrounding neighbourhood and the town as well. It serves as a social and economic anchor for the town and helps stabilize and add vitality to the local community.

The Board of Management for the Goderich B.I.A. is comprised of a diverse group of business owners or managers, along with one or more members of the Goderich Town Council.

We encourage the membership of the downtown business community to attend our monthly board meeting generally held on the second Tuesday of every month.

(You may want to call the B.I.A. office or check the website to confirm dates and times of upcoming meetings)

Committees and Task Forces of the B.I.A. include participation by our membership and the community at large. Standing committees include; Beautification, Economic Development, Advertising, Events and Programming and the Goderich Farmers' Market. In addition, from time to time, the B.I.A. will create a task force for specialized short term projects.

We welcome volunteers and encourage both B.I.A. and non-B.I.A. members to participate. If you would like to learn more about the efforts and commitment required by board members or any of our committees, or simply want to jump right in and participate, please contact the B.I.A. office for further information.

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## Highlights of the Goderich B.I.A.

The Goderich B.I.A. has contributed to numerous Downtown Goderich projects. This includes; paving and parking lots, landscaping, signage, funding of Tourism projects and festivals, advertising and promotional initiatives, high school student awards, and community marketing plans.

### Activities:

- Establishment, promotion and maintenance of Farmers' Market since 1984
- Manage successful annual events such as; Ladies Night Out, Sidewalk Sale Days, No Tax Sunday, Outdoor Movie Nights, Spooktacular and the winter ICEtacular event.
- Installation of interlocking brick on sidewalk and installation of lighting on inside and outside of Courthouse park
- Providing contributions to annual Town events held in the B.I.A. district
- Application for capital grants to supplement major capital expenditures, (i.e. expansion of sidewalks)
- Landscaping – on both inside and outside Courthouse Square
- Support local service groups, such as Kinsmen & Rotary to organize events
- Established partnerships with economic development groups in Huron County
- Participation in local economic development planning committee(s)
- Promote and sponsor events in the downtown core such as; West Coast Blues Festival, Celtic Concerts and Celtic Roots Festival, Taste of Huron, Multicultural Festival, Canada Day, Winterfest and Huron Chamber of Commerce' - Spirit of Success.

### Accomplishments

- B.I.A. sponsored \$60,000.00 towards building costs for the new Performance Stage in Courthouse Park in October 2014
- B.I.A. sponsored \$50,000.00 towards the establishment of the Fanshawe College site located on St. David Street in 2016
- Establishment of Award to graduating student of Goderich District Collegiate Institute
- Established the B.I.A. Summer Evening Concert Series program at Performance Stage
- Established the B.I.A. ICEtacular event held annually in February
- In addition to the events listed above; the Goderich BIA run and coordinate more than ten of their own annual events in the downtown core.

To view more activities/accomplishments the Goderich B.I.A. visit

<http://www.goderichbia.ca/activitiesaccomplishments-of-the-goderich-bia/>

# Information Regarding the Goderich B.I.A.

## Board of Management Meetings

B.I.A. Board of Management Meetings are generally held on the second Tuesday of each month. The meetings are open to the public and all BIA members are encouraged to attend. Audited Financial Statements are available on our website.

An Annual General Membership Meeting/Dinner is held each year – generally in November. Members are given notice (generally via the newsletter) and tickets will be available for sale through BIA Board members or at the BIA Office.

## B.I.A. News

B.I.A. news is delivered digitally via membership e-mail, posted on Facebook or Twitter. However for the Annual General Meeting, new Board members, open houses or by laws the information shall be advertised with the Goderich Signal Star or hand delivered.

## Garbage Collection

The Town of Goderich provides regular garbage and recycling collection in the downtown on Tuesdays. You are required to bag & tag your garbage and ensure that it along with your recycling is out at the curb before 7:00 am. on Tuesday mornings.

## Heritage Designation

The Downtown Goderich Business Improvement Area was designated as a Heritage Conservation District in 2015. You may be required to apply for a permit in order to make alterations to your building or erect a new sign. Please visit Town Hall before proceeding with facade improvements on your building. An advisory committee comprised of volunteers (Municipal and Marine Heritage Committee) work with municipal staff to evaluate applications.

## Parking

Downtown Goderich offers free parking to our customers. In addition to available parking on The Square and side streets, there is ample free parking in our municipal parking lots located on South Street (beside The Livery), North Street (behind Service Canada & Law office), and Lighthouse Street (behind Elizabeth's Art Gallery).

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Business owners and employees are encouraged to park off the Square or the municipal parking lots in order to keep the prime on-street parking spaces available for customers. The Board of Management asks that you educate your employees about the importance of leaving these parking spaces free for your customers.

Should you experience ongoing problems with staff or business employees parking in front of your business, we have friendly reminder notices (yellow sheets in package) you can place on the windshield of the car that is the source of the problem. If the problem continues, please contact the BIA Office or ask a Board member for additional assistance.

For additional information regarding overnight parking restrictions, handicap parking, etc. – please contact the Goderich Town Hall at 519-524-8344

## **Signage**

The signage you have on your business carries the image you wish to convey to your potential customers. The Town of Goderich sign by-law (no.48 of 1997) coordinates the type, placement and scale of signs within the design, and encourages designs which are compatible to the heritage of the downtown buildings.

There are specific regulations within this by-law that pertain to the Downtown area. These include limits to type and location of signs, width, height, etc. and the details are outlined in the by-law. For further information please contact Goderich Town Hall at 519-524-8344.

## **Municipal By-Laws**

For questions regarding: Building permits, renovations and changes to your space, contact the Chief Building Official for the Town of Goderich – 519-524-7308.

For questions regarding Town By-Laws: Signage, Sandwich Boards, Zoning, Noise Restrictions, Road Closures, Snow Removal, Sidewalk Cafes, Hawkers Peddlers... contact Operations/Building department at Town Hall 519-524-8344

## **Zoning**

Planning advice for the Town of Goderich is provided by the Planner for the Town of Goderich and the Huron County Planning & Development Department. Call 519 524 8344 and ask to speak with the Planning Department.

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## **Town Council/Committee Meetings**

To find out when Council, Committees and Boards meet, contact the Town of Goderich Administrative offices at 519-524-8344 or check the Town of Goderich website at [www.goderich.ca](http://www.goderich.ca)

## **Downtown Property Information and Availability**

For information on available downtown properties contact the BIA office at 519-440-0871

## **Small Business and Business Planning Information**

Contact the Huron Small Business Enterprise Centre at 519-527-0305 or the website at <http://www.huronsbec.ca/>