

The logo for the Picton Business Improvement Association features the word "PICTON" in large, bold, red capital letters. The letters are stylized, with the 'C' and 'O' containing a yellow sun and a white airplane respectively. Below the letters is a colorful illustration of a town with a church steeple, houses, a blue river with a white sailboat, and green hills. The text "BUSINESS IMPROVEMENT ASSOCIATION" is written in black, bold, capital letters below the illustration.

# PICTON

**BUSINESS IMPROVEMENT ASSOCIATION**

## **Membership Handbook**

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## What is a BIA?

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“A Business Improvement Area (BIA) is a “made-in-Ontario” innovation that allows local business people and commercial property owners and tenants to join together and, with the support of the municipality, to organize, finance, and carry out physical improvements and promote economic development in their district.

Traditionally, a BIA is a body established by a municipality using the specific business improvement area provisions in the Municipal Act, 2001. It is governed by a board of management.. Business and property owners or others can request that a BIA be designated by a municipal bylaw. BIAs are local entities. The legislation states they are local boards. People also refer to the geographic area designated by a municipality for a BIA as the BIA.”

(Excerpt from the 2010 Ontario Business Improvement Area Handbook)

## History of the Picton BIA

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The town of Picton was designated by the Corporation of the County of Prince Edward as a Business Improvement Area in 1991, enabling the BIA to collect a levy on all commercial properties within Picton Ward 1. This levy comprises the annual budget of the BIA, which is approved first by members at the annual AGM each year in November, and then in turn by Council for the following year.

After passing a by-law designating Picton a Business Improvement Area in 1991, the County’s Economic Development office worked in partnership with volunteers of the Downtown Revitalization AD Hoc Committee to form a Business Improvement Area Association. The Picton BIA was operated by a group of committed volunteers until funding was granted for staff support and a Youth Intern was hired in 2005. In 2008 the BIA secured a large grant enabling the association to expand to 3 staff. Unfortunately, the funding was only secured for 4 years and after that time the BIA was unable to sustain the staff without further funding.

Since 2012, the BIA has valiantly endeavoured to continue to provide the same level of activity, and sometimes more, with only 1 member of staff.

The Picton BIA has been instrumental in the 2016 Downtown Revitalization project; the beautification of Main Street through the addition of flower baskets and holiday décor; the building of public washrooms in Benson Park; and countless other projects that have directly impacted the economic prosperity of Picton.

## Vision Statement

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*“ Picton is the hub of everything County: agricultural products, marine activities, commerce, and cultural activities. Picton provides an excellent quality of life for residents and visitors alike; mindful of preserving its heritage, while open to innovation and future development. This walkable community with a charming small-town atmosphere offers a complete range of independent shops, restaurants and services.”*

## What the BIA does

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The Board of Management operates at arm’s length from the Municipality. Though they are a Board of Council, the Board is able to make decisions independently, though stakeholders and partners are frequently consulted to ensure the best outcomes for the community.

### Board of Management 2018

Chair – Penny Morris, Penny’s Pantry

Vice-Chair – Robyn Molyneaux, Picton Animal Hospital

Secretary – Arlene Wright, Williamson Insurance

Councillor – Phil St. Jean

Barbara Sweet – County of Prince Edward Public Library and Archives

Debbie Tremblay – Bean Counter Café & Nourish the Soul

Mike Campbell – Argyll Engraving

Deb Rankin – Community Member

Staff - Sarah Doiron, Manager

## What the BIA does for businesses

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- **Advocacy**
  - Election Issues
  - Parking
  - Urban Design/Façade Improvements
  - Downtown Revitalization Plan in conjunction with the Community Development Office
  - Other issues related to the economic development of our community
  
- **Membership Assistance**
  - Responding to requests for information
  - Maintaining regular contact with the membership through newsletters and in-person visits
  - Hosting and organizing the Annual General Meeting
  - Cooperating with our community partners to promote and enhance the business community
  - Hosting special workshops to help enhance your business
  
- **Streetscape**
  - Summer flower baskets
  - Winter greenery baskets & swags
  - Lit holiday décor & Christmas Tree
  - Banners
  - Street Furniture
  
- **Marketing, Communications & Special Events**
  - Producing annual printed marketing materials
  - Member Business Listings on the BIA Website
  - Promoting and sharing content on Instagram & Facebook
  - Regularly updated Facebook events listings including all events taking place in the Picton area
  - Project-specific electronic surveys to receive your opinions on topics that affect our downtown
  - Special Christmas shopping promotions & incentives
  - Creating and running special events such as:
    - Flashback February
    - Pride
    - Arts Crawl
    - Canada Day
    - Party in the Park
    - Christmas in Benson Park
  
- **Financial**
  - Creating an annual Budget
  - Bookkeeping & Accounting Reports

## BIA Member Communication

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We want to keep you up to date on the happenings in the Municipality, upcoming events, funding opportunities, workshops and more. Here are a few ways to stay in the loop:

### Email Newsletter

We send out a newsletter via email as updates are necessary. Send us an email at [info@experiencepicton.com](mailto:info@experiencepicton.com) to let us know you'd like to be on the mailing list. We're also happy to share any news you might have – so let us know!

### Facebook Group

Join the private Facebook group for Picton BIA Members. This is a great way to communicate with one another about loss prevention issues, upcoming promotions, or to network with other business owners.

### Follow us on Facebook & Instagram

You can find us on both platforms, using the handle @ExperiencePicton

## How to get the most from your membership

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- Read your BIA newsletters
- Talk to your fellow business owners
- Attend the AGM and vote
- Contact the BIA office to let us know if your contact information is going to change so that we can update the website and other relevant listings.

## How to get involved

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- Join the board – new members elected at the AGM each November
- Join a committee
- Adopt-a-Spot
- Volunteer to assist with one of the many special events run by the BIA
- Let us know when you have updates and we will be happy to send them out to all members via our e-newsletter

## Useful Information

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### Retail business holiday hours

BY-LAW NO. 2237–2008 states that retail establishments may remain open on the following days for the purposes of maintenance or development of tourism: Good Friday, Easter Sunday, Victoria Day, Canada Day, Labour Day and Thanksgiving Day.

### Downtown Area Waste & Recycling Pick-up Schedule

Currently all businesses on Main Street are included in the Municipality's residential waste contract with Quine Waste Solutions. The current day scheduled for both garbage and recycling pick-up is Wednesday. All waste should be on the curb by 7am.

PLEASE refrain from putting your waste on the curb the night before as it often results in debris floating around town. ALWAYS make sure to tie your cardboard items together and secure with a weight so that they do not blow away.

Please see By-Law No. 2649-2010 for full details on Waste Collection.

### Heritage Conservation District

The Picton Heritage Conservation District has been defined as Main Street from Talbot/Lake Streets to Paul Street/Shire Hall and down Bridge Street to the bridge/creek.

The objectives of the designation of Picton Main Street as a Heritage Conservation District are as follows:

- To preserve and enhance Main Street's role as a historic, cultural and commercial centre in Picton and in Prince Edward County;
- To retain, conserve and enhance buildings and structures that contribute to the cultural heritage value and appearance of the District;
- To encourage new construction and development that contributes to and is compatible with the cultural heritage value and appearance of the District;
- To maintain and enhance the commercial core of Picton by promoting the distinctive cultural heritage value of the District as a basis for economic development, while providing for development and supporting uses that meet contemporary need;
- To maintain a small-town atmosphere, foster recognition and preserve the human scale of the public realm; and
- To establish a common language of streetscape elements that complement the cultural heritage value and heritage attributes of the District and create a greater sense of continuity where contrasting land uses and built forms exist.



(Source: Picton Main Street Heritage Conservation District Plan)

Any changes or improvements (including signage) made to buildings that exist within the Heritage Conservation District will have to be approved by the Prince Edward Heritage Advisory Committee.

## Bylaws & Important Documents

You can find the links for the following bylaws and documents on [www.experiencepicton.com/resources](http://www.experiencepicton.com/resources)

- The Municipal Act, Sections 204-215, Pertaining to Business Improvement Areas
- Designate Picton as a Business Improvement Area - BY-LAW NO. 3546-2015
- Designate Heritage Conservation District & Heritage Conservation Plan - BY-LAW No. 3286-2013
- Mobile Canteens - BY-LAW NO. 1778- 2006
- Outdoor Patios - BY-LAW NO. 3372-2014
- Retail Operations Permitted on Holidays - BY-LAW NO. 2237–2008
- Sidewalk Use for Sales - BY-LAW NO. 332-1999
- Signs - BY-LAW NO. 1122-2003 AS AMENDED
- Waste Management - BY-LAW NO. 2649-2010A

## Other Resources

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### Tents

The BIA owns 5 10'x10' tents that are available to be loaned out. If you have a special event, we are happy to loan you a tent!

### Giant Games

The BIA currently has a giant checkerboard and a giant Connect Four game, available to be loaned to members.