



SIDNEY BIA ANNUAL REPORT / 2022



WHAT IS A BIA?

A Business Improvement Area (BIA) is a non-profit association of businesses and commercial property owners within a specified commercial area working to promote the economic development of the district through various marketing, beautification, safety and advocacy initiatives.

BIAs take a variety of steps to support improvements, beautification, investment, and economic development in their areas.

Here is a snapshot of what the Sidney BIA offers in activities and programs:

- Branding, marketing, communications
- Economic trend analysis
- Business development and support
- Visitor attraction and outreach
- Member advocacy
- Business retention and attraction

HOW THE BIA OPERATES

While each BIA is unique and will offer services and programs tailored to the needs of their area, all BIAs are formed and operate under some basic parameters:

- BIAs are created when business owners formally join together, with the support of the local government, to promote the economic development of their specific geographic area.
- BIAs accomplish their goals by organizing, financing, and implementing services, programs, and improvements that support local businesses and that increase the area's attractiveness and vibrancy.
- Commercial properties located within a BIA pay a business improvement area tax to fund BIA initiatives and operations. The local government collects the funds annually on behalf of the BIA and distributes instalments to the BIA.
- BIAs are run by a board of directors that are nominated each year by members of the BIA. A board hires an executive director to manage the daily operations of the BIA.

SNAPSHOT OF SIDNEY

56

average age

4600

employed workers

12,318

residents

1,078

active business licences

49

restaurants

25

parks

17

beach accesses

902,503

annual pedestrian counter

The purpose of the Sidney Business Improvement Area is to increase footsteps, potential customers, clients, and event attendees through the development, implementation, and evaluation of marketing, promotion, communication, and other collaborative initiatives.

ABOUT THE SIDNEY BIA

The Sidney Business Improvement Area Society (Sidney BIA) is a non-profit organization that works to create a strong, vibrant, and welcoming downtown through marketing initiatives, business support, and attraction efforts.

For 10 years, the Sidney BIA has worked in partnership with the Town of Sidney to sustain and develop Sidney's downtown core as a vital economic centre for our community.

CORE VALUES

- Bring the energy. Passion for a strong, vibrant, and welcoming downtown.
- Everyone is welcome. Dedication to inclusivity.
- Do the right thing. Integrity and excellence in all that we do.
- Be curious, flexible, innovative, and bold. Addressing the challenges and opportunities of the changing needs of our downtown.
- Listen to evolve together. Collaboration for a stronger community.

ACTIVE PRIORITIES

- Foster a thriving and diverse economy that supports Downtown Sidney's business community, excites visitors and meets the needs of residents.
- Cultivate a lively and engaging downtown atmosphere that identifies Downtown Sidney as a destination for locals and tourists alike.
- Create a truly welcoming environment that enhances the experience of Downtown Sidney visitors and residents.



PRESIDENT'S MESSAGE

In a year that saw its share of challenges, Downtown Sidney has continued growing and developing at an unprecedented rate. As our community continues to show strength and resilience, the Sidney BIA has been working diligently to provide innovation and support, positioning downtown Sidney as an ideal place to invest, work, learn, live, and play.

As you will see in this report, the Sidney BIA has been hard at work maintaining a positive momentum in business attraction, retention, and development. We could not have asked for a more dynamic, collaborative, and engaging business community to work alongside and thank you for your ongoing dedication to our wonderful town.

STAFF TEAM

Morgan Shaw
EXECUTIVE DIRECTOR

Natalie Bobrowich
BUSINESS DEVELOPMENT MANAGER

Maureen Nowicki
COMMUNITY ENGAGEMENT COORDINATOR

Alisha Ronda
TOURISM + EVENTS COORDINATOR

Summer Smith
TOURISM + EVENTS OUTREACH



BOARD OF DIRECTORS

PRESIDENT

Devon Bird

Moden Boutique
Moden Essentials

VICE-PRESIDENT

Nick Coates

Days Inn by Wyndham

SECRETARY

Cathy Larsen

Departures Travel

TREASURER

Robyn Walle

Baker Tilly

Sarah Scheller

The Five & Dime Diner
The Surly Mermaid

Christina Georgeadis

Waterlily Shoes

Jessica Sommers Dai

The Farmer's Daughter

Jessica O'Brien Cameron

CIBC Wood Gundy

COUNCIL LIASION

Sara Duncan

Town of Sidney

MARKETING + PROMOTION

In 2022, the Sidney BIA implemented strategized marketing campaigns to ensure the continued success of businesses in Downtown Sidney. We worked to grow our reach through social media, spread the word on what was new and upcoming, and establish downtown as a place that is simply not to be missed. We did this through social media marketing, email marketing, print advertisements, radio advertising, media partnerships, and more.

SOCIAL MEDIA ENGAGEMENT

We continue to utilize our social media presence as an essential way of getting information to the community. Throughout 2022, we continued to see a jump in followers, engagement, and video content views on our various platforms.

With our social media following, website traffic, and newsletter engagement, there is an opportunity to quickly and effectively promote all things Downtown — including events, new businesses, public art installations, shopping promotions, restaurants, and more.

@EXPLORESIDNEY



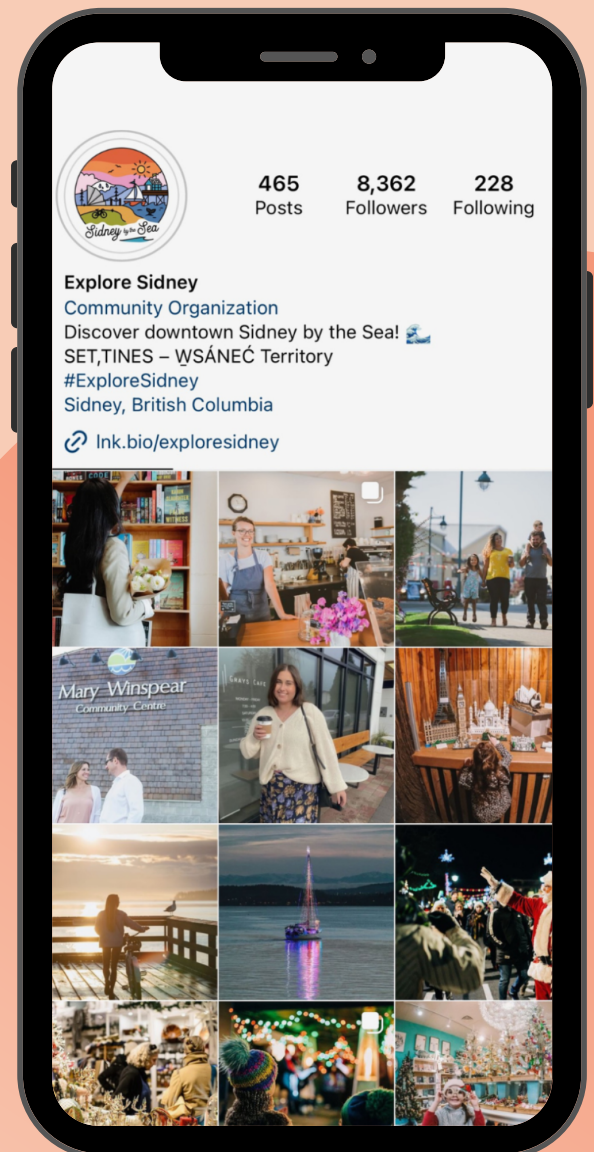
8,400
INSTAGRAM
FOLLOWERS



10,000
FACEBOOK
FOLLOWERS

EXPLORESIDNEY.CA

- BUSINESS DIRECTORY
- TOURISM & VISITOR SERVICES
- EVENTS CALENDAR
- ECONOMIC DEVELOPMENT INFORMATION



TARGETED ADVERTISING CAMPAIGNS

The Sidney BIA carried out over 60 targeted marketing initiatives through multiple media applications including print, digital and outdoor advertising, some of which include:

LOCAL REGIONAL MARKETING

- YAM Magazine
- Douglas Magazine
- Times Colonist
- Seaside Magazine
- Edible Vancouver Island
- Check News
- Meetings & Retreats Magazine
- Ocean 98.5
- CFX 1070
- Peninsula News Review
- Google Ad Words
- Instagram
- Facebook

DESTINATION MARKETING

- WestJet In-flight Magazine
- Gulf Islander Magazine
- Northwest Travel & Leisure Magazine
- Tourism Victoria Vacation Planner
- Pacific Marine Circle Route Campaign
- Vancouver Island Vacation Planner
- Meeting Places BC
- YLW Magazine
- Global TV

GATEWAY MARKETING

- BC Ferries Racking + On-board Magazine
- Victoria International Airport Brochure Racking
- Tourism Victoria Brochure Racking and Poster
- Victoria Cruise Ship Terminal Racking
- COHO & Clipper Ferry Magazines

ANNUAL EVENTS

- Sidney Art Walk
- Sidney Sidewalk Sale
- Sidney's Halloween Spooktacular
- Christmas in Sidney





MEDIA RELATIONS

The Sidney BIA continues attracting, hosting, and inspiring travel writers and social media influencers, inviting them to showcase our wonderful town. We are proud to have partnered with eight social media influencers with a combined following of 225,000 users. Additionally, the Sidney BIA works to provide leveraged marketing opportunities for businesses through partnerships with local media.

The Sidney BIA has implemented a media page on the website where all earned media stories are posted, along with media releases, and an image bank with videos and images for media and member use. In 2021 the BIA secured over \$170,000 in media sponsorships.

SUPPORTING + ENGAGING LOCAL BUSINESSES

The Sidney BIA is committed to supporting members in their respective marketing initiatives through sourcing leveraged advertising opportunities, social media and advertising training sessions and ad creation. The BIA continues to supplement a free image database for businesses through complimentary professional photography services. The BIA produces promotional destination marketing videos highlighting the experiences and offerings of the town, which members are free to utilize.

Members are listed in print and digital Sidney guides, as well as have full-page, customizable listings on the BIA website. Each listing features a business description, google map locator, rotating images, social media and website links.

To support businesses in the age of digital marketing, the BIA facilitated various free information sessions, both in-person and through webinar-style sessions. The meetings focused on social media training, branding, sales techniques, customer service training, as well as security and loss prevention, to name a few.



SIDNEY EVENTS ADVISORY GROUP

The Sidney Event Advisory Group (SEAG) represents one of the strongest and most effective vehicles for community development in Sidney.

Established in November 2013 under a Memorandum of Understanding between the Town of Sidney and the Sidney BIA, SEAG has continued to evolve as a critically important method for creative problem solving, transparent communication among key stakeholders, and most importantly, as an agent of significant and positive change in our community.

SEAG's purpose is to work collaboratively to provide support and advice to all members of the group and the Sidney Event Liaison/Facilitator and work with others across the community to ensure the success of all Sidney events.

Because of SEAG and the hard work of the individual members, the Sidney BIA has been able to introduce, manage, and sustain an increasing number of community events and attract a growing number of event attendees. Currently, SEAG is composed of 18 organizations representing all the major cultural, arts, recreational, and historical groups that sponsor or facilitate at least one community event in Sidney each year.



MEMBERS OF SEAG

- ArtSea Community Arts Council
- BC Aviation Museum
- Mary Winspear Centre
- McTavish Academy of Art
- Panorama Recreation
- Peninsula Celebrations Society
- Saanich Peninsula Chamber of Commerce
- Shaw Centre for the Salish Sea
- Beacon Community Services
- Sidney & Peninsula Literary Society
- Sidney Business Improvement Area Society
- Sidney/North Saanich Library
- The Town of Sidney
- Torque Masters
- Sidney Sister Cities
- Sidney Street Market
- Sidney Museum



SIDNEY VISITOR SERVICES

In 2022, the Sidney BIA continued to manage the Sidney Visitor Centre with operational funding provided by the Town of Sidney and Destination BC. Our dedicated group of 75 volunteers provided safe service to visitors through an adapted approach. The Visitor Services team offered modified services in the first part of the year, and in the second part, we saw a resumption of regular offerings.

As health restrictions were lifted, Sidney Visitor Services re-established the popular Ask A Local kiosk that was not in service in 2020 or 2021. This was paired with increased tourism information online through social media and the BIA website and the hiring of three summer students, allowing full service for increased business and tourism engagement. The students worked one-on-one with businesses and stakeholders on social media training, COVID-19 best practices, volunteer training, and destination development. The Sidney BIA is pleased to support the students through the Canada Summer Jobs program as they work towards their degrees at the University of Victoria and Camosun College.





Sidney thrives when the business community, community organizations and the Municipal Government share a common vision to promote and enhance Sidney's economic and cultural vitality. The Sidney BIA serves a vital function in connecting the community and attracting visitors from near and far. The support of each and every property and business owner is critical to Sidney BIA's success. By working as one business community with one voice, we can better ensure a vibrant downtown and be known as one of the best small towns in Canada.

Questions about the Sidney BIA?

Please reach out to us:

Morgan Shaw, Executive Director
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