



Port Credit BIA's 2020 Annual Report

Presented to: PCBIA Board of Directors and Membership

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The Port Credit BIA is a catalyst for positive community, economic change and advocacy for our Port Credit Community. On behalf of all our Small Businesses and property owners, the Board of Directors and staff are pleased to share all efforts made during 2020. Every board member has donated their knowledge and time to make Port Credit BIA vibrant and proactive; especially during Covid-19.

The long-term goal from the PCBIA Board Members and staff is to maximize the value of the levy funds received and continue our efforts to make Port Credit a destination choice for many. As a team, we strive to spend tax dollars wisely benefiting the business community and ensuring our Urban Village retains its beauty, feel, safety and vibrancy.

As the PCBIA Board and staff continue to work on behalf of the membership, it remains critical to receive engagement from our members. Now more than ever it is important to have an inviting feel to our community. Our goal is to draw people to our Urban Village especially in these challenging times. Collectively we continue to seek alternative sources for additional funding including grants and sponsorships in addition to our one-million-dollar mark annual budget. The board and staff follow a four-year strategic plan that is reviewed annually. We also work closely with City Staff to create a Memorandum of Understanding (MOU) between the City of Mississauga and the BIA to set clear lines of each others' responsibilities.

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2019 to 2022 Strategic Plan: Key Priorities

The outlined strategic plan outlines clear, defined goals that are reviewed, updated, and achieved by the Board of Directors and staff. With regular reviews of the defined goals and achievements, we ensure the strategic plan is both realistic and successful. The Port Credit BIA mandate (stated in its constitution) is to improve, beautify and maintain public lands and buildings within the BIA and; to promote the area as a business, shopping and tourist destination.

2019 to 2022 Strategic Plan: Key Priorities	
Strategic Objectives	Strategic Objectives Statements
accessibility	<ul style="list-style-type: none"> • Obligations to ensure data maintenance and documentation depositories are digitalized and securely stored • Member forms readily available and updated regularly • Establishing and emphasizing a cohesive Port Credit identity, uniting East and West Villages, the Harbour, and Lakefront
accountability	<ul style="list-style-type: none"> • Measurable and targeted goals for each Port Credit BIA run marketing campaign, event and any capital investment • Ensure the safety and the maintenance of the liveability index for the Port Credit community
advocacy	<ul style="list-style-type: none"> • On behalf of the membership and with the City of Mississauga we focus on: <ul style="list-style-type: none"> ○ Main Street Revitalization Grant programs ○ Main Street Digital grant programs ○ Free parking in winter, Holiday months ○ Parking in Lieu
beautification	<ul style="list-style-type: none"> • Holiday lighting, banners, distinct entry points into the corridor, flowers, and other BIA-led beautification • Recognize current challenges and request assistance from the City where possible • Utilized laneways, parks, underpasses to create unique public spaces and tourist attractions, in conjunction with members
boundary expansion	<ul style="list-style-type: none"> • Approval on the PCBIA boundary expansion adding 70 Mississauga Road South (Brightwater/West Village), and 354, 356, 360, 362, 364, 366 and 368 Lakeshore Road W. to the BIA boundary following removal of 72 Wesley Ave from the BIA boundary
branding and marketing	<ul style="list-style-type: none"> • Continue a strong social media presence and utilize other media outlets to build the Port • Continue to grow the Port Credit brand through marketing campaigns and charitable events
communication & education	<ul style="list-style-type: none"> • Engage the community through direct participation and feedback on set goals • Executed by open house meetings, town halls and online outreach

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health, safety & risk management	<ul style="list-style-type: none"> • Community involvement through surveys, networking events and online member communications • Coordinate action plans with local police • Safety concerns such as traffic intersections, vandalism and theft to name a few
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For more information on the 2019-2022 strategic plan please [click here](#).

Membership Statistics:

2020 membership statistics	
business owners	477
property owners <i>*some owning multiple locations</i>	200
associate members <i>*non-voting rights</i>	8
full-time employees	Data unavailable
part-time employees	Data unavailable

Partnerships and Memberships

The Port Credit BIA are proud members of various associations within Mississauga that assist with advocating, beautifying and marketing our Urban Village. These partners and members include:

- Ontario BIA Association
- Mississauga/ West Toronto Tourism (Regional Tourism Office)
- Mississauga Tourism Board
- Arts and Culture Festivals Strategy Steering Committee
- Safe City Anti-Graffiti Committee
- Port Credit Community Foundation
- Heritage Mississauga
- Canada Lands Community Reference Group (1 Port St. – Marina lands)
- Lakeview Waterfront Connection Steering Committee
- Advisory Panel – Port Credit Go Station Master Plan Study
- Mississauga Litter and Waste
- West Village Partners

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Achievements and Projects

Advocacy

- Advocating with other Mississauga BIA's, and Mississauga Tourism, Mississauga Chamber of Commerce, Canadian Federation of Independent Business and more
- Organized Town Halls, informative Routable discussions and phone calls to advocate for small business with Mayor Crombie, MP Sven Spengemann, Premier Ford, MPP Rudy Cuzzetto, Ward 1 Councillor Stephen Dasko and Kay Matthews of OBIAA
- Interviews on the Tom and Rick Show, Fairchild a branch from Bell Fibre T.V., Cultures Like A Local Series, Insauga, 1010am, Global news, CP24 and CTV News
- Interviewing members for "Businesses Are People" Campaign that launched on billboards, social media, bus wrap and more
- Countless phone calls, texts, zoom calls with Councillor Dasko
- Continuous advocating for more financial support for our Businesses from all levels of government
- Survey of PCBIA members and feedback

Planning

- Annual City Walk with representatives from different divisions of the City to prep and plan for 2021
 - Collectively, the group identified areas for improvements and discussed a plan to remain accountable and execute upcoming projects
- The PCBIA along with the City of Mississauga recently implemented new 40km speed limits on Lakeshore Rd.
- Secured free 1-hour Holiday Parking from November 24, 2020 to January 15, 2021

Beautification and Infrastructure

- Increased service for landscaping and streetscape maintenance including:
 - flyer removal, litter and weeds
- STEPS Mainstreet Art Challenge elevated 12 cement benches plus an additional 2 across our Main Street
- 7 uniquely designed and wrapped Utility Boxes
- Giant Red Muskoka Chair installed on the Southside of Lakeshore across the library
- 6 hand-paint Muskoka chairs set up throughout the Village
- Return of #KeepPCClean campaign with a hired streetscape team to keep our streets tidy and litter free plus increased street presence from SureGreen Landscaping to 3 times a week
- Additional garbage bins set up in high traffic areas around the Main Street



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Tourism

- I love PC sign in the center of Port Street Market, a great attraction and photo-op for both tourists and locals this summer
- Fire & Ice Affair, a family friendly event held in the beginning of the year as part of #WinterINthePort
- Business Breakfast Networking and Networking After Hours
- Luncheon with Minister Lisa Macleod
- An insightful and valuable overview of the importance of heritage, sports, tourism and culture for local economies

Marketing

- The BIA secured a 12-month partnership with Lamar Bus Wraps and Insauga
- Port Credit BIA's new website with a modern feel and improved functionality which will allow our members to access our policies, meeting minutes, budget, and other business documents
- Two separate newsletters to increase our digital presence and communicate information to our community and member
- Continuous positioning of our rebranding on banners, posters, digital marketing, directories, etc.
- Countless Marketing Campaigns including Take A Left, Classic Cars Thursdays, Businesses Are People, Support The Port, shopIN, dineIN series, PixIN the port contests and more

Queen Bea's Lookout

- An organized ribbon-cutting ceremony to commemorate the naming of the Lighthouse landing after our late General Manager, Beatrice Moreira-Laidlow.

Community Safety & Security

- Break and entries posts across Social Media enabling the community to assist with theft to our local businesses
- Community involvement Social Media posts reporting peculiar behavior and/or intoxicated from individuals that serve as a harm to our village
- Reports of Vandalism to the City's 311 line
- Monthly Safety and Security Meetings
- Paid police officers

The Port Credit Board of Directors and staff are grateful to have the opportunity to represent our Members and landlords. This year, we have achieved so much and maximize value for our Main Street. As a team, we strive to benefit the business community and ensure our Urban Village retains its beauty, feel and vibrancy.