

DTBIA ECDEV/TDCC REPORT - EXECUTIVE SUMMARY

November 2024

- 1) The “Chills + Thrills” Halloween event was very well attended. The inaugural Friday festivities were the first of its kind. The Haunted House attendance was 1,094 resulting in donations of \$1,905.75 + hundreds of food items. A cheque for the proceeds of the Haunted House event was presented to The Salvation Army on November 6th. The Tillsonburg Public Library had 994 visitors which necessitated an extension of library hours. More than 200 attendees for the “witches’ night out” which included a dance, market and food truck. Many positive community comments.
- 2) The fall clean-up continues with removal of pots/planters; tables, chairs, umbrellas, etc. in addition to readiness for Remembrance Day events on November 11th. There continues to be ongoing damage, dumped waste, various shopping carts full of “junk” etc.; that are being remediated daily.
- 3) Maintenance activities: repainting of worn surfaces on poles, waste receptacles, tree grates, installation of temporary public art pieces (ongoing); preparations for Remembrance Day celebrations at the Broadway Plaza; repainting of benches; touching up of scuffed assets.
- 4) Capital program: Phase 1 of the improvements to Harvey Street will be completed before year end. There will be new trees, bushes and perennials planted on the west side plus replacement of all dead trees in the concrete bunkers along Broadway from Baldwin/Oxford Streets to Bridge Street.
- 5) Six Pence + Sage – bridal and dress store will be opening in the space formerly occupied by Tuan the Barber. This will fill a void in the region where no stores in this category exist. The store will also have cocktail + evening wear dresses from Rosa Clara of Barcelona, Spain.
- 6) TurtleFest: the Board of Management and TurtleFest Organizing Committee approved the 2025 event to be operated under the umbrella of the BIA for a one-year trial period. The intent is to improve efficiency/effectiveness; improve profitability + enable grant eligibility.
- 7) The team participated in the “Entrepreneurial Pop-Up” event in The Spot – upstairs at the mall on October 30th. New connections were made with follow-up in various stages.
- 8) Focus continues to generation of revenues beyond the levy including grant applications.
- 9) The launch of the BIA zone expansion legislative initiative is imminent. The Clerk’s Department and BIA team have specific websites launching in the coming days to communicate with those businesses in both the new and existing zones as to the benefits of a larger downtown BIA zone and the process including statutory notifications.
- 10) Finance: The 2025 budget was approved by the Board of Management with an overall levy decrease of -2.0%, elimination of \$23.8k of debt, self-financing of capital projects + retirement of all debts by end of FY28. The BIA team will be presenting a condensed version of the budget + business plans to Town Council on December 2nd.
- 11) The Annual General Meeting is scheduled for December 4th at the Tillsonburg Legion.