

DTBIA ECDEV/TDCC REPORT - EXECUTIVE SUMMARY

March 2025

- 1) International Women's Day: The BIA provided a fully visual display to celebrate IWD. A-frame signs with prominent local leaders featured in the center court of the Tillsonburg Town Centre.
- 2) TurtleFest: Strong support to date. The town review of the special event application is scheduled for 03/24/25. There will be a record number of participants for this year's event. All necessary forms have been submitted, stakeholders have been informed including police, fire, EMS and public health. Event cancellation insurance has been obtained with a significant cost increase vs. prior year. A \$5 million, stand-alone general liability insurance policy has been contracted at a similar cost to prior year. There will be several new event features which are expected to generate further increases in attendance.
- 3) Marketing update: Strong participation reported with all BIA-led activities, activations and marketing campaigns including the 2nd annual Pub Shammy event, which was held on Saturday, March 15th.
- 4) Operations update: Spring clean-up is underway with significant completion of the main Broadway area from Venison to Bloomer Streets. The rear area of the mall along Lisgar Avenue from Bridge St. southerly to Brock St. W. requires heavy duty cleaning. Dumped garbage continues to be a challenge including many instances of household waste being placed into the public bins downtown. YTD # of bags collected is up 19%.
- 5) Human Resources: External funding applications are ongoing. One current MSC placement on boarded with additional placements expected in the balance of year.
- 6) The team is currently assessing additional non-levy revenue opportunities including development of an additional site for additional coworking space as the current location is at capacity. There is also a waiting list for new co-working tenants as well as current tenants looking to expand their existing footprint.
- 7) Finances: Continue to be strong year to date with both expenses and revenues tracking as expected. The team continues to respond to conditions as necessitated by cost fluctuations and availability of product. There is little downside risk to expenses given that 100% of procurement is from Canadian sources. The team continues to assess all purchases for efficiencies and to pursue cost savings which is ongoing.
- 8) BIA boundary adjustment: No recent update from the Clerk's office.
- 9) Canada Summer Job Service grant: the ED reached out to MP Khanna's office to review the filed application - with a request to support our submission.
- 10) Façade Improvement Program: works are in progress and at various stages of completion. The rear/side alley façade for 21-27 Brock Street East was approved for payment at the February Board of Management meeting. There are 3 additional projects in the pipeline, subject to ongoing review and subsequent payment. The Board of Management has directed staff to have all outstanding issues resolved + payments issued, as approved, by end of Q3-2025.
- 11) 2025 beautifications: The team is working with all stakeholders on the colour scheme and plant selections for the upcoming season. The Harvey Street project as well as the carryover tree canopy project from FY2024 are forecasted to be completed by end of Q2-2025.