

## DTBIA ECDEV/TDCC REPORT - EXECUTIVE SUMMARY

APRIL 2026

1. Economic Development Initiatives: Multiple properties are currently undergoing active development within the central core area. The premises at 193 Broadway have been leased and will soon operate as a personal care and salon studio. Staff are proactively supporting development efforts beyond the BIA zone to ensure that these projects complement, rather than compete with, downtown core businesses. Ongoing examples include 671, 690, and 693 Broadway, as well as 121 Concession Street East. Announcements on 3 other projects are imminent.
2. Performance metrics in accordance with the Town/BIA MOU: The team reports metrics as stipulated in the renewed MOU. Comprehensive tracking forms are completed daily, then compiled and summarized in monthly reports. Ambassador team schedules are adjusted based on operational requirements—see below. A significant number of extremely windy days has posed challenges to daily operations due to blowing debris, recycling matter, cardboard, leaves and other items.
3. Operations Update: The impacts from social issues have stabilized during the past month. There are three specific properties that are the primary driver of drug paraphernalia and illicit activities: namely the parkade, rear of library and the area proximate to The Station Arts Centre.

Vandalism including graffiti has declined during March.

4. TurtleFest: The festival is in the advanced planning stages. There is now a waiting list for street vendor/booths, (approximately 30). The committee has added an additional street for vendor space – Bridge Street from Broadway westerly to Bidwell has been added to the road closure request. The TOC meets with the town staff and stakeholders on May 11<sup>th</sup> for a final review of the event application submission and documentation including road closure request. Event revenues are tracking to forecast/approved budget with more than 30 outstanding requests to be closed off. TOC members have been tasked to find an additional \$25,000 of sponsorship revenues. The announcement regarding Experience Ontario funding is expected prior to the end of April. The event budget approved by the TOC does not include the EO funding.
5. Marketing + communications: The team continues to improve our messaging to the community. A focus for the team moving forward is to clearly articulate the positive benefits of the BIA: events, activities, cleanliness/maintenance results, reporting of favourable metrics vs. other downtown communities. A new initiative to celebrate milestones of member businesses has been implemented.

6. Finance: Q1 recorded strong results with a surplus of approximately \$17,000. Capital projects in Q1 include the purchase of LED light fixtures, 2 new iMac desktops, maintenance assets + additional umbrellas.

The 10-year budget and forecasts have been preliminarily updated and will be revisited/revised once the strategic plan exercise has been completed. The 2027 budget process is underway. A draft plan will be presented to the board for consideration, discussion and approval early in Q3.

7. Governance/training and HR: A nurse from Southwestern Public Health attended the staff meeting on March 25<sup>th</sup> to provide training and insights into social issues including the handling of drug paraphernalia etc. The team handbook has been updated to reflect changes to the ESA and other legislation as well as updated to BIA policies. The HR sub-committee has a list of tasks with a suggested completion date of the end of Q3.
8. Tillsonburg Town Centre: The Easter weekend photos with the Easter Bunny generated significant incremental traffic. The Lion's Club was also on site for several days with sales of chocolate bunnies in addition to other community group booths with various initiatives.

Salthill Capital management has met internally with the BIA team to discuss areas of concern with respect to social issues and a way forward. A stakeholder meeting will be scheduled to discuss these issues with a goal to develop a plan for positive change(s). The climate-controlled walkway between the parkade and Broadway has been broken into on several occasions resulting in the space being occupied by unhoused persons. The police are aware and have responded. The door to the parkade has been repaired on 3 occasions since December. The lighting in the parkade has been updated to provide better visibility. The mall area needs to be always viewed as safe and secure.

9. Public Realm: The team will consult with Jesse Goosens and Shane Curtis regarding potential enhancements to the Tillson Family Parkette. Current concerns include broken fencing and brick pillars, erosion of polymer sand, and damaged waste containers owned by the town. Plans are underway to undertake repairs and improvements to the parkette in 2026 utilizing external resources. The BIA will provide financial support strictly within the parameters of the existing approved financial plan, and subject to board of management discussions.
10. Strategic plan update: In process. There will be an opportunity for public feedback including at least one public information centre to be scheduled inside the Tillsonburg Town Centre.