

EXECUTIVE DIRECTOR REPORT

AGM

MARCH 19, 2019

KERR VILLAGE BIA

Authored by: DOUG SAMS



ABOUT THE KERR VILLAGE BIA:

A proactive and action-minded association, the BIA promotes Kerr Village interests, attractions, services and events to the benefit of local businesses and the community at-large.

The Kerr Village BIA:

- Acts as a liaison between the business community and the local government.
- Works closely with commercial property owners to help fill unoccupied space and to ensure an optimum business mix is achieved.
- Implements strategy to retain and expand the customer base.
- Provides streetscaping improvements: lighting, signage, planters, banners and sidewalk treatments, as well as holiday decorations.
- Organizes special events highlighting the unique attributes of the area.



BIA Tax Rates:

	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Kerr Village	0.223%	0.218%	0.2128%	0.2134%
Downtown	0.355%	0.3345%	0.357%	0.354%
Bronte	0.3815%	0.3701%	0.3749%	0.374%

Kerr Village Up Date

We are very excited about 2019. Kerr Village continues to evolve as a destination. Our area contains a variety of eateries, unique shops and specialty services.

1. Planters and baskets-everyone looks forward to the spring season and the creativity of the Town Horticulture Department.

Street Beautification



2. Maintaining the tree lights.

Tree Lights



Gateway

The Town Urban Design Manager will be meeting with the board to present a plan for design ideas for a Gateway at the Lakeshore & Kerr St intersection. Funding has been made available through the Province. Gateway signage has been included in the underpass project as you enter Kerr Village.

Digital Mainstreet



A Digital Mainstreet Team will be assisting each business to have an online process. This initiative kicks off late in the late spring or early summer. Funds were awarded through a grant from the Province.

Sat June 15th Event



There will be an event that will take place on Sat June 15th in Heritage Square. Music, vendors and a drawing for a trip for 2!

6th Annual Kerrfest



Kerrfest Kids



6th Annual Kerrfest - will take place on Sept. 6 & 7.
Kerrfest Kids on Sept 8th.

FALL SOCIAL

Takes place the middle of September

Christmas Tree Lighting



Holiday Market



25th Annual Christmas Tree Lighting- will take place on Friday November 29, 2019 and will also include the second Holiday Market.

HOLIDAY SOCIAL

Takes place the Wednesday after Tree Lighting

Memberships- we have memberships with Visit Oakville, OBIAA, WRRRA and the Oakville Chamber of Commerce.

We are proud sponsors of the Oakville Santa Claus Parade that brings people to line the streets of our area.

We will continue to market our brand and be visible in Kerr Village.