



# WELCOME TO THE NEIGHBOURHOOD

Through its leadership in advocacy, infrastructure, development, and marketing, the Downtown Windsor BIA works to ensure that Downtown Windsor is the preferred place to work, play, visit, and live.

The DWBIA achieves these goals through a variety of programs and services including streetscape and façade improvements, maintenance, cleanliness and safety, floral beautification, signature events, marketing, communications, and economic development, to name a few.

Encompassed by 615+ businesses and property owners, this dynamic, quasi-governmental organization's boundaries start at the Detroit River and continue as far south as Giles Boulevard with its eastern boundary being Glengarry Avenue, and its western boundary being Bruce Avenue.

Businesses within this geographical boundary are members of the DWBIA through annual business tax levy, as provided for by the Ontario Municipal Act.

The DWBIA is governed by a Board of Directors appointed by the City of Windsor, following a general membership election. The DWBIA has various standing committees that oversee a wide variety of programs, services, and association initiatives.

The DWBIA exists to effectively represent the interests of all its member sectors as they relate to the economic, political, and social vitality of the downtown business district.



## **PROGRAMS**

#### RETAIL RECRUITMENT CAMPAIGN

Downtown Windsor is the economic and cultural hub of the region and offers prime investment opportunities in the heart of the city.

At the core of Downtown Windsor's long term success is its ability to offer residents, employees and visitors an exciting, unique and welcoming environment, shopping, dining and entertainment experience.

Our landmark mixed-use developments boast high quality architecture and design that integrate the very best retail, services, restaurants and accommodations. This iconic mixed-use built environment features a mixture of modern accents and revitalized heritage properties, and is currently experiencing resurgence as a result of post-secondary educational institutions expanding their campuses into the city centre.

- ▶ 4 Site Selection magazine ranked Windsor in the top five for "Best to Invest".
- ▶ 4 Reader's Digest Canada ranked the city 5th out of 42 cities for
- "Best Canadian Cities to Raise a Family".
- ▶ 4 Windsor was ranked in the top seven for most intelligent communities in the
- world by Intelligent Community forum of New York.
- ▶ 4 In 2013, Windsor-Essex County was awarded second place for Best Foreign
- ▶ Direct Investment Strategy for Small American Cities of the Future in 2013-2014

The DWBIA's Retail Recruitment Campaign is committed to the continual improvement of our city centre. The program advertises and publicizes the city centre as a dynamic business district; identifies and cultivates prospective retailers; and is designed to encourage and attract investors to the area by offering significant financial incentives.

To learn more about the program, contact our offices at 519-252-5723.









#### COMMERCIAL RENT SUBSIDY PROGRAM

The Commercial Rent Subsidy Program (CRSP) is an innovative DWBIA program that utilizes rent subsidy to encourage up to eight businesses annually to fill previously unoccupied buildings with new commercial ventures. The DWBIA subsidizes up to 50% of the successful applicant's rent each month for the period of one year, up to a maximum of \$625 per month.

Applicants must represent the commercial sector through one of the following eligible businesses areas:

- Apparel (Men/Women/Children)
- ► Art/Music Supply/Stationary
- Bakery
- ▶ Bicycle Shop
- ▶ Bookstore
- ▶ Boutique Gym
- Cosmetic/Body Care/Fragrance/Beauty Supply
- ▶ Grocer/Butcher/Specialty Foods
- ► Hardware and home improvement
- ► Home décor
- ► Independent movie theatre
- ▶ Pet supplies/Pet Boutiques
- ► Shoes/Handbags/Accessories
- ► Toys/Educational (Children)
- ► Vintage/Antique Stores (Clothing/Accessories/Décor)
- ► Wine Store (regional)

Funds for this program are given at the full discretion of the DWBIA's Board of Directors.







# FAÇADE IMPROVEMENT GRANT PROGRAM

The Façade Improvement Grant Program provides funding to business owners to improve their retail property's façade. It is mandatory that applications follow the Downtown Windsor Storefront Façade Guideline Manual, which is available at the DWBIA office and online at http://downtownwindsor.ca/facade\_improvement.php

Some of the eligible façade improvements are listed below:

- Brick cleaning façade treatments such as power washing
- Exterior painting
- ► Replacement of doors & windows
- ► Replacement and/or repair of cornice, parapets & other architectural features
- ► Repair & replacement of awnings or canopies
- ► Repair and/or re-pointing of façade masonry
- ► Re-facing of façade
- ▶ Installation of exterior decorative lighting and upgrading of existing
- ► Fixtures on external façade
- ► Redesign of storefront
- ▶ Other improvements agreed to by the Review Committee



#### **BROKEN WINDOW PROGRAM**

The Broken Window Program is another DWBIA initiative that offers member businesses up to \$500 (excluding HST) or half of the cost of repair or replacement of a broken window.

To qualify for this program, an applicant business has to submit copies of the following information the DWBIA:

- ▶ A copy of the Windsor Police Service report filed regarding the window in question. This cost is to be assumed by the DWBIA Member.
- ► Two quotes to repair or replace the window in question.

Funds are released at the discretion of the DWBIA. For additional information, please call the DWBIA Offices at 519-252-5723.

## FLORAL BEAUTICATION PROGRAM

The DWBIA's Floral and Plant Beautification Program is available only to member businesses and commercial property owners located within the organization's boundaries.

The DWBIA will match 50% of all plant, planter and flower purchases, for the express purposes of beautifying downtown commercial businesses, up to a total of \$250 excluding HST. Retain your receipt and submit it to the DWBIA along with the application form, and the DWBIA will reimburse your expenses.







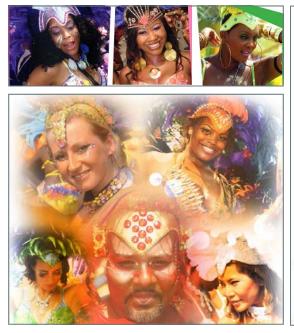
# **FESTIVALS**

#### FIESTA LATINA

Fiesta Latina is a music and dance celebration featuring tropical rhythm, exotic dancing and socializing held on August 14-16 in downtown Windsor. Fiesta Latina will draw thousands of fun-loving tourists from southwestern Ontario, Michigan and beyond to the city centre for two nights of unforgettable Latin experiences.

Fiesta Latina features electrifying music, performances including Salsa, Bachata, Steel Drum and Latin Jazz all weekend long.

Pulsing with the beauty, creativity, sensuality and culture of Caribbean and Latin dance, Fiesta Latina features beginners boot camps, dance showcases, street dancing, limbo contests, late night dance parties and mixed music party rooms.





### WINTER FEST

Winter Fest is another of the DWBIA's popular downtown events. Highlighting the beauty and excitement of the holidays, Winter Fest features a wide array of holiday attractions including horse drawn carriages, carolers, pop-up retail huts and more.

The highlight of Winter Fest is the Holiday Parade, which features close to 70 units including the headliner, Santa Claus and a celebrity parade grand marshal. The most recent Winter Fest brought an estimated 10,000 plus people to downtown Windsor, providing yet another opportunity for downtown merchants to market their products/services and develop their businesses.

## **MARKETING & PROMOTION**

The DWBIA has several programs to assist members in promoting their establishments including seasonal cooperative advertising; website, Facebook, Twitter and Instragram listings; and a weekly e-blast that is distributed to 1,600+ subscribers. To learn more about any of these initiatives, please call us at 519-252-5723.

## **BETTER BUSINESS**

The Downtown Windsor BIA advocates on behalf of the businesses with government, trade organizations, institutions and other bodies in order to achieve the best outcomes for member businesses.

# **SPECIAL PROJECTS**

From time to time, the DWBIA embarks on special projects that are of interest and concern to our members. Examples of projects include:

Pelissier Street Parking Garage Downtown Windsor Farmers' Market Parking Study Errand Shopping Carts Panhandling The Care Meter Project Guide to Social Media Workshop Anti-Spam Legislation

