

**CITY OF HAMILTON**

**PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT**  
**Economic Development Division**

<b>TO:</b> Mayor and Members General Issues Committee	<b>WARD(S) AFFECTED:</b> Wards 1 and 2
<b>COMMITTEE DATE:</b> May 2, 2012	
<b>SUBJECT/REPORT NO:</b> Revival of the Main West Esplanade Business Improvement Area (PED12071) (Wards 1 and 2)	
<b>SUBMITTED BY:</b> Tim McCabe General Manager Planning and Economic Development Department	<b>PREPARED BY:</b> Eileen Maloney 905-546-2632
<b>SIGNATURE:</b>	

**RECOMMENDATIONS:**

- a) That the Main West Esplanade Business Improvement Area (BIA) be reinstated as an active Business Improvement Area (BIA) per the boundaries outlined in the location map, attached as Appendix "B" to Report PED12071.
- b) That the following individuals be appointed to the Main West Esplanade BIA for the remainder of the four year term, which coincides with that of City Council:
  - Councillor Jason Farr
  - Councillor Brian McHattie
  - Steve Pocrinic
  - Sam Samad
  - Alex Bovkis
  - Adam Law
- c) That the 2012 Operating Budget for the Main West BIA (attached as Appendix "A" to Report PED12071) be approved in the amount of \$17,482.76.

**SUBJECT: Revival of the Main West Esplanade Business Improvement Area (PED12071) (Wards 1 and 2) Page 2 of 4**

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- d) That the levy portion of the Operating Budget for the Main West Esplanade BIA in the amount of \$7,800.00 be approved.
- e) That the General Manager of Finance and Corporate Services be hereby authorized and directed to prepare the requisite By-law pursuant to Section 208, The Municipal Act, 2001, to levy the 2012 Budget as referenced in sub-section (d) above.
- f) That the following schedule of payments for 2012 be approved:
- |         |          |
|---------|----------|
| May     | 2,600.00 |
| July    | 2,600.00 |
| October | 2,600.00 |
- g) That Finance Staff be directed to issue a cheque to the Main West Esplanade BIA for the funds that remain in the account that was created to hold the funds of the BIA when it was declared dormant. The balance in the account as of December 31, 2012 was \$9,682.76.

**EXECUTIVE SUMMARY**

Report PED12071 recommends that the Main West Esplanade BIA be declared active. On March 29, 2012, a meeting of the members of the BIA was held to elect a Board of Management and to prepare a proposed budget. This Report also deals with the approval of the 2012 budget and schedule of payments, as well as the appointment to the Board of Management for the Main West Esplanade BIA.

**Alternatives for Considerations – See page 4**

**FINANCIAL / STAFFING / LEGAL IMPLICATIONS (for Recommendation(s) only)**

**Financial:** The proposed 2012 budget of \$17,482.76 is derived from the following: \$7,800 through levying the members of the B.I.A. and \$9,682.76 from monies remaining in the account with the City of Hamilton. There is no cost to the City of Hamilton for any part of the operating budget.

**Staffing:** There are no staffing implications.

**Legal:** The Municipal Act, 2001, Section 205, Sub-section (2) dictates that City Council must approve the budgets of BIAs and Section 204, Sub-section (3) dictates that City Council must appoint the Board of Management of the BIAs.

**HISTORICAL BACKGROUND** (Chronology of events)

On November 2009, the Main West Esplanade BIA was declared dormant for a three-year term. As outlined in the 'Dormant Business Improvement Area Status Procedure', during the dormant term, the BIA may be revived by the membership. This would require a meeting of the members to elect a Board of Management and to prepare a proposed budget. Notwithstanding the reference in the procedure that approval should occur on or before March 1, staff still recommends that the Main West Esplanade be declared active.

In 2011, the Urban Renewal Section received interest from a member of the BIA to discuss the revival of the BIA. The BIA Co-ordinator met with the interested member to discuss the process on two occasions: January 26, 2012; and, March 5, 2012. Subsequently, the member canvassed other members to determine if there was interest to revive the BIA. It was determined that there was an interest and a list of candidates for appointment to the Board of Management was prepared. A meeting of the members of the Main West Esplanade BIA was held on March 29, 2012. At the meeting, the members elected a Board of Management and prepared a proposed budget for 2012. Notice of the meeting was sent to the members of the BIA. They were mailed to the property owners by the Urban Renewal Section and hand delivered to the business owners. The BIA Co-ordinator, Urban Renewal Section, assisted with the co-ordination of the meeting and facilitated such meeting.

The members who attended the meeting supported the revival of the BIA and identified issues of common concern that the Board of Management should address, e.g. involvement in the Strathcona Secondary Plan that is currently underway for the area and the placement of parking meters on the street. At the meeting, a member of the BIA volunteered to be the Main West Esplanade BIA representative for the Hamilton Association of Business Improvement Areas Committee.

**POLICY IMPLICATIONS**

Not Applicable

**RELEVANT CONSULTATION**

Members of the Main West Esplanade BIA.

**ANALYSIS / RATIONALE FOR RECOMMENDATION**

(include Performance Measurement/Benchmarking Data, if applicable)

Staff is recommending that the Main West Esplanade BIA be declared active. As an active BIA the members would be eligible to participate in the financial incentive programs that are available to active BIAs. The use of the financial incentive programs will contribute to the health and vitality of the business district. As an active BIA, a secure source of funding would be available to undertake beautification initiatives and promote the area as a business district. The Board of Management would work with the members to voice and address common concerns of the business and property owners.

**ALTERNATIVES FOR CONSIDERATION:**

(include Financial, Staffing, Legal and Policy Implications and pros and cons for each alternative)

Committee or Council may choose not to revive the Main West Esplanade BIA, the BIA would not be considered active and the members would not be eligible to make application for the financial incentive programs that are available to the active BIAs within the City. The Board of Management would not be appointed and the budget would not be approved. The BIA would not be able to function and would remain dormant. Staff would then be required to canvas the members in the Fall of 2012, as the three-year term will expire, to determine the future of the BIA.

**CORPORATE STRATEGIC PLAN (Linkage to Desired End Results)**

Focus Areas: 1. Skilled, Innovative and Respectful Organization, 2. Financial Sustainability, 3. Intergovernmental Relationships, 4. Growing Our Economy, 5. Social Development, 6. Environmental Stewardship, 7. Healthy Community

***Growing Our Economy***

- ◆ B.I.A. initiatives help retain and attract businesses

***Healthy Community***

- ◆ B.I.A. members are involved in developing and implementing local solutions

**APPENDICES / SCHEDULES**



Appendix "A" to Report PED12071 – 2012 Proposed Budget  
Appendix "B" to Report PED12071 – Location Map

**MAIN WEST ESPLANADE  
BUSINESS IMPROVEMENT AREA (BIA)  
PROPOSED 2012 BUDGET**

Advertising	\$ 2,000.00
Banners	\$ 3,000.00
Beautification	\$ 3,000.00
Office Supplies	\$ 2,232.76
Insurance	\$ 1,000.00
B.I.A. awards	\$ 750.00
Holiday Décor	\$ 1,500.00
Planning and Consulting	\$ 2,000.00
Reserve Fund	<u>\$ 2,000.00</u>
<b>TOTAL BUDGET</b>	<b><u>\$ 17,482.76</u></b>

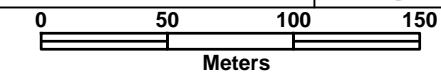


**Legend**

-  Main West Esplanade BIA
-  Parcel Fabric

**Main West Esplanade BIA**

Date Plotted:  
March 15, 2010



PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT  
GIS - PLANNING & ANALYSIS

Data reflects latest revisions for the City of Hamilton Business Improvement Area (BIA) boundaries.

Although the information displayed in this map has been captured as accurately as possible, some errors may be present due to insufficient or outdated information.

For further information, please contact GIS - Planning and Analysis Section at 905-546-2424 or by email at GIS-Planning&Analysis@hamilton.ca

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