

Reimagining Hess Village

BIA PROPOSAL





Imagine a unique new destination where Hamiltonians of all ages gather to enjoy eclectic dining, shopping and entertainment.

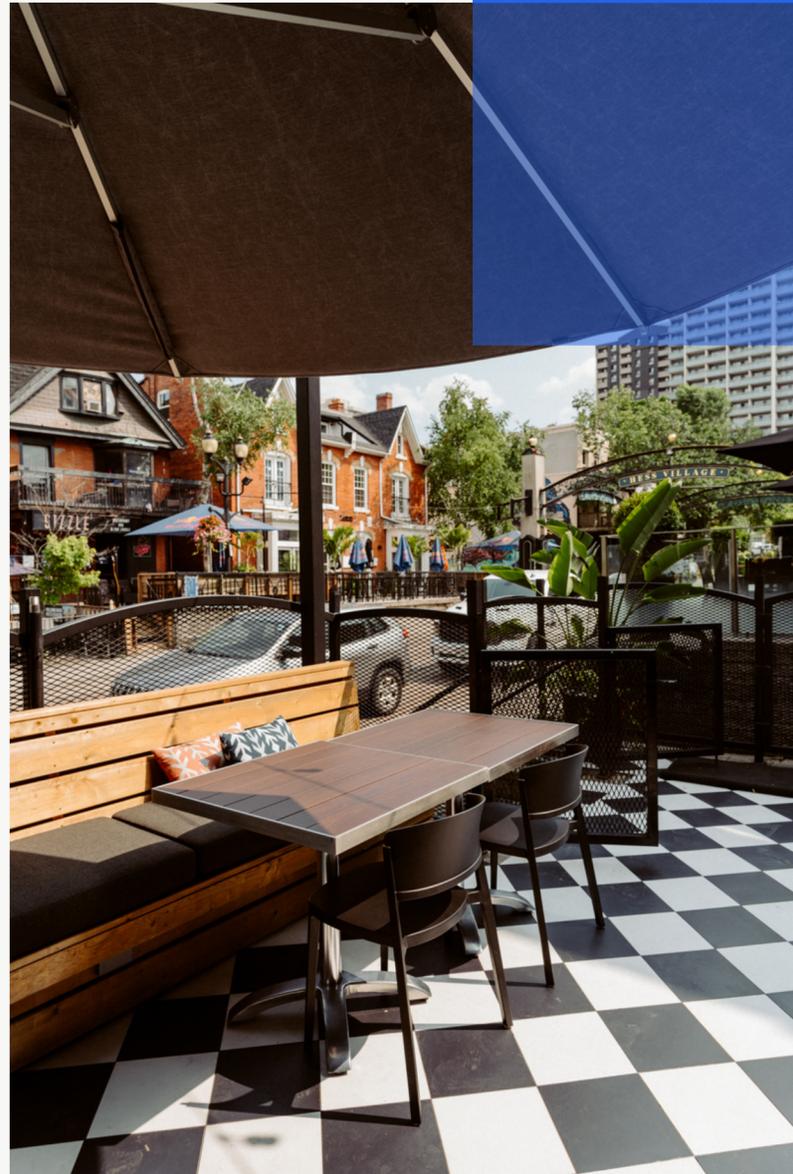
We now invite you to join us in writing the exciting new chapter in the story of Hess Village, collaborating George and Hess Streets in this collective mission resulting in future growth and vibrance of our businesses and success for our great city of Hamilton.

OVERVIEW:

Hess Village, a vibrant enclave renowned for its nightlife, urban dining and energetic atmosphere, stands at a pivotal time in its evolution. While historically celebrated for its lively bar and dining scene, the time has come to elevate and take its identity to an even greater destination. Forming a Business Improvement Area (BIA) not only presents an opportunity to enhance economic prosperity but also to reshape and transform Hess Village's image. Let's embark on a journey to reimagine and rebrand our beloved district for a brighter, more sustainable future.

SHIFTING THE NARRATIVE:

As we look to the future, Hess Village's identity must transcend its historic party reputation. By spotlighting the district's diverse array of offerings, including eclectic dining experiences, boutique shops, entertainment experiences and cultural attractions, we can attract a broader demographic. Through strategic branding and messaging, we'll emphasize the depth and richness of Hess Village's offerings beyond its nightlife scene.





CULTIVATING A DISTINCTIVE IDENTITY:

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A rebranded Hess Village will embody sophistication, authenticity, and inclusivity. We'll celebrate our heritage while embracing a vision of growth and renewal. By curating a unique blend of experiences, events, and amenities, we'll position Hess Village as a destination of choice for locals and visitors seeking enriching experiences and genuine connections.

FOSTERING A CULTURE OF RESPONSIBILITY:

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Prioritizing responsible hospitality and community stewardship, we'll implement measures to promote safety, mitigate pollution, and ensure a welcoming environment for all.

Through partnerships with local authorities, advocacy groups, and businesses, we'll lead by example, demonstrating our commitment to the well-being of our community and the sustainability of our district.

ENGAGING STAKEHOLDERS IN THE JOURNEY:

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The rebranding of Hess Village is a collective endeavor that requires the input and support of all stakeholders. Through community forums, workshops, and collaborative decision-making processes, we'll ensure that diverse voices are heard and valued. Together, we'll co-create a vision for Hess Village that reflects our shared values, and aspirations.

SIGNATURE ENTERTAINMENT EXPERIENCES:

The BIA committee will select entertainment experiences that drive the public to Hess Village, and our businesses. Live music will infuse the streets with soulful melodies, creating an atmosphere that resonates with the rhythm of community life. Additionally, periodic concerts will serve as marquee events, drawing diverse audiences and adding to the vibrancy of our district. These musical offerings will become integral to the fabric of Hess Village, enriching the cultural tapestry, and reinforcing our identity as a dynamic hub of creativity and entertainment.

CHRISTMAS MARKET EXTRAVAGANZA:

A highlight of our reimagined Hess Village will be the annual Christmas Market, transforming the district into a winter wonderland of festive delights. With twinkling lights, artisanal vendors, and seasonal entertainment, and food and drink experiences, the market will enchant visitors and locals alike, fostering a sense of holiday magic and community spirit.



In conclusion, the formation of a BIA for Hess Village represents more than just a practical measure for economic development—it's an opportunity to redefine our identity and chart a new course for sustainable success.

By embracing change, fostering inclusivity, and prioritizing responsibility, we'll position Hess Village as a beacon of innovation, vibrancy, and community pride.

Let's embark on this journey together and write a chapter in Hess Village's storied history—one that reflects our collective vision for a brighter tomorrow.

VOTE FOR HESS VILLAGE BIA

In order for a BIA to be formed an area must be established first, then each tenant and landowner gets to vote on the initiative. With the goal of keeping a close knit community of stakeholders and an easily identifiable area we have chosen a 1 block radius area with the Hess and George Street intersection being its center and Queen, Caroline, King and Main being its outer borders. Our goal is to begin by raising \$100K to hire a business marketing and sales driven leader, invest in Public Relations support, and focus on 3 signature promotions, as voted by our assigned group.



A successful vote is determined by a YES vote from 2/3rds of respondents. Abstaining from the vote is not a vote NO, but rather it reduces the total vote size by one vote.

1. Address: _____
2. Property Owner / Tenant: _____
3. Increase in Taxes: _____
4. Vote: Y / N: _____
5. Name: _____
6. Email Address: _____
7. Signature: _____
8. Date: _____