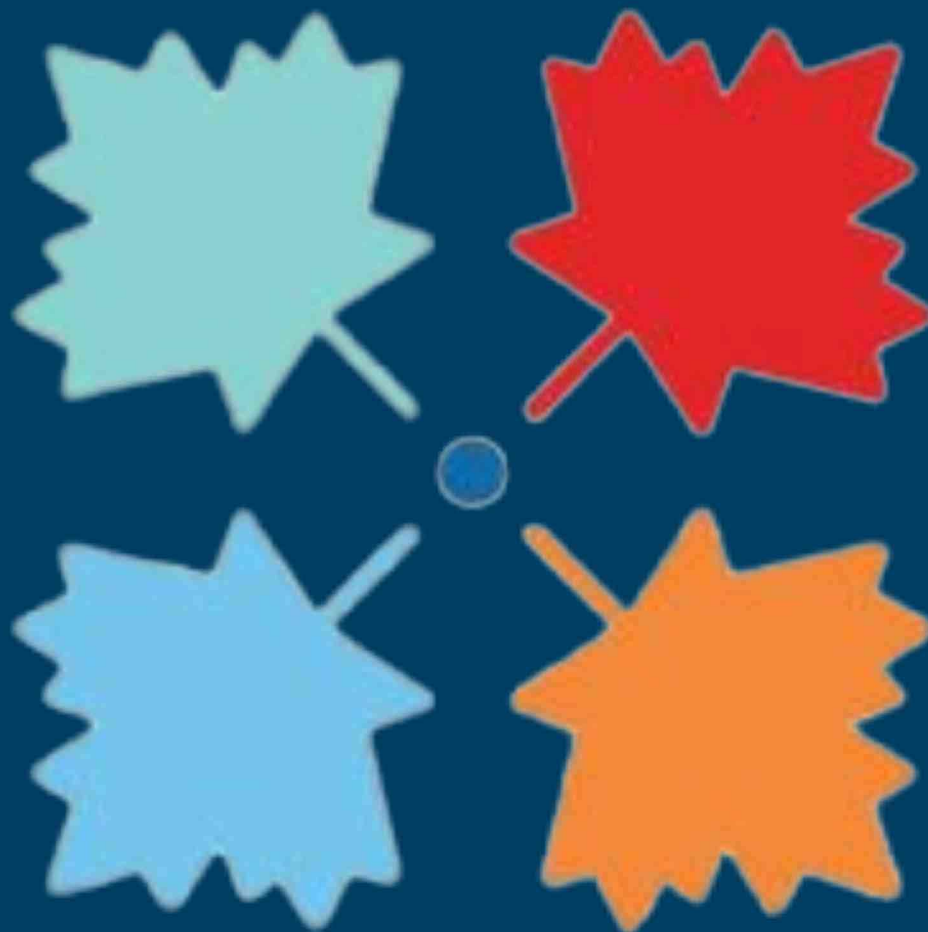


2025

Year in Review

DOWNTOWN PORTELGIN BIA



Dear Mr Mayor, Town Council, Madam Clerk, and
Downtown PEBIA Members,

Downtowns are valuable community centres. We
used to always assume they would be here forever. If
you look at similar towns in Ontario that is not the
case.

We are lucky to have a vibrant downtown in Port
Elgin, but we must never take it for granted. We
must listen to the Members so we are evolving to fit
the times.

We look forward to making the Downtown Port
Elgin BIA work for everyone so the entire
community can enjoy our downtown year 'round.

Warm Regards,




PEBIA Board

| | |
|---------------------------------------|---------------------------------------|
| Chair | Pier Doninni |
| Treasurer | Steven Harris |
| Promotions & Events Chairs | Melissa Good and Melissa Pettigrew |
| Streetscape Chair | Melissa Good |
| Town Councillor | Deputy Mayor Diane Huber |
| Member | Jennifer Lamont |

What is the BIA?

The Downtown Port Elgin Ontario BIA is an association of commercial property owners and tenants who work in partnership with the Municipality of Saugeen Shores to create a thriving area that attracts shoppers, diners, tourists and new businesses. By working collectively as a BIA, local businesses have the resource capacity (funds and people), to actively enhance the quality of life in our neighbourhood and the Municipality as a whole. We act as a Committee of Council and are governed by the Ontario Municipal Act.

The BIA is responsible for events and promotions, streetscape and beautification, as well as being a resource to our Members for current funding opportunities, advocacy with the Municipality and as part of the larger Ontario Business Improvement Area Association, with the Provincial and Federal Governments. *(Copy with thanks to OBLAA)*

PILLARS

Our BIA, in fact, every BIA has two key pillars:

1. Promotions and events to drive feet to the street, and
2. Streetscape and beautification

2025 was our second year operating as a fully functioning BIA and our plan was to capitalise and build upon our successes in 2024. We continued with a simple plan creating a welcoming, fun and creative environment in which to conduct business by and for our, primarily, independent business owners, whether they be retail, food and beverage or in the service sector.

In the coming year, we will be developing a strategic plan to reinforce our effectiveness with the two pillars above, and create a list of action items that will enhance and drive our present programme and welcome more tenants into the BIA as active members.

Financial Report

In 2024 Port Elgin became a new member of the Ontario Business Improvement Association and through them we learned that we had one of the smallest BIA levys in Ontario for a town of our size and similar demography.

For 2025, our Membership voted to accept the Board's suggestion to double the levy to \$66,000 annually, and with that we were able to offer an upgraded programme of promotions and events and begin some beautification initiatives. That being said, we still have one of the smallest levys in Ontario. *See following page, 2024 Budget*

It is the focus of each and every promotion, event and beautification initiative to “drive feet to the street”, with the intention that people shop, dine, or just hang out or, after an event, return to shop, dine or just hang out!

Overview 2025 vs 2026

2025 Levy + Reserve

\$100,478

2025 Expenses

\$83,000

2026 Proposed Levy
+ Reserve + Income

\$117,000

Projected Expenses

\$100,000

NOTE: This would leave a reserve at YE 2025 of \$17,000 (unless it is spent on new initiative or broadened initiatives)

2026 Proposed Budget

| PEBIA 2026 PROPOSED BUDGET - HIGH LINE VERSION | | | | | |
|--|-------------------|----------------------|----------------------|----------------------|--------------------|
| LEVY 2026 | RESERVE FROM 2025 | | | | |
| \$66,000.00 | \$29,000.00 | | | | |
| LEVY + RESERVE | 95,000.00 | | | | |
| | | 2026 ASSIGNED BUDGET | EST EXPENSES /INCOME | ACTUAL EXPENSES 2026 | INCOME |
| SPECIAL EVENTS & PROMOTIONS - | | | | | |
| | Subtotal | 25,000.00 | | | 9,000.00 |
| FARMERS' MARKET | | | | | |
| | Subtotal | 10,000.00 | | | 13,000.00 |
| STREETSCAPE/BEAUTIFICATION | | | | | |
| | Subtotal | 40,000.00 | | | |
| ADMINISTRATION - 5400 | | | | | |
| | Subtotal | 25,000.00 | | | |
| TOTAL EXPENSES/INCOME 2025 | | \$100,000.00 | | | \$22,000.00 |
| 2026 BUDGET SOURCES | | | | | |
| Reserves (YE 2025) | | \$29,000.00 | | | |
| 2026 BIA LEVY | | 66,000.00 | | | |
| Income from events and FM | | 22,000.00 | | | |
| TOTAL BUDGET SOURCES | | 117,000.00 | | | |
| Cash account | | 846.70 | as at Nov 5, 2025 | | |
| 2025 PROJECTED EXPENSES | | -\$100,000.00 | | | |
| Balance forward Dec 2026 | | \$17,846.70 | | | |

Strategic Plan and MOU

2026 is going to be the year that we develop a formal strategic plan to see the BIA through the next 3-5 years. This would be a “living” document, meant to evolve and change, spelling out the mission and vision of the PEBIA along with a list of action items. We will use the former OMAFRA Strategic Planning Resource Manual as our guide.

Additionally, we have begun a conversation with Amanda Monaghan, the Town of Saugeen Shores Community Development Office, to create a Memorandum of Understanding with the Town outlining our expectations of each other moving forward.



KEY FOCUS AREAS FOR A STRATEGIC PLAN:

Value of Membership - A BIA offers immense value to local businesses and the broader community. Members gain access to collective marketing efforts, events and initiative designed to drive foot traffic and increase visibility for Members.

Marketing & Promotion: to attract shoppers, diners, and visitors, fostering community engagement

Streetscape Improvements: to create an inviting environment

Advocacy & Partnerships, essential for ensuring the interests of local businesses are represented in municipal planning and policies.

STREETSCAPE & BEAUTIFICATION HIGHLIGHTS

- **New Street Art:** in 2024 we installed our first public art piece, a triptych by local artist Julien Martin the the alley on the Ristorante Rosina building. The Art in the Alley event of 2024 became the first one, and in 2025 we added to the wall with a hand painted mural my Port Elgin born muralist Emilie Darlington
- With funds from Spruce the Bruce, the Town of Saugeen Shores and the BIA, we were able to add an additional mural by Emilie, a digital print called The Pollinators, on the building at 613 Goderich Street. Thanks to the building owners, Steven Harris at Rosina's and Brandon Rae at 613.
- Easter is our other family event and again, Coulter Parkette is our community gathering place for the Easter egg-stravaganza.



STREETSCAPE & BEAUTIFICATION HIGHLIGHTS (CONT'D)

- **Flower Baskets and Planters:** The BIA is delighted to pay for the gorgeous flower baskets and ground plantings along Goderich Street, and we are very grateful to the Town Works Crew that hangs and maintains them! (Along with garbage pickup, helping with holiday decorating, placement of street furnishings, setting up street closures for events, and so much more!) in 2025 the BIA purchased six new planters to replace some damaged ones.
- **Holiday Decorations:** Coulter Parkette remains the downtown hub and it comes to life beginning with Shoppers' Night in November with lights and an additional cut tree and this year, a European style Christkindl Market, horse drawn wagon rides and lots of other warm and family friendly events to kick off the holiday shopping season.



PROMOTION & EVENTS HIGHLIGHTS

In 2025 we purposefully began to building our visual assets in the Area with public art and the offering of free in-business photography for any business that wanted it. The uses for this type of imagery is myriad for both the BIA on our website and socials, but also for business owners. Local photographer Muirgan Coady-Mahoney has come out to events and been in stores and we look forward to building our library of images in future seasons.



April - Easter Egg Hunt with the Easter Bunny, eggs filled with goodies, a petting zoo and a bubble station

July - 2nd Annual Art in the Alley between Great Huron Tattoo and Rosina's, featured an original art installation of a gorgeous great blue heron by Emilie Darlington and the evening was rounded out with additional artists in the alley showcasing their artwork and a jazz band on the back deck of Rosina's

August - Port Elgin Street Dance at the Parkette with two cover bands, food trucks and organisation help and beer garden by Three Sheets. Over 600 people joined in this fun evening event and Three Sheets, our co-sponsor, donated \$1000 from bar sales to SMHF.

November - Shoppers' Night is a holiday tradition in Port Elgin and will be even more special this year with photos with Santa, a hot chocolate station, horse drawn wagon rides, beautiful lights and decorations, and, of course, the tree lighting with Mayor Charbonneau!

FARMERS' & ARTISAN MARKET

2025 was another great season for the Farmers' and Artisan Market held each Wednesday in the parking lot on Green Street, east of Goderich.

Under the management of Shawna Harvey, the Market increased the number of daily and seasonal vendors and saw almost 19,000 visitors.

Shawna hand-picks the vendor roster to have a balance of ready made foods, made on location food, artisan made crafts and home products. Sticking to the same model but with a few tweaks to fit in an additional six vendors, the 2026 Market is sure to enjoy similar success, already having a wait list for vendors.

The Market is the one initiative that intentionally makes money for the BIA. We're looking forward to what Shawna will bring us for the Christkindl Market on Shoppers' Night!

In 2026 we will be exploring more opportunities to build cross promotional relationships between vendors and our brick and mortar stores on Goderich.



SUMMARY



Independent businesses are the backbone of our community and economy, driving innovation, creating jobs and fostering unique, local character. Unlike larger corporations, these businesses often reinvest a significant portion of their earnings back into our town (approximately 66 cents on every dollar). They provide personalised services, building strong relationships with their customers and offer diverse products that reflect the needs and preferences of our community.

The Downtown Port Elgin BIA appreciates how these qualities add to the character of our town and we look forward to fostering and growing these relationships in the coming years.

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