



Message from the Chair 2009 ~ 2010

Downtown Oshawa has experienced tremendous transformation that has resulted in a number of new opportunities that will change the face of Downtown and make it a more vibrant and prosperous community. Together with our partners, we have built on our past successes and will continue to strengthen our current relationships, developing strategic plans that will provide maximum opportunities and return on investment for all of our members.

BIA PURPOSE & OBJECTIVES 2006 - 2010

- To oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures, and to promote the area as a business or shopping area.
- To promote co-operation and joint planning of comprehensive Downtown improvement projects by the municipality, business groups, and the community at large.
- To revitalize and maintain the BIA as a vital local neighbourhood.

BOARD CHALLENGES 2006 - 2010

- ✓ Safety in the Downtown
- ✓ Clean up the streets
- ✓ Re-brand the Downtown
- ✓ Lower vacancy rates with upgraded, upscale shops and businesses
- ✓ Attract diverse 'A' level services and shops that create an attractive urban landscape
- ✓ Funding and membership participation in the BIA

LET'S RECAP 2009

Safety in the Downtown

A Membership town hall meeting with Durham Regional Police brought many issues front and centre. As a result of dialogue exchanged at our first ever town hall meeting, the COPR unit was developed.



COPR REPORT

The Durham Regional Police are tackling the issues of crime in downtown Oshawa with a new unit, the Centralized Oshawa Problem Based Response Unit (**COPR**). This unit is comprised of 8 constables and one Sergeant and work out of the South Oshawa Community Policing Centre on Cedar St. in Oshawa.

The objective of the COPR unit is to proactively, using problem-based theories; solve problems in the high density areas of South Oshawa, along the Oshawa Creek corridor and **in the downtown**. The officers patrol on foot and on bicycle. Along with providing a visible presence to the downtown beat, the officers are trained as problem solvers. These officers conduct high enforcement projects on problem area, augmented by long-term problem solving initiatives that tackle root causes to the problems.

Clean Up The Streets

On behalf of the Membership in the central business district, a graffiti free project was established. In one day, over 300 tags were removed from the buildings in downtown Oshawa in 2008 providing a cleaner looking downtown. Members of the community joined forces with the Board and with City staff to pick up litter, clean windows and remove graffiti throughout the entire district. "Communities with Brooms", a joint effort involving over 200 volunteers was executed again this past April, and to date our graffiti problem is all but gone.

Re-Brand the Downtown

In 2008 the Board launched a mixed media campaign that included the following community partners ~

Oshawa This Week
Oshawa Express
SNAP Oshawa
Toronto Star

Durham Radio (K96 & CKDO)
Chex TV (Channel 12)
Rogers Television (Channel 10)
City of Oshawa

As part of the campaign, a new logo was created and a new website. As a result of the initiative, the Board was recognized by the OBIAA (Ontario Business Improvement Association) with an award for a commercial they directed and produced for the downtown Oshawa marketing and communications campaign. In 2009 the Board continued to use the commercial for events and continued to develop long term relationships with their media partners.

Vacancy Rates

The Board has met and encouraged many new business owners to open in the downtown the past year. In tandem with the David Tuley, Downtown Development Officer for the City of Oshawa, we have been very busy showing vacant space to a diverse group of business people. There is a comprehensive list of commercial vacancies on the City website that is updated on a regular basis. Should you wish to provide the link to an investor, simply put them in touch with the Board or the City.

Upscale Shops & Businesses

In order to create a niche in the downtown, property owners are careful about who they are renting to. In some cases, empty space can be considered a negative but in our minds it presents opportunity plus! The Board and our community partners are consistently promoting the downtown to the type of business man/woman that will bring unique and interesting shops and services. We actively recruit every chance we get at networking events etc.

Services & Shops That Create an Attractive Urban Landscape

“Green space, public space, pedestrian friendly, highest and best use”, are all phrases we have learned about in the past year. Attendance at seminars, printed material and round table sessions have brought these important issues front and centre. Planning for growth must now include all of the elements listed above, and must also include many other factors that round out commercial and residential intensification.

Funding and Membership Participation in the BIA (Board)

Many of you already know that we are funded by the downtown property owners via a commercial tax levy. The City rechannels some of the tax money back to the Board allowing us to run banner programs, beautification initiatives, events, and more as per the \$143,100.00 budget allocated to the Board. Monthly budgets and the actuals for those projections are available upon request by contacting the Board in writing.

Membership Participation (Volunteer Basis)

The Board of Directors is a volunteer group made up of downtown property owners and/or business owners. All members are encouraged to attend monthly meetings, however only a few come out to the regular meetings. In an effort to find out how we can get more participation from the membership, a survey was circulated (results are available on line). In order for the current Board of Directors to set priorities for the Downtown Oshawa business community, a membership survey has been compiled for the purpose of identifying a broad range of important issues and to collect feedback from the members. Understanding the needs of the members enables the existing Board to lobby on behalf of their businesses and will provide pertinent information for the incoming Board being appointed December 2010. The survey has been posted on the downtown website www.downtownoshawa.ca and a condensed version of the results is also available today at the reception desk.

2006- 2010 Board of Directors

Chair	Cathy Coxhead	Representing Lovell Drugs
Vice-Chair	Tony Vander Baaren	Representing Murray Johnston
Sec./Treasurer	Anna Visconti	Brushstrokes
Director	Jackie Simkin	As appointed by Council
Director	Nikki Henderson	Strut Nouveau (Appointed Nov. 09)
Director	Vacancy	May 2010 - Present
City	Louise Parkes	Councillor Rep
City	David Tuley	Downtown Development Officer
Advisor	Darryl Sherman	Wilson Furniture
Advisor	Val Foster	Community Partner



Downtown Oshawa Central Business District

2009 BIA Representation

A large part of the success of the Downtown Oshawa BIA is due to representation at different events, luncheons, round table sessions, committee meetings and networking opportunities with City partners, sponsorship and community partners, and business

partners. The list below will give you an idea of how many organizations we met with, and/or committees we led regarding downtown initiatives.

- Durham Consolidated Court House
- Genosha Revitalization
- Scrub Up Initiative (Communities with Brooms)
- Proposed Hotel Project
- UOIT
- The Regent Theatre
- Durham Regional Police Town Hall Meeting
- Banner Program
- Floral Program
- Communities in Bloom
- Artist in Residency Program
- Jazz & Blues Festival
- Autofest
- Durham Region Transit
- Oshawa Chamber
- Façade Program
- Oshawa Kick's
- Canada's Market Place
- O'Neill Collegiate
- MPAC (Municipal Property Assessment Corporation)
- Downtown Biz Club
- Progress Oshawa
- Durham Region Tourism
- Oshawa Senior Citizens Centre
- Oshawa Safety Committee
- Olympic Torch Committee
- Play On Ball Hockey Tournament
- Downtown Sidewalk Sale
- Downtown Shop & Win
- GTA Economic Summit
- OBIAA Conference (Ontario Business Improvement Area Association)
- Rogers Television
- Chex TV
- Durham Radio
- Oshawa This Week
- SNAP Oshawa
- Oshawa Express
- Toronto Star
- Goodbye Graffiti
- Service Canada (Canada Summer Jobs)
- Durham Regional Police
- Deloitte & Touche
- City of Oshawa Economic Development
- City of Oshawa Zoning, Planning, and Parking