



Downtown Oshawa Moving Forward in 2011

The Downtown Oshawa Business Improvement Area (DOBIA) advocates for and represents Downtown businesses and property owners in an effort to improve business activity, property values and the community in general. With the influx of university students this year, we look forward to many projects that will enhance the growth of downtown Oshawa on several different levels. Some are already underway, such as the Genosha and others still to come in order to meet the demands of the new student population. Here's what we want to see in the community as a result of working together effectively!

VIBRANT, REVITALIZED URBAN VILLAGE CENTRE

- High end residential
- Restored buildings/homes
- Family friendly neighbourhoods
- Occupancy with long term businesses
- Vibrant shops that meet residential and business needs
- Theatre/Arts venue for community groups
- Downtown campus
- Downtown churches bustling with new members
- Parks actively used and enjoyed by all

SOCIAL, CULTURAL & ECONOMIC RENAISSANCE

- Restaurants, boutiques and outdoor cafes
- Appealing streetscape
- Lights and awnings creating visual appeal
- Performing Arts Centre
- Busier GM Centre
- Downtown hotel
- Tourist destination
- Sales up, property values up, bottom lines up
- Business in shape for the next generation

PRIDE & PEACE OF MIND

- Safe neighbourhoods
- Foot patrols
- Busy streets
- All ages
- Community pride in our downtown

PREMIER PEOPLE DESTINATION

- Tourism dollars spent downtown
- Media exposure throughout the GTA

Oshawa becomes Durham's "downtown"
Condo demand outpaces supply
Restaurants require reservations
Increased prosperity

FOCUSED, VISIBLE & FINANCIALLY ABLE BIA

Expanded membership base
Shared vision with Board, members and partners
Increased financial power
Greater impact on City, Region and Provincial Planning
Energized and larger Board of Management
Boundaries incorporate all of downtown

PEDESTRIAN & ENVIRONMENTALLY FRIENDLY VILLAGE

Downtown to be accessible and not a throughway
Downtown to meet the customer service standards for those with disabilities
Underground parking
Bike lanes
Two-way streets

In December of 2010, Council will appoint a new Board of Directors for the Downtown Oshawa Board of Management. This new group of volunteer Directors will be appointed on December 6/10, taking the BIA helm on December 8/10 until the next Municipal election in 2014.

The 2011 proposed budget will be submitted to City for approval in November 2010. Money allocated to the specific departments reflect "proposed" amounts (which are projected costs based on previous years actuals). Monthly statements highlighting budgeted amounts vs actuals are readily available at the regular monthly board meetings.

ON-GOING BIA INITIATIVES 2011 - 2014

- ✓ Continue revitalizing the downtown core through encouraging businesses to partake in the façade improvement grant program
- ✓ Encourage and attract new businesses to the city
- ✓ Welcome and support new developments, a larger residential base, including seniors and students
- ✓ To decrease storefront vacancies and monitor empty storefronts
- ✓ Promote and advertise the downtown as a business and shopping/retail destination to local residents and visitors through monthly participation with the local newspaper, and through brochure distribution at various locations

- ✓ Continue to develop a marketing plan within realistic limits of the designated BIA marketing fund
- ✓ Increase police presence in the downtown core and re-establish the downtown watch program, encouraging business people to support one another.
- ✓ Continue working on our vision for a thriving downtown where the community can shop, dine, live, work and play
- ✓ To arrange meetings with landlords, real estate professionals, and the City to find common ground in downtown Oshawa
- ✓ To try and generate more interest from the business community to improve the downtown through socials, encouraging them to come to meetings, encouraging input, and work on restoring a sense of pride and boosting morale
- ✓ To support local events that come to the downtown
- ✓ Continue to coordinate annual events



Everything's Here for You!

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