

# Strathroy BIA

(Business Improvement Area)



## What is the BIA?

The Strathroy Business Improvement Area (BIA) allows local business people and property owners to join together. With the support of the municipality, it organizes, finances, and carries out physical improvements and promotes economic development in its district.

## Who is part of BIA?

The BIA is an association of commercial property owners and local business owners located in the specially appointed geographical area, as defined by the Municipality of Strathroy-Caradoc.

## How is the BIA Funded?

The municipality collects a special charge on all industrial and commercial properties in a BIA area based on a BIA budget approved by Council. The funds are then transferred to the BIA organization to carry out its work.



## 2023 Board of Directors

Meredith Chatelain  
*Yellow Brick General Store*  
Mayor Colin Grantham  
*Council Appointee*  
Councilor Frank Kennes  
*Council Appointee*  
Daniel Kiekens  
*Keller Williams Lifestyle Realty*  
Sue Looman  
*Jaslo Properties Ltd.*  
Kaity Phillips  
*Cookie Bar*  
Courtney Sinclair  
*Lerners Law Firm*  
Chris Trackzuk  
*Rusty Wrench Brewing Company*  
Nathan Wilcox  
*Violet's of Strathroy*

## Mission

Create a revitalized community core through the following priorities:

- Advocate on behalf of our membership;
- Engage in planning and projects that promote our vision;
- Communicate with the community and our members;
- Support the development of new businesses;
- Promote our members and the goods and services they provide;
- Lobby for the safety and security of our patrons and members;
- Plan for beautification and the creation of a unique experience.

## Our Vision

The Strathroy Business Improvement Area revitalized as a community focal point in which businesses thrive; residents live, work and play; and visitors feel welcome to our unique downtown Strathroy experience.

## STAY CONNECTED

Join our  
mailing  
list.



Follow & tag us!

@strathroyBIA

@downtownstrathroy



Join our  
business  
members  
group on  
Facebook.

# Get Involved

## JOIN A COMMITTEE

Committees are a great way to get involved and have a say in what takes place in the Business Improvement Area. Committees meet once a month (or more frequently as needed) and are chaired by one or more board members.

### Promotions

Plan and implement events and promotions to help increase visibility and desire to shop in the BIA.

### Beautification

Plan and implement physical improvements such as flowers and decorations throughout the BIA.

### Security

Help create a safe and inviting community by promoting inclusion and identifying safety issues in the BIA designated area and help promote an inclusive community. Help develop solution in conjunction with the municipality and police when required.

### Communications

Develop engagement strategies and ensure that the BIA members are informed of all activities, promotions, concerns, news and security issues in the BIA area.

### Business Development and Advocacy

Develop and implement strategies to attract and retain business in the BIA area, while also advocating on behalf of the BIA members with the municipality, province, and corporate partners on those matters that affect members and are within the mandate of the BIA.

If you are interested in joining one of the above committees please reach out to [info@downtownstrathroy.ca](mailto:info@downtownstrathroy.ca) and you will be connected with the appropriate chair.

## LEARN MORE



### Find us on the web

.Visit our website

[downtownstrathroy.ca](http://downtownstrathroy.ca)

to read more about the BIA, it's members and don't forget to add your event to the calendar!

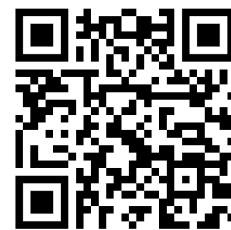


### Reach out

Have questions or concerns related to the BIA area?

Connect with us via email

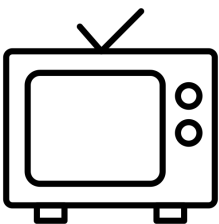
[info@downtownstrathroy.ca](mailto:info@downtownstrathroy.ca)



### Join the directory

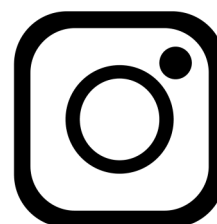
Add your business to our BIA Business Directory located at [downtownstrathroy.ca](http://downtownstrathroy.ca)

## BE SEEN



### "Downtown Strathroy" CTV Commercial

For over 15 years the Strathroy BIA has featured a collective "Downtown Strathroy" CTV commercial spot with CFPL London and Kitchener. Contracts last a year and are typically signed in September, although additional spaces may be available throughout the year based on demand.



### Behind the Business

Be featured on our bi-weekly social media spotlight Behind the Business. Help customers get to know the people behind the businesses of the BIA.