



Information Sheet

What is a BIA?

A Business Improvement Area (BIA) or Business Improvement District (BID) is an association of commercial property owners and tenants within a defined area who work in partnership with the Town to create thriving, competitive, and safe business areas that attract shoppers, diners, tourists, and new businesses.

BIAs improve their local economies through activities such as:

- Promotion of shops and services
- Hosting festivals and events that draw people to the downtown area
- Safety and security initiatives
- Beautification efforts and façade improvements
- Strategic plans for business recruitment and infrastructure projects
- Providing opportunities for networking and collaboration
- Advocate on behalf of their membership as a collective voice



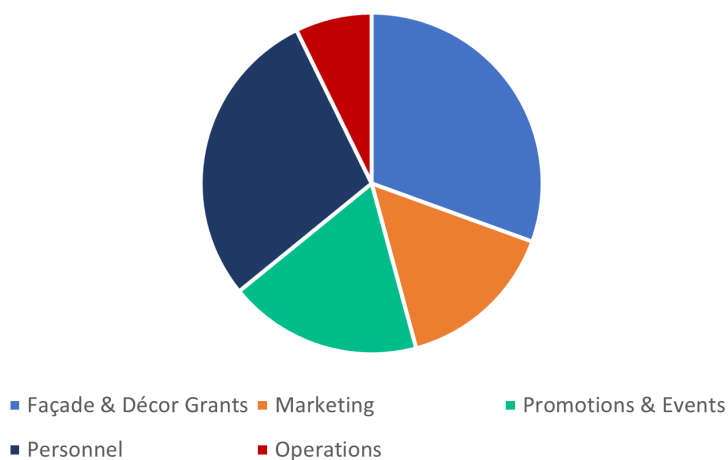
Show your Kentville spirit by placing your #wearekentville stickers on your door or window!

info@kentvillebusiness.ca
www.kentvillebusiness.ca
902-679-2328

Where does the funding come from?

Kentville Business Community develops a budget, which is then approved by the Town of Kentville, and collected through an economic development levy. KBC also applies for grants from other regional economic development agencies and provincial and federal granting bodies.

KBC Expenses



Where does the funding go?

The bulk of KBC's funding goes into beautification and facade grants to improve the look of our downtown.

A large portion of the budget is also dedicated to running marketing campaigns, promotional activities, and events to attract people to visit, shop, and do business in Kentville.

Did you know: KBC is the only BIA in the Annapolis Valley that is a member of Downtowns Atlantic Canada? This gives us access to provincial information and opportunities.

Who is Kentville Business Community?

Kentville Business Community is run by a volunteer Board of Directors comprised of members of Kentville's business community with a variety of skills, experience, and backgrounds.

The Board meets monthly, and all board members also commit to committee work (Executive Committee, Events Committee, Promotions Committee or Façade Program Committee).

The Board hires a part-time Executive Director and a part-time Communications Coordinator.

If you are interested in helping to make Kentville a vibrant place to visit, shop, and do business, consider volunteering for the KBC Board or a Committee! Contact info@kentvillebusiness.ca for more information.



KBC Board of Directors: Carrie Yeo (Light Touch Laser), Mark Paish (Brad's Decor), Evan Marshall (Elysian Web Design), Brennan Fitzgerald (Valley REN), Gary Morse (Morse Construction), Hillary Webb (Hospital Foundation), Paul Dixon (Safeguard Property Management), Jaimie Peerless (Phantom Effects)



KBC Staff: Doug Ralph (Communications) and Genevieve Allen Hearn (Executive Director)



KBC Dollars

KBC Dollars are \$5 coupon redeemable at Kentville retail locations. These are often used as prizes for promotional activities. Treat KBC Dollars just like you would cash! They can be redeemed for a purchase of \$5 or more and can be combined with multiple coupons. If you receive KBC Dollars, contact us at info@kentvillebusiness.ca and we will issue a cheque for the equivalent.

What We Do



- Spotlights on KBC's social media platforms and newsletter
- Support with event & community engagement
- Public relations and celebrating local successes



- Funding to improve building facades through the Façade Improvement Program
- Micro-grants for seasonal decor
- Downtown beautification projects



- Information on by-laws, development proposals, road closures, commercial space, etc.
- Promotional activities & campaigns
- Staying current on trends affecting downtowns



- Networking opportunities
- Consultation to help inform town planning
- Advocacy pertaining to issues that affect local businesses and organizations