



Downtown Orillia Management Board

Welcome to beautiful Downtown Orillia! Our office is conveniently located at 33 Mississauga St. W (across from the Orillia Public Library). We have included within this package important information all BIA business should be aware of. We encourage you to drop in anytime with questions, concerns or to tell us about recent business successes.

The DMB is supported by the members of the BIA. The downtown office acts as a liaison between the membership, the Board of Directors and City Hall. Our Role and the benefits of the BIA include:

Our Role

- Store recruitment and retention
- Event planning and implementation
- Marketing and Promotion of Downtown and its businesses
- Execution of Beautification Initiatives and Community Development Projects
- Facade Improvement & Sign Grant Program Administrators
- On-street maintenance
- Administrative support for the BIA Board and membership

BIA Benefits

- Provides access to information and resource specific to your business
- Builds and promotes a positive Downtown image in an effective and coordinated manner
- Attracts and maintains customers for the area
- Provides a greater spirit of co-operation and enthusiasm within the business community
- Generates greater community interest and pride
- Increases municipal involvement in the Downtown
- Contributions are used to fund short/long term projects that directly impact your business

If you can't drop by the office in person, please do not hesitate to contact our friendly DMB staff members.

We look forward to Doing Business in Orillia with you!

**Lisa Thomson-Roop,
General Manager**

lisa@downtownorillia.ca

(705) 325-3261



www.downtownorillia.ca



DowntownOrillia



@OrilliaDowntown

IMPORTANT NUMBERS

Emergency Services:

Police/Fire/Ambulance (Emergencies Only)	9-1-1
City of Orillia Fire Department	(705) 325-5201
Ontario Provincial Police	1 (888) 310-1122
Orillia Headquarters Detachment	(705) 329-6111

Information Services:

Orillia Economic Development Office	(705) 325-4900
Orillia and Area Community Development Corp.	(705) 325-4903
Orillia District Chamber of Commerce	(705) 326-4424
Information Orillia	(705) 326-7743
Better Business Bureau	(416) 644-4936
Crime Stoppers	1 (800) 222-8477
Simcoe Muskoka District Health Unit	(705) 325-9565

General Inquiries:

Ministry of Consumer & Commercial Relations	1 (800) 268-1142
Ministry of Health	1 (800) 268-1153
Ministry of Revenue	1 (800) 267-9745
Ministry of Labour-Recorded information on:	
Termination of Employment	1 (800) 387-5495
Public Holidays	1 (800) 387-5496
Minimum Wages	1 (800) 387-5497
Overtime Pay	1 (800) 387-5498

MEDIA CONTACTS

Newspapers:

Orillia Packet & Times	(705) 325-1355
Orillia Today	(705) 329-2058
Bracebridge Examiner	(705) 645-8771
Barrie Advance	(705) 726-0573
Barrie Examiner	(705) 726-6537
Toronto Star	(416) 367-2000

Radio Stations:

KICX 106 FM	(705) 722-5429
SUNSHINE 89.1 FM	(705) 325-9786
ROCK 95	(705) 725-7304
CHAY FM	(705) 737-3511
104.1 THE DOCK	(705) 720-1991

Television:

Rogers Cable-Channel 10	(705) 718-3632
CTV Barrie	(705) 734-3300

****Many of the above media sources may provide the community with FREE public service announcements. Be sure to inquire about this when exploring advertising options if you are hosting a community event.*

MEET THE BOARD & OTHER ORILLIA REPRESENTATIVES

DOWNTOWN ORILLIA MANAGEMENT BOARD MEMBERS (2014-2018)

Chair, Ron Spencer
Velocity Cycle & Ski

Vice Chair, Michael Knight
Town's Jewellers

Treasurer, Dianne Cipolla
CC Fashions

Vacant

Allan Francoz
Just Elaine's Inc.

Mary VanSinclair
Carousel Collectables

Al Wallace
Downtown Computers

Susan Willsey
Apple Annie's Shop & Cafe

Councillor Pat Hehn
City of Orillia

CITY OF ORILLIA MAYOR AND COUNCIL

Mayor

Steve Clarke

mayor@orillia.ca

Ward 1

Ted Emond

Sarah Valiquette-Thompson

ted@tedemond.com

votevaliquette@gmail.com

Ward 2

Rob Kloostra

Ralph Cipolla

robert@happyathome.ca

cipolla@encode.com

Ward 3

Mason Ainsworth

Jeff Clark

mason4orillia@gmail.com

jn10clark@gmail.com

Ward 4

Pat Hehn

Tim Lauer

pmhehn5@gmail.com

tlauer@sympatico.ca

FEDERAL AND PROVINCIAL REPRESENTATIVES

M.P. Simcoe North

Bruce Stanton,

(705) 327-0513

M.P.P. Simcoe North

Garfield Dunlop,

(705) 326-3246

BE A PART OF DOWNTOWN EVENTS

The events listed here are organized, promoted and sponsored by the Downtown Orillia Management Board. We host these events to help promote the Downtown as a place where there's always something happening. If you have any special event ideas, please feel free to contact the DMB office.

2015 EVENT	DATE
Winterrific! Mount Mississaga - Winter Slide	Feb 13-15 th
Downtown Orillia Great Easter Egg Hunt	Apr 4 9-12pm
Mississaga Mania Downtown Orillia Sidewalk Sale	May 23-24
Streets Alive! Launch/Doors Open	June 20
Streets Alive! Outdoor Art Exhibit - Doors	June 20-Oct 12
Mariposa Folk Festival - Downtown Stage	July 3-4 (TBC)
Beatles Street Festival and Sidewalk Sale	July 24-25
Starry Night Art & Gallery Tour	August 22
17 th Annual Downtown Orillia Classic Car Show	August 15
Culture Days	Sep 25-27
Orillia Jazz Festival	Oct 16-18
Children's Candlelight Parade	November 20
Santa Claus Parade	November 22
Black Friday	November 27

Events listed below are not directly implemented by the DMB, but we encourage every downtown business to participate. These events have proven to be highly successful and are a great reason to draw people to the Orillia area as well as promote and support the shop local message.

O-Town Shuffle	Festival of Banners	Christmas in June	Streets Alive!
Canada Day Celebrations	Scottish Festival	Mariposa Folk Festival	Jazz Festival
Santa Claus Parade	Orillia's Winter Carnival	Orillia & Lake Country Business Expo	

CREATE YOUR OWN EVENT

When you're ready to open, plan a Grand Opening Event to let everyone know you are open for business! Be sure to advise the DMB and the City of Orillia's Economic Development Office so we assist by getting the word out to local dignitaries and business organizations to help celebrate your new place in our community.

We are always looking for new ways to attract visitors and residents to the downtown. If you have an event idea, contact Lisa Thomson-Roop your comments and suggestions at lisa@downtownorillia.ca.

HOLIDAY CLOSURE INFORMATION

The Retail Business Holidays Act R.S.O 1990, requires some retail businesses to close on the nine Canadian statutory holidays. If you are a small retail establishment (less than 2,400 sqft.) than you are exempt from this clause. Those not exempt can apply to the City of Orillia for exemption. Applications can be found on the City of Orillia's website at www.orillia.ca or by contacting the Manager of Legislative Services at 705-329-7234

For information on the RBH Act, visit: http://www.sse.gov.on.ca/mcs/en/pages/business_retail_holidays.aspx

IMPORTANT NEW BUSINESS INFORMATION

SIGN PERMITS

All signs, including window and sandwich boards in the City of Orillia require a permit. In the downtown core, special heritage requirements apply and include: no backlit signs, heritage/Victorian colour palate, raised or relief-effect lettering, must compliment building, border and flat paint. **DMB approval is required before sign permit applications can be submitted to the City. Not obtaining approvals prior to sign installations could result in additional costs to redesign and reinstall non-compliant signage.** DMB Staff are here to help you through this process and encourage you to contact us as a first step.

We understand that signs can be expensive, and for that reason the City and the DMB have established a grant program. **The Facade/Signboard Grant Application** package is available in the downtown office or on our website, www.downtownorillia.ca.

BUILDING PERMITS

All structural renovations/repairs require a Building Permit. Interior work such as electrical and plumbing also requires building approval. Contact the City of Orillia's Building Department at 705-325-2630 to confirm if a permit is required before work is started or visit, www.orillia.ca/en/livinginorillia/buildingpermits.asp.

BUSINESS LICENCES

The City of Orillia only requires a business licence for certain types of businesses:

1. Adult Entertainment
2. Auctioneer
3. Hawker & Pedlar (fruit/vegetable stands, door-to-door sales, or specific location)
4. Refreshment Vehicle
5. Mobile Catering Truck
6. Salvage Yard
7. Newspaper/Periodical Distribution Box
8. Taxis (brokers, drivers and vehicles)

For more information about business licences or to obtain an application, please contact the Legislative Services Division at 705-325-2313 or visit the City of Orillia's website, www.orillia.ca/en/insidecityhall/businesslicences.asp.

STORE HOURS

Uniformity in hours is important for customers and co-operative advertising opportunities with the DMB. We recommend the following standard hours of operation:

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
9 AM - 6 PM	9 AM - 6 PM	9 AM - 6 PM	9 AM - 6 PM	9 AM - 9 PM	9 AM - 9 PM	10 AM - 5 PM

If you require information regarding when you can or cannot *legally* open, please contact the DMB office or visit the Ontario Government website, www.ontario.ca/en/communities/employers/index.htm?openNav=businesses.

HANDLING YOUR GARBAGE

Garbage pickup is Wednesday mornings at 5AM. Please place items in front of the store AFTER 6PM Tuesday evening. All garbage bags, cans and bundles MUST have a City of Orillia GARBAGE TAG attached. Tags are provided to all property owners; ask your landlord well in advance for your tags. Each business is allowed 30 free garbage tags per year. Additional tags are available from City Hall, the landfill site and selected merchants around town. If your garbage is not tagged, it WILL NOT be picked up. Garbage pick-up is delayed one day after a holiday.

For additional details please see the enclosed information pamphlet or visit, www.orillia.ca/en/livinginorillia/garbagecollectiontagprogram.asp.

See reverse

PARKING IN DOWNTOWN

Business owners are responsible for handling parking arrangements for their staff and themselves. If your building does not have sufficient space, monthly downtown municipal parking lot permits are available from the City of Orillia at a minimal cost.

Parking Advisory Committee

The DMB and the City of Orillia have established a Parking Advisory Committee. This committee, with representatives from the Board as well as Downtown Merchants, will be responsible for advising Council on parking related issues in the BIA.

Parking Ticket Withdrawals

If one of your customers receives an expired meter ticket or fail to display ticket while shopping in the Downtown, the City of Orillia has the authority to withdraw the ticket if the following criteria is met:

1. The customer has been shopping in the BIA and put money in a meter.
2. Only tickets that are a result of an expired meter (on-street) or fail to display ticket (municipal parking lot) will be accepted.
3. The back of the ticket must be completely filled out by the person who received the ticket—this includes name, address, phone number, and a signature.
4. The ticket must be received by the DMB office within 7 days of the parking infraction.
5. Each customer is allowed only one ticket exemption in a 12 month period. If a customer attempts to claim more than one reimbursement the ticket will be returned to the DMB office and they will have to pay it along with any late charges that may have incurred.
6. The waiver program is not valid for downtown merchants or their staff.

Please bring tickets to the DMB office or contact us for pickup.

CONTACT INFORMATION

Please be sure you complete and returned the Downtown Business Database Information form included in this package. Business information will be added to our database and posted to the Downtown Orillia website and used in promotional material. This is an excellent way to reach your customers and keep you in the loop of what's happening in Downtown Orillia. Be sure to check out the Members' page of our website.

BIA VOTERS LIST

Be sure your voice is heard. Please fill out the BIA Voters List Information form contained in this package and return to DMB office.

MAKING DOWNTOWN DOLLARS WORK FOR YOU

The Downtown Orillia office sells thousands of downtown dollars every year. Those dollars are potential sales for you, but only if you know how they work! When a customer pays for a product or service in Downtown Dollars it is as good as cash, in fact, it's cheaper than accepting a credit card.

The Steps

1. Accept the downtown dollars and give change as if it were real cash.
2. Contact the office at (705) 325-3261 or drop by with the downtown dollars. A receipt will be issued and you'll receive a cheque for the full amount from the City of Orillia within 5-14 days.

Downtown Dollars are currently available for purchase at the DMB office