

Downtown Tillsonburg Business Improvement Area

AGENDA

Board Meeting - Board of Management - Wednesday, November 26th, 2025

7:30 AM 10-164 Broadway, Tillsonburg Web link - <https://us02web.zoom.us/j/4147170612>

1. CALL TO ORDER – _____ a.m.

Members present:

Members on Zoom:

Members absent:

2. MOTION TO ADOPT THE AGENDA

Moved by: W. Cameron

Seconded by: B. Thompson

 THAT the agenda for the Board of Management meeting of November 26th,
 2025, hereby be adopted.

3. DISCLOSURE OF PECUNIARY INTEREST

4. ADOPTION OF THE MINUTES

MOTION

Moved by: B. Parsons

Seconded by: M. Tedesco

 THAT the minutes as prepared for the Annual General Meeting held October
 29th, 2025, hereby be adopted.

5. MOTION TO MOVE INTO CLOSED SESSION

Moved by: B. Thompson Seconded by: M. Tedesco

That the Board of Management of the DTBIA moves into Closed Session for the purposes of discussing:

239 (2) (b) Personal matters about identifiable individuals, including local board employees.

Board member(s), BIA employees

Discussion of HR matters:

- i) Application to the Board of Management – Jennifer Young.
- ii) Update regarding harassment of BIA board members and staff.

239 (2) (f) ACQUISITION OR DISPOSAL OF LANDS

Proposed expansion of the BIA co-working space to add a second location in the downtown area.

7. PUBLIC MEETINGS

8. PLANNING REPORTS

8.1.1 APPLICATIONS FOR DRAFT PLAN OF SUBDIVISION/ZONE CHANGE - SB 25-02-7 & ZN 7-25-14 (TOWN OF TILLSONBURG)

The DTBIA received notice of proposed development of the Van Norman Industrial Park, next phase, which includes the development of various lots and a new street called Progress Drive to facilitate the development.

Staff has reviewed the materials and has consulted with the town's Development Commissioner.

A resolution in support of the development is proposed for consideration by the Board of Management as follows:

MOTION

Moved by: M. Bossy

Seconded by: H. Vallee

THAT the board of management of the DTBIA hereby supports the application for draft plan of subdivision/zone changes – SB 25-02-7 AND ZN 7-25-14 (Town of Tillsonburg).

9. DELEGATIONS

10. DEPUTATION(S) ON COMMITTEE REPORTS

11. INFORMATION ITEMS

12. STAFF REPORTS

12.2 MARKETING AND EVENTS

12.2.1 MONTHLY MARKETING REPORT

The EMC will review the monthly report and metrics.

12.3 ECONOMIC DEVELOPMENT

The team has updated the various metrics which report on the state of the downtown area including percentage mix of retail and service businesses; ground floor – office – and 2nd floor vacancy rates; etc. The data is being assembled, reviewed and checked for accuracy before being submitted to the Town of Tillsonburg.

12.4 FINANCE

12.4.1.1 YEAR-TO-DATE FINANCIAL UPDATE

The team and bookkeeper are diligently progressing with bank reconciliations, updating the asset tracking file, preparing ADP year-end reports, balancing WSIB reporting, processing outstanding payables, and managing other key responsibilities. The objective is to achieve “audit ready” status by January 31, 2026.

As a reminder to the Board, total FIP expenditures for FY2025 amount to \$72,079, which have been supported by available cash flow. All 2025

project expenses have been settled in full with the exception of the 18-24 Oxford Street project, for which \$15,000 remains outstanding of the \$30,000 project cost; this balance will be paid by the end of calendar year 2025.

The financial results for October 2025 indicate a break-even position, as detailed in the attached documents. YTD, it is forecasted that there will be a modest surplus.

Staff continues to conduct cost evaluation and procurement to ensure optimal value for our member constituency.

12.4.1.2 MANULIFE BENEFITS RENEWAL UPDATE

The annual report was received in August 2025. The revised rates were determined based on claims experience and associated cost impacts. The monthly rate has been reduced from \$538.01 to \$507.36, reflecting a 5.7% decrease. This plan is available exclusively to full-time BIA employees.

No action is required by the Board of Management.

12.4.1.3 2026 COWORKING TENANT FEES/CHARGES

Staff are updating coworking tenant fees based on the length of tenancy, incurred costs, and business incubation practices. These fees undergo annual reviews and are revised according to tenure. In FY2025, coworking income is projected to reach \$22,059.62 by year-end, marking a 32.7% increase compared to FY2024.

To achieve 2026 financial projections, there is a need to expand the coworking space to meet current and expected demands for space. The team also expects a significant requirement for on-demand daily boardroom rentals which is forecasted to generate a significant portion of the \$48,000 increase in co-working fee income in FY2026.

The team is also preparing for a marketing campaign for the new coworking space to include brochures, posters, social media campaign and other outreach initiatives.

12.4.1.4 TURTLEFEST

The Experience Ontario final report was submitted to the Ministry on November 18th. The TD Bank Financial Group financial reporting is awaiting submission due to technical issues at TD's end with their reporting portal.

The TREIM model report is attached to the agenda which indicates a positive TurtleFest economic impact of \$1,446,623 for the 2-day event.

Planning for the 2026 event is actively underway with many returning sponsors being confirmed. The Experience Ontario grant portal for 2026 opened on November 18th and an application for funding will be submitted prior to the program deadline.

The team believes there is a strong demand for participation for the 2026 event as evidenced by the inbound communications. There remains an opportunity to market the festival outside of the region.

Tillsonburg TurtleFest is now Canada's largest turtle-themed festival from coast-to-coast-to-coast.

12.5 BOUNDARY EXPANSION – BIA PEER BOUNDARIES + INDUSTRIAL AREAS (BACKGROUND INFORMATION)

Staff has conducted additional research regarding how industrial areas are viewed, included and benefits provided when they are included in a BIA area. The Emery Village BIA in the former city of North York and now City of Toronto – was toured by DTBIA staff in June 2025. The Emery Village BIA is Canada's largest BIA and is the largest designated employment zone in the City of Toronto. This BIA is home to 3,000 industrial, manufacturing, retail and commercial businesses. Residences represent less than 5% of the BIA by CVA, (current value assessment). This BIA focuses primarily on beautification of the industrial corridors including plants, hanging baskets, signage, public realm assets and beautification of the public transit areas. Typically, BIAs in industrial and office areas focus on B2B events such as networking, meet your neighbours and collaborate on food truck events for the employees of the BIA.

Please see the attached Emery Village executive summary and map with the boundaries.

Industrial areas being included in a BIA zone is considered “normal” with initiatives and efforts aligned with higher levels of public realm investments, heightened beautification with landscaped areas, gardens and hanging baskets.

Staff recommends that additional research and benchmarking should take place to further support the assumptions for the proposed expansion(s) in future years.

12.6 TRUCK SPONSORSHIP UPDATE + UPDATED CONTRACT

The following update is provided with respect to the ongoing sponsor participation with the 2024 Silverado work truck. The board will recall that Rogers Media sold the 2 Tillsonburg radio stations to My Broadcasting Corporation. The formats and logos changed entirely for 101.3 Easy which is now Giant FM and Country 107.3, while the same country format; the logo and programming has also changed. Until such a time that there is an updated agreement with MBC, the old Rogers logos have been removed from the truck.

As reported earlier, Wards Custom Towing came on board and paid their fees in late October for a 1-year term with their new logo stickers placed on the truck the week of November 17th, 2025.

The proposed new policy is attached.

Given the staggered nature of the contracts, the replacement of the leased truck every 2 years and changes to sponsor participants over time; the new agreements will address all the various factors. It will continue to be

MOTION

Moved by: M. Bossy Seconded by: B. Parsons

THAT the truck sponsorship update be received and that the proposed new sponsorship policy hereby be approved for implementation.

13. HUMAN RESOURCES

13.1.1 UPDATED POLICY DOCUMENTS – RZONE, PERSONNEL, EAP

Staff have updated several documents as directed by the board at previous meetings. Staff suggests that the proposed, revised documents being reviewed by the HR committee. The HR committee will then make a formal recommendation to the full BOM for adoption at the January 2026 meeting. The cost of the EAP program implementation is included in the board approved 2026 financial plan.

13.1.2 STAFFING UPDATE

The team is proactively formulating strategies to address the board's priorities while preparing for year-end activities and future HR planning, including workforce deployment for 2026. To support these objectives, Justin Tosto will be joining as a temporary Junior Team Accountant effective January 5th, 2026. Mr. Tosto is expected to complete his co-op term with the Town of Tillsonburg Finance Department this December and is currently pursuing a Bachelor of Commerce. His engagement with the BIA will extend from January through April, during which he will contribute 12–15 hours per week on finance-related tasks such as QBO data entries, uploading supporting documentation, managing receivables, and issuing invoices. These hours have been allocated in line with budgeted projections. Additionally, Mr. Tosto will provide support to the team on other initiatives essential to ensuring the success of BIA operations in the first quarter.

The Canada Summer Jobs application is due December 7th. The team will be making application for 6 positions as follows:

- 1) Digital content creator – 1 person (9 weeks)
- 2) Operations Ambassador – 3 people (8 weeks, staggered)
- 3) Asset Coordinator – 1 person (8 weeks) – see the attached, proposed job description.
- 4) TurtleFest assistant – 1 person (9 weeks)

The total funding request = \$25,050.

The onboarding of the specific positions will only occur upon success of the funding application. These positions are fully funded to the Ontario adult minimum wage of \$17.60 per hour with the BIA absorbing the wage differential between the posted wage and this amount + the remittances required for each of WSIB, EI and CPP premiums.

The team continues to liaise with the Multi-Service Service Centre with candidates funded by the Employment Ontario program. At present, there are 2 funded individuals through this program with staggered employment terms.

13.1.3 HR SUB-COMMITTEE – PROPOSED DECEMBER MEETING

There are several items that should be looked at by this committee:

- 1) Update job descriptions as necessary;
- 2) Wage bands and scales for all hourly positions to be determined;
- 3) 2026 updated JHSC annual policy statement to be signed and posted;
- 4) Review and recommendation to the full BOM with respect to the RZone, personnel, benefits, leave, and other policies;
- 5) Review of compliance with all necessary legislative requirements for 2025-2026;
- 6) Discussion of quarterly HR committee standing meeting dates.

14. GOVERNANCE + RISK MANAGEMENT

14.1.1 2026 PROPOSED MEETING SCHEDULE

MOTION

Moved by: E. Odorjan Seconded by: B. Thompson

THAT the 2026 Board of Management meeting schedule hereby be approved and further that this document be posted on the DTBIA website.

Note: there will be a separate schedule for sub-committee meetings.

14.1.2 2026 INSURANCE REVIEW

The team is researching products and services to address the existing gaps in our insurance coverages. In addition to basic commercial general liability and vehicle insurance; there are quotes in development for the following:

- i. Directors and Officers Liability Insurance.
- ii. Employee dishonesty insurance.
- iii. E and OE insurance.
- iv. Business interruption insurance.
- v. Other coverages as necessary and determined by the Board of Management.

A report will be presented to the board with the January 2026 meeting agenda or when the quotes are received.

14.1.3 NOTICE OF ANNUAL ELECTIONS TO THE EXECUTIVE

Pursuant to constitutional requirements, the executive committee is to be elected annually for each calendar year. At the January 2026 meeting, the board will appoint the executive committee to serve through the conclusion of FY2026 or until successors are designated by the newly elected council. Municipal elections are planned for October 2026.

14.1.4 E-MAIL COMMUNICATIONS + MATERIALLY ADVANCING BIA BUSINESS OUTSIDE OF A BOARD MEETING

Update from the Clerk's office regarding the Ombudsman's reporting.

15. INFORMATION ITEMS

15.1.1 2026 OBIAA CONFERENCE – ST. CATHARINES, ON

The upcoming 2026 conference will be held April 19-22, 2026, in St. Catharines. The theme of the event is "BIA's: Rooted in Purpose". The team will be attending the conference, the costs of which are contained with the approved budget.

19. BY-LAWS/RESOLUTIONS

20. TO CONFIRM PROCEEDINGS RESOLUTION

Moved By: B. Thompson

Seconded By: E. Odorjan

THAT resolution 2025-11-01 to Confirm the Proceedings of the Board Meeting held on November 26th, 2025, be read for a first, second, third and final reading and the Chair and Executive Director, hereby be authorized to sign the same, and place the corporate seal thereunto.

20.1 CONFIRMING RESOLUTION 2025-011-1

Meeting of 11/26/2025.

21. ITEMS OF PUBLIC INTEREST/ROUNDTABLE

22. ADJOURNMENT

Moved By: M. Bossy

Seconded By: H. Vallee

THAT the Board meeting of November 26th, 2025, hereby be adjourned at _____ a.m.

DTBIA Annual General Meeting

Wednesday, October 29, 2025 – 12 NOON

MINUTES

164 Broadway, Unit 10, Tillsonburg, ON + VIA Zoom

HYBRID MEETING WITH ZOOM LINK:

<https://us02web.zoom.us/j/4147170612?omn=81130672359>

1. **CALL TO ORDER:** Time: 12:00 p.m.

QUORUM: Yes – 6 of 9

A. Biggar, B. Parsons, M. Tedesco, B. Thompson, E. Odorjan, H. Vallee

Staff present:

M. Renaud, V. Fortner, N. Dube

BIA members present:

S. Renken, S. Winter, M. Chaisson, K. Miggins, L. Cameron, R. Salinas, K. Miggins, K. Sage, M. Rosehart, M. Christiaens.

Auditor present: W. Deane – Millards

Town Staff present: C. Panschow (late)

2. **ADOPTION OF THE AGENDA:**

MOTION

Moved by: B. Parsons

Seconded by: H. Vallee

THAT the agenda, as prepared for the DTBIA Annual General Meeting of October 29th, 2025; hereby be adopted.

CARRIED

3. DISCLOSURE OF PECUNIARY INTEREST

NONE DECLARED

4. ADOPTION OF THE MINUTES FROM THE AGM OF DECEMBER 4TH, 2024

MOTION

Moved by: M. Tedesco

Seconded by: B. Thompson

THAT the minutes, as prepared for the DTBIA Annual General Meeting of December 4th, 2024; hereby be adopted.

CARRIED

5. CHAIR'S ADDRESS TO THE MEMBERSHIP – CHAIR ALLISON BIGGAR

There were no questions or comments from the membership or board members present.

6. STAFF REPORT – 2026 BUDGET + BUSINESS PLANS

The Board of Management reviewed, amended and approved the 2026 budget + business plans at the Special Board meeting of October 9th, 2025.

The Executive Director will review the highlights, areas of focus and initiatives for 2026. The Executive Director also reviewed the changes to the Municipal Act as of May 1st, 2025; whereas the process and timelines associated with the budget had been changed. The “strong mayor” powers result in a different approval process.

There were no questions or comments from the membership or board members.

MOTION

Moved by: B. Parsons

Seconded by: H. Vallee

THAT the 2026 budget and business plan documents be received as information.

CARRIED

7. 2024 AUDITED FINANCIAL STATEMENTS

Chair Biggar to invite Whitney Deane, CPA of Millards Chartered Professional Accountants to review the 2024 audited financial statements.

MOTION

Moved by: E. Odorjan

Seconded by: B. Thompson

THAT the 2024 audited financial statements hereby be received as information and hereby be adopted.

CARRIED

There were no questions or comments by the membership or board members.

8. APPOINTMENT OF AUDITOR

MOTION

Moved by: E. Odorjan

Seconded by: H. Vallee

THAT Millards Chartered Professional Accountants be appointed as the auditor of record for the DTBIA for the 2026 fiscal year pursuant to the Municipal Act.

CARRIED

9. NEW BUSINESS

There were no items brought to the floor by either the membership or board members present.

10. NEXT ANNUAL GENERAL MEETING

The 2026 AGM will be held on Wednesday, October 28th, 2026, at the Tillsonburg Legion, Main Hall, upstairs. Time TBD.

There were no questions or comments.

11. CONFIRMATION OF PROCEEDINGS**MOTION**

Moved by: B. Parsons

Seconded by: H. Vallee

THAT resolution 2025-010-0 to Confirm the Proceedings of the Annual General Meeting held on 29 October 2025, be read for a first, second, third and final reading and the Chair and Executive Director, hereby be authorized to sign the same, and place the corporate seal thereunto.

12. ADJOURNMENT: Time of adjournment: 12:23 p.m.**MOTION**

Moved by: M. Tedesco

Seconded by: B. Thompson

THAT the DTBIA 2025 Annual General Meeting be adjourned at 12:23 p.m.

CARRIED

APPLICATION TYPE

☐ SUBDIVISION APPROVAL☐ CONDOMINIUM APPROVAL☐ CONDOMINIUM EXEMPTION1. **Registered Owner(s): (AS NAME APPEARS ON TITLE)**Name: The Corporation of the Town of TillsonburgPhone: 519.688.5651Address: 10 Lisgar Avenue

Cell: _____

Postal Code: N4G 5A5Email Address: CPanschow@tillsonburg.ca**Applicant (if other than registered owner):**Name: Dillon Consulting Limited c/o Connor WilksPhone: 519.438.1288 ext. 1249Address: 130 Dufferin Avenue, Suite 1210, London, ON

Cell: _____

Postal Code: N6A 5R2Email Address: cwilks@dillon.ca**Solicitor or Agent:**Name: Jonathan Lampman

Phone: _____

Address: 1071 Wellington Road S, Suite 202Cell: 548-388-1569London OnPostal Code: N6E 1W4Email Address: jonathan.lampman@colliersprojectleaders.com**Ontario Land Surveyor:**

Name: _____

Phone: _____

Address: _____

Cell: _____

Postal Code: _____

Email Address: _____

All communications will be sent to those listed above, unless otherwise directed.

OFFICE USE ONLY

October 15, 2025

000380399 & 000380033 and 000380158

Date Application Received Date

Prescribed Information Complete

PIN

REV JAN. 2025

2. Location of Subject Land:

Municipality Town of Tillsonburg

Former Municipality _____

Lot(s) PT-LT 2-3 NTR Middleton

Concession 5

Lot(s) PT 3, 4, 5

Registered Plan No: _____

Part(s) 10 & 11

Reference Plan No: 41R4211, 41R101104

The subject land is located on the South side of Highway 3 (St./Rd./Ave./Line)

lying between Innovation Way and John Pound Road (St./Rd./Ave./Line)

Street and/or 911 Address (if any): 2051 Highway 3 & 1101 Highway 3

NATURE OF APPLICATION

3. Proposed Land Use

Indicate the intended uses of land in the proposal. Please use the following definitions for residential buildings.

- a) single detached: a detached residential building containing one dwelling unit
- b) double or semi-detached: a residential building containing 2 dwelling units
- c) townhouse or rowhouse: a residential building containing 3 or more dwelling units with individual direct access to the street or parking area
- d) apartment: a building containing 3 or more dwelling units each with access to the street or parking area via a common corridor.

Please fill out this table						In addition, complete this section for Condominium Applications	
Intended Use	# of Residential Units	Nos. of Lots or Letters of Blks on attached draft plan	Acres or Hectares	Units or Dwellings per hectare	# of Parking Spaces for each use	Floor Coverage (sq.m.)	Bedroom Count Specify by # of Residential Units
RESIDENTIAL							
single detached							
double or semi-detached							
town and row housing							
apartments							
seasonal (cottage or chalet)							
mobile home							
other (specify)*							
NON-RESIDENTIAL							
neighbourhood commercial							
commercial, other							
industrial		24	42.15ha	N/A	N/A		
institutional (specify below)*							
park or open space		1	5.34ha	N/A	N/A		
roads		1	3.84ha	N/A	N/A		
other (specify)*		4	1.34ha	N/A	N/A		
TOTAL		30	52.67ha	N/A	N/A		

0.3m reserve,
Servicing corridor,
Drainage allowance

4. Additional Information for Condominium Applications Only:

New Building

- | | Yes | No |
|--|--------------------------|--------------------------|
| a. Has the local municipality approved a site plan? | <input type="checkbox"/> | <input type="checkbox"/> |
| If yes, Site Plan Application No.? | _____ | |
| b. Has a site plan agreement been entered into? | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Has a building permit been issued? | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Is the proposed development under construction? | <input type="checkbox"/> | <input type="checkbox"/> |
| If construction is completed, indicate date of completion: | _____ | |

Existing Building

- Date of Construction of existing building? _____
- a) Is this the conversion of an existing building containing rental residential units? ☐ Yes ☐ No
- If yes, indicate the number of units to be converted. _____

The applicant is advised that an Engineering Report, indicating the structural integrity of the building(s) proposed to be converted may be required as part of the processing of the application.

5. Planning Information (All Applications):

- a. Present Official Plan Designation applying to the subject land: Industrial

Note: If the proposed land use conflicts with an Official Plan designation, this application will not be processed unless an application to amend the County Official Plan has also been submitted for approval.

- b. Present Zoning applying to the subject land: General Industrial Special (MG-9)

- c. Provincial Planning Statement, 2024, as amended:

Is the plan consistent with the Provincial Planning Statement. Yes ☒ No ☐
(see Section A, Item 4 in the application guide)

- d. Are the subject lands currently the subject of any other application under the Act, such as an application for consent to sever, an Official Plan Amendment, a zoning by-law amendment, a Minister's Zoning Order, a minor variance or site plan control?

No ☐ Yes ☒ If Yes, File No. _____ Status/Decision ZBA Submitted concurrently

- e. Have the subject lands ever been the subject of any other application under the Act, such as an application for plan of subdivision, a consent to sever, an Official Plan Amendment, a Minister's Zoning Order, a minor variance or site plan control?

No ☐ Unknown ☒
Yes ☐ If Yes, File No. _____ Status/Decision _____

- f. Are there any easements or restrictive covenants affecting the subject land?

No ☐ Yes ☒ If Yes, describe the easement or restrictive covenant and it's effect:

Re-aligned Van Norman Industrial Park Municipal Drain is located between lots 3 & 4

SITE APPRAISAL AND EVALUATION

6. Existing Land Use

Briefly describe:

- a. the existing use of the subject lands

Industrial subdivision, naturalized area, and vacant lands.

- b. if the subject lands are vacant or idle, describe the most recent productive use of the land

Agricultural and naturalized area.

- c. do the subject lands constitute a brownfield site? If yes, please explain.

No

7. Existing Buildings:

- a) Describe any buildings, historical or otherwise, and any man-made features on the site and their proposed use. (eg. whether retained, modified, demolished etc.)

No existing structures are located on site.

- b) if the subject lands are vacant or idle, describe the most recent productive use of the land

Agricultural and naturalized area.

8. Natural Features:

What consideration has been given to preserving the natural amenities of the site (eg. prominent topographical features, significant views, mature trees, etc.)

An unnamed creek is adjacent to the southern portion of the property. Please see the EIS included in the submission package.

SITE INFORMATION AND SERVICES

9. Services: (Existing / Proposed)

Water Supply and Sewage

A. Public Services

	Yes	No	Studies Required	Attached
(i) municipal piped water	<input checked="" type="checkbox"/>		none	n/a
will the extension of a system be required			Servicing Study	yes
which water system will require extension				
is supply capacity immediately available for this development				
has a servicing study been submitted in support of this servicing solution				
(ii) municipal sanitary sewers	<input checked="" type="checkbox"/>		none	n/a
will the extension of a system be required			Servicing Study	yes
which municipal system will require extension				
is capacity immediately available for this development				
has a servicing study been submitted in support of this servicing solution				
(iii) other water supply: communal well, lake			Servicing Study	
B. Private Services	Yes	No	Studies Required	Attached
Is the site suitable for wells and/or septic systems?				n/a
(i) wells and/or septic systems for a residential subdivision			Hydrogeological Study	
(ii) any development on individual private services not covered in B(i) above			Servicing Options	
(iii) Septic systems for a residential subdivision with fewer than 5 lots (or units), and 4500 litres or less of effluent produced per day			Justification Study*	
(iv) Septic systems for a residential subdivision with fewer than 5 lots (or units), and 4500 litres or more of effluent produced per day			Hydrological Study Servicing Options	

(* including information on known water quality problems, depth of overburden and soil types)

Storm Water Management

	Yes	No	Studies Required	Attached
sewers	<input checked="" type="checkbox"/>		Stormwater Management Study	yes
ditches, swales	<input checked="" type="checkbox"/>			
other (specify) (stormwater management ponds)	<input checked="" type="checkbox"/>			

10. Access: Public access to the development is by:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Provincial Highway | <input type="checkbox"/> unopened road allowance |
| <input type="checkbox"/> County Road | <input type="checkbox"/> Right-of-way* |
| <input type="checkbox"/> Municipal Road (maintained all year) | <input type="checkbox"/> Water Access** |
| <input type="checkbox"/> Municipal Road (seasonally maintained) | <input type="checkbox"/> Other* |

*explain: owner of right-of-way or other _____

**describe boat docking and parking facilities on mainland and distance from development: _____

11. Archaeological Potential

Does the subject land contain any areas of archaeological potential? Yes ☒ No ☐

Does the plan permit development of land that contains known archaeological resources or areas of archaeological potential? Yes ☒ No ☐

If yes to either question above, attach an Archaeological Assessment prepared by a person who holds a licence that is effective with respect to the subject land, issued under Part VI (Conservation of Resources of Archaeological Value) of the Ontario Heritage Act and a Conservation Plan for any archaeological resources identified in the assessment.

If the decision of this application is appealed, I The Corporation of the Town of Tillsonburg / Edwin McLaughlin
(owner/applicant name – please print)

agree to support the application, provide assistance in the preparation and presentation of the application before the Ontario Land Tribunal and pay all of the County's legal costs associated with the Tribunal hearing.

Cephas Panschow
(signature of owner/applicant)

THIS SECTION TO BE COMPLETED IN THE PRESENCE OF A COMMISSIONER FOR TAKING AFFIDAVITS

I / We The Corporation of the Town of Tillsonburg / Edwin McLaughlin

of the Town of Tillsonburg in the County of Oxford
(Township or Municipality) (County or Region)

DO SOLEMNLY DECLARE THAT:

All of the prescribed information contained in this application is true and that the information contained in the documents that may accompany this application is true.

DECLARED before me at the Town
of Tillsonburg in the
County of Oxford
this 3 day of July 2025.

Cephas Panschow
Owner / Applicant

Edwin McLaughlin
Owner / Applicant

Amelia Jaggard
A Commissioner for Taking Affidavits

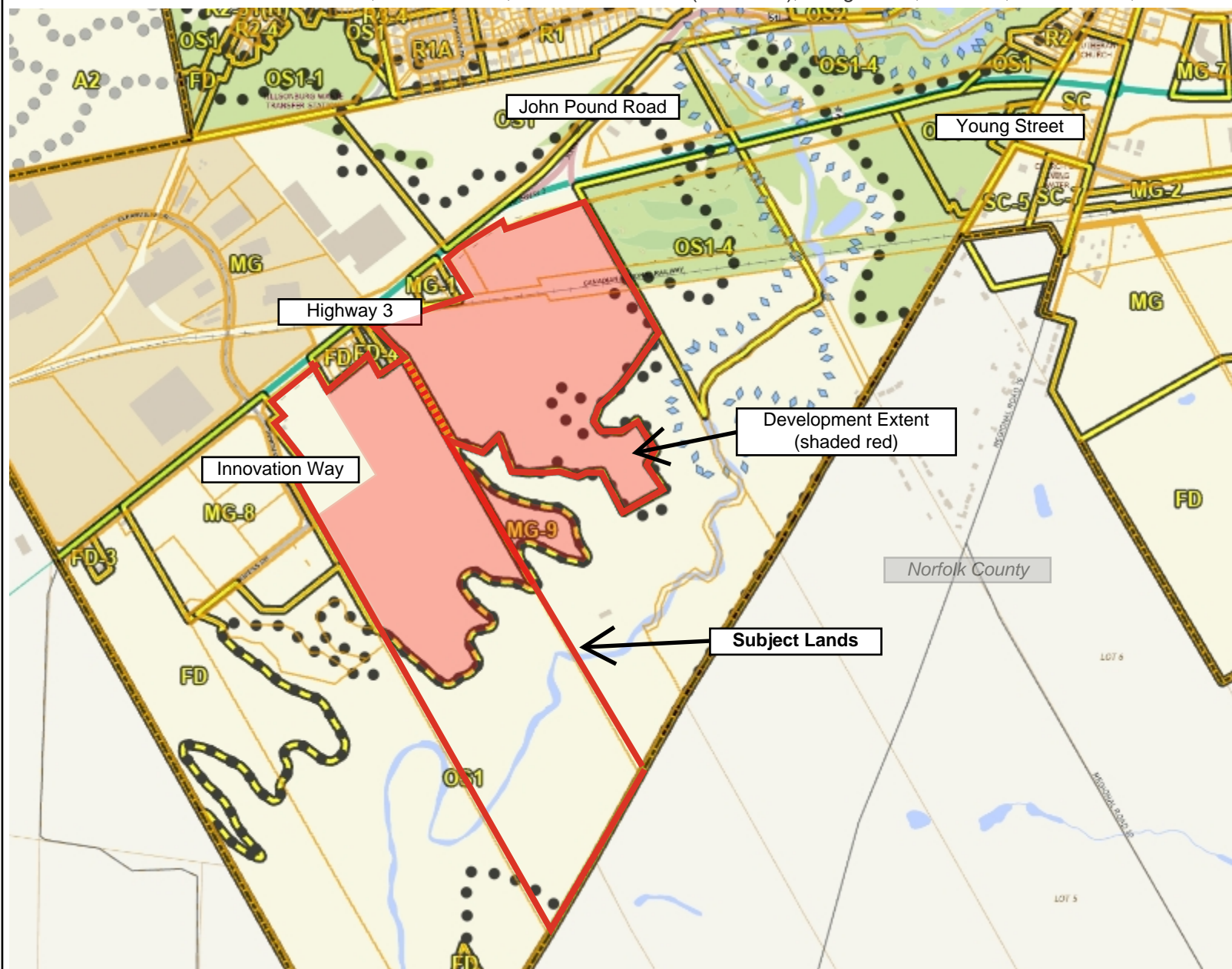
AMELIA JAGGARD, a Commissioner,
etc., Province of Ontario, for the
Corporation of the Town of Tillsonburg

Jayde Evonne Winkworth
JAYDE EVONNE WINKWORTH
a Commissioner, etc.,
Province of Ontario,
for The Corporation of the
Town of Tillsonburg.
Exp. March 26, 2027.

Municipal Freedom of Information and Protection of Privacy Act - Notice of Collection & Disclosure

The collection of personal information on this form is legally authorized under Sec.53 of the Planning Act and O.Reg.197/96 for the purpose of processing your planning application. Questions about this collection should be directed to the Director of Community Planning at the County of Oxford, 21 Reeve St., P.O. Box 1614, Woodstock, ON N4S 7Y3 or at 519-539-9800, x3912.

Pursuant to Sec.1.0.1 of the Planning Act, and in accordance with Sec.32(e) of the Municipal Freedom of Information and Protection of Privacy Act, it is the policy of the County of Oxford to make all planning applications and supporting material available to the public.



Legend

Parcel Lines

- Municipal Boundary
- Property Boundary
- - - Assessment Boundary
- Road
- Unit

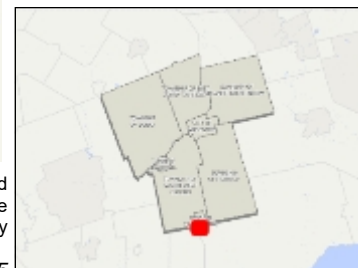
Zoning Floodlines

Regulation Limit

- ◆ 100 Year Flood Line
- ▲ 30 Metre Setback
- Conservation Authority Regulation Limit
- Regulatory Flood And Fill Lines

- Land Use Zoning (Displays 1:16000 to 1:500)

Notes



Memo

To: Cephas Panschow
Development Commissioner, Town of Tillsonburg

From: James Wang, P.Eng.
Lucas Arnold, P.Eng.
Stephanie Seebach, P.Eng.

Date: June 11th, 2025

Subject: Tillsonburg VIP Phase 2 Preliminary Land Use Compatibility Review

Our File: 24-7934

This memorandum outlines the preliminary Land Use Compatibility review completed for the proposed Van Norman Innovation Park (VIP) Phase 2 development (the Subject Site), which is located south of Highway 3 in the Town of Tillsonburg, Ontario. Given that the specific industrial uses and/or tenants for the VIP Phase 2 development are currently unknown, this preliminary review aims to identify existing land uses within the subject lands and surrounding area, highlight potential land use compatibility concerns, and establish a methodology for future detailed assessments. This review focuses on potential impacts related to noise, vibration, odour, dust, and general air quality contaminants.

This review provides a description of the Subject Site and zoning and outlines the relevant guidelines and criteria applicable to land use compatibility. The surrounding sensitive land use locations and the potential influence areas on the Subject Site are identified. Lastly, potential mitigation strategies to promote compatibility are outlined, which may be considered in further studies.

1.0 Subject Site and Zoning

The Subject Site is located south of Highway 3 in the Town of Tillsonburg, Ontario, and will be situated on lands currently zoned as General Industrial (MG), per the Town of Tillsonburg Zoning By-law No.3295. This zoning designation typically permits a wide range of industrial uses, from warehousing to manufacturing operations. The specific industrial uses and/or tenants for the VIP Phase 2 development are currently unknown. The subject site has a total area of 52.67 ha and consists of 24 designated lots for industrial uses, roads, and storm ponds. The Subject Site location and surrounding area are shown in Figure 1.



Figure 1: Aerial Image Showing Subject Site Location and Surrounding Area

2.0

Applicable Regulations and Guidelines

There are several governing provincial and municipal guidelines and regulations, that are applicable to this preliminary Land Use Compatibility review as well as future detailed assessments for specific industrial uses. These documents establish the legal and technical criteria against which potential nuisance impacts from the Subject Site will be assessed. The key guiding documents include:

- Provincial Planning Statement, 2024 (PPS): The PPS provides policy direction on land use planning matters of provincial interest. It emphasizes the importance of protecting public health and safety, promoting economic development, and ensuring that development is compatible with existing land

uses. The PPS requires that potential adverse effects from industrial uses, including those related to noise, vibration, odour, dust, and air quality, are minimized or mitigated;

- **Environmental Protection Act (EPA):** The EPA is the cornerstone of environmental legislation in Ontario, providing the legal framework for the protection and conservation of the natural environment. It prohibits the discharge of contaminants into the natural environment that cause or are likely to cause an adverse effect. This act underpins the regulatory requirements for air quality and noise control;
- **Ministry of the Environment, Conservation and Parks (MECP) Ontario Regulation 419/05 (Local Air Quality):** This regulation sets out requirements for facilities that discharge contaminants into the air. It establishes stringent air quality standards and guidelines for various contaminants and requires facilities to demonstrate compliance. The regulation also outlines requirements for air dispersion modelling and risk assessment, which will be critical once specific industrial processes are known;
- **MECP's NPC-300 (Environmental Noise Guideline – Stationary and Transportation Sources – Approval and Planning):** This guideline provides comprehensive technical criteria and procedures for assessing noise impacts from stationary sources (such as industrial facilities) and transportation sources. It outlines acceptable noise levels at sensitive receptor/land use locations based on land use zoning and time of day, and it specifies methodologies for noise prediction and measurement. NPC-300 will be instrumental in determining the need for and scope of detailed noise assessments;
- **MECP's D-Series of Guidelines:** This series of guidelines is central to land use compatibility planning in Ontario, specifically addressing the separation of sensitive land uses from industrial and commercial facilities. The relevant guidelines within this series include:
 - **D-1: Land Use Compatibility:** This guideline provides a framework for assessing and managing land use compatibility in Ontario, ensuring that sensitive land uses, such as residential areas and schools, are appropriately separated from industrial facilities to minimize environmental impacts like noise and air pollution. It emphasizes the importance of evaluating potential adverse effects, implementing mitigation measures, and engaging in public consultation during the planning and development process; and
 - **D-6: Compatibility Between Industrial Facilities and Sensitive Land Uses:** This guideline provides recommendations for ensuring land use compatibility between industrial facilities and sensitive land uses, such as residential areas, by defining minimum separation distances and influence areas to mitigate potential adverse effects like noise and odour. It classifies industrial facilities into three categories (Class I, II, and III) based on their potential impact, guiding planners and developers in making informed decisions to protect public health and the environment. Sample industrial categorization classifications were included in Appendix A of this memo.

The Potential Influence Area and Recommended Minimum Separation Distance for each industry classification as defined by the D-Series Guidelines are provided in Table 1. The described distances vary for Class I, II, and III industries due to the frequency and magnitude of potential adverse effects.

Table 1: Industrial Classification Study Distances

Industrial Categorization	Potential Influence Area (m)	Recommended Minimum Separation Distance (m)
Class I	70	20
Class II	300	70
Class III	1000	300

- **Municipal Zoning By-laws (Town of Tillsonburg):** These local zoning by-laws govern specific land uses and development standards within the municipality. They define permitted uses, building setbacks, density, and other regulations for different zones, including industrial areas. The municipal zoning by-laws and amendments for the Town of Tillsonburg are crucial for understanding the legally permissible activities within the Subject Site and the surrounding areas, directly influencing the type and intensity of potential impacts and the sensitivity of adjacent land uses.

3.0

Surrounding Area and Sensitive Land Use Locations

The Subject Site is surrounded by existing residential dwellings and industrial uses to the north, existing open space and environmental protection land uses (as defined in Town of Tillsonburg Zoning By-law No.3295) to the northeast, east, and south, residential subdivisions to the further northeast, and future development land to the west. Sensitive land use locations are defined as locations where individuals may be exposed to environmental impacts, such as residential dwellings, schools, hospitals, long-term care facilities, places of worship, and public recreational areas.

Dillon personnel completed a general visit to the site on June 3, 2025, confirming the subject site and surrounding land uses are consistent with publicly available information and the current zoning by-laws.

Based on site visit observations from publicly accessible areas and a desktop review of aerial images, the worst-case sensitive land use locations or points of reception (POR) in each cardinal direction of the Subject Site have been summarized in Table 2 and illustrated in Figure 2 below. The potential influence areas corresponding to the industrial classifications defined by Guideline D-6 (see Table 1 above) are also presented in Figure 2.

Table 2: Sensitive Land Use Locations

Sensitive Land Use Location	Description	Approximate Distance from Proposed Development	Current Zoning
POR1	2 existing residential dwellings, south of Hwy 3, immediately north of the Subject Site	20 m	General Industrial (MG and MG-1)
POR2	6 existing residential dwellings, south of Hwy 3, immediately north of the Subject Site	20 m	Future Development (FD and FD-4)
POR3	1 existing residential dwelling, south of Hwy 3, west of the Subject Site	430 m	Future Development (FD and FD-3)
POR4	1 existing residential dwelling, south of the Subject Site	260 m	Passive Use Open Space (OS1) and Environmental Protection Overlay
POR5	Existing residential dwellings on Laplante Rd, east of the Subject Site	600 m	Norfolk County – Zone Hamlet
POR6	Existing residential subdivision, northeast of the Subject Site	600 m	Low Density Residential Type 1 (R1)

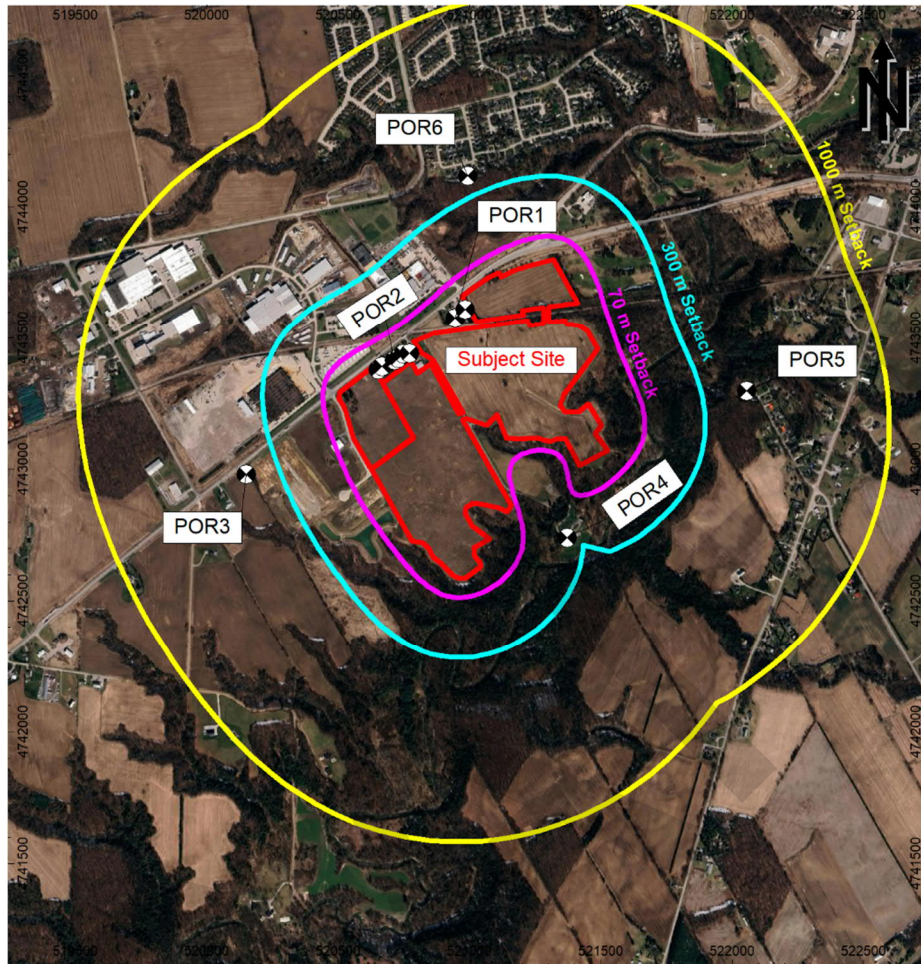


Figure 2: Potential Influence Area due to Class I, II, and III Industries and Worst-Case Sensitive Land Use Locations

4.0

Requirements for Further Studies Based on Potential Influence Areas

The MECP's Guideline D-6 prescribes potential influence areas based on three industrial classifications (i.e., Class I, Class II, and Class III). The potential influence area is the area within which adverse effects from an industry may be experienced at a sensitive receptor. It also represents the area between an industry and sensitive receptors within which detailed, technical studies should be performed to demonstrate the uses are compatible prior to approval.

It is Dillon's understanding that the Subject Site will consist of Class I (light) or Class II (medium) industries only. To understand the scenarios where further detailed studies would be required, the potential influence areas of Class I (70m) and Class II (300m) were considered from each sensitive land use location in each cardinal direction. These potential influence areas are illustrated in Figure 3 (Class I)

and Figure 4 (Class II). Any overlap between these Class I or Class II influence areas and the proposed industrial lots within the VIP Phase 2 development indicates that a detailed study is required for a future industry with the same class designation. For example, if a Class I industry is proposed for an area that is shaded in blue in Figure 3, or a Class II industry is proposed in a green shaded area in Figure 4, a detailed study based on the specific industry would be required to assess compatibility. These studies will be necessary to confirm compatibility and to identify specific mitigation measures if required, once the precise nature and scale of industrial operations and proponents are known.

Any potential Class III (heavy) industries with extensive operations within the Subject Site should be carefully considered prior to approval, as detailed studies will be required within the 1000 m potential influence area.

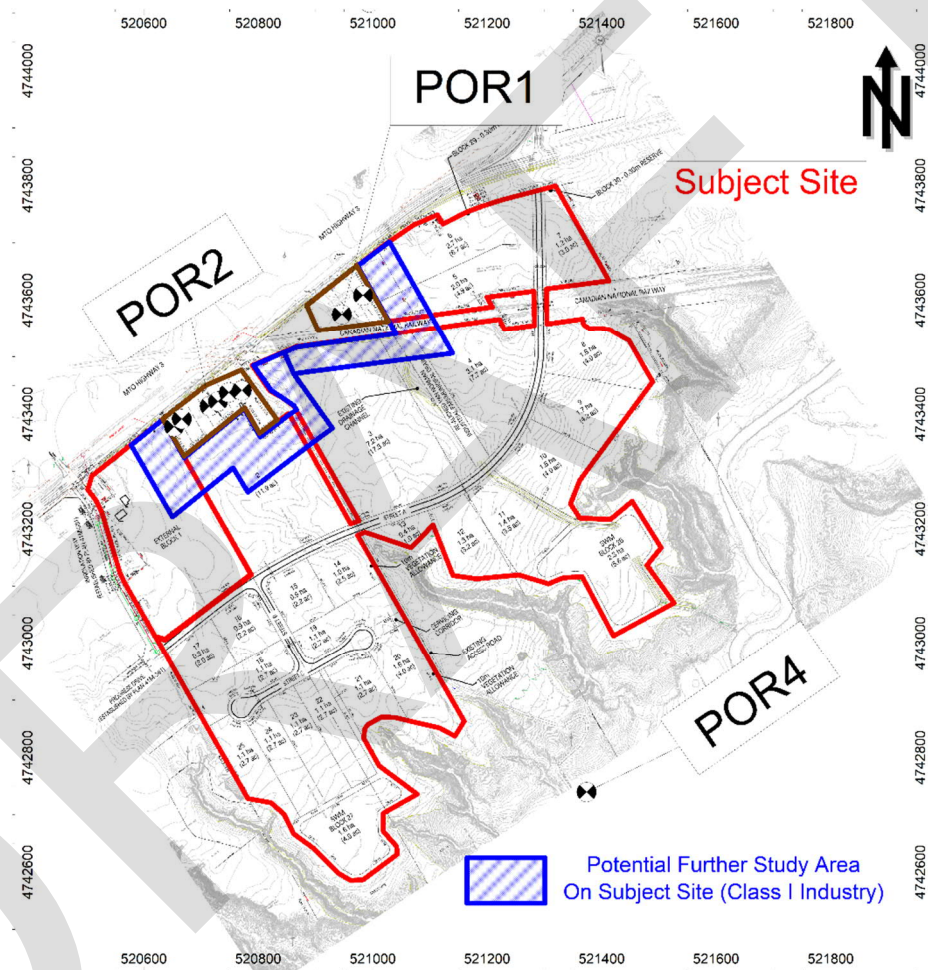


Figure 3: Potential Influence Area within the Subject Site Requiring Further Studies due to Class I Industries

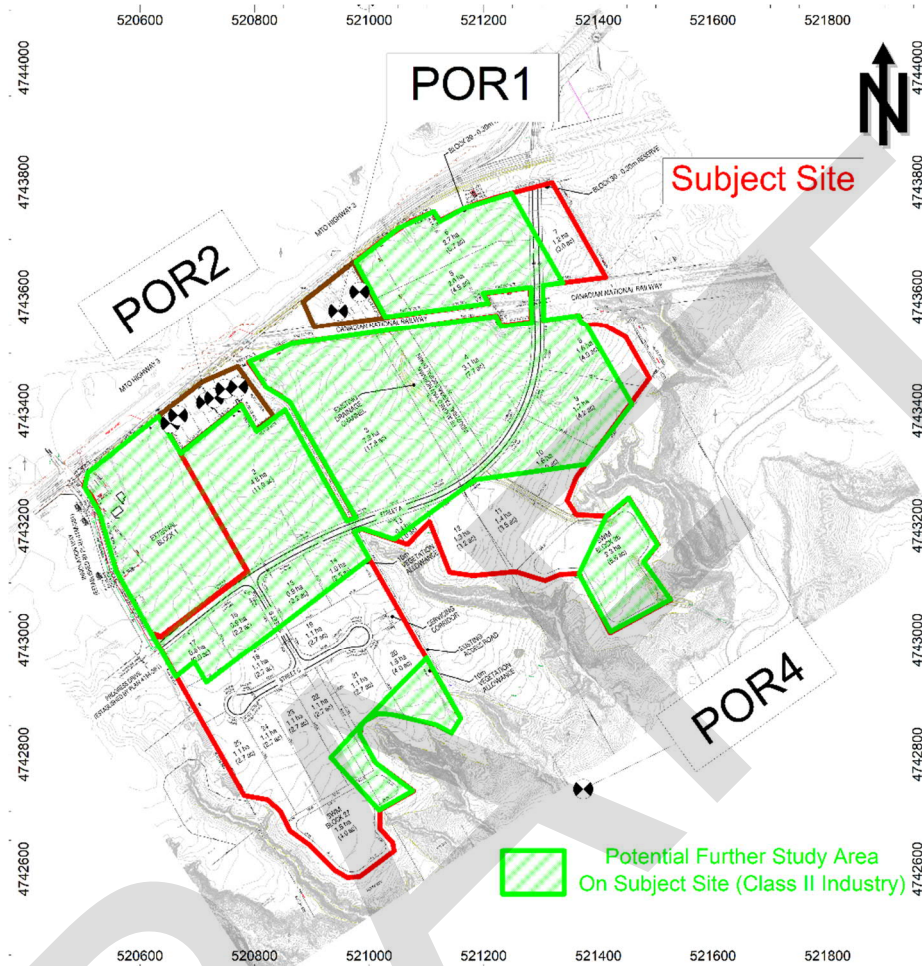


Figure 4: Potential Influence Area within the Subject Site Requiring Further Studies due to Class II Industries

5.0

Potential Mitigation Measures

While the specific industrial uses and tenants for the Subject Site are currently unknown, it is imperative to establish a framework for potential mitigation strategies to address any identified land use compatibility concerns. This section outlines general categories of mitigation that may be considered once detailed assessments are performed and specific impacts are quantified. The objective is to ensure that the VIP Phase 2 development can operate effectively while minimizing adverse effects on surrounding sensitive land uses.

The framework for future detailed Land Use Compatibility assessments to be performed by the proponents and potential tenants of the VIP Development, may require the implementation of mitigation measures based on the proposed industrial classifications and/or predicted impacts at the existing sensitive uses. These measures typically fall into several broad categories:

- **Engineering Controls:** Mitigation applied to industrial processes, equipment, or facility infrastructure, that is designed to directly reduce the generation or propagation of contaminants at their source. For instance, selecting inherently quieter machinery, installing purpose-built acoustic enclosures around high-noise sources, constructing acoustic sound barriers on the transmission path (i.e. between truck access roads and residential backyards), or implementing advanced filtration systems for air emissions;
- **Operational Controls:** Adjustments to operational procedures and scheduling to minimize environmental impacts. Examples include implementing specific time-of-day restrictions for noisy activities (e.g., limiting heavy truck movements or outdoor operations to daytime hours), enforcing strict material handling protocols to prevent fugitive dust or odour releases, and optimizing production processes to reduce the volume or toxicity of emissions;
- **Site Planning and Design:** Strategic and integrated site planning and design of the overall Subject Site layout and orientation are fundamental to achieving long-term land use compatibility. This includes the establishment of adequate buffer zones, which may consist of unbuilt land, dense vegetation, parking lots, or strategically placed non-sensitive buildings as screeners, to maximize physical separation and provide natural attenuation of noise and air contaminants between industrial operations and sensitive land uses. Furthermore, the orientation and architectural design of industrial buildings can be optimized to shield sensitive areas from direct noise paths or prevailing wind patterns carrying emissions, while incorporating appropriate sound insulation and air tightness in building envelopes; and
- **Monitoring and Management Plans:** Implementing ongoing environmental monitoring programs to ensure compliance with regulatory limits and to identify any unforeseen impacts. This also includes developing comprehensive environmental management plans that outline procedures for addressing complaints, responding to incidents, and continuously improving environmental performance.

6.0

Conclusions and Recommendations

A preliminary land use compatibility review of the Subject Site was completed and indicates that further studies may be required to assess land use compatibility between future industrial uses and surrounding sensitive land uses. As the specific industrial uses and/or tenants for the VIP Phase 2 development are currently unknown, the compatibility of the Subject Site and surrounding sensitive land uses should be reassessed once more information becomes available. Where further studies are required, the regulations and guidelines outlined in this review should be considered, and the mitigation strategies presented above may be required to promote compatibility.

7.0

Closure

We trust that this memorandum is to your satisfaction. Please do not hesitate to contact us if you have any further questions on this review.

Appendix A

Industrial Categorization Criteria

Table A: Industrial Categorization Criteria

Class	Outputs	Scale	Process	Operations/Intensity	Possible Examples
I	<p>Noise: Sound not audible off property</p> <p>Dust and/or Odour: Infrequent and not intense</p> <p>Vibration: No ground borne vibration on plant property</p>	<p>No outside storage</p> <p>Small scale plant or scale is irrelevant in relation to all other criteria for this Class</p>	<p>Self-contained plant or building which produces/stores a packaged product. Low probability of fugitive emissions</p>	<p>Daytime operations only</p> <p>Infrequent movement of products and/or heavy trucks</p>	<p>Electronics manufacturing and repair</p> <p>Furniture repair and refinishing</p> <p>Beverages bottling</p> <p>Auto parts supply</p>
II	<p>Noise: Sound occasionally audible off property</p> <p>Dust and/or Odour: Frequent and occasionally intense</p> <p>Vibration: Possible ground borne vibration, but cannot be perceived off property</p>	<p>Outside storage permitted</p> <p>Medium level of production allowed</p>	<p>Open process</p> <p>Periodic outputs of minor annoyance</p> <p>Low probability of fugitive emissions</p>	<p>Shift operations permitted</p> <p>Frequent movement of products and/or heavy trucks with the majority of movements during daytime hours</p>	<p>Magazine printing</p> <p>Paint spray booths</p> <p>Metal command</p> <p>Electrical production manufacturing</p> <p>Manufacturing of dairy products</p>

Class	Outputs	Scale	Process	Operations/Intensity	Possible Examples
III	<p>Noise: sound frequently audible off property</p> <p>Dust and/or Odour: Persistent and/or intense</p> <p>Vibration: Ground-borne vibration can frequently be perceived off property</p>	<p>Outside storage of raw and finished products</p> <p>Large production levels</p>	<p>Open process</p> <p>Frequent outputs of major annoyances</p> <p>High probability of fugitive emissions</p>	<p>Continuous movement of products and employees</p> <p>Daily shift operations permitted</p>	<p>Manufacturing of paint and varnish</p> <p>Organic chemicals manufacturing</p> <p>Solvent recovery plants</p> <p>Metal manufacturing</p>

MKE 25-11-01

Overview of past Events/Activations

Witches Night Out Late Night Shopping (October)

On October 23rd, Downtown Tillsonburg came alive for our annual Witches Night Out event. This year's event took the form of our late night shopping events. From 5:00PM to 8:00PM, participating businesses invited witches, warlocks, and Halloween lovers to enjoy a spooky evening of shopping, games, specials, and entertainment.

Downtown storefronts transformed with spooky decorations, offering themed activities such as games, live music, exclusive deals, pop-up vendors, potions bars, and treats. Local restaurants joined the fun by featuring specialty drinks for our "Late Night Thirsty" menu, while Boston Pizza played classic Halloween movies on the big screen, creating a festive atmosphere throughout the core at various different businesses.

To encourage community engagement, visitors were invited to enter a social media contest by sharing a photo of themselves dressed up and out downtown, tagging @DowntownTillsonburg. The winner received a prize basket valued at over \$300, filled with donations from participating businesses.

The event successfully drew strong foot traffic and engagement, offering a fun, collaborative way for businesses to showcase their products and connect with the community during the fall season.

QUOTES

"That was incredible girls !!!!! Another successful event. Thank you"

- Two Girls and a Cheese Shop

"So fun! I'm definitely coming next year!"

- Instagram Follower

"Witches Night Out was so much fun..loved walking the streets showing off our costumes. My daughters and girlfriends did a lot of shopping and we tried out most of the signature drinks at the restaurants and pub..can't wait till next year. Thank you BIA and all the Businesses that contributed to the huge costume prize I won."

- Nancy O'Hara, Facebook Follower

Eerie Encounters – Downtown Ghost Tour (October)

This October marked Downtown Tillsonburg's first-ever ghost tour, Eerie Encounters. The tour was led by local resident Sarah Kennedy, who generously volunteered her time and expertise to bring this new experience to life. Each evening sold out within hours of us opening ticket sales and due to the overwhelmingly positive response, she will be continuing the tour independently moving forward.

The route began at the Tillsonburg Station Arts Centre, continued to Rolph Street Public School, travelled to the Copper Mug, and proceeded along London Street toward Mineral Springs. Guests then visited The Gables, walked down Harvey Street, and concluded the tour at the Tillsonburg Town Centre, where participants were invited to walk through the haunted house.

The debut of *Eerie Encounters* added an exciting and immersive element to our fall programming, offering residents and visitors a fresh way to explore Tillsonburg's history and downtown core.

Downtown Spooky Town – Saturday, October 25 (2:00PM – 5:00PM)

Our annual Downtown Spooky Town returned on Saturday, October 25th, offering a family-friendly afternoon of Halloween fun throughout the downtown core. This event continues to be a cherished tradition for families in Tillsonburg and the surrounding area, drawing strong community participation.

Key features and highlights included:

- Downtown Trick-or-Treating - 20 local businesses participated, some of which welcomed over 1000 trick-or-treaters through their doors.
- Pumpkin Carving - Approximately 250 pumpkins were distributed during the event, with an additional 50 pumpkins picked up over the weekend by families who were unable to attend during the day.
- Hot Apple Cider - Provided by Beres Catering, serving over 44 litres throughout the afternoon.
- Costume Contests - Open to kids and adults, with 73 entries submitted. The top three winners, determined by public votes via Facebook, received Downtown Tillsonburg gift baskets, generously donated by the BIA and Tillsonburg Town Centre.
- The Tillsonburg Public Library welcomed 991 trick-or-treaters.

Overall, Downtown Spooky Town successfully brought families together for a fun, interactive, and safe celebration of Halloween in the downtown core.

Haunted House - Tillsonburg Town Centre (October)

The Haunted House exhibit, located on the second level of the Tillsonburg Town Centre, was such a success this year. The haunt drew 1,669 visitors, a 51% increase in attendance compared to the previous year.

In addition to providing a scary Halloween experience for participants, the Haunted House served as a platform for community support:

- Food Donations Collected: 531 lbs.
- Funds Raised: \$2,397.05

The Haunted House continues to be a highlight of our fall programming, combining festive entertainment with meaningful contributions to local charities, and demonstrating strong community engagement and support.

This could not have been possible without the support of our volunteers who spent countless hours designing, constructing and planning the haunt from start to finish.

FEEDBACK

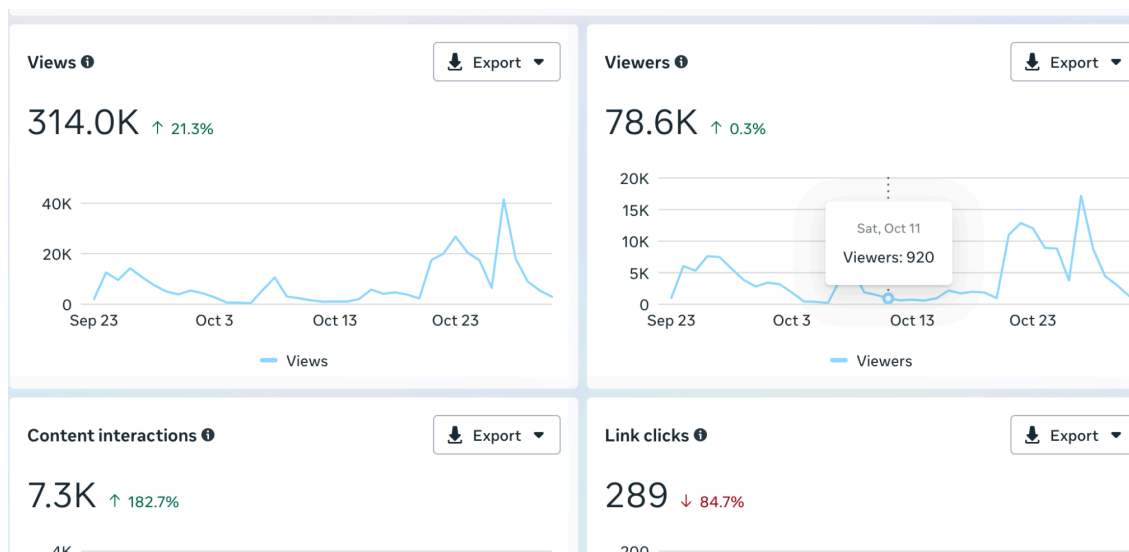
“Better than Niagara’s Haunted Houses”

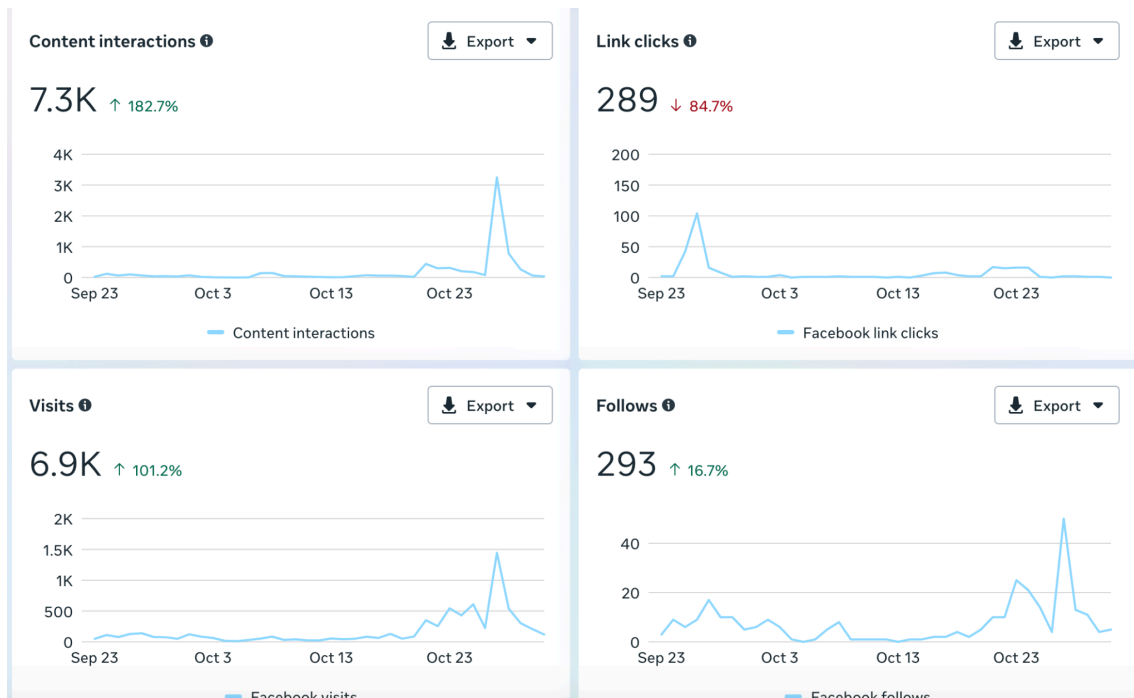
“SO much better than the haunt in Hamilton”

“You guys did amazing, I would pay again and again to go through here”

2025 Halloween Social Media Insights

Facebook (September 23 [launch of campaign] - October 31)





Significant Metrics:

Views – 314,000 (↑ 21.3%)

Views represent the total number of times the Halloween content was seen on Facebook. This includes posts, videos, stories, and any impressions from your page during the campaign period. Impressions can include the number of times the same person has seen the content as well as unique views.

- The Halloween content was viewed **over 314K times total**, which is a **strong increase (+21.3%)**.
- Peaks in the graph indicate campaign moments where posts performed exceptionally well. Significant peaks and their corresponding posts:
 - September 23-Oct 1: launch of all activities
 - October 21-23: Mural post, Witches Night Out post, Downtown Spooky Town post
 - October 25-28: Halloween recap posts
- High views = high overall awareness. Our Halloween content successfully reached a wide audience and continued to get views by participants sharing to their own platforms afterwards.

Viewers – 78,600 (↑ 0.3%)

“Viewers” counts the **unique people** who saw the content.

While *Views* count repeated impressions, *Viewers* count individuals.

- Around **78.6K unique people** saw the Halloween campaign.
- The slight increase (**+0.3%**) means you reached about the same number of unique people as the previous period but they saw *more* of the content more often (which aligns with the increase in total views).
- This means existing followers and local audiences (from facebook groups) were highly engaged throughout the campaign.

Content Interactions – 7,300 (↑ 182.7%)

Interactions include **likes, comments, shares, saves, and reactions**.

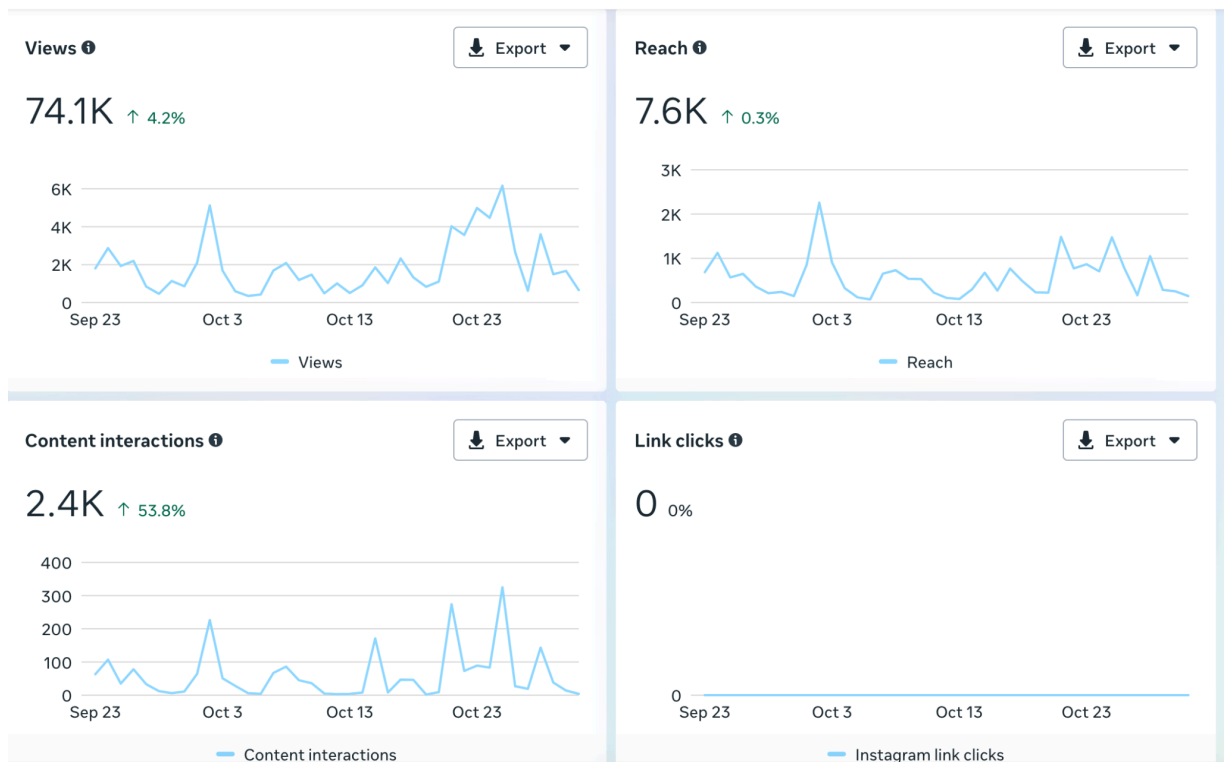
- We received **7.3K interactions**, which is a massive increase (**+182.7%**).
- This is one of the strongest indicators of campaign success because shares mean word of mouth and continued conversation beyond our platform.

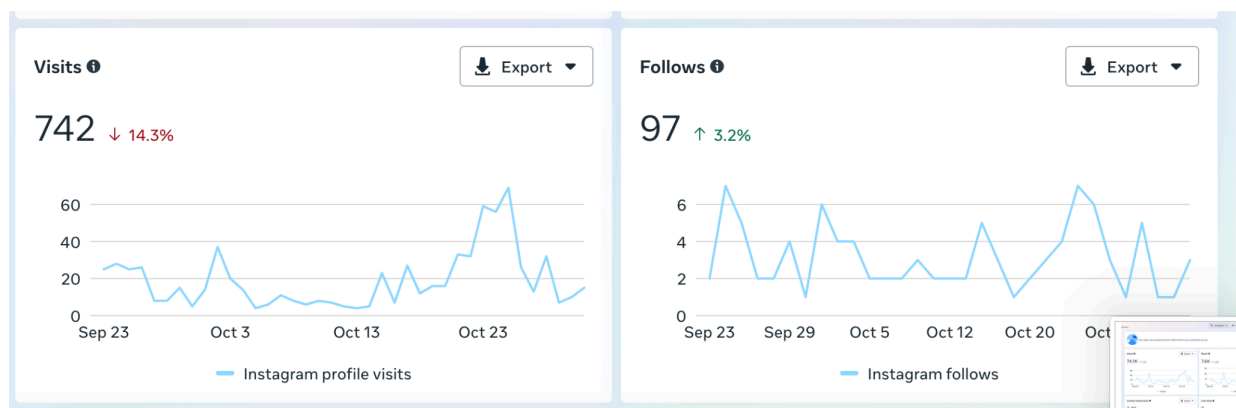
Follows – 293 (↑ 16.7%)

Follows represent the number of **new followers** who chose to stay connected with our page.

- We gained **293 new followers**, a **16.7% increase**.
- This means our Halloween content didn't just reach people, it convinced many to join our audience long-term to continue staying up to date with downtown happenings.

Instagram (September 23 [launch of campaign] - October 31)





Significant Metrics:

Views – 74.1K (↑ 4.2%)

Views represent the **total number of times our posts, reels, and stories were watched or appeared on someone's screen**. This counts *every* impression, even if the same person sees the content multiple times.

- Our content received **74,100 total views**, with an increase of **+4.2%**.
- Peaks on the graph indicate strong-performing posts. Significant peaks and their corresponding posts:
 - October 2: Fall Reel
 - October 21: Mural, Spookytown post, recap Witches Night Out
- Consistent viewership means our content stayed relevant and visible throughout the campaign.

Content Interactions – 2.4K (↑ 53.8%)

This includes all active engagements on posts and reels: likes, comments, shares, saves, and replies to stories

- Engagement jumped to **2,400 interactions**, a **strong increase of 53.8%**.
- This shows that our Halloween content resonated well and encouraged people to engage rather than just scroll past.
- Spikes often reflect posts that were informative, visually strong, or promotional (contests, events, costume content, etc.).

Follows – 97 (↑ 3.2%)

Follows represent the number of **new people who decided to follow our Instagram account**.

- We gained **97 new followers**, an increase of **3.2%**.
- Most campaigns that focus on fun seasonal content naturally see gradual follower increases instead of massive spikes, unless there's a giveaway driving follows.

Community Engagement/Christmas Festivities – November 15

In partnership with the Tillsonburg Town Centre, the BIA hosted a Letters to Santa workshop from 11:00AM - 1:00PM at The SPOT on the second floor of the Town Centre. Families and children were invited to drop in and write letters to Santa, that could then be handed to the mail carriers at the Christmas Parade.

The BIA also assisted with marshalling the Tillsonburg and Area Optimist Club Christmas Parade. Our team arrived at 4:00 PM to organize parade vehicles in an orderly fashion and ensured the smooth outflow of participants, helping the parade proceed on time and safely.

Overview of Events/Activations for the remainder of 2025

- 1. Seniors Shopping Day (not happening)**
- 2. Late Night Christmas Shopping (dates + times, table tents, participating businesses)**
- 3. TurtleFest (planning)**

Update: Seniors' Holiday Shopping Event

We initially explored launching a Seniors' Holiday Shopping Event designed to provide a relaxed and enjoyable holiday shopping experience for seniors in our community. The event was proposed for a Sunday or Monday afternoon in late November or early December.

However, due to a lack of participating business interest, we will not be moving forward with the event this year. We hope to revisit this initiative next year and will continue working toward securing stronger business participation.

Late Night Thursdays: Holiday Edition

Our popular **Late Night Thursday** initiative has returned for a five-week campaign running every Thursday evening from November 20 to December 18. The goal is to offer extended shopping hours for holiday shoppers while boosting foot traffic and creating a festive, welcoming atmosphere in the downtown core.

Our first Late Night Shopping event kicked off this past Thursday. Participating businesses offered a wide range of festive promotions and experiences, including:

- **Buy One, Get One 50% Off Jewelry**
- **Charcuterie cups & cozy vibes**
- **Hot cocoa station & Christmas cookies**
- **Clothing: Buy one, get one 50% off**
- **Holiday book swap & book-themed merch sale**

- **Stocking stuffer deals**
- **And more seasonal surprises**

We're also excited to welcome several new businesses joining the initiative this year after not participating in the past. The growing enthusiasm and teamwork are helping make this year's Late Night Holiday Shopping season truly special.

Staying consistent with previous Late Night Thursday's we have launched another drink menu, only this time it's taking a festive twist - "The Naughty List"

THE NAUGHTY LIST

DOWNTOWN
TILLSONBURG
eat. shop. live. explore.

HOMETOWN

Holiday Hop

SNAP, SIP & WIN! TAKE A PHOTO ENJOYING YOUR FESTIVE DRINKS AND SHARE IT ON SOCIAL MEDIA FOR YOUR CHANCE TO WIN A \$100 DOWNTOWN TILLSONBURG GIFT CARD! BE SURE TO TAG @DOWNTOWNTILLSONBURG IN YOUR POST TO BE ENTERED. DRAW TAKES PLACE DECEMBER 19, 2025.



	MISTLETOE MARTINI
	CANDY CANE ESPRESSO MARTINI
	BISCOFF COOKIE ESPRESSO MARTINI
	FROSTY THE SNOWMAN
	CHRISTMAS MULE

AVAILABLE EXCLUSIVELY ON
NOV. 15, 20, 27 + DEC. 4, 11, 18

TurtleFest 2026

Date: June 19 & 20 (Fathers Day Weekend)

The TurtleFest Committee currently meets monthly and will shift to biweekly meetings in the new year as planning efforts ramp up. We are actively working on sponsorship opportunities and look forward to sharing more details soon.

Canada Summer Jobs - Marketing Related Proposed Positions

For Summer 2026, the BIA is submitting an application to the Canada Summer Jobs (CSJ) program to support the hiring of additional seasonal positions. These roles are designed to enhance our capacity during the busy summer period, support ongoing initiatives in the downtown core, and provide meaningful employment experience for youth. Two of these proposed positions will be working closely with our marketing team.

The two proposed roles are:

1. Digital Content Creator

This position will assist with producing engaging, high-quality digital content that showcases the authenticity and community spirit within our downtown core.

2. Member Service Coordinator

This position will assist with strengthening connections within our membership, focusing on direct member engagement, information gathering, and outreach.

Please see detailed job descriptions below.

Thank you Board Members for your continuous hard work, contributions and dedication to the betterment of Downtown Tillsonburg.

Job Description: Digital Content Creator (Temporary - Canada Summer Jobs)

Reports To: Events and Marketing Coordinator

Last Update: November 2025

SUMMARY OF POSITION

The Digital Content Creator will support the Downtown Tillsonburg Business Improvement Area (BIA) by producing engaging, high-quality digital content that showcases the vibrancy of our downtown core. This temporary 8-week position focuses on storytelling, trend-based social media content, and the promotion of local businesses, events, and community initiatives. Working closely with the Events and Marketing Coordinator, the successful candidate will help strengthen the BIA's online presence and connect audiences to the people and places that make Downtown Tillsonburg unique.

QUALIFICATIONS

- Post-secondary education (completed or in progress) in Marketing, Communications, Digital Media, Graphic Design, or a related field.
- Strong understanding of social media platforms, particularly Instagram and Facebook.
- Demonstrated creativity and ability to identify and execute trending digital content.
- Proficient with photo and video editing tools and content creation apps.
- Excellent written communication skills with attention to tone, accuracy, and brand consistency.
- Strong organizational and time management abilities.
- Ability to work collaboratively as part of a small team and take direction effectively.
- Interest in community engagement and local business promotion.

RESPONSIBILITIES

- Develop and post engaging content across BIA social media channels, focusing on storytelling, trends, and community highlights.
- Capture photos and short-form videos that feature downtown businesses, events, and public spaces.
- Collaborate with the Events and Marketing Coordinator to plan and schedule posts promoting BIA initiatives and activities.
- Monitor social media engagement and respond to comments or messages in a timely and professional manner.
- Stay up to date with current digital trends and apply creative ideas to promote the downtown core.
- Support the collection of digital assets (images, video clips, testimonials) for ongoing marketing use.
- Represent the BIA positively while creating content in the community.

Job Description: Member Services Coordinator (Temporary - Canada Summer Jobs)

Reports To: Events and Marketing Coordinator

Last Update: November 2025

SUMMARY OF POSITION

The Member Services Coordinator will play a key role in strengthening connections within the Downtown Tillsonburg Business Improvement Area (BIA). This temporary 8-week position focuses on direct member engagement, information gathering, and outreach. The successful candidate will visit local businesses to conduct a membership survey, update contact information, and ensure members are aware of the programs, promotions, and services available to them through the BIA. This role is highly customer-facing and contributes to improving communication and member satisfaction across the downtown core.

QUALIFICATIONS

- Post-secondary education (completed or in progress) in Business, Communications, Marketing, or a related field.
- Strong interpersonal and communication skills with a professional and friendly demeanor.
- Comfortable conducting in-person outreach and engaging with a wide range of business owners.
- Proficient with Microsoft Office and data entry software.
- Detail-oriented with strong organizational and time management skills.
- Ability to work independently under minimal supervision.
- Interest in community development, business engagement, or downtown revitalization is an asset.

RESPONSIBILITIES

- Conduct in-person visits to BIA member businesses to complete surveys.
- Update and verify all business contact information for the BIA membership directory.
- Ensure members are informed about available BIA programs, services, and communication channels.
- Record and organize survey results accurately for reporting purposes.
- Enter collected data into designated databases or spreadsheets.
- Provide weekly progress updates to the Events and Marketing Coordinator.
- Support general office and outreach activities as needed.

Statement of Activity

Downtown Tillsonburg BIA

October 1-31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
4055 MOU Income from Town of Tillsonburg	\$3,285.14
4800 Sales	\$2,725.33
4805 Social media	\$500.00
Total for 4800 Sales	\$3,225.33
REVENUE	
4005 BIA LEVY	
4100 Taxes - regular	\$18,391.75
Total for 4005 BIA LEVY	\$18,391.75
4190 INCOME FROM CONTRACTS	
4200 Donations - general	\$2,397.05
Total for 4190 INCOME FROM CONTRACTS	\$2,397.05
4215 Wage Subsidy	\$5,834.00
4370 Truck & trailer graphic sponsorships	\$1,000.00
4395 Office rental income	\$1,861.99
4450 Interest Income	\$0.30
Total for REVENUE	\$29,485.09
Total for Income	\$35,995.56
Gross Profit	\$35,995.56
Expenses	
8500 Capital Expenditures	\$4,384.97
BEAUTIFICATIONS	
5100 Flowers & Trees	\$940.27
Total for BEAUTIFICATIONS	\$940.27
MARKETING/PROMOTION	
6305 Marketing and Events	\$645.35
6320 Marketing Miscellaneous	\$101.58
6350 Seasonal Promotions	\$750.00
Total for MARKETING/PROMOTION	\$1,496.93
OPERATIONS	
2120 Turtlefest Expense	\$812.66
7000 COST OF LABOUR	
7150 Executive Director	\$5,769.24
7160 Events & Marketing Co-ordinator	\$4,461.54
7170 Hourly Part Time Staff	\$7,119.29
7222 EI	\$398.81
7223 CPP	\$817.71
7226 Benefits - Health & Dental	\$498.58
7455 ADP Payroll Service	\$292.05
Total for 7000 COST OF LABOUR	\$19,357.22
7005 Bank and other Interest	\$209.38
7200 Accounting	\$3,047.46
7205 HST	\$8.78
7235 Maintenance supplies	\$114.40

Statement of Activity

Downtown Tillsonburg BIA

October 1-31, 2025

DISTRIBUTION ACCOUNT	TOTAL
7240 Office Utilities	\$422.07
7260 Office Supplies/Equipment	\$0.00
7270 Membership fees, dues & subscriptions	\$30.00
7275 AGM & Other Meetings	\$1,537.22
7280 IT & Phone	\$351.77
7450 Office Expense	\$713.56
7650 Rent	\$1,015.82
VEHICLE EXPENSES	
7110 Vehicle Operating Costs	\$208.20
7120 Vehicle Lease	\$665.81
7130 Vehicle Insurance	\$252.49
Total for VEHICLE EXPENSES	\$1,126.50
Total for OPERATIONS	\$28,746.84
Total for Expenses	\$35,569.01
Profit	\$426.55

The Economic Impact of Tillsonburg TurtleFest 2025 in Tillsonburg (546) in 2025

**This report was generated by
the Ontario Ministry of Tourism, Culture and Gaming TREIM model**

August 12, 2025

Note: The Ministry of Tourism, Culture and Gaming does not take any responsibility for inputs that the user has provided, nor for the interpretation of the results.

1. Introduction

This report provides an estimate of the economic impact that Tillsonburg TurtleFest 2025 is expected to have on Ontario's economy, in terms of Gross Domestic Product, employment and taxes generated. The analysis is based on the following information the user has provided to the MTCS Tourism Regional Economic Impact Model:

Number of Visitors for Activity (or Event) of Type Festivals/Fairs

	Total Number of Visitors	Same Day (% of visitors' origin)	Overnight (% of visitors' origin)	Average Length of Stay (nights)
Ontario	14,175	80.00%	20.00%	1
Rest of Canada	60	50.00%	50.00%	1
USA	15	50.00%	50.00%	1
Overseas	10	10.00%	90.00%	2
Total	14,260			

The user also has selected the following parameters:

- The visits take place in Tillsonburg (546) in 2025
- The impact is to be shown for Tillsonburg (546)
- Induced impacts of household spending are included
- Induced impacts of business investment are included
- Local government property tax revenue impacts are excluded

2. Summary of Findings

Table 1. Economic Impacts of Tillsonburg TurtleFest 2025 in Tillsonburg (546) in 2025 (in dollars)

	Tillsonburg (546)	Rest of Province
Total Visitors' Spending	\$1,446,623	
Gross Domestic Product (GDP)		
Direct	\$707,843	\$0
Indirect	\$103,741	\$104,845
Induced	\$143,199	\$127,014
Total	\$954,783	\$231,859
Labour Income		
Direct	\$352,472	\$0
Indirect	\$69,511	\$65,397
Induced	\$84,004	\$84,169
Total	\$505,988	\$149,566
Employment (Jobs)		
Direct	9	0
Indirect	1	1
Induced	1	1
Total	11	2
Direct Taxes		
Federal	\$124,073	\$0
Provincial	\$220,873	\$0
Municipal	\$3,298	\$0
Total	\$348,244	\$0
Total Taxes		
Federal	\$174,554	\$33,245
Provincial	\$256,663	\$23,048
Municipal	\$4,512	\$1,357
Total	\$435,729	\$57,650

Table 2. Economic Impacts of Tillsonburg TurtleFest 2025 in Tillsonburg (546) on GDP by industry (in dollars)

Industry	Impact on Tillsonburg (546)		Impact on Rest of Province	
	Direct GDP	Total GDP	Direct GDP	Total GDP
Crop and Animal Production	\$0	\$1,025	\$0	\$2,941
Forestry, Fishing and Hunting	\$29	\$556	\$0	\$260
Mining and Oil and Gas Extraction	\$0	\$2,164	\$0	\$2,971
Utilities	\$0	\$8,806	\$0	\$3,202
Construction	\$0	\$6,736	\$0	\$20,742
Manufacturing	\$0	\$8,367	\$0	\$34,948
Wholesale Trade	\$0	\$6,089	\$0	\$28,694
Retail Trade	\$61,208	\$84,916	\$0	\$11,374
Other Transportation and Warehousing	\$8,121	\$14,380	\$0	\$29,722
Ground Passenger Transportation (excl. Rail)	\$2,099	\$2,869	\$0	\$1,941
Information and Cultural Industries	\$0	\$4,699	\$0	\$16,317
Other Finance, Insurance, Real Estate and Renting and Leasing	\$2	\$42,436	\$0	\$34,887
Car Renting and Leasing	\$827	\$2,418	\$0	\$643
Owner Occupied Housing	\$0	\$35,483	\$0	\$5,151
Professional, Scientific and Technical Services	\$0	\$15,362	\$0	\$11,661
Other Administrative and Other Support Services	\$0	\$11,782	\$0	\$4,955
Travel Agencies	\$0	\$1,009	\$0	\$409
Education Services	\$2,990	\$9,294	\$0	\$2,049
Health Care and Social Assistance	\$986	\$10,870	\$0	\$2,323
Arts, Entertainment and Recreation	\$136,151	\$141,285	\$0	\$1,135
Accommodation Services	\$28,368	\$28,817	\$0	\$280
Food & Beverage Services	\$156,992	\$161,590	\$0	\$4,199
Other Services (Except Public Administration)	\$22,644	\$29,719	\$0	\$2,885
Operating, Office, Cafeteria, and Laboratory Supplies	\$0	\$0	\$0	\$0
Travel & Entertainment, Advertising & Promotion	\$0	\$0	\$0	\$0
Transportation Margins	\$0	\$0	\$0	\$0
Non-Profit Institutions Serving Households	\$14,653	\$17,854	\$0	\$537
Government Sector	\$13,192	\$19,812	\$0	\$3,685
Net Indirect Taxes on Production	\$259,579	\$286,445	\$0	\$3,948
Total	\$707,843	\$954,783	\$0	\$231,859

Appendix:

The Economic Impact of Visits in Tillsonburg (546) and, if applicable, the rest of Ontario: since no Ontario region is economically self-sustaining, in order to produce the goods and services demanded by its visitors, it will need to import some goods and services from other regions. As such, some of the economic benefits of the visitors' spending in Tillsonburg (546) will spill over to the rest of the province and to regions outside Ontario. Impacts outside Ontario are not estimated by the TREIM.

Gross Domestic Product (GDP): value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership. GDP is measured at market prices which include net indirect taxes on products. Tourism GDP refers to the GDP generated in those businesses that directly produce or provide goods and services for travelers.

Direct impact: refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Direct impact on GDP, employment and tax revenues is also called tourism GDP, tourism employment and tourism tax revenues.

Indirect impact: refers to the impact resulting from the expansion of demand from businesses or sectors directly produce or provide goods and services to travelers, to other businesses or sectors.

Induced impact: refers to the impact associated with the re-spending of labour income and /or profits earned in the industries that serve travelers directly and indirectly.

Employment: refers to number of jobs, it include full-time, part-time, seasonal and temporary employment (based on the share of the year worked), for both employed and self-employed workers.

Federal tax revenues: include personal income tax, corporate income tax, commodity tax (GST/HST, gas tax, excise tax, excise duty, air tax and trading profits) and payroll deduction that is collected by the federal government.

Provincial tax revenues: include personal income tax, corporate income tax, commodity tax (PST/HST, gas tax, liquor gallonage tax, amusement tax and trading profits) and employer health tax that is collected by the Ontario provincial government.

Municipal tax revenues: include business and personal property and education taxes that are collected by the municipalities. Collection, however, does not follow immediately the consumption or production of goods and services in a municipality by visitors (as is the case with HST or personal income taxes). Rather, these taxes show the percent of the total property taxes collected by a municipality that can be attributed to tourism because of tourism's contribution to the economic activity of the municipality and hence its tax base.

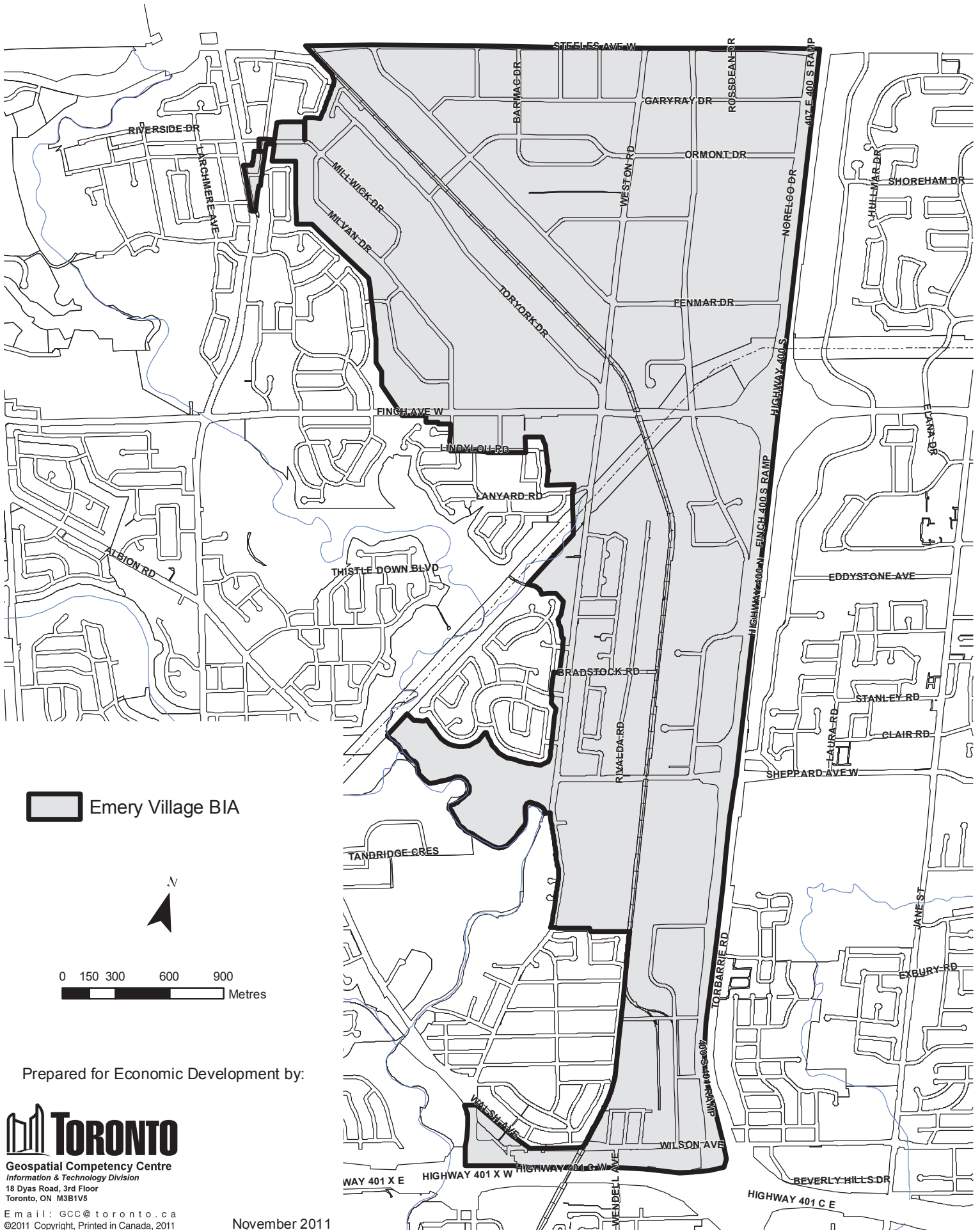
Industry: The industry follows Statistics Canada's North America Industry Classification System (NAICS) Input-Output small aggregation industry classification.

[HOME](#)[2026 AGM](#)[DIRECTORY ▾](#)[NEWS & RESOURCES ▾](#)[EVENTS](#)[SERVICES ▾](#)[ABOUT ▾](#)[CONTACT](#)[SUBSCRIBE](#)

Welcome to Emery Village BIA

Canada's largest Business Improvement Area, founded in 2003. Representing 3,200 Businesses and Commercial Properties, and employing over 28,000 people.

[VIEW BUSINESS DIRECTORY](#)[REGISTER YOUR BUSINESS](#)



Prepared for Economic Development by:

Truck Sponsorship Policy – December 1st, 2025

<u>Date:</u> December 1, 2025	<u>Policy #:</u> OPSTruck-004	<u>Supersedes:</u> New policy	<u>Policy review date:</u> December 2027
<u>Policy author:</u> M. Renaud	<u>Board approval date:</u> November 26 th , 2025	<u>Department:</u> Operations	

1. Purpose

The Truck Sponsorship Policy is designed to provide comprehensive guidelines for businesses, organizations, and individuals interested in sponsoring BIA-owned or BIA-operated vehicles utilized for maintenance, sanitation, beautification, public safety support, events, and special projects. Sponsorship serves to defray operational expenses, expand service offerings, and foster collaborative partnerships that contribute to the economic development and cleanliness of the BIA zone.

2. Scope

This policy applies to all sponsorship arrangements involving:

- BIA maintenance vehicles
- BIA sanitation or beautification units
- BIA event support vehicles
- Any other BIA-branded vehicles utilized for public-facing operations

3. Sponsorship Objectives

Sponsorship opportunities aim to:

- Advance the interests of businesses and partners within the BIA zone
- Strengthen the financial sustainability of BIA operations
- Foster collaborative initiatives within the community
- Uphold high aesthetic and professional standards for all BIA assets
- Increase the visibility of the BIA organization in the broader community
- Promote Downtown Tillsonburg as a tourist destination

4. Eligibility

Eligible sponsors include:

- Businesses located within the BIA district
- Property owners in the BIA district
- Local nonprofit organizations, institutions, and community collaborators
- Regional or national companies whose products or services align with BIA values
- County and provincial authorities including entities that fund BIA operations such as Multi-Service Centre, Community Futures Oxford, Government of Canada, County of Oxford, Province of Ontario
- Stakeholder partners, including Tillsonburg TurtleFest, Tillsonburg Horticultural Society, etc.

The BIA reserves the right to reject sponsorship applications from entities that:

- Contradict the BIA's mission or reputation
- Endorse products related to alcohol, cannabis, tobacco, or vaping
- Feature content from political campaigns or contain partisan statements
- Contain language that is discriminatory, offensive, or otherwise inappropriate
- In the view of the Board of Management, are not aligned with BIA policies

5. Sponsorship Levels & Benefits

5.1 Primary Truck Sponsor

- Exclusive branding on one BIA truck (both sides + rear panel)
- Recognition on BIA website and annual report
- One social media acknowledgment quarterly
- Option for co-branded BIA events, activations and special themed activities

5.2 Supporting Sponsor

- Smaller logo placement on side panels (shared with other sponsors)
- Recognition on BIA website sponsor page
- Inclusion in select BIA communications
- Other recognition that may be available from time to time and on a first come first serve basis

5.3 Short-Term or Event-Based Sponsor

- Temporary magnet signage for special events or seasonal campaigns
- Cross-promotion in event materials where possible
- Participation in special events such as TurtleFest

6. Design & Placement Guidelines

- All artwork must be approved by BIA staff before production.
- Designs must meet BIA brand standards and maintain visibility of BIA identity.
- Sponsor logos may not mimic government insignia, emergency markings, or create confusion with public agencies.
- Sponsor messaging must remain factual and non-promotional (e.g., no pricing, sales language, or calls to action unless pre-approved).
- All wraps, magnets, decals, or paint must be produced through BIA-approved vendors.
- Special note: the truck is generally replaced on a 2-year cycle – the sponsor logos are removed prior to lease return and new logos are installed as quickly as possible on the replacement unit.

7. Sponsorship Term

- Standard sponsorship term is 12 months, renewable upon approval.
- Short-term sponsorships range from 1–3 months depending on program needs and space availability.
- The BIA reserves the right to terminate sponsorship early if the sponsor violates policy provisions; prorated refunds may be provided at the BIA's discretion.
- Sponsorship terms are staggered and do not renew all at the same time.

8. Fees and Payment

Fees are determined annually by the BIA Board of Management based on:

- Truck visibility
- Duration of sponsorship
- Placement and size of sponsor logos
- Production and installation costs
- Annual cost of the leased vehicle and specifically that the sponsorship fees are used to offset the cost(s)

Payment must be made in full prior to installation of sponsorship materials unless otherwise approved.

On a limited basis and where feasible, partner organizations/stakeholders may be provided with contra sponsorship acknowledgement with no fees or reduced fees.

Invoices will be generated by the BIA offices with payment to be made by cheque or E-transfer only.

Cash payments will not be accepted.

Payment by E-transfer must be made only to finance@tillsonburgbia.ca which is set-up for auto-deposit.

9. Responsibilities

BIA Responsibilities

- Maintain the truck in a clean, presentable condition
- Ensure sponsorship signage remains intact
- Replace any damaged sponsor logos/decals on an expedited basis
- Manage installation/removal of all branding materials
- Provide agreed-upon recognition and benefits

Sponsor Responsibilities

- Provide high-resolution logo files
- Approve final mock-ups within requested timeline
- Pay all sponsorship and production fees promptly
- Notify the BIA of any changes to the sponsor's business or contact information that may render the decals, lettering or graphics installed on the BIA vehicle(s) that misrepresents the sponsor's business

10. Prohibited Content

Sponsorship materials shall not contain:

- Political or religious advocacy
- Offensive, discriminatory, or defamatory language
- False or misleading claims
- Breach of trademarks or other registered + protected properties
- Content inappropriate for a public environment
- Any other content, graphics or colours that may interfere with the provisions of the Highway Traffic Act

11. Review & Approval Process

- Sponsor submits application and logo artwork
- BIA staff conducts compliance review
- BIA Executive Director or Board committee approves or denies application
- Sponsorship agreement is executed
- Production and installation are scheduled
- Photos of the installation are taken and documented for the sponsor's file

12. Termination & Removal

The BIA may remove a sponsorship immediately and without notice if:

- The sponsor's business engages in activities that damage public trust
- The sponsorship content becomes outdated, inaccurate, or inappropriate
- The sponsor breaches the sponsorship agreement
- Any other reason at the sole discretion of the BIA Board of Management

The BIA will provide written notice when feasible.

13. Reporting & Evaluation

The BIA will track:

- Sponsor engagement
- Visual condition of branded vehicle(s)
- Public feedback or complaints
- Value and impact of sponsorship revenue

Findings may inform program improvements.

The Truck Sponsorship Policy is subject to review every 2 years or at any time as requested by the Board of Management.

Board of Management

2026 Meeting Schedule

Month:	Date/Time:	Location:	Type of Meeting:
January	Wednesday January 28 th , 2026 7:30 am	164 Broadway DTBIA Boardroom	Board of Management Regular + Elections
February	Wednesday February 25 th , 2026 7:30 am	164 Broadway DTBIA Boardroom	Board of Management Regular
March	Wednesday March 25 th , 2026 7:30 am	164 Broadway DTBIA Boardroom	Board of Management Regular
April	Wednesday April 29 th , 2026 7:30 am	164 Broadway DTBIA Boardroom	Board of Management Regular
May	Wednesday May 27 th , 2026 7:30 am	164 Broadway DTBIA Boardroom	Board of Management Regular
June	Wednesday June 24 th , 2026 7:30 am	164 Broadway DTBIA Boardroom	Board of Management Budget + Regular
July	Wednesday July 8 th , 2026 TBD	164 Broadway DTBIA Boardroom	Board of Management Budget Meeting (if needed)
August	No meeting	N/A	N/A
September	Wednesday September 23 rd , 2026 7:30 am	164 Broadway DTBIA Boardroom	Board of Management Regular
October	Thursday October 29 th , 2026 5:30 pm – dinner, business meeting + awards	164 Broadway DTBIA Boardroom	Annual General Meeting Downtown Achievement Awards
November	Wednesday November 25 th , 2026 7:30 am	164 Broadway DTBIA Boardroom	Board of Management Regular
December	No meeting	N/A	N/A

*Sub-committee meetings to be held at the call of the Chair when necessary.

Main Streets in Bloom

2026 BIA CONFERENCE

OBIAA™

DOWN
TOWN
ST. CATHARINES

tabia



SPRING
VENDOR
MARKET



Spring
SALE

OPEN

PATIO

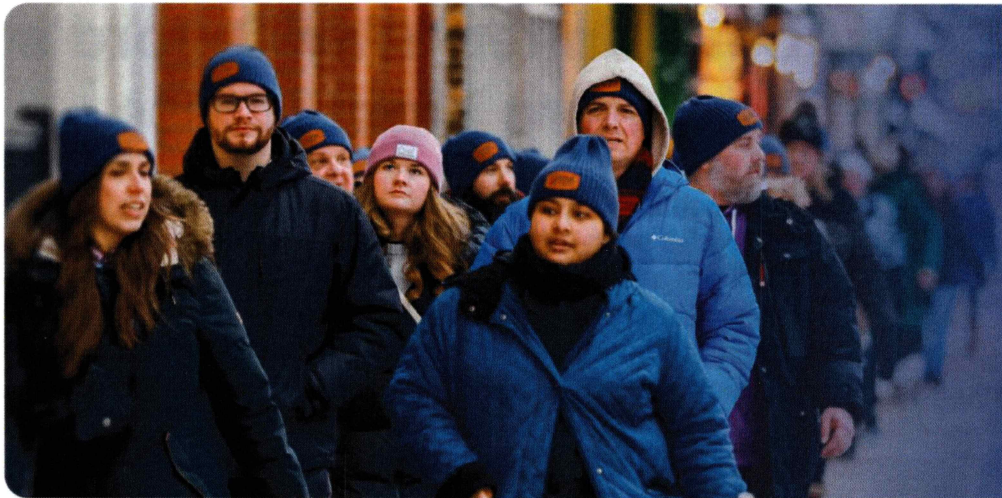
Holiday Inn & Suites Conference Centre
St. Catharines, ON April 19-22, 2026

Rooted in Purpose

The Ontario Business Improvement Area Association (OBIAA) proudly presents the **2026 BIA Conference**, taking place **April 19–22, 2026**, in the heart of **St. Catharines, Ontario**, also known as the Garden City.

Hosted by the **St. Catharines Downtown Association**, this annual gathering brings together BIA leaders, municipal partners, and community builders from across Ontario for three and a half days of learning, networking, and inspiration.

Stay tuned for more details about the 2026 BIA Conference. We look forward to seeing you there!



coldest
*night
OF THE YEAR

it's cold out there
cnoy.org

sponsorship package february 28, 2026

The **Coldest Night of the Year** is a winterrific family-friendly walk to raise money for local charities serving people experiencing hurt, hunger, and homelessness. This year, **United Way Oxford** is continuing the **TILLSONBURG** event, with all funds raised being invested in the Tillsonburg Light House and community services.

Check out the fantastic sponsorship opportunities inside!



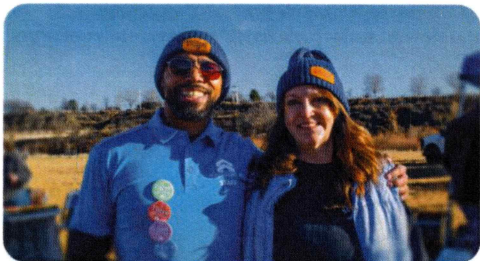
blueseas
FOUNDATION

Blue Sea Foundation
260-659 King St. East,
Kitchener, ON, N2G 2M4
Phone 1.877.743.3413
Web blueseas.org



United Way
Oxford

United Way Oxford
447 Hunter St.
Woodstock, ON,
N4S 4G7
Phone 519.539.3851
Web unitedwayoxford.ca



About United Way Oxford's Tillsonburg Light House

Since March 2023, the Tillsonburg Light House has supported 28 people through its transitional program. On-site staff provide wrap-around support, teach life skills, and connect residents to health and well-being services, supporting their move to independent, stable, and affordable housing.

United Way Oxford fully funds the operational and staffing costs for the Tillsonburg Light House. This is possible thanks to local individuals, businesses, service clubs, faith and labour organizations. Our funding also supports community programs in Tillsonburg, including mental health counselling, eviction prevention, and mobile and street outreach.

Join us as a sponsor and make an immediate difference. Your support empowers the Tillsonburg Light House to give individuals the opportunity to create a brighter, more independent future.

IN 2025
\$15
million
.....
was raised by
39,000 + walkers
140,000+ donors
in over 205 locations

IN CANADA
.....
we're making
waves as the...
#1
fundraising walk
in Canada

To find out more
about our programs
and services,
please visit our
website at
unitedwayoxford.ca
Or check out our
socials
[@unitedwayoxford](https://www.instagram.com/unitedwayoxford)

Become a Sponsor!

Sponsorship in the Coldest Night of the Year is a unique opportunity for businesses to reach a wider audience while aligning with a charity dedicated to supporting your community. United Way Oxford relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our city.

Lead Sponsor in our Location - \$5000+

- Opportunity for opening remarks at the event
- Invitation to attend and speak at launch party (where applicable)
- Option for Event Day booth or display
- Tagged social media posts throughout the campaign
- Key volunteer roles set aside (where applicable)

Supporting Sponsor - \$2000+

- Sponsors at this level have the option to be the Meal sponsor, Photo Booth sponsor, or something else of preference (where applicable)
- Recognition during opening ceremonies
- Invitation to attend and speak at launch party (where applicable)
- Option for CNOY Day booth or display
- Key volunteer roles set aside (where applicable)

Rest Stop Sponsor - \$1000+

- Your name and logo displayed at the Rest Stop
- Option for Event Day booth or display at the Rest Stop
- Rest Stop volunteer roles set aside

Route Sponsor - \$500+

- Your name and logo displayed along the route

all sponsors receive:



Logo displayed
on CNOY Day
PowerPoint



Recognition on
emails, web,
+ social media



Clickable logo
on participant
+ team pages

DID YOU KNOW?

CNOY walkers and
volunteers are

70% more
likely

to support a CNOY
Sponsor

facts+stats

- 135 walkers participated in the Tillsonburg CNOY last year
- 35 community volunteers helped us out on Walk Day
- Together, we raised over \$51,800 to provide housing and basic need services in Tillsonburg
- Last year's average donation was \$50 per donor, with each walker averaging 5 donors totalling \$250, and each team averaged between 8 and 10 walkers.
- This is local love in action!

Don't see what you're looking for?
Talk to us! We can work with you
to create your own customized
sponsorship opportunity.

To become a Coldest Night of the Year sponsor, please contact:
Kelly Gilson, Executive Director, United Way Oxford
Phone: 519.539.3851 x 301
Email: kelly@unitedwayoxford.ca

Next Steps

1. Confirm Your Sponsorship Level

Please call or email us to discuss your sponsorship type and financial level (see contact area above for more info.)

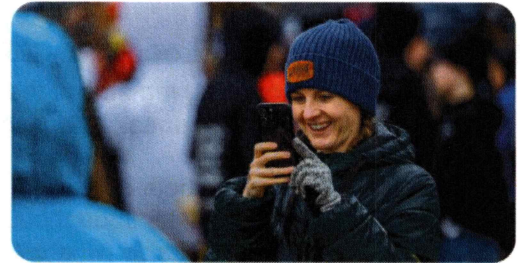
2. Email Logo

Please email us a high-quality copy of your corporate logo (JPG or PNG). Your logo will appear on the national sponsor list – cnoy.org/sponsors and on our local CNOY location page: cnoy.org/Tillsonburg

3. Make a Payment

Once you have confirmed your sponsorship type and amount with your rep, you will receive an invoice directly from Blue Sea Foundation (the charity who operates CNOY). From there, you can quickly and securely pay your invoice online via **Credit Card**.

Note: Blue Sea Foundation also accepts cheques (allow 1-4 weeks for processing). Please make payable to "Coldest Night of the Year", and mail directly to Blue Sea Foundation, 260-659 King St. East, Kitchener, ON, Canada, N2G 2M4.



Blue Sea Foundation is a registered Canadian charity (819882655 RR0001) that exists to help other charities thrive financially by providing easy access to profitable turn-key fundraising events and services, like the **Ride for Refuge**, the **Coldest Night of the Year**, and **The Grand Parade**.



Contact Us
sponsorship@cnoy.org
cnoy.org