



## TOWNSHIP OF NORTH HURON

## REPORT

Item No.

**REPORT TO:** Reeve Vincent and Members of Council  
**PREPARED BY:** Connie Goodall  
**DATE:** 15/01/2018  
**SUBJECT:** 2018 Ontario BIA Achievement Awards – nomination Blyth 140<sup>th</sup>.  
**ATTACHMENTS:** [Click here to enter text.](#)

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### **RECOMMENDATION:**

THAT the Council of the Township of North Huron hereby direct staff to submit an application to the 2018 Ontario Business Improvement Area Association Achievement Awards for the Blyth 140<sup>th</sup> Committee – 140 events for 140 years project.

### **EXECUTIVE SUMMARY**

The Ontario BIA Association (OBIAA) recognizes the best that BIA revitalization and management has to offer. The BIA National Achievement Awards celebrate and communicate the most successful and innovative efforts in seven categories that cover the core priorities of most BIAs. In 2017, the Blyth 140<sup>th</sup> committee (a committee of the Blyth BIA), recognized the 140<sup>th</sup> Anniversary of the village by embarking on a year-long celebration that highlighted the quality and quantity of the varied activities that happen in Blyth throughout the year, along with the addition of a few special events for the commemorative year. This approach to the anniversary celebration was unique, inclusive and served to highlight the opportunities for participation and involvement for years to come, along with paying tribute to the heritage and history of the community. For that reason, staff recommends nominating the committee and the celebration for a BIA Achievement Award in the following category – Small Special Events and Promotions.

### **DISCUSSION**

The committee for the Blyth 140<sup>th</sup> Anniversary devoted many hours of planning and organization to create a campaign that highlighted the very best of the active and engaged village. They recognized the significance of the anniversary with a project that lasted for the entire year. Their “140 events for 140 Years” calendar engaged many community partners and helped create lasting awareness of the many and varied events that happen in the village on an ongoing basis. The approach to the celebration was interesting and unique. For that reason, it would be appropriate to submit the project for a BIA achievement award.

### **FINANCIAL IMPACT**

The cost to submit a nomination is \$50 + HST (56.50). Winning applicants are invited to accept their award at the OBIAA annual conference to be held in Collingwood in April. Mileage to the event will be required and gala tickets may be required. There is also the opportunity for committee members to participate in the conference by presenting winning projects. There may be opportunity for cost sharing for participation in the conference with the Blyth BIA if applicable.

### **FUTURE CONSIDERATIONS**

Discuss future impacts of project or activity, if any

## **RELATIONSHIP TO STRATEGIC PLAN**

Our community is attractive to new businesses and residents

- *Tourism is a driver in economic development*

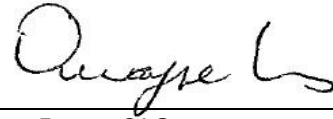
Our residents are engaged and well informed.

- *We communicate and celebrate our successes in a positive way*
- *We cultivate a culture of volunteerism and belonging*

Connie Goodall

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Connie Goodall, EDO



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Dwayne Evans, CAO