Management of Downtowns: A
C~se Study of the Downtown

, KIngston Business Improvement Area
EXECUTIVE SUMMARY

The Business Improvement Area concept was first introduced in 1970 in response to
the decline of the traditional downtown. It is considered the most successful downtown

revitalization scheme introduced by the Province of Ontario. Unlike previous revitalization programs which were based solely on physical improvements, the BIA concept focusses on
two areas to improve a downtown. This is the reason for the program's long term success. The two areas are as follows:

Physical Improvements: a downtown striving for excellence will maximize its returns by focussing on physical improvements in the early stages of the organization. The focus will be on initiatives that are easily recognized by the public such as streetscaping, greenery, improved lighting and facade rehabilitation. Physical improvements tend to be simple, less costly and are a more short term solution for a downtown, but should be an important
initiative in the long run.

Promotional/Marketing: once there is something to promote the emphasis should switch to
promotion and communications which allows a downtown its long term success. All
promotions and marketing should be geared to get people to sample the downtown. The
implementation of long term programs and practices such as marketing. business
recruitment, innovativ 4.901 0 Td�(established)Tj�0.0068 Tc 5.546 0 Td�(by)Tj�0.0351 Tc 1.319 0 Td�(the)

in October 1973 because many
business owners felt that the Downtown was lacking the appropriate mix of businesses that
should exist in a prosperous downtown. Today the Downtown offers an ecclectic mix of
specialty shops. and services that are used on a regular basis; all in a charming environment.
The Downtown Kingston! Business Improvement Area has been an important part of the
success of the core because of the organization's commitment to the long term prosperity of the area.