

Sidney

BY THE SEA

BUSINESS IN SIDNEY RESOURCE GUIDE



WELCOME

This guide is designed to help local businesses navigate the tools, connections, and supports available in our community.

Inside, you'll find quick access to municipal information, opportunities to engage with the Mayor and Council, resources for hosting meetings, and details on Sidney's annual events and markets. We've also included hiring support, funding and grant options, local advertising opportunities.

Whether you're new to Sidney or growing your long-standing business, this guide offers a starting point to help you thrive.

TABLE OF CONTENTS

- TOWN OF SIDNEY MAYOR & COUNCIL
- MUNICIPAL GOVERNMENT
- HOST A MEETING
- ANNUAL EVENTS
- NETWORKING & CONNECTION
- HIRING RESOURCES
- FUNDING & FINANCIAL SUPPORT
- GRANTS, BENEFITS & SUBSIDIES
- LOCAL ADVERTISING OPPORTUNITIES

SNAPSHOT OF SIDNEY

62	4600	12,600	975
average age	employed workers	residents	active business licences
49	25	17	1,016,266
restaurants	parks	beach accesses	annual pedestrian counter

The purpose of the Sidney Business Improvement Area is to increase footsteps, potential customers, clients, and event attendees through the development, implementation, and evaluation of marketing, promotion, communication, and other collaborative initiatives.



Minke Whale Skull

CLEAN
SMUSH SEA

MAYOR & COUNCIL

The Town of Sidney Council is composed of one Mayor and six Councillors, each elected to serve a four-year term. The most recent Local Government Election was held on October 15, 2022. The next municipal election is scheduled for October 17, 2026.

Regular Council Meetings are open to the public and include an opportunity for public participation at 6:00 pm on the second and fourth Monday of each month. Meetings are also livestreamed and archived at sidney.ca.

Correspondence intended for Council should be addressed to “Mayor & Council” and can be submitted:

By email: admin@sidney.ca

By mail: Town of Sidney, 2440 Sidney Avenue, Sidney, BC V8L 1Y7



MUNICIPAL GOVERNMENT

The Town of Sidney's website (sidney.ca) provides comprehensive resources for businesses at every stage, from start-up and licensing to ongoing operations and support services. Key areas include:

BUSINESS LICENSING

licensing@sidney.ca

Business licence renewals in Sidney are free of charge and can be completed online. New businesses pay a one-time fee upon initial application. Licences must be renewed annually by February 28.

ZONING

developmentsservices@sidney.ca

Zoning bylaws regulate how land, buildings, and structures may be used. It is strongly recommended that you confirm your proposed business complies with the Town's Zoning Bylaw before committing to a lease or purchase.

DEVELOPMENT PERMITS

developmentsservices@sidney.ca

Development Permits (DPs) ensure proposed projects align with community planning objectives. Applications, including required forms and checklists, are available at Town Hall or online at sidney.ca and must be submitted with applicable fees and documentation.

SIDEWALK & ROADSIDE CAFÉ LICENCES

engineeringservices@sidney.ca

- *Roadside Café: A seating area located within a parking space, extending an existing restaurant or café.*
- *Sidewalk Café: A seating area on the sidewalk that may include tables, chairs, screens, umbrellas, and planters.*

Both require a licence, obtained by submitting an application form to the Town.

BUILDING PERMITS & INSPECTIONS

developmentsservices@sidney.ca

Building Officials review and approve plans for Building and Plumbing Permits and conduct inspections to ensure compliance with applicable codes and regulations.

SIGN BYLAWS

developmentsservices@sidney.ca

The Town of Sidney's Sign Bylaw regulates the size, number, and types of permitted signage for businesses.



HOST A MEETING

MARY WINSPEAR CENTRE

2243 Beacon Avenue

The Mary Winspear Centre offers versatile, fully accessible meeting spaces for groups of all sizes, with Client Services staff supporting setup, floor plans, and technical needs.

For more information contact, 250-656-0275 or info@marywinspear.ca

SIDNEY PIER HOTEL

9805 Seaport Place

This boutique hotel offers three function rooms suited to corporate meetings, social events, and small groups. Their planning and catering team manages all details.

For more information contact, 250-655-9445 or reservations@sidneypier.com



MCTAVISH ACADEMY OF ART

1720 McTavish Road

An 18,000 sq. ft. creative arts facility with fully accessible, flexible rental spaces that can be customized.

For more information contact, 778-351-0088 or create@mctavishacademy.ca

ECLECTIVE COWORKING

2302 Beacon Avenue

Eclective Co-Working offers two professional spaces:

- *Boardroom: Seats up to 10, with conference table, Wi-Fi, coffee, and kitchen access.*
- *Studio: Ideal for up to three guests, with sit-stand desk, monitor, whiteboard, and natural light.*

For more information, contact eclectivecoworking.ca.



Looking for more options? Contact Natalie Bobrowich, Business Development Manager at natali@sidneybia.ca



ANNUAL EVENTS



JANUARY

Polar Bear Swim

FEBRUARY

Wounded Warriors Run

Sidney Family Day Weekend + LEGO Festival

MARCH

Savour Sidney

APRIL

Employment Expo

MAY

BC Boat Show

JUNE

Sidney Street Market

World Oceans Day

Access Awareness Day

Pride Month

JULY

Sidney Days & Canada Day Parade

Summer Sounds Concert Series

Sidney Street Market (July through September)

AUGUST

Torque Masters Car Show Extravaganza

Salish Sea Lantern Festival

Sidney Sidewalk Sale

SEPTEMBER

Tree Appreciation Day

OCTOBER

Fall Studio Tour

Treat Street

NOVEMBER

Tribute to the Armed Forces

DECEMBER

Christmas in Sidney

Holiday Open House

Sidney Sparkles Holiday Parade

GETTING INVOLVED

SIDNEY STREET MARKET

Operated by Kaemac Services, the Sidney Street Market transforms Beacon Avenue into a lively pedestrian hub every Thursday evening from early June to mid-September. Each week, thousands of visitors gather in downtown Sidney to browse unique local vendors, enjoy live entertainment, and savour delicious food.

To operate a market stall or for general enquiries:

Kaemac Services at 250-382-3111 or
TheSidneyStreetMarket@gmail.com

PARADE PARTICIPATION

The Canada Day Parade and Sidney Sparkles Parade are organized by the Peninsula Celebrations Society.

Local businesses are encouraged to get involved-whether by entering a parade float or supporting the event through sponsorship.

Parade applications can be found online at
peninsulacelebrations.org/applications

ONLINE EVENT CALENDAR

Hosting something special? Add it to the online events calendar at exploresidney.ca! The calendar is a go-to resource for locals and visitors alike, making it a great way to boost attendance, spread the word, and showcase all the great things happening in Sidney.



NETWORKING & CONNECTION

Sidney Breakfast Club

The Sidney Breakfast Club is a professional networking group bringing together manufacturers, industrialists, engineers, and technology leaders from Sidney and the surrounding area. The club meets on the second Wednesday of each month to discuss topics that impact the local economy and to hear from engaging guest speakers.

Contact John Jurisc at johnj59@gmail.com to register to attend.

Saanich Peninsula Chamber of Commerce

Representing local businesses since 1912, the Saanich Peninsula Chamber of Commerce is a not-for-profit organization dedicated to advocacy, awareness, and community connection. Members benefit from savings on business services, networking opportunities, and a strong collective voice with local government.

Learn more or join at peninsulachamber.ca.

HIRING RESOURCES

Finding the right employees is a crucial part of growing a successful business. Several resources support hiring, especially for businesses interested in bringing on students or co-op employees.

- WorkBC-Sidney connects employers with job seekers and provides hiring incentives, wage subsidies, and recruitment assistance. Learn more at workbc.ca
- ACE-WIL supports employers in hiring work-integrated learning students from across British Columbia, offering access to a skilled and eager workforce.
- Canada Summer Jobs, UVIC and Camosun College Co-op Services provide businesses with the opportunity to hire post-secondary students for co-op terms, bringing fresh perspectives and industry knowledge to their teams.
- Quadrant Marine Institute trains marine service professionals. To become an employer partner visit quadrantmarine.com

These resources ensure businesses in Sidney have access to skilled labor while also supporting students in gaining valuable work experience.

SIDNEY
EMPLOYMENT
EXPO 2025



Volunteer with us!

Volunteer with us!

Beacon



COMMUNITY
SERVICES

LIGHTING THE WAY FOR 50 YEARS.

GRANTS, BENEFITS & SUBSIDIES

Grants, subsidies, and business support programs are continually evolving. The Sidney BIA monitors and shares current funding opportunities with the local business community through its e-newsletter and at ExploreSidney.ca.

Provincial and Federal Government Business Programs and Services

Business Benefits Finder by Innovation, Science and Economic Development Canada at ised-isde.canada.ca

Export Navigator Program – Helps B.C. businesses diversify and grow by guiding businesses through the export process. Visit expornavigator.ca

Business Advisory Services – Free one-on-one consultation for pathfinding support. Visit gov.bc.ca/businessadvisors

B.C. Employer Training Grant (ETG) provides funding to small, medium and large enterprises to support skills training for their workforces, including prospective new hires and business owners.

Disaster Financial Assistance (DFA) – is a program intended to help businesses recover from uninsurable losses caused by a disaster or emergency event, such as flood, that has resulted in extensive or widespread damage

For a full list of tailored business resources, loans, and advisory services, contact natalie@sidneybia.ca



Government
of Canada



PARKING FOR EMPLOYEES

Sidney offers a range of convenient parking options for employees working in the downtown core, including:

- Free all-day parking in the Employee Parking Lot adjacent to the Mary Winspear Centre
- Free 24-hour parking on most residential streets within approximately two blocks of the downtown business area
- Employer-provided parking on private lots, where available
- Monthly parking passes available in Lots B, C, and E (\$60/month)*

Parking permits can be purchased through the Finance Department at Town Hall, Monday to Friday from 8:30 am to 4:00 pm (excluding statutory holidays).

For more information, call 250-656-1184 or email finance@sidney.ca.



LOCAL ADVERTISING OPPORTUNITIES

Whether you're launching or growing, the information below outlines some of the local advertising options that can help you reach customers, boost visibility, and build your presence in the Sidney community

PRINT ADVERTISING

Promote your business through trusted local print publications with high community reach.

Peninsula News Review

publisher@peninsulanewsreview.com

Seaside Magazine

sue@seasidemagazine.ca

DIGITAL/MULTIMEDIA

Engage audiences through screen-based and digital ads in local spaces and networks

Star Cinema (pre-movie screen ad)

tom@pulsetalent.com

Saanich Peninsula Chamber of Commerce (must be a member to advertise)

info@peninsulachamber.ca

Victoria Airport

ekremenik@pattisonoutdoor.com

POSTERS/RACK CARDS

Distribute print materials in high-traffic visitor and commuter areas

Sidney Information Centre at 2281 Beacon Avenue, Sidney, BC

Contact emily@sidneybia.ca

Victoria Airport

Contact Immediate Images at paula@immediateimages.com

Highway Billboards

Reach vehicle and pedestrian traffic with outdoor billboard advertising on Highway 17 (between Victoria and Sidney)

Coast

250-388-3733

Transit Shelters

BM Outdoor

contact@bmoutdoor.com

STAY CONNECTED

News and invitations for all Sidney business community events and initiatives are shared with members through our Community Connections newsletter and occasional feature emails. Please keep an eye on your inbox for Sidney BIA communications so you don't miss an opportunity to get involved.

STAFF TEAM

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EXECUTIVE DIRECTOR

Natalie Bobrowich
BUSINESS DEVELOPMENT MANAGER

Daniel Gutierrez
PROGRAM SUPPORT COORDINATOR

Grace Kaercher
VISITOR SERVICES TEAM MEMBER

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VISITOR SERVICES TEAM MEMBER

BOARD OF DIRECTORS

PRESIDENT
Devon Bird
Moden Boutique
Moden Essentials
Moden Mens

VICE-PRESIDENT
Nick Coates
Days Inn by Wyhndam

SECRETARY
Cathy Larsen
Departures Travel

TREASURER
Robyn Walle
Baker Tilly

Sarah Scheller
The Five & Dime Diner
The Surly Mermaid

Leslie Denko
Mortgage Alliance
Cutting Edge Lending

Jessica Sommers Dai
The Farmer's Daughter

Jayne Nelson
Waterlily Shoes
Provenance Fine Things

COUNCIL LIAISON
Scott Garnett
Town of Sidney



