



MAKING THE MOST OF YOUR
SIDNEY BIA MEMBERSHIP



WELCOME

Welcome to Sidney by the Sea, the ancestral, traditional, the unceded territories of the WSÁNEĆ Nations. Congratulations on your business endeavours; we are delighted to welcome you to our growing community!

This handbook will help familiarize you with the Sidney BIA and some of the fantastic supports available to local businesses.

We look forward to working alongside you as we continue to foster Sidney as an ideal place to work, live and do business.

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SNAPSHOT OF SIDNEY

62

average age

4600

employed workers

12,600

residents

975

active business licences

49

restaurants

25

parks

17

beach accesses

1,016,266

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.

ABOUT THE SIDNEY BIA

The Sidney Business Improvement Area Society (Sidney BIA) is a non-profit organization that works to create a strong, vibrant, and welcoming downtown through marketing initiatives, business support, and attraction efforts.

Since 2013, the Sidney BIA has worked in partnership with the Town of Sidney to sustain and develop our downtown's core as a vital economic centre for our community.

CORE VALUES

- Bring the energy. Passion for a strong, vibrant, and welcoming downtown.
- Everyone is welcome. Dedication to inclusivity.
- Do the right thing. Integrity and excellence in all that we do.
- Be curious, flexible, innovative, and bold.
- Addressing the challenges and opportunities of the changing needs of our downtown.
- Listen to evolve together. Collaboration for a stronger community.

ACTIVE PRIORITIES

- Foster a thriving and diverse economy that supports Downtown Sidney's business community, excites visitors and meets the needs of residents.
- Cultivate a lively and engaging downtown atmosphere that identifies Downtown Sidney as a destination for locals and tourists alike.
- Create a truly welcoming environment that enhances the experience of Downtown Sidney visitors and residents.



HOW MEMBERSHIP WORKS

If your business is located within the Sidney BIA district, congratulations - you are already a valued member of our community! Membership is automatic, as the Sidney BIA is funded through a levy collected via business property taxes in the district.

As a member, you have full, cost-free access to all of our services, programs, and resources. Your business also benefits directly from the marketing and promotional initiatives we undertake to promote Sidney as an exciting place to shop, dine, and do business.



EVENTS THAT DRIVE ECONOMIC ACTIVITY

SIDNEY BIA SERVICES AT A GLANCE

We are delighted to offer the following services to all Sidney BIA members:

Marketing + Promotion

- Social Media Coverage
- Annual Photoshoots
- Sidney Gift Card Program Participation
- Access to Events Calendar
- Inclusion in the Sidney Visitor Guide
- Inclusion in Explore Sidney Online Directory
- Representation through our Visitor Services team, Ask a Local Kiosk, and Rack Card Display
- Access to the Sidney BIA Photo Library
- Leveraged Advertising

Business Support & Resources

- Monthly Newsletter
- One-on-one Consultations
- Grant Information
- Access to up-to-date Business Metrics
- BIA BC Discounted Insurance

Community Connections

- Mixer Events
- Small Business Workshops
- Survey Participation
- Public Events
- Sidney Employment Expo



MARKETING + PROMOTION

The Sidney BIA actively implements strategized marketing campaigns to ensure the continued success of businesses in Downtown Sidney. We continue to work to grow our reach through social media by spreading the word on what is new and upcoming and establishing downtown as a place that is not to be missed. We do this through social media marketing, email marketing, print advertisements, radio advertising, media partnerships, and more.

SOCIAL MEDIA ENGAGEMENT

Explore Sidney runs two professionally curated social media channels that help shine a spotlight on Sidney—both as a destination and as a place to do business.

As part of your Sidney BIA membership, you will receive ongoing promotional support through these channels. We love sharing content that helps your business stand out, such as:

- Business features (stories, reels, carousels)
- Behind-the-scenes or “day in the life” moments
- Special promotions, limited-time offers, and seasonal campaigns
- Event announcements and ways you’re involved in the community
- Launches of new products, services, or offerings

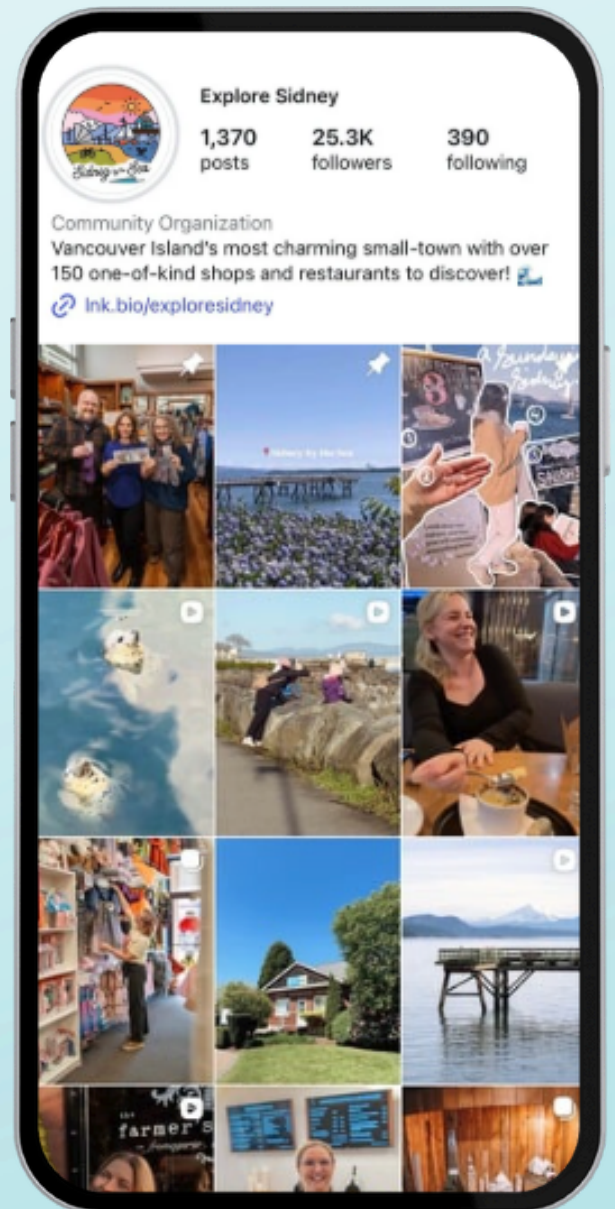
To be featured please contact natalie@sidneybia.ca to let us know what you have happening!

Our full social media policy can be found at exploresidney.ca

@EXPLORESIDNEY

25,000+
INSTAGRAM FOLLOWERS

14,000+
FACEBOOK FOLLOWERS



ANNUAL PHOTOSHOOTS

Each summer, the Sidney BIA is delighted to offer every Sidney BIA member the opportunity to take part in a complimentary professional photoshoot. This is your chance to capture fresh, high-quality images that showcase the unique character of your business.

These photos are featured across Explore Sidney's social media channels and print materials, helping highlight our thriving business community. Best of all, as part of your Sidney BIA membership, the service is provided at no cost, and you'll have full access to the images for your own marketing and promotions-perfect for putting your business in the spotlight.

THE SIDNEY GIFT CARD PROGRAM

The Sidney Gift Card program is a wonderful way to keep shopping dollars local while supporting our community's businesses. As a Sidney BIA member, your business can register to accept the card at no cost - bringing the benefit of money that stays right here in town.

Participating businesses also gain added visibility by being included in all Sidney Gift Card promotional materials, helping to attract more customers and strengthen our vibrant local economy together. Contact natalie@sidneybia.ca to register your business.

70+ Sidney Businesses accept the Sidney Gift Card
Over \$200,000 in Gift Cards sold!

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.



ONLINE BUSINESS DIRECTORY

Be discovered! Every Sidney BIA member is featured in the online business directory on exploresidney.ca. Shoppers and visitors use it every day to find local products, services, and businesses just like yours.

VISITOR SERVICES & VISITOR GUIDE

The Sidney BIA helps your business reach more people through our Visitor Centre Services and annual Sidney Visitor Guide - two key ways we connect visitors and residents with local businesses.

Our Visitor Centre Services team, including staff and volunteers at the Sidney Information Centre and Ask a Local Kiosk, engages with over 20,000 visitors each year, offering friendly, knowledgeable recommendations that highlight member businesses and experiences.

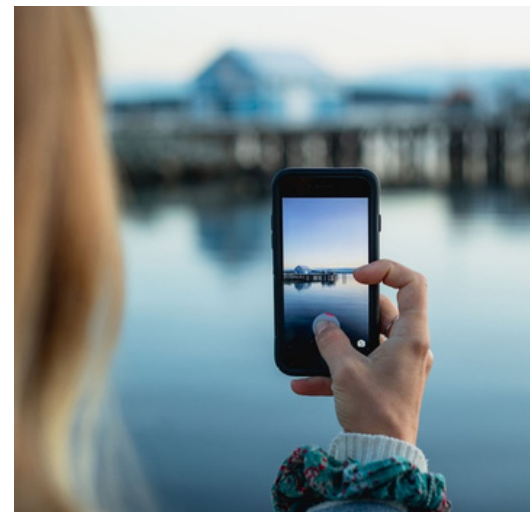
The Sidney Visitor Guide, featuring a full business directory and local highlights, is distributed through these services and partner locations. With 25,000 copies shared annually, it keeps your business visible year-round to both locals and tourists.

WAYFINDING SIGNAGE

We make sure customers can find you! In partnership with the Town of Sidney, the Sidney BIA maintains way finding signage for side-street businesses. These signs help guide foot traffic and bring extra visibility to businesses just off the main streets.

SIDNEY BIA PHOTO BANK

As a Sidney BIA member, you have full access to our photo gallery, which offers a wide variety of professional images captured around Sidney. These high-quality photos are available for you to use in your own promotional and marketing materials-making it easy to share the beauty and vibrancy of our community while highlighting your business. Go to exploresidney.ca to browse our images.



BUSINESS SUPPORT + RESOURCES

MONTHLY NEWSLETTER

Stay informed with the Sidney BIA through Community Connections, our monthly newsletter that brings you the latest from around town. Each edition highlights Sidney BIA initiatives, shares local business news and events, and provides valuable resources to support your success.

It's a great way to stay informed, inspired, and engaged with everything happening in Sidney!

ONE-ON-ONE CONSULTATIONS

We're here to help your business thrive! Sidney BIA members can book personalized one-on-one consultations with our Business Development Manager. Whether you're looking for support in building and retaining a great team, exploring marketing strategies, or planning memorable events, these sessions are designed to guide and encourage your success.

To book your appointment, contact natalie@sidneybia.ca

UP-TO-DATE BUSINESS METRICS

The Sidney BIA regularly collects up-to-date business data to better understand local trends and opportunities. These insights help us track the health of Sidney's business community, identify areas for growth, and guide future programs. You can read the latest full Business in Sidney Annual Snapshot Report at exploresidney.ca

Foot traffic in Sidney climbed to nearly 2 million visitors in 2024.
55.5% of businesses reported revenue growth over the past year.
In 2024, 111 new businesses joined our community.





COMMUNITY CONNECTIONS

NETWORKING MIXER EVENTS

Connecting with fellow business owners is a wonderful way to share ideas and strengthen our network. Each year, the Sidney BIA hosts three networking mixer events designed to bring members together in a relaxed, welcoming setting. These gatherings are all about casual conversation, new connections, and celebrating the thriving business community we're building together.

SMALL BUSINESS WORKSHOPS

Twice a year, the Sidney BIA brings members together for in-person workshops that focus on practical skills you can start using right away.

Sessions cover a wide range of topics-everything from social media strategies to emerging tools like AI - and are tailored to reflect the needs and interests of our business community. It's a wonderful opportunity to gain fresh insights while connecting with fellow business owners.

ANNUAL SURVEY PARTICIPATION

Each year, all Sidney businesses are invited to take part in our annual survey. This important feedback helps us understand how local businesses are doing, highlight strengths, and identify areas where more support may be needed. The information collected informs our Snapshot of Business in Sidney report and guides the programs and initiatives we deliver-ensuring we're meeting the needs of our business community. Your voice matters, and we truly want to hear it!

PUBLIC EVENTS

The Sidney BIA hosts a variety of public events throughout the year to celebrate our community, create vibrancy, and welcome both residents and visitors into Sidney. These events showcase the heart of our town while helping to draw people through our businesses.

Members are invited to take part in these festivities, which include the popular Sidney Sidewalk Sale, Treat Street, and the Holiday Open House. Each event is a chance to connect with the community, highlight your business, and be part of the unique charm that makes Sidney so special.

STAY CONNECTED

News and invitations for all Sidney BIA 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

Morgan Shaw
EXECUTIVE DIRECTOR

Natalie Bobrowich
BUSINESS DEVELOPMENT MANAGER

Daniel Gutierrez
PROGRAM SUPPORT COORDINATOR

Grace Kaercher
VISITOR SERVICES TEAM MEMBER

Emily Salvador
VISITOR SERVICES TEAM MEMBER

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The Surly Mermaid

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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



Sidney
BY THE SEA