

MISSION

We promote, care and advocate for a vibrant and inclusive downtown where business thrives and people are drawn to work, live, shop and explore.

STRATEGIES

Innovation mindset.

Downtown is different so the BIZ needs to be different. We need a new vision for downtown.

Organizational transformation.

We will transform to keep moving downtown forward.

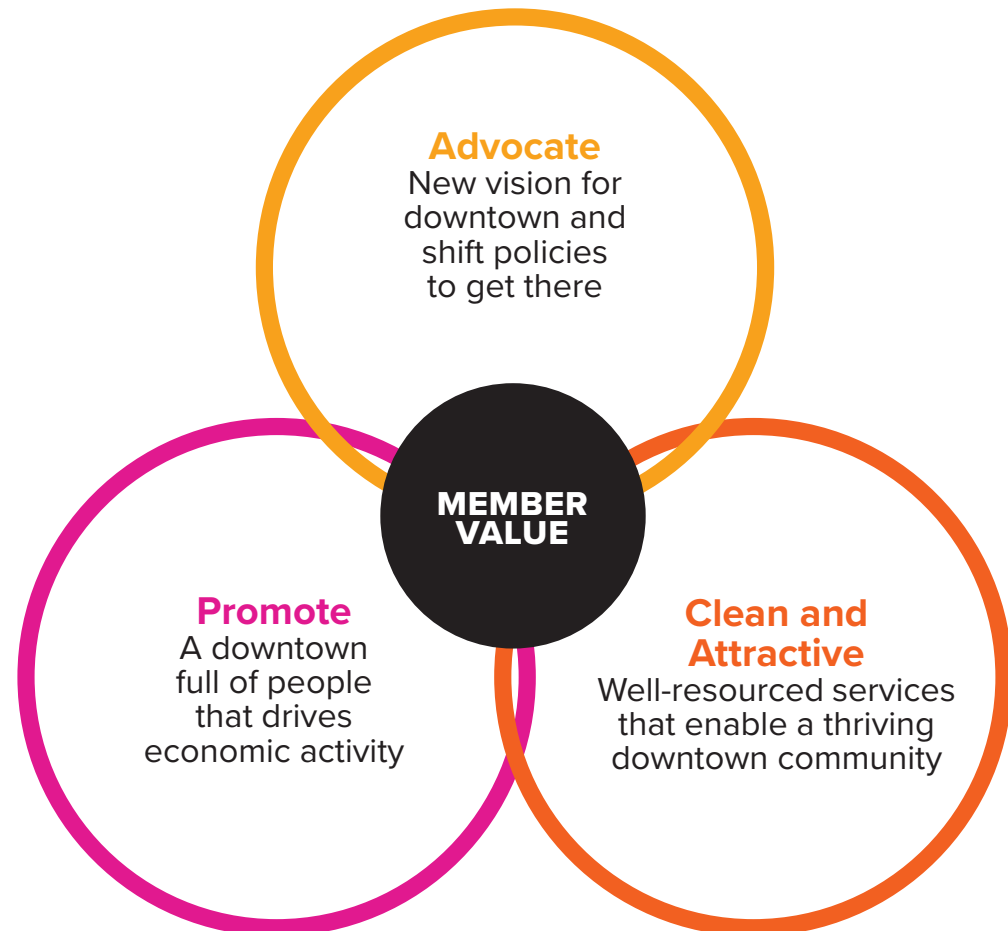
Target new business and residential growth.

We will target specific groups to grow the volume, consistency and frequency of people downtown.

Partner on vibrancy.

We will tap into partners who share our goals. We don't need to do it all ourselves.

PILLARS AND FOUNDATIONS



Sustainable, Effective, and Inclusive Organization

Our Finances | Our People | Our Reconciliation Journey