

To: David Creery, Chief Administrative Officer

From: Brad Hammond, Development Officer

Re: Approval to Renew a Shared Services Agreement with The Downtown Woodstock Business Improvement Area

AIM

To seek City Council’s approval to enter into a new Shared Services Agreement with the Downtown Woodstock Business Improvement Area (BIA) Board of Management.

BACKGROUND

In the summer of 2022 City Council directed staff to draft a Shared Services Agreement that would represent a new partnership between the City and the BIA. The partnership came about because the retirement of the then BIA Manager coincided with the City creating a new role for a Downtown Development Officer

The chance to pilot a City-BIA partnership was a unique opportunity that allowed the BIA to deliver on its mandate with a wider complement of municipal supports. The partnership for the City of Woodstock allowed for a close coordination between the role of the Downtown Development Officer and the BIA.

The first term of the City’s BIA Shared Services Agreement officially expired at the end of 2024. Although there were some expected growing pains along the way both parties remain steadfast in their interest in continuing the City-BIA partnership. Over the past several months staff have worked closely with the BIA Board to re-draft a new version of the Shared Services Agreement which reflects both parties’ desires until the end of 2026.

COMMENTS

Like the first version of the Shared Services Agreement, the BIA has agreed to contribute \$50,000 toward municipal costs. In return the City’s Downtown Development Officer, along with staff from Special Events, Communications, Parks and Recreation, Public Works and Administrative Services will provide a suite of services to the BIA. The balance of the BIA budget will remain at the discretion of the Board to be allocated toward events and initiatives which benefit the BIA area.

In general, the terms of the new agreement remain very much the same as the first agreement. The Downtown Development Officer will remain the primary conduit between the BIA Board and City staff and act as the face of the BIA on the street. A new change within the agreement is that the services provided by the City have been bundled together under departmental responsibilities for each of the services. Likewise, a new schedule has been added to the agreement to represent those services provided by the Downtown Development Officer that directly benefit the downtown area but are delivered outside of the terms of the agreement.

If approved by City Council this new agreement will run until the end of 2026.

RECOMMENDATION

That Woodstock City Council authorize the Mayor and Clerk to sign a Shared Services Agreement with The Board of Management Downtown Woodstock Business Improvement Area, as described above.

Authored by: Brad Hammond, Development Officer

Approved by: Len Magyar, Development Commissioner