



ONTARIO BUSINESS IMPROVEMENT AREA ASSOCIATION

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2024 BIA Conference coming to Mississauga in 2024 April 28 to May 1, 2024



BIA's

2024 BIA Conference | April 28 to May 1, 2024
Hilton Mississauga/Meadowvale, Mississauga ON

The EVOLVING CHAMPIONS



Mississauga, ON—The **Ontario Business Improvement Area Association (OBIAA)**, is thrilled to bring the 2024 BIA Conference to Mississauga. The **Streetsville Business Improvement Area (BIA)**, and **Visit Mississauga**, jointly announce the **2024 BIA Conference** will take place at the **Hilton Meadowvale/ Mississauga** from April 28 to May 1, 2024.

“The annual Conference is held over three (3) days and will attract delegates with a passion for creating vibrant people-places in their local commercial areas.” Kay Matthews, Executive Director of the Ontario BIA Association stated. *“Our BIAs are mandated to invest and improve the public realm and through their events bring the whole community together.”*

Just minutes away from the Toronto Pearson International Airport, the conference will be centrally located attracting BIA Board Members and Staff, elected officials and municipal staff from around the province and beyond. OBIAA expects 300+ delegates and trade show partners to join them in this annual opportunity to share best practices, network and learn from subject matter experts.

Mississauga boasts five (5) BIAs representing the historic origins of the current Mississauga, they are Clarkson, Cooksville, Malton, Port Credit and Streetsville. Each area a former town and/or village. A double celebration as Mississauga will be celebrating 50 years since the amalgamation which created the mega city on January 1st, 1974.

“The Mississauga BIAs are very excited to welcome our peers from across the Province to our main streets as we host the next OBIAA Conference. 2024 marks the City of Mississauga's 50th anniversary since amalgamation and the first time Mississauga is home to the OBIAA conference,

giving us many reasons to celebrate!", says Amber Pajtasz, Executive Director of the Host BIA – Streetsville.

OBIAA looks forward to bringing the 2024 BIA Conference to Mississauga and thanks Tourism Mississauga and all five local BIAs for supporting this exciting opportunity.

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Quick Facts about BIAs

- The first BIA was formed in Bloor West Village in 1970
- BIAs are self-funded Local Boards of Council
- BIAs are governed by the [Ontario Municipal Act](#) (Sections 204-216)
- There are approximately 310 BIAs in Ontario (the largest amount in Canada)
- The legislation has inspired "Downtown Revitalization" around the world with BIDs, BIAs and BIZs in many countries, including the US, Great Britain, Scotland, Australia, New Zealand, Germany, Singapore, India, and China

Quick Facts about the 2024 BIA Conference

- More than 300 delegates are expected over the 3 days
- 33 Trade Show Booths
- 18 Concurrent Sessions
- 3 Interactive Mobiles of local areas
- Sunday Dinner at Cuchulainn's Irish Pub in Mississauga, Ontario
- Eleven (11) Awards will be presented
- [BIA Conference Website](#)
- [Full Delegate Program](#)

About OBIAA

The [Ontario BIA Association \(OBIAA\)](#), since 2001, acts as an important resource for education, partnership and collaboration to each BIA across the province. OBIAA is the network that represents more than 300 unique and vibrant BIAs across Ontario. OBIAA is a leader in the development and sharing of information, tools, resources and best practices, and is the ONE voice on common issues.

For more information, please contact:

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