HPBIA

HYDE PARK BUSINESS IMPROVEMENT ASSOCIATION

Businesses working together to foster
a vibrant and connected community

WELCOME 1

WHAT WE DO 2

HYDE PARK STATISTICS 3

BENEFITS 4

MEMBER BENEFITS 4

MARKETING OPPORTUNITIES 6

EVENT OPPORTUNITIES 8

ENGAGE WITH US 10

KEY CONTACTS 12

WELCOME!

On behalf of the Hyde Park Business Improvement Association (HPBIA), we would like to extend a warm welcome to your business! We are thrilled to have you as a new member of our vibrant community and are excited to help support your growth and success here in Hyde Park, Uptown London.

As a member of the HPBIA, you are now part of a collective of businesses that work together to enhance the local economy, improve the environment, and create a thriving, welcoming space for both residents and visitors. Whether you are just starting out or are looking for new ways to expand your prescence in the community, we are here to assist you every step of the way.

WHAT WE DO



ADVOCACY

Membership in the BIA gives businesses a stronger voice on London City Council issues.



EVENTS

We make events happen in Hyde Park. From PondFest to the Hyde Park Christmas Market, there is always something to look forward to in Uptown London.



BEAUTIFICATION

Whether it's planter boxes, lighting, or seasonal decorations, we are constantly trying to make Hyde Park a more beautiful place.



LOYALTY CARDS & HYDE PARK DOLLARS

Our programs reward customers for shopping local and keeps spending in the Hyde Park area.



COMMUNITY INVESTMENT FUND

We sponsor local events that strengthen our community spirit and boost economic viality.



ADVERTISING & PROMOTIONAL OPPORTUNITIES

We provide businesses with affordable ways to get noticed through targeted ads, social media, and community spotlights.



MEMBER RECRUITMENT & DEVELOPMENT

We aim to introduce new and exciting business opportunities to Hyde Park, ensuring the development meets the needs of existing businesses.

78.9%
Hyde Park residents are loyalty program members (2022)

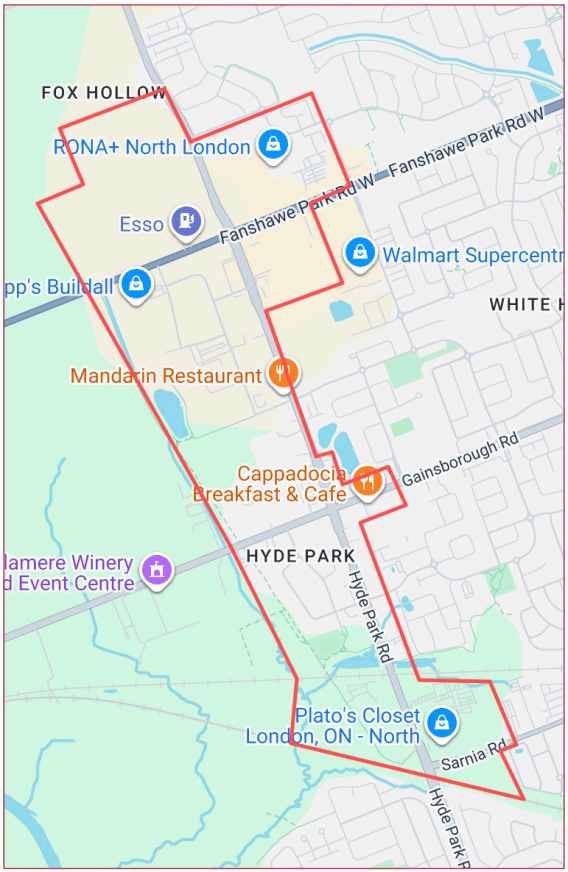
~37,105
Population in the Hyde Park area (2022)

$96,415
Average household income (2022)

47
The median age of Hyde Park residents (2022)

3.4%
Travel to work via public transit (2022)

37.0%
Travel to work via car (2022)



Hyde Park BIA General Boundaries

HYDE PARK AREA STATISTICS

MEMBER BENEFITS

CTV ADS

Boost your business's visibility with a professional commercial produced through the Hyde Park BIA's exclusive partnership with CTV London, which offers a vastly discounted rate of $350 + tax for a full production commercial, offered 4 times a year.

NEWSLETTERS

Our quarterly member newsletter shares key updates, opportunities, and events, while our monthly email keeps the community informed with local news and highlights. Share your promotions, events, or milestones to be featured and boost your business's visibility.

FEATURE FRIDAY

Our staff will create a promotional video of your business and share it on our newsletters, social media, and yours, boosting visibility and helping you attract more customers at no cost.

SOCIAL MEDIA

Do you have exciting updates or promotions you would like to share with a broader audience? Whether it's a new sale, extended business hours, or any other special announcement, we're here to help you spread the word.

BUS SHELTER ADS

Advertising opportunities at the bus shelter situated at Gainsborough and Hyde Park Rd. While the BIA is managing the space's expenses, the selected business is requested to cover the ad creation costs at $150 + tax.

RIBBON CUTTING

Mark your milestone with a Hyde park BIA ribbon cutting! We'll celebrate your opening or renovation with a ribbon cutting ceremony, photos, and social media promotion - giving your business a warm welcome and valuable community exposure.

LOYALTY CARDS

Customers collect stickers with each local purchase, and once their card is complete, they can redeem it for $25 Hyde Park Dollars, encouraging repeat visits and community support.

EVENTS & VENDOR OPPORTUNITIES

Hyde Park BIA members can showcase their business for free at our signature events, such as the Hyde Park Christmas Market and PondFest! Join as a vendor at no cost and connect directly with thousands of community members.

BUSINESS DIRECTORY

Every member business is listed on our website, making it easier for customers to find you online. This free exposure boosts your visibility, drives traffic to your business, and highlights you as part of our thriving community.

MEMBER MEETINGS

Connect with fellow business owners at our member meetings, held throughout the year. These networking sessions are a great way to share ideas, stay informed, and build a stronger community.

HYDE PARK DOLLARS

Shoppers can redeem a promotional currency funded by the HPBIA at participating businesses, and you will be reimbursed in full, making it an easy way to shop local, attract customers and support our vibrant community.

ANNUAL GENERAL MEETING (AGM)

The AGM is your opportunity to learn about the BIA's plans for the coming year, reflect on recent accomplishments, and have your voice heard!

COMMUNITY INVESTMENT FUND

The HPBIA Community Investment Fund supports events that bring energy, connection, and economic activity to the area. Through financial and in-kind sponsorships, we partner with organizers to create meaningful, community driven events that align with our mission to celebrate and promote local businesses.

Scan to learn more or to sign up for a program. For more information, you can also visit: hydeparkbia.ca/member-hub

MARKETING OPPORTUNITIES

CTV ADS

Boost your business's visibility with a professional commercial produced through the Hyde Park BIA's exclusive partnership with CTV London, which offers a vastly discounted rate of $350 + tax for a full production commercial, offered 4 times a year.

COMMUNITY NEWSLETTER

Our monthly community newsletter keeps residents and visitors up to date on what's happening across Hyde Park. Members are welcome to promote their business events, or announcements in the newsletter, which reaches over 1,200 Hyde Park community members. Simply send your content to the Hyde Park BIA team to be included in an upcoming issue.

BUS SHELTER ADS

The Hyde Park BIA has advertising opportunities at the bus shelter located south of Gainsborough Road along Hyde Park Road. The BIA manages the space's expenses, and the selected business covers the ad creation costs at $150 + tax.

SOCIAL MEDIA SHOWCASE

Do you have exciting updates or promotions you would like to share with a broader audience? Whether it's a new sale, extended business hours, or any other special announcement, we're here to help you spread the word to our 7,500+ social media audience!

FEATURE FRIDAY/ KEEP IT LOCAL VIDEO

Our Keep It Local video series is a great way to highlight your business to the Hyde Park community. With a combined audience of 7,500+ engaged followers, these short videos spotlight what makes your business unique and helps you connect with local shoppers in the surrounding area. A member of our team will visit your business ot film, edit, and share a polished video across our social media channels, giving you added exposure and helping attract new customers at no cost to you.

Send an email to info@hydeparkbusiness.com to get started.


HYDE PARK BIA

EVENTS

PONDFEST

PondFest is Hyde Park's signature summer celebration, welcoming over 7,500 guests to Hyde Park Village Green for live local music, community performances, food trucks, vendors, and the much anticipated piano reveal. What began as a simple idea in an open field has grown into a vibrant tradition that brings neighbours, families, and businesses together for one unforgettable day. Hyde Park BIA members can be part of the excitement by becoming a vendor, sponsoring the event, joining the performance lineup, or taking part in the community corner, a space for local organizations and nonprofits to share their mission through interactive activities and outreach. Connect with the community, showcase your business, and help shape one of Hyde Park's most loved events.

SCAVENGER HUNTS

Hyde Park's seasonal scavenger hunts, including the Halloween and Spring Scavenger Hunts and Hyde & Seek, are fun and interactive ways to engage the community while driving traffic directly into your business. Using stickers, passports, or the Driftscape app, participants visit participating businesses to collect stamps or complete challenges, giving your business a high-visibility, hands-on way to connect with local shoppers and showcase what you offer.

BREAKFAST WITH SANTA

Breakfast with Santa is a community tradition that attracts over 1,300 attendees and is presented by the HPBIA and the Hyde Park Lions Club. Families gather for a free pancake breakfast, festive crafts, storytelling, Santa photos, and holiday cheer, while supporting the NorthWest London Resource Centre through our Toys for Tots and Teens toy drive.

Hyde Park BIA members can engage with the community by sponsoring the event, providing promotional materials, hosting business activations, or by volunteering. These opportunities allow your business to connect directly with families, showcase your brand in a joyful, high-visibility setting, and share in the magic of the season while supporting a cherished local tradition.

HYDE PARK CHRISTMAS MARKET

Recognized with an OBIAA Award of Merit for Special Events, the Hyde Park Christmas Market in Uptown London

has grown into one of Uptown London's most celebrated holiday traditions, welcoming over 5,000 visitors each year to a festive, family-friendly experience at Hyde Park Village Green.

For Hyde Park BIA members, the market is a powerful opportunity to connect with customers at the most important shopping season of the year. Participation puts your business in front of a highly engaged audience eager to shop local, discover new favourites, and support the community. Your business benefits from high visibility opportunities to showcase products alongside 60+ local vendors, amplify your brand through sponsorship recognition in event marketing and on-site signage, and connect directly with families and shoppers during beloved moments like live music, Grinch visits, the tree lighting, and a musical fireworks show.



HYDE PARK CHRISTMAS MARKET



BREAKFAST WITH SANTA

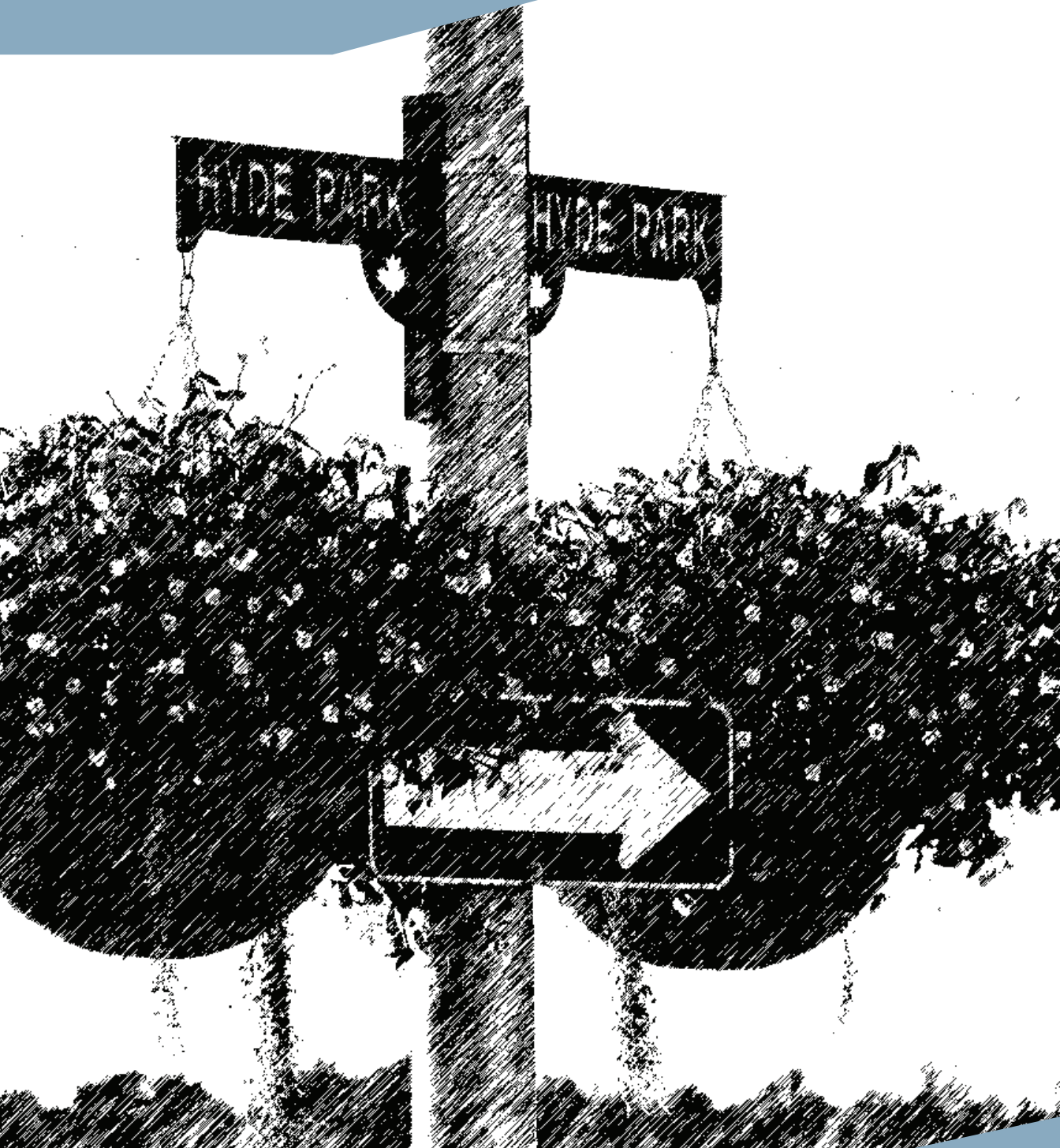


PONDFEST



HYDE & SEEK SCAVENGER HUNT

ENGAGE WITH US



- [x] JOIN OUR BUSINESS DIRECTORY
- [x] FILL OUT OUR BUSINESS CONTACT FORM
- [x] SIGN UP FOR A MARKETING OPPORTUNITY
- [x] PARTICIPATE IN A HYDE PARK BIA EVENT
- [x] BOOK A RIBBON CUTTING

KEY CONTACTS

HYDE PARK BIA STAFF

CEO/GENERAL MANAGER
Donna Szpakowski
(226) 636-0622 ext. 101
donna@hydeparkbusiness.com

COMMUNICATIONS & PUBLIC REALM MANAGER
Ellen McGran
(226) 636-0564
ellen@hydeparkbusiness.com

MARKETING & PROGRAMS ASSISTANT
Kate Storen
(226) 636-0529
kate@hydeparkbusiness.com

BOARD OF DIRECTORS

CHAIR
Tom Delaney
Oxford Dodge

VICE-CHAIR
Lorean Pritchard
ReDECOR

DIRECTOR
Vickie Balazs
Jaydancin

DIRECTOR
Corrine Rahman
Ward 7 Councillor

TREASURER
Nancy Powell-Quinn
Moffatt & Powell

DIRECTOR
Luke Unger
Unger's Market

DIRECTOR
Ashleigh Patterson
Montana's

boardofmanagement@hpbia.ca

CITY COUNCILLORS

Contact your city councillor about local, ward-level issues that affect your community including neighbourhood concerns, road safety and traffic calming, bylaw or enforcement challenges, planning and development proposals. Councillors are also available to discuss policies or council decisions where you want to share your perspective, and new business questions or concerns, such as zoning and permits.

WARD 7 COUNCILLOR
Corrine Rahman
(519) 661-2489 ext. 4007
crahman@london.ca

WARD 8 COUNCILLOR
Steve Lehman
(519) 661-2489 ext. 4008
slehman@london.ca

COMMUNITY SAFETY RESOURCES

REPORTING THEFT

www.coplogic.ca/dors/en/filing/submitreport?dynparam=1752604097705#prefilingQuestionsAnchor1

REPORT A BREAK IN

If you are actively witnessing a break in or an emergency: Call 911
For non-emergencies that are not an active threat, please call the non-emergency number:
(519) 661-5670
Visit the police reporting centre:
1001 Brydges St, London, ON N5W 2B5

BUILDING PERMITS

https://london.ca/living-london/building-renovating/building-permits
Apply for a building permit in London:
https://bdp.london.ca/citizenportal/app/landing
For assistance:
building@london.ca or call (519) 661-4555

BUSINESS GARBAGE COLLECTION

https://london.ca/living-london/garbage-recycling
Report a garbage issue:
https://service.london.ca/report-garbage-issue/

POT HOLE REPORTING

https://service.london.ca/report-road-sidewalk-issue/
More information for roads, sidewalks, or pathways:
https://london.ca/living-london/roads-sidewalks-transportation

REPORT GRAFFITI

If you witness any acts of graffiti, report it to the London Police Service
https://www.londonpolice.ca/crime-prevention/graffiti/
To report a request removal:
Call (519) 661-2489 or
email service@london.ca

REPORT A PARKING ISSUE

https://service.london.ca/request-parking-enforcement/
Or contact: (519) 661-4537
(Monday-Friday 8:30am-4:15pm)
parkingenforcement@london.ca

ROADKILL INFORMATION

Contact the City Works Department at es@london.ca or call (519) 661-4965



Hyde Park Business Improvement Association
1124 Gainsborough Rd, London, ON
Tuesday-Friday
9:30am-5pm

@hydeparkbia
hydeparkbia.ca
(226) 636-0622
info@hydeparkbusiness.com