Hyde Park BIA Strategic Directions **2024–27**







About Us

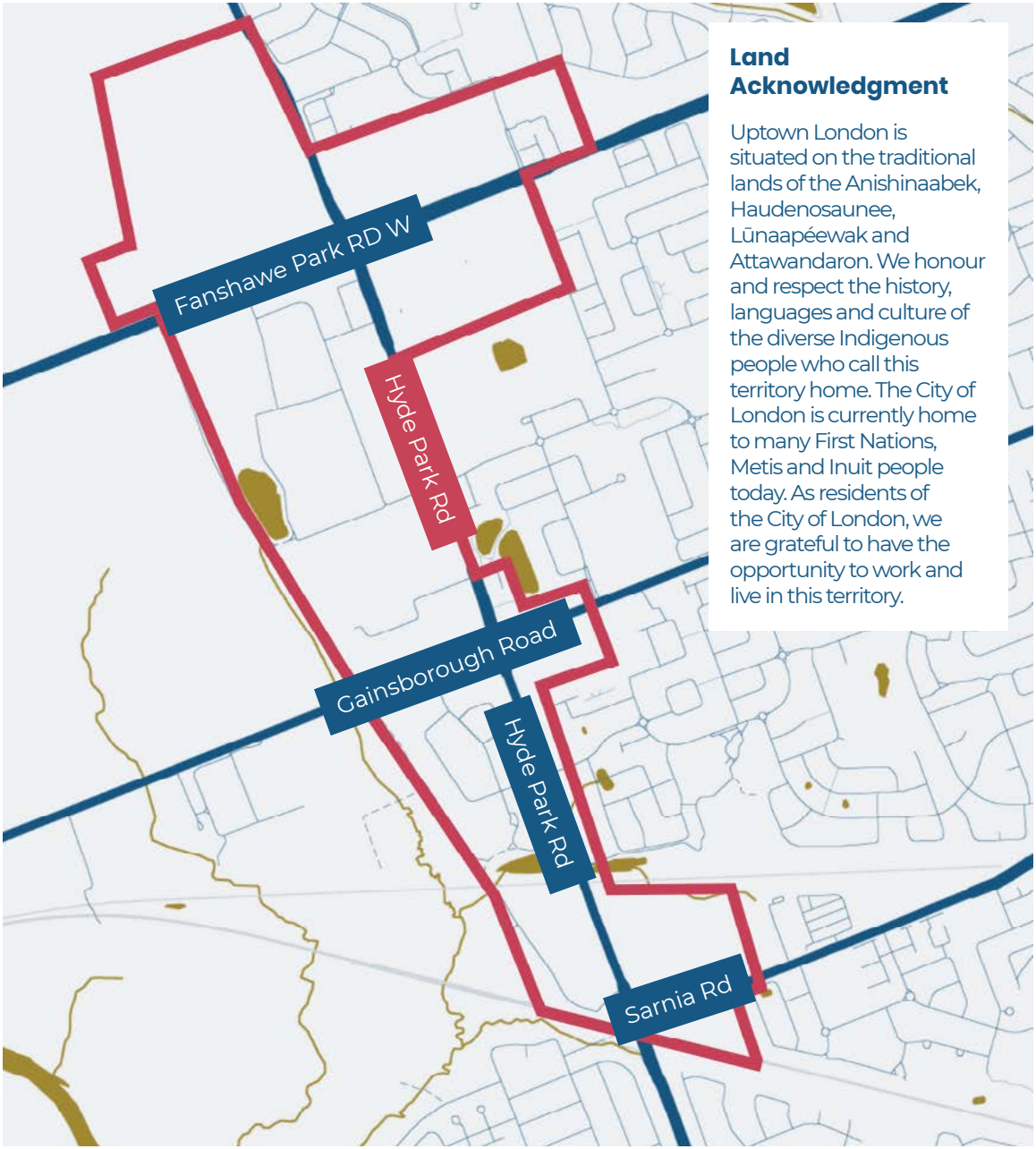
The Hyde Park Business Improvement Association (HPBIA) was founded in 1979 and designated as a Business Improvement Area in 2017.

Working with HPBIA members and with the support of the municipality, the HPBIA serves as an economic and social anchor within its boundaries in Uptown London in the northwest corner of the City. It helps to stabilize and add vitality to the local community.

With over three hundred and fifty members (comprised of commercial and industrial assessed businesses), the HPBIA works to beautify and promote the Hyde Park corridor fostering a sense of community for residents, businesses, and visitors from across London and neighbouring counties. Events and beautification work encourage tourism as we work to create a vibrant community that people love to visit.

These initiatives support existing businesses and recruit new and exciting business opportunities that meets the needs of the community.

Hyde Park BIA Boundaries



Land Acknowledgment

Uptown London is situated on the traditional lands of the Anishinaabek, Haudenosaunee, Lūnaapéewak and Attawandaron. We honour and respect the history, languages and culture of the diverse Indigenous people who call this territory home. The City of London is currently home to many First Nations, Metis and Inuit people today. As residents of the City of London, we are grateful to have the opportunity to work and live in this territory.

The Uptown London Economy

The Hyde Park BIA is situated at the heart of Uptown London. Unique in its accessibility and surrounded by residential development, it is a diversified economic eco system providing a full range of goods and services.

388
Member businesses

- **11%** Construction/Home Renovation
- **11%** Health and Wellness
- **12%** Hospitality
- **11%** Retail
- **8%** Home Décor
- **8%** Recreation
- **13 474** Households
- **37 105** Residents in Greater Hyde Park Area
- **51%** Families with children
- **70%** Single family homes



VISION

Businesses working together to foster a vibrant and connected community.

MISSION

The Hyde Park BIA enriches and cultivates a thriving community by celebrating and promoting Hyde Park businesses.

Our Values



Integrity

We work collaboratively in an honest, transparent, and accountable manner. We uphold high moral and ethical standards in all interactions.



Fearless Innovation

We embrace creativity, experimentation, and forward thinking. We encourage individuals or organizations to take risks, push boundaries, and explore new ideas with confidence and determination.



Collaboration

We believe we can achieve more together. We facilitate the sharing of ideas, resources, and efforts to accomplish tasks, solve problems, or create something new.



Inclusion

We seek to engage and make space for all members of the community. We create environments where people of all backgrounds, abilities, identities, and perspectives are respected, and valued.



Informed

We actively listen, seek out, and share knowledge to make informed decisions that maintain and support dynamic businesses.



Playfulness

We seek to incorporate lightheartedness and fun to create a dynamic and welcoming environment.

Strategic Priorities



Member Engagement

Goals

Create a strong, active, and involved business community.

Objectives

1. Build connections with and between members.
2. Create vehicles for business participation.
3. Advocate for diverse business needs.
4. Celebrate & showcase member's success.



Business Growth

Goals

Provide resources and supports for member's businesses.

Objectives

1. Promote and market Hyde Park businesses.
2. Provide differentiated resources based on business segmentation.
3. Differentiate and build the Uptown Brand.
4. Recruit and support establishing businesses.
5. Identify leveraging opportunities.



Community Collaboration

Goals

Build a thriving and robust community where people shop, eat, work and play.

Objectives

1. Develop innovative, culturally diverse events and activations.
2. Expand and deepen collaboration with municipal, community and non-profit partners.
3. Advocate with municipal government for infrastructure & service improvements.



Vibrant Environment

Goals

Create a healthy, sustainable and inclusive environment for residents and members.

Objectives

1. Ensure an attractive, welcoming environment.
2. Assist in community safety planning.
3. Identify, establish and curate gathering spaces.

Meet the Staff



Donna Szpakowski
Donna CEO & General Manager



Ellen McGran
Events, Admin & Communications Coordinator

Meet our Board



Tom Delaney
Chair
Oxford Dodge



Nancy Powell-Quinn
Treasurer
Moffatt & Powell



Vickie Balazs
Director
Jaydancin



Corrine Rahman
Director
Ward 7 Councillor



Lorean Pritchard
Vice-Chair
ReDECOR



Terryanne Daniel
Director
Synergy Centre



Luke Unger
Director
Unger's Market



CONTACT US

1124 Gainsborough Rd, London ON N6H 5N1

Tuesday - Friday 9:30 am - 5:00 pm

(226) 636 0622

info@hydeparkbusiness.com

HPBIA