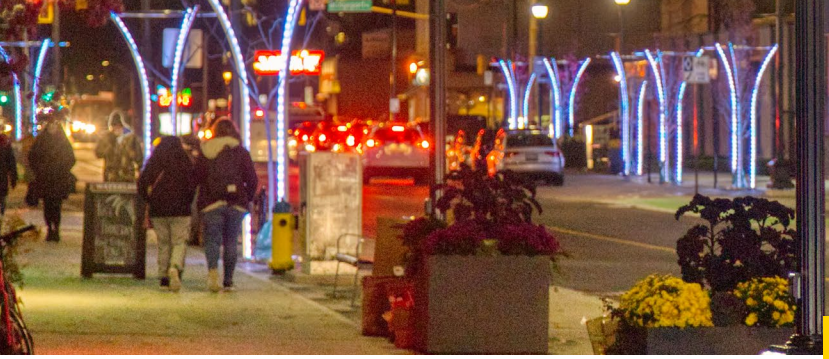
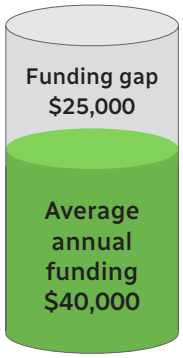




Business Improvement Area

Total asset replacement value	**$174,000**
Current condition	**VERY POOR**
Projected condition in 25 years	**POOR**
Annual funding needed to meet target performance	**$65,000**
Annual average funding	**$40,000**
Annual funding gap	**$25,000**
Funding source	**BIA levy and grants**
Data maturity level	**Low**



Annual funding needed $65,000



Assets include Holiday décor, lighting, benches, waste receptacles, planters.

A FEATURED STORY

Uptown Waterloo Heart Installation

The Uptown Waterloo heart installation continues to serve as a well recognized feature and point of interest within the uptown core. The installation is frequently used as a gathering point and photo backdrop, helping to reinforce Waterloo's uptown identity and its role as a vibrant community destination. This feature reflects the BIA's ongoing commitment to maintaining a welcoming and engaging urban environment.

CURRENT STRATEGY



A Business Improvement Area (BIA) is a geographical area that is established through municipal By-law and is governed under The Municipal Act of Ontario. With support from the municipality, a BIA coordinates the organization, physical improvement, and economic development of the business area. The Uptown BIA and City of Waterloo annually partner to promote, beautify, and enhance the urban experience of Uptown Waterloo. The role of the Uptown Waterloo BIA is to aid and assist the interests of Uptown business with relevance to customer markets, neighbourhood residents, overall aesthetic, and the continued positive evolution of the Uptown core. Examples include holiday décor, street banners, lighting, benches, waste receptacles, and planters. In addition, equipment supporting administration and operating initiatives such as laptops, photocopiers, and office furniture. Most initiatives are funded by additional grants applied for by the BIA.

ASSET PERFORMANCE

The majority of the current BIA assets have aged beyond their service life and require replacement in the next year or two.

Approximately 25% of BIA assets are currently considered in fair or better performance. It is estimated that to maintain the current levels of service, the BIA requires $65,000 on average annually with a funding gap of $25,000.

Uptown Waterloo BIA is a unique asset class for which modelling parameters are difficult to ascertain and a budget scenario has not been developed.

LEVELS OF SERVICE

The following tables show the levels of service established by the city for BIA assets. These metrics include the technical and community level of service required as part of the Ontario Regulation 588/17. Service metrics are reported for the prior year ending on December 31.

COMMUNITY LEVELS OF SERVICE

The following table outlines the qualitative descriptions that determine the community levels of service for BIA assets.

SERVICE ATTRIBUTE	QUALITATIVE DESCRIPTION
Scope	List of beautification assets in uptown Waterloo.

TECHNICAL LEVELS OF SERVICE

The following table outlines the quantitative metrics that determine the technical level of service for BIA assets.

SERVICE ATTRIBUTE	QUANTITATIVE METRICS	2024	2025
Quality	Monthly banner inspections	Excellent	Good
	Quarterly lighting inspection	Excellent	Good
	Proactive graffiti removal program	Good	Good
Reliability	Agreements and Memorandum of Understanding (MOU) in place	Excellent	Good
	Regular communication with partners	Excellent	Good

The information presented here is based on the best available asset inventory and condition data as of March 2026, as well as funding details from the Uptown BIA Budget 2026.

The forecasting model allows staff to project the condition of City assets over a 25-year timeframe and therefore all funding is based on a 25-year average.