

# Halton Hills Green Business Profile

## Georgetown Central BIA (GCBIA)

### About Our Company

The Georgetown Central Business Improvement Area (B.I.A.) has been in operation since 1977. It was created by a bylaw of the Town of Halton Hills. The GCBIA represents the property owners and businesses that are within the Historic Downtown and the BIA's goal is to promote, beautify and advocate on behalf of its business members.

### What We're Doing

The GCBIA has a maintenance man on staff (below). Joe is out daily sweeping the streets and parking lots in Downtown Georgetown keeping the environment clean and litter free.



Downtown Georgetown has 3 garbage and 1 recycling pick up each week thanks to Halton Region.

We have a summer maintenance program which includes hanging baskets and planters. We placed the planters under the hanging baskets in order for the overflow water from the hanging baskets to water the planters below. We also installed two rain barrels for water harvesting.



## Our Inspiration to go Green

"The 'Downtown' model is a proven effective model in sustainability and longevity. Downtown's first appeared as marketplaces across the world. Downtown Georgetown has been in existence since 1834 with many of the same historic buildings gracing our downtown streets today. "



### Water Conservation

Planters were placed under hanging flower baskets so that any water overflow will water the planters below!



Partners for Sustainable Business



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### What We're Doing, cont'd

#### Bicycle Racks

The Downtown has also installed 3 bicycle racks, 4 park benches and will have an additional 3 bicycle racks installed in the Spring of 2010 thanks to a TD Canada Trust Friends of the Environment grant! This will encourage people to ride their bikes Downtown and leave their cars at home.



#### New Bicycle Racks

Encourages people to leave their cars at home and bike to Downtown.

#### Low Maintenance Plants

We have also been encouraging the use of perennials and have planted over 2,500 tulips throughout the Downtown, in addition to planting Stella Dora Lilies which require no additional watering throughout the summer months.



#### 20 Minute Makeover

Each year, the GCBIA partners with the Town of Halton Hills to hold the 20-Minute Makeover (to celebrate Earth Day & Earth Week). This encourages business owners and staff to leave their business for 20 minutes to spring clean area streets and parking lots.

Over the years, many businesses have pitched in along with a Christian Youth group.

#### Promotion of Local Food

The GCBIA also runs a weekly Farmers' Market from Mid-June to Mid-October - our local growing season. To promote local food - 70% of all farm products must be locally grown and not purchased at a produce wholesaler. Our Farmers' Market encourages residents to come Downtown weekly (Saturday) to purchase fresh produce straight from the producer/grower!

#### Greening Our Office

Within our office, we have changed light bulbs, print much of our literature double sided and have all of our printers set up with economy print (therefore reducing the amount of ink and cartridges required). There are many additional steps which we take daily to reduce our environmental footprint.

#### Benefits

The benefits of all of this have created a beautiful and pedestrian friendly downtown - making it a place where community connects.

***Member of Halton Hills Chamber of Commerce since 1995!***

#### Contact Us

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