**Mission and App Statement:**

Our web app centers a case study of Business Improvement Areas (BIAs) implemented throughout the City of Toronto to explore how businesses and neighbourhood residents reciprocally shape each other’s wellbeing. BIAs are created by commercial owners to promote business in a neighbourhood by adding a tax levy that will fund city-led initiatives and programs. Toronto was the first in the world to implement this system in 1970 with the Bloor West Village BIA. Now, over 60,000 of these areas have been created in municipalities across the globe [(Charenko, 2015)](https://www.zotero.org/google-docs/?ErfKxP). At its core, the BIA system surrounds businesses supporting businesses, with residential and non-commercial wellbeing of the neighbourhood is an external factor. We focus on a set of socioeconomic indicators to assess the impacts of a designated BIA on the city’s commercial and residential metabolisms. This aims to assess the impacts of BIAs on the neighbourhood at large, interrogating both the efficacy of the BIA to support businesses and whether non-commercial residents are benefitted by these groups.

Our app, *BIAdvocate: Toronto*, encapsulates an interaction with several map layers to explore the creation and spread of the BIA program within Toronto’s CMA while accounting for the socioeconomic impact it has on locals. This application explores the coexistence of private entities and residents within the urban landscape, highlighting the tension in municipal support of commercial and residential livelihoods.

**Main App- BIAdvocate: T.O.**

<https://experience.arcgis.com/experience/3fda234c87fa406a9a910bba2197e53e/>

**StoryMaps:**

<https://arcg.is/1LOya90>

**Video Thumbnail:**

