



ADMINISTRATIVE REPORT

Report Date: November 8, 2011
Contact: Peter Vaisbord
Contact No.: 604.871.6304
RTS No.: 09144
VanRIMS No.: 08-2000-20
Meeting Date: November 29, 2011

TO: Vancouver City Council
FROM: Director of Planning
SUBJECT: Approval of Council Initiatives - BIA Renewals

RECOMMENDATION

Fraser Street BIA Renewal:

- A1. THAT Council re-confirm the South Hill (Fraser Street) Business Association as sponsor for the Fraser Street BIA.
- A2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Fraser Street BIA, for a further term (7 years) commencing April 1, 2012;

FURTHER THAT Council forward the application of the South Hill (Fraser Street) Business Association to a hearing of the Court of Revision.
- A3. THAT the City notify property owners and tenants within the area (outlined in Appendix A1) of the proposed BIA renewal and levy.
- A4. THAT Council approve a 7-year (2012-2019) funding ceiling of \$910,000 for the Fraser Street BIA, subject to Council approval of the renewal at the Court of Revision.

Marpole BIA Renewal:

- B1. THAT Council re-confirm the Marpole Business Association as sponsor for the Marpole BIA.
- B2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Marpole BIA for a further term (7 years) commencing April 1, 2012;

FURTHER THAT Council forward the application of the Marpole Business Association to a hearing of the Court of Revision.

- B3. THAT the City notify property owners and tenants within the area (outlined in Appendix B1) of the proposed BIA renewal and levy.
- B4. THAT Council approve a 7-year (2012-2019) funding ceiling of \$1,500,000 for the Marpole BIA, subject to Council approval of the renewal at the Court of Revision.

GENERAL MANAGER'S COMMENTS

The General Manager of Community Services recommends APPROVAL of the foregoing.

CITY MANAGER'S COMMENTS

The City Manager recommends APPROVAL of the foregoing.

COUNCIL POLICY

Council policy for the renewal of a BIA was approved on July 30 1992, and for the establishment and expansion of a BIA on October 14, 1997, as follows:

A BIA is established, renewed, and/or expanded by Council Initiative process; under a Council Initiative, affected property owners and commercial tenants receive a notification that sets out a description of the Initiative, the designated area, and the estimated annual charge and rate. The notification includes instructions for filing objections to the Initiative, which are reported to Council at a Court of Revision. Council also hears delegations as to whether or not the Initiative should proceed. The Initiative generally will not be approved if one third or more of the owners, representing one third of the assessed property value, *or* one third of the tenants, counted separately, submit objections.

Section 462 of the Vancouver Charter was amended on September 23, 1998, to permit BIA terms of up to 20 years, as opposed to the previous 5-year limitation. Council has exercised its authority under the amendment by previously approving ten year renewal terms for the Mount Pleasant and Downtown Vancouver BIAs, and seven year renewal terms for the Cambie Village, Chinatown, Collingwood, Hastings North, Marpole, Robson Street, Strathcona and West End BIAs. As some BIAs have continued to apply for 5-year renewal terms, the range of BIA terms varies from 5 to 10 years.

Section 458 of the Vancouver Charter permits Council to alter (reduce or expand) BIA boundaries, or to merge two or more BIA areas, in the same manner as that provided to establish a BIA. Council exercised its authority under this section by merging the Downtown Vancouver BIA and Downtown Vancouver Expansion Area BIA in 2000, and the Commercial Drive BIA and Commercial Drive Expansion Area BIA in 2009.

PURPOSE

The following BIA terms will expire March 31, 2012:

BIA	Date BIA established or last renewed	Current Term
Fraser Street BIA	April 1, 2007 (established)	5 years
Marpole BIA	April 1, 2005 (renewed)	7 years

The two Business Improvement Areas must now be re-established (renewed) for a further term to continue to operate. The purpose of this report is to advance the renewal process by approving Council Initiatives to renew each of the BIAs.

BACKGROUND

BIA Renewal Process Overview

The renewal process has two basic steps as described below - the first is the BIA's role and the second is the City's role:

Step 1

The BIA sponsor societies have completed the first step in the BIA renewal process which involves consultation with all of the BIAs' property- and business owners regarding BIA renewal and cost ("renewal outreach") culminating in membership approval of renewal resolutions at a BIA Annual General Meeting. Those resolutions include a) formally requesting the City to consider BIA renewal; b) stipulating a renewal term and funding-ceiling* for Council approval and c) approving a first-year renewal budget (levy). Each BIAs' renewal outreach is summarized in the Report based on an outline provided by the BIAs (Appendix A3 - E3). Detailed documentation is maintained on file by each BIA and is available at the City's request.

* Vancouver Charter section 456(2) (b) stipulates that Council, by by-law, must establish the maximum amount of money to be granted to a BIA applicant. A '*funding ceiling*' is the cumulative maximum amount, over the current BIA term, which may be granted and then recovered by way of a levy on parcels of real property within a BIA.

Step 2

Renewal Step 2 requires Council approval of the recommendations in this report as follows: a) to re-confirm the sponsor societies as sponsors of their respective BIAs; b) to approve a Council Initiative to renew the BIAs, which means the City will notify the affected property owners and tenants prior to a Court of Revision; c) to forward the renewal applications to Court of Revision for final approval and; d) subject to the Court of Revision, to approve the proposed funding ceilings for their respective terms.

If Council approves the BIA renewals at the Court of Revision, staff will report back for approval of the renewal year-1 budgets along with all of the other BIAs' 2012 - 2013 budget requests. Although Council does not approve the proposed year-1 budgets at this stage in the BIA renewal process, copies of the proposed budgets are attached to this Report for reference, to indicate the anticipated respective cost of the proposed renewals. This addresses Vancouver Charter section 506(2), which requires the City's formal notifications to include an estimate of each property owner's estimated contribution.

BIA Renewal Outreach - Background

In this section, additional information is provided on the overall approach to renewal outreach and reporting outlined as Step 1 and, in particular, how the approach has changed in recent years. This is the fifth year of the new approach described. The sections that follow provide background and discussion individually for each of the two BIAs.

As part of the renewal process, BIAs are required to conduct outreach to the commercial property owners and business tenants within their respective BIA renewal areas, culminating in renewal resolutions at their Annual General Meeting, or at a General Meeting specifically held for the purpose.

Staff's previous practice was to set minimum requirements for renewal outreach, including the requirement to hold outreach meetings and conduct post-outreach surveys. In addition, Council reports regarding BIA renewals would typically offer staff's evaluation of the adequacy of outreach, and the level of membership support, based on indicators such as meeting attendance and survey response rates.

BIA representatives have expressed dissatisfaction with the previous practice, noting that prescriptive outreach requirements fail to recognize significant differences among BIAs and among BIAs' memberships. They assert that the BIAs, being familiar with their members' attributes, are better positioned than the City to determine and evaluate strategies for successful member engagement. Moreover, the BIAs point out that low member participation or response rates, previously cited by staff to caution Council about potentially low member awareness or support, could equally indicate satisfaction with BIA activities.

BIAs and staff have agreed on revised expectations for renewal outreach. Instead of prescriptive outreach requirements set by City staff, BIAs determine how they fulfill their requirement to conduct outreach. Also, participation or survey response rates are not used to infer the possibility of support or opposition to a BIA renewal proposal. However, BIAs accept a new requirement to include, with their AGM notification (sent to all property- and business owners), a letter from the City about business improvement areas. The letter includes information about how BIAs are funded through a special tax levy, how the BIA and levy are renewed for a further term, and how proceedings at the upcoming BIA AGM set directions about continuance of the BIA levy and its cost to owners.

In addition, Council Report appendices no longer include a full compilation of outreach materials generated by each BIA, although BIAs agree to retain and produce their materials on demand. Instead, each BIA provides a point-form outline of outreach materials and activities. Outreach-outlines from both of the renewing BIAs are attached to this Report as appendices. Discussion in this Report is generally limited to a factual summary of each BIA's outreach activities. An exception would be where staff receive information from the BIAs or third-parties indicating concerns about the outreach, or otherwise indicating potential opposition to the BIA renewal. Such information could include calls, correspondence, or petitions.

The above is the first step of BIA renewal. Subsequently, as part of the Council Initiative (Step 2), all BIA property owners and business tenants will receive a notification from the City, if approved in the Recommendations in this report, to which they can respond before a final decision on BIA renewal is made by Council at a Court of Revision.

Fraser Street BIA Renewal

BACKGROUND

The Fraser Street BIA was established in 2007 for a 5-year term which expires at the end of March 2012. The South Hill (Fraser Street) Business Association (SHBA) wishes to renew the BIA for a further (7-year) term (April 1, 2012 - March 31, 2019).

DISCUSSION

BIA Renewal Proposal

The Fraser Street BIA boundary roughly comprises nine linear blocks of Fraser Street between East 41st and 50th Avenues. (See map in Appendix A1).

When approved by Council, the proposed funding-ceiling of \$910,000 will define the maximum amount that may be levied over the 7-year Fraser Street BIA renewal term, and reflects an increase of 24% over the previous 5-year ceiling, corrected for length of term. As a ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA expenditure increases.

The SHBA proposes a Year 1 renewal budget (levy) of \$120,000, representing an annual levy rate of \$0.92 per \$1,000.00 of assessed property value. If Council approves the Fraser Street BIA renewal at the Court of Revision, staff will report back for approval of the Year 1 budget along with all of the other BIAs' 2012 - 2013 budget requests. (See budget in Appendix A2.)

Renewal Outreach Activities

As reported by the SHBA, renewal outreach activities extended from December 2010 to September 2011, and included:

- Working with a marketing firm to undertake resident and shopper surveys toward a new Branding & Marketing Plan, which was completed in March 2011.
- An information table at the South Hill Festival in May 2011. SHBA Directors and staff were available to discuss the BIA's initiatives with members and residents.
- Two member workshops held in June 2011 to review the results from the Branding & Marketing Plan surveys and to engage businesses regarding the new BIA brand.
- A renewal open house held over two days in July, 2011 in a vacant Fraser Street storefront. Open house invitations were sent to all property owners and businesses in the form of a letter from the SHBA President. Fifteen members responded by attending the open house. The open house featured 'Vision 2019', the product of a strategic plan developed by the SHBA Board with the help of a strategic planning facilitator in June 2011. Directors and staff were on hand to discuss the renewal vision, solicit feedback, and hear member ideas and concerns.
- The SHBA quarterly newsletter sent to all property owners and businesses in August 2011, containing advance notice of the AGM and renewal vote, and information about the renewal funding ceiling and renewal year-1 budget.
- Annual General Meeting (AGM) notifications including a renewal information package distributed to all owners and businesses in early September 2011. In addition to mailing the notifications to the property owners and hand-delivery to the businesses,

e-mail reminders were sent to all members on the SHBIA e-mail list, SHBA directors visited every business to invite them to the AGM, and the BIA 'hosts' (patrols) visited all the businesses as a last reminder to attend the AGM.

- The SHBA AGM held on September 22, 2011, at which the proposed renewal and 7-year budget were unanimously approved. Thirty-three members attended the AGM.

The SHBA's renewal request letter and an outline of their outreach process are attached as Appendix A3.

Staff Comments

Staff are satisfied that the SHBA has notified all commercial property owners and tenants within the proposed renewal area. As required, the SHBA has provided a summary of their outreach process, and has included the City's information letter with their AGM notification.

Staff have received no telephone calls or correspondence from individuals expressing opposition or concern regarding the renewal proposal.

Staff attend and observe BIA Annual General Meetings (AGMs). On September 22, 2011, at a duly constituted AGM, the SHBA membership approved BIA renewal, a 7-year funding ceiling, and the 2012-2013 budget.

Based on the AGM results and member input received to date, the SHBA believes that the BIA renewal, the proposed 7-year funding ceiling, and the Year-1 budget are generally supported.

Marpole BIA Renewal

BACKGROUND

The Marpole BIA was one of four BIAs established in 2000, along with the Chinatown, Commercial Drive, and Strathcona BIAs. The BIA was renewed in 2005 for a second term (7 years) which expires at the end of March 2012. The Marpole Business Association (MBA) wishes to renew the BIA for a further 7-year term (April 1, 2012 - March 31, 2019).

DISCUSSION

BIA Renewal Proposal

The Marpole BIA boundary roughly comprises six linear blocks of Granville Street between West 63rd and 71st Avenues. (See map in Appendix B1.)

When approved by Council, the proposed funding-ceiling of \$1,500,000 will define the maximum amount that may be levied over the Marpole BIA 7-year renewal term, and reflects an increase of 43% over the previous 7-year ceiling. As the ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA annual expenditure increases.

The MBA proposes a Year 1 renewal budget of \$157,500, representing an annual levy rate of \$1.03 per \$1,000.00 of assessed property value. If Council approves the Marpole BIA renewal at the Court of Revision, staff will report back for approval of the Year 1 budget along with all of the other BIAs' 2012 - 2013 budget requests. (See budget in Appendix B2.)

Renewal Outreach Activities

As reported by the MBA, renewal outreach activities extended from May 2010 to September 2011, and included:

- A strategic plan developed by the MBA Board with the help of a strategic planning facilitator in May 2010.
- The MBA's annual membership survey, included in the MBA newsletter in March 2011, distributed to all 200 property owners and businesses in the Marpole BIA. Twelve members responded. The survey queried member concerns and priorities, as well as knowledge of the BIA and its programs
- A renewal open house held in June 2011 at a local storefront business. BIA members were made aware of the event through the MBA newsletter and website, and by e-mail. Fourteen members responded by attending the open house. The open house reviewed BIA accomplishments, outlined the MBA's vision for the future, projected budgets for the coming term, and explained the renewal process
- Publication of a 'renewal campaign information brochure', distributed by hand to businesses, by mail to property owners, and by posting on the BIA website. The four-page colour brochure recalled BIA accomplishments over the current term, reviewed the survey results, outlined the MBA's future vision, put forward the proposed renewal year-one budget, and outlined projected expenditures over the new seven-year term.
- The MBA AGM held on September 22, 2011, at which the proposed renewal and 7-year budget were approved. Information regarding the proposed renewal was included with the AGM notifications. Eighteen members attended the AGM. Prior to voting, members heard presentations regarding the BIAs activities and future plans, with discussion around budget allocations and projected expenditures.

The MBA's renewal request letter and an outline of their outreach process are attached as Appendix B3.

Staff Comments

Staff are satisfied that the MBA has notified all commercial property owners and tenants within the proposed renewal area. As required, the MBA has provided a summary of their outreach process, and has included the City's information letter with their AGM notification.

Staff have received no telephone calls or correspondence from individuals expressing opposition or concern regarding the renewal proposal.

Staff attend and observe BIA Annual General Meetings (AGMs). On September 22, 2011, at a duly constituted AGM, the MBA membership approved BIA renewal, a new 7-year funding ceiling, and the 2012-2013 budget.

Based on the AGM results and member input received to date, the MBA believes that the BIA renewal, the proposed 7-year funding ceiling, and the Year-1 budget are generally supported.

FINANCIAL IMPLICATIONS

There are no financial implications.

CONCLUSION

The by-laws for two Business Improvement Areas are set to expire at the end of March 2012, and the respective BIA societies have asked that their renewal applications be forwarded by way of Council Initiative to a Court of Revision. The results of the various BIA outreach activities indicate little or no opposition at this stage in the process. Staff recommend that both applications be forwarded to Court of Revision. If Council approves the BIA renewals at the Court of Revision, staff will report back for approval of the Year 1 budgets along with all of the other BIAs' 2012 - 2013 budget requests.

* * * * *



Fraser Street B.I.A.





South Hill

Business Association

PROPOSED	2012-2013 BUDGET	
Revenue		
BIA Levy	Restricted	\$ 120,000.00
Ads & Sponsorship & Grants	Unrestricted	\$ 10,000.00
Total Revenue		\$ 130,000.00
Expenses		
Safety & Security		
Host Program	\$	33,000.00
SVPCP Sponsorship	\$	2,000.00
Subtotal Safety & Security Expenses		\$ 35,000.00
Street Cleanliness & Maintenance		
Coast Foundation	\$	9,000.00
Power Washing	\$	3,000.00
Subtotal Safety & Security		\$ 12,000.00
Street Beautification		
Banners	\$	5,000.00
Planters/Light Balls/Public Art etc.	\$	6,000.00
Subtotal Street Beautification Expenses		\$ 11,000.00
Marketing & Communication		
Advertising & Promotion	\$	14,500.00
Newsletter & Other	\$	2,500.00
Subtotal Marketing & Communication Expenses		\$ 17,000.00
Special Events		
Subtotal Special Events Expenses	\$	7,000.00
		\$ 7,000.00
Administration		
Association Management	\$	30,000.00
Accounting & Audit & Dues	\$	5,000.00
Office Expenses	\$	4,000.00
Miscellaneous	\$	3,000.00
Rent	\$	6,000.00
Subtotal Administration Expenses		\$ 48,000.00
Total Expenses		\$ 130,000.00



November 7, 2011

Mayor Gregor Robertson and Members of Council
c/o Peter Vaisbord, BIA Program Coordinator
City of Vancouver
453 West 12th Avenue
Vancouver, BC V5Y 1V4

Dear Mayor Robertson and Council:

Re: Proposed Renewal of the Fraser Street Business Improvement Area (BIA)

On behalf of the Directors and Members of the South Hill (Fraser Street) Business Association, I hereby request that Vancouver City Council consider our application to renew the Fraser Street BIA for a 7-year term, commencing on April 1st, 2012.

The BIA encompasses Fraser Street from East 41st Avenue to East 50th Avenue. Over the course of the first 5-year mandate, the BIA has made significant promotional impact on the success of the commercial area. It has also allowed the business and property owners make considerable improvements to the physical environment of Fraser Street and to build on the strength and vitality of this unique, multicultural area.

The Board of Directors has been working on the proposed renewal since December 2010, keeping the business and property owners informed through outreach meetings and different forms of communication to gain their support. As unanimously passed at our Annual General Meeting on September 22nd, 2011, the SHBA membership is in favour of the BIA renewal.

Please accept this letter as the SHBA's formal BIA application as required by the City's BIA Program. The BIA Coordinator, Peter Vaisbord, is aware of the proposal and will be sent a copy of this letter.

Should you have any questions about the BIA renewal request, the South Hill Business Association, or the work achieved to date, please feel free to call or email us.

Thank you for your time and consideration of our BIA renewal request.

Sincerely,

Aila Karpio
Executive Director

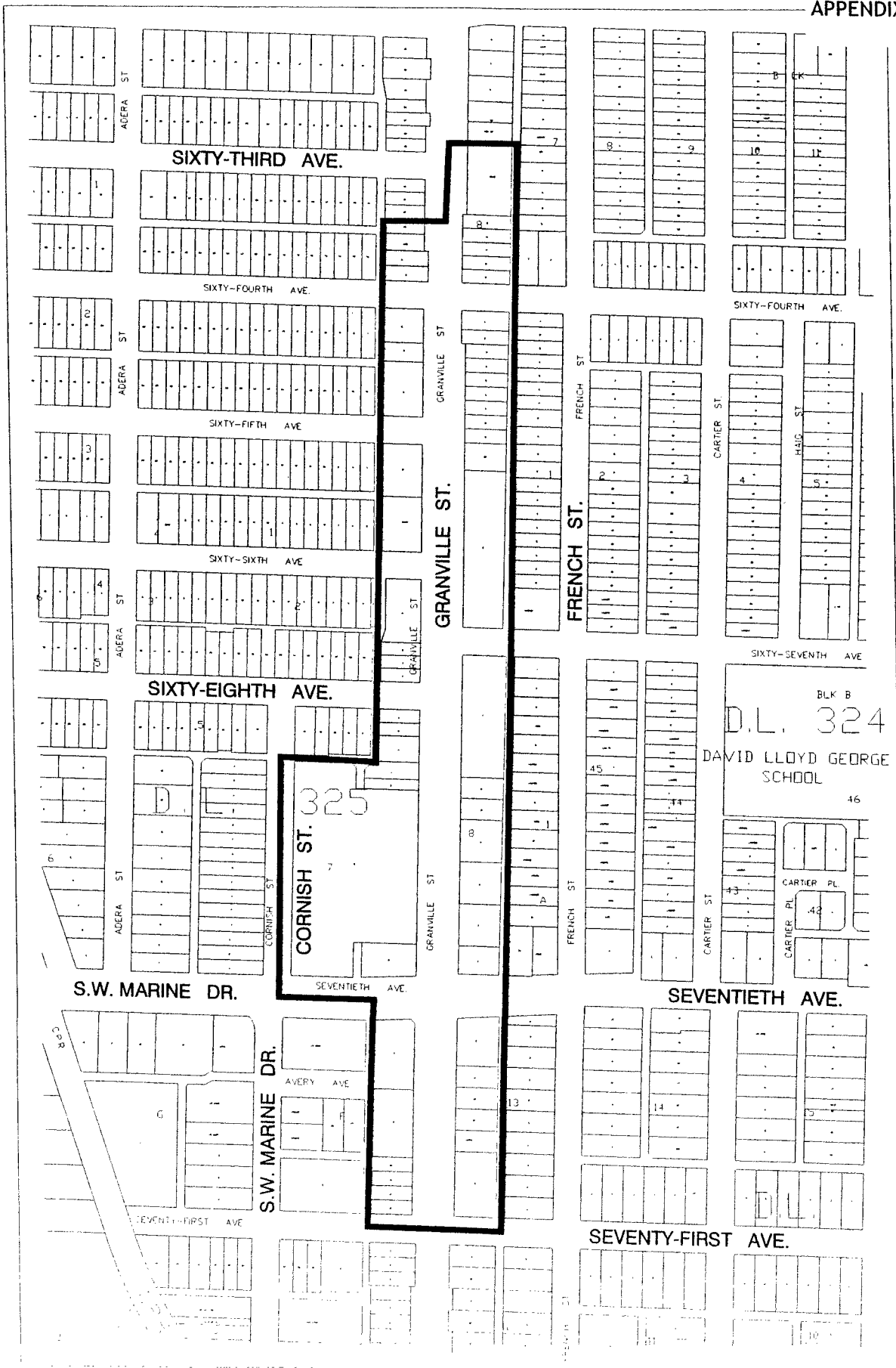
cc: Peter Vaisbord, BIA Program Coordinator
South Hill Business Association Board of Directors

**APPLICATION TO THE CITY OF VANCOUVER FOR RENEWAL OF FRASER STREET
BUSINESS IMPROVEMENT AREA FOR A 7-YEAR TERM (April 1, 2012 to March 31, 2019)**

LIST OF OUTREACH ACTIVITIES

- December 2010 SHBA directors and members, as well as area residents and shoppers on the street were interviewed by a marketing company in preparation of the SHBA's Branding and Marketing Plan. The summarized results were later shared with the Board of Directors.
- February 2011 SHBA Executive Director met with Peter Vaisbord to review the renewal requirements and process.
- March 2011 The completed Branding and Marketing Plan were delivered to the Board of Directors. A new logo and tagline were introduced to enhance the profile of the BIA and to better reflect the community.
- May 2011
- New Banners that were inspired by the new brand were installed.
 - SHBA had an information table at the annual South Hill Festival manned by staff and directors. Several directors were there to discuss the BIA's initiatives with members and to receive their feedback. They also talked with many of the festival visitors representing the residential community.
- June 2011
- Board of Directors had a 2-evening strategic planning workshop with Consultant Don Evans. A Strategic Plan and Vision 2019 were created.
 - Two Member Workshops were held to explain the detailed survey results (from December 2010) and to teach members how the new brand could benefit them.
- July 2011
- Letter from the SHBA President was hand-delivered to all the business and mailed to property owners telling them about the renewal process and inviting them to an open house later that month.
 - Several other Open House invitations went out to the membership both by letters and email.
 - Open House was held over two days. Directors were available to talk with the members, Vision 2019 was introduced and the members were reminded of what the BIA has done so far to improve the area. Staff and directors asked for the members' feedback and asked them to express their ideas as well as concerns.
- August 2011 Quarterly Newsletter was hand-delivered to businesses and mailed to property owners. It included a notice about the AGM and renewal vote, as well as a letter from the Treasurer regarding the funding ceiling and the 2012-2013 budget proposals.

- September 2011
- The AGM and Renewal information package was hand delivered to all the businesses on the street and mailed to the property owners.
 - Directors visited each business and invited them to the AGM.
 - Email reminder was sent to all the members whose email address SHBA has.
 - Directors and Hosts delivered and picked up a survey created by the SHBA's summer student.
 - 2-3 days prior to the AGM, Hosts visited every business and reminded them of the meeting.
- September 22, 2011
- The AGM was held. The members unanimously passed the following motions that pertain to the renewal process:
- Approval to request City to commence Council initiative to renew Fraser Street Business Improvement Area for 7-year term (April 1, 2012 to March 31, 2019).
 - Approval to request that City set Funding Ceiling for Renewal Term in the amount of \$910,000.
 - Approval of 2012-2013 Budget as presented.
- October 2011
- Email was sent to those members, whose email address the BIA has, to thank them for their support and attendance at the AGM.
- November 2011
- Quarterly newsletter was hand-delivered to members on Fraser Street and mailed to property owners thanking them for their support and explaining the approved motions. It also introduced the new Board of Directors and repeated the Fraser Street Business Improvement Area's Vision 2019.



Marpole B.I.A.



MBA Annual General Meeting

Thursday, September 22, 2011



Draft 2012-2013 Budget

Category	Yearly Total
Expenses	161,000.00
Fixed Expenses	3,300.00
Insurance	1,800.00
Telephone	1,500.00
Flexible Expenses	157,700.00
AGM & Board Costs	1,500.00
Christmas Lighting	1,000.00
Power	1,000.00
Christmas Lighting - Other	0.00
Communications	4,200.00
Business Directory	0.00
Newsletter	3,000.00
Retail Marketing Study	0.00
VEDC Report Updates	0.00
Web Site	1,200.00
Communications - Other	0.00
Community Relations	500.00
Memberships	250.00
Community Relations - Other	250.00
Conference	1,000.00
Contingency	100.00
Contract Employment	44,000.00
Fair Tax Coalition	1,500.00
HST	4,000.00
Legal & Auditor Services	4,000.00
Mileage	800.00
Miscellaneous	1,000.00
Office Supplies	1,000.00
Promotions	23,000.00
Public Art	5,000.00
Service Charges	0.00
Storage	1,100.00
Street Beautification	64,000.00
Banner Installation	8,000.00
Blvd-Side St Maintenance	8,000.00
Clean Up Program	11,000.00
Flower Pot Program	27,000.00
Street Banners	10,000.00
Street Beautification - Other	0.00
Street Furniture	0.00
Income	161,000.00
Funding	157,500.00
HST Rebate	3,000.00
Interest Earned	500.00
Misc In	0.00
Total Budget Income:	161,000.00
Total Budget Expenses:	161,000.00
Difference:	0.00

The proposed Marpole Business Association Draft Budget levy for 2012-2013 totals \$157,500. This draft budget permits a modest increase in the MBA's funding level to allow for future projects and programming needs.

The MBA has not increased its budget for the past four years. Fiscal management of MBA funds by the Board of Directors has been prudent and accountable to the membership at the Annual General Meetings.

Member priorities, as evidenced in the 2011 Member Survey and in the 2010 Long-Range Strategic Plan, have demonstrated a need for continued maintenance of existing projects, and a desire to explore new programming options.

The future success and effectiveness of the MBA in serving its members' interests is dependent upon moderate budgetary growth.

Over the course of the proposed renewal mandate of seven years - from 2012-2019 - the MBA seeks to achieve a funding cap of \$1,500,000.

Marpole Business Association
Box 201 – 8623 Granville St.
Vancouver, BC V6P 5A2
tel 604-418-8232 * fax 604-677-2750
email marpolebia@marpoleonline.com

Mayor Gregor Robertson and Council
c/o Peter Vaisbord, Coordinator
BIA Program
City of Vancouver
453 W. 12th Avenue
Vancouver, BC V5Y 1V4

November 8, 2011

Dear Mayor Roberston and Council:

Re: Proposed Renewal of the Marpole BIA

On behalf of the Marpole Business Association, I hereby request Council to consider our application to renew the Marpole BIA for a further seven (7) year period. This letter is our formal BIA application as required by the BIA program.

Our Board of Directors has been working on the proposed renewal since 2010. We have held a member open house information session, conducted a member survey, distributed renewal campaign communications material, and have presented our detailed renewal plans and proposed budget at our 2011 Annual General Meeting, where they were unanimously approved by the membership. The feedback so far has led us to believe that BIA renewal is generally supported.

The City's BIA Coordinator is aware of the proposal and has been working with us to guide us through the process. His representative also attended our Annual General Meeting.

Thank you in advance for consideration of our BIA renewal request.

Sincerely,

THE MARPOLE BUSINESS ASSOCIATION

Claudia M. Laroye
Executive Director



Marpole Business Association BIA Outreach and Renewal Summary Process October 26, 2011

The Marpole Business Association BIA was created in April 2000. The Marpole BIA renewed successfully in 2005, for a seven-year mandate until 2012. The Marpole BIA began the process for the renewal of its BIA mandate for a third term in the spring of 2010.

Strategic Planning Process

In May 2010, the Marpole BIA engaged the services of Don Evans, of DJE Holdings Ltd, for the purposes of facilitating a strategic planning session.

The strategic planning session assisted the Board of Directors in determining and establishing the long-range goals and vision of the Marpole BIA. The session was also a practical starting off point to begin the focus on BIA outreach and renewal.

Member Survey

In March 2011, the Marpole BIA drafted and distributed its annual Member Survey to its 200 business and property owner members. The survey was included in the Spring edition of the "marpole update" member newsletter.

The survey asked members to indicate their knowledge of the BIA and its programs, and prioritize issues and concerns such as parking and security. Members had approximately one month to complete the survey.

The survey results were published in the Summer (June) edition of the "marpole update" newsletter. The Top 5 member issues were;

1. Crime and Policing
2. Parking
3. Property Taxes
4. Community Planning & Visioning Process
5. Street Beautification

Renewal Open House

As part of its renewal outreach campaign, the Marpole BIA held a Renewal Information Open House on June 22, 2011, hosted by local member business Characters Books and Coffee Bar.

This Open House was advertised through the member newsletter and email notices, and was posted on the BIA website. Members were encouraged to attend and learn more about the Marpole BIA's first mandate, its' many accomplishments, its future vision for the BIA, and the renewal process and financial plans for the future.

There was great support expressed by the attending members for the proposed future plans of the Marpole BIA, and satisfaction with how much had been accomplished during the past twelve years.



Renewal Campaign Brochure

In summer 2011, the Marpole BIA published and distributed its renewal campaign information brochure. The brochure was a four-page, colour publication that included information on;

- List of Marpole BIA Accomplishments from 2005-2012
- 2011 MBA Member Survey results
- Proposed Draft Budget for 2012-2013
- Financial Plan for new Seven-Year Mandate - 2012-2019
- Future Vision for the Marpole BIA and Marpole commercial district for 2012-2019

The Renewal Campaign brochure was distributed by hand to business tenants, and by mail to property owners. The information was also posted on the Marpole BIA website, www.marpoleonline.com.

Annual General Meeting

The Marpole BIA Annual General Meeting (AGM) was held on September 22, 2011. Notices of the AGM and the renewal proposal were distributed to members in the AGM package in August 2011. President Michael Tee, Treasurer Lee Jensen, and Executive Director Claudia Laroye made presentations to the members, outlining past accomplishments, present issues and future plans. They also discussed the proposed budgetary and financial plans for the proposed seven-year mandate.

The members passed motions approving the BIA renewal proposal, the proposed first year renewal budget (2012-2019), and the proposed renewal mandate of seven years (2012-2019). The members also passed a motion approving the seven-year funding ceiling of \$1,500,000. The members expressed satisfaction with the past accomplishments of the Marpole BIA, and enthusiasm about its future.