



ADMINISTRATIVE REPORT

Report Date: November 13, 2013
Contact: Jane Pickering
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RTS No.: 10361
VanRIMS No.: 08-2000-20
Meeting Date: December 3, 2013

TO: Vancouver City Council
FROM: General Manager of Planning and Development Services
SUBJECT: Approval of Council Initiatives - BIA Renewals

RECOMMENDATION

Gastown BIA Renewal:

- A1. THAT Council confirm the Gastown Business Improvement Society as sponsor for the Gastown BIA.
- A2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Gastown BIA, for a further term (5 years) commencing April 1, 2014;

FURTHER THAT Council forward the application of the Gastown Business Improvement Society 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 5-year (2014-2019) funding-ceiling of \$2,952,100 for the Gastown BIA, subject to Council approval of the renewal.

Mount Pleasant BIA Renewal:

- B1. THAT Council confirm the Mount Pleasant Commercial Improvement Society as sponsor for the Mount Pleasant BIA.
- B2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Mount Pleasant BIA, for a further term (7 years) commencing April 1, 2014;

FURTHER THAT Council forward the application of the Mount Pleasant Commercial Improvement Society 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 (2014-2021) funding-ceiling of \$2,800,000 for the Mount Pleasant BIA, subject to Council approval of the renewal.

Point Grey Village BIA Renewal:

- C1. THAT Council confirm the Point Grey Village Business Association as sponsor for the Point Grey Village BIA.
- C2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Point Grey Village BIA, for a further term (5 years) commencing April 1, 2014;

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

- C3. THAT the City notify property owners and tenants within the area (outlined in Appendix C1) of the proposed BIA renewal and levy.
- C4. THAT Council approve a 5-year (2014-2019) funding-ceiling of \$1,250,000 for the Point Grey Village BIA, subject to Council approval of the renewal.

South Granville BIA Renewal:

- D1. THAT Council confirm the South Granville Business Improvement Association as sponsor for the South Granville BIA.
- D2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the South Granville BIA, for a further term (5 years) commencing April 1, 2014;

FURTHER THAT Council forward the application of the South Granville Business Improvement Association to a hearing of the Court of Revision.

- D3. THAT the City notify property owners and tenants within the area (outlined in Appendix D1) of the proposed BIA renewal and levy.
- D4. THAT Council approve a 5-year (2014-2019) funding-ceiling of \$3,500,000 for the South Granville BIA, subject to Council approval of the renewal.

Victoria Drive BIA Renewal:

- E1. THAT Council confirm the Victoria Drive Business Improvement Association as sponsor for the Victoria Drive BIA.

- E2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Victoria Drive BIA, for a further term (5 years) commencing April 1, 2014;

FURTHER THAT Council forward the application of the Victoria Drive Business Improvement Association to a hearing of the Court of Revision.

- E3. THAT the City notify property owners and tenants within the area (outlined in Appendix E1) of the proposed BIA renewal and levy.
- E4. THAT Council approve a 5-year (2014-2019) funding-ceiling of \$910,000 for the Victoria Drive BIA, subject to Council approval of the renewal.

Yaletown BIA Renewal:

- F1. THAT Council confirm the Yaletown Business Improvement Association as sponsor for the Yaletown BIA.
- F2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Yaletown BIA, for a further term (5 years) commencing April 1, 2014;

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

- F3. THAT the City notify property owners and tenants within the area (outlined in Appendix F1) of the proposed BIA renewal and levy.
- F4. THAT Council approve a 5-year (2014-2019) funding-ceiling of \$4,200,000 for the Yaletown BIA, subject to Council approval of the renewal.

REPORT SUMMARY

The following BIA terms will expire March 31, 2014:

BIA	Date BIA last renewed	Current Term
Gastown BIA	April 1, 2009	5 years
Mount Pleasant BIA	April 1, 2009	5 years
Point Grey Village BIA	April 1, 2009	5 years
South Granville BIA	April 1, 2009	5 years
Victoria Drive BIA	April 1, 2009	5 years
Yaletown BIA	April 1, 2009	5 years

The six 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.

COUNCIL AUTHORITY/PREVIOUS DECISIONS

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 after they are received and tabulated. 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.

CITY MANAGER'S/GENERAL MANAGER'S COMMENTS

The General Manager of Planning and Development recommends APPROVAL of the foregoing.

The City Manager recommends APPROVAL of the foregoing.

REPORT

Background/Context

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 (or Extraordinary) General Meeting. Those resolutions include a) formally requesting the City to consider BIA renewal; b) stipulating a renewal term and funding-ceiling¹ for Council approval and c) approving a first-year renewal budget (levy). Each BIA’s renewal outreach is summarized in this report based on an outline provided by the BIA (Appendix A3 - F3). Detailed documentation is maintained on file by each BIA and is available at the City’s request.

Step 2

Renewal Step 2 requires Council approval of the recommendations in this report as follows: a) to 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 Council approval or rejection of the Initiative; c) to forward the renewal applications to Court of Revision, and; d) subject to final Council approval, to approve the proposed funding ceilings for their respective terms.

If, after notification of owners and businesses, Council approves the BIA renewals, staff will report back for approval of the renewal year-1 budgets along with all of the other BIAs’ 2014 - 2015 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 expected 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. The sections that follow provide background and strategic analysis individually for each of the six renewing 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.

BIAs determine generally how they fulfill their requirement to conduct outreach, and have agreed 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.

BIAs retain all materials generated as part of their renewal outreach and agree to produce their materials for the City on request. In addition, each BIA provides a point-form outline of their outreach materials and activities. Outreach-outlines from all six of the renewing BIAs

¹ 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.

are attached to this Report as appendices. Council reports related to BIA renewals include 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. At the time of this report, no concerns had been raised about BIA outreach, although staff have been contacted by a few individuals in three of the BIAs with issues and/or potential opposition to BIA renewal.

The above self-reported outreach is the first step of the BIA renewal process. 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.

Strategic Analysis

Gastown BIA Renewal

BACKGROUND

The Gastown BIA was one of Vancouver's first BIAs, established in 1989 along with the Mount Pleasant BIA. The BIA was last renewed in 2009 for a fifth term (5 years) which expires at the end of March 2014. The Gastown Business Improvement Society (GBIS) wishes to renew the BIA for a further 5-year term (April 1, 2014 - March 31, 2019).

DISCUSSION

BIA Renewal Proposal

The Gastown BIA boundary roughly comprises the blocks bounded by Richards Street on the west, the CPR yards on the north, Columbia Street on the east, and Cordova Street on the south. (See map in Appendix A1).

When approved by Council, the proposed funding-ceiling of \$2,952,100 will define the maximum amount that may be levied over the 5-year Gastown BIA renewal term, and reflects an increase of 12% over the previous 5-year ceiling. As a ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling does not necessarily reflect BIA expenditures.

The GBIS proposes a Year 1 renewal budget (levy) of \$567,300, representing an annual levy rate of \$1.45 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the Gastown BIA renewal, staff will report back for approval of the Year 1 budget along with all of the other BIAs' 2014 - 2015 budget requests. (See budget in Appendix A2.)

Renewal Outreach Activities

Renewal outreach activities extended from June 2012 to September 2013, and included:

- June 2012 visioning session with GBIS board and key member stakeholders to review progress on current vision and identify priorities for renewal term. Stakeholders included business owners and commercial property owners.
- April 2013 distribution of member survey to elicit input on BIA priorities, including spending, programming etc. This input was tabulated and compared with priorities identified in the 2012 visioning exercise.
- June 2013 survey re-distribution to increase member responses. The GBIS followed-up with respondents who had previously requested additional information. A renewal strategic plan was finalized utilizing all member input.
- July 2013 completion and presentation of a draft 5-year renewal budget and renewal plan to key stakeholders for comment and revision.
- August 2013 distribution of AGM notifications which included content about renewal and the proposed renewal budget.
- September 2013 reminder AGM notification which included the City of Vancouver renewal information letter and the GBIS renewal proposal.
- The GBIS AGM held on September 25, 2013, at which the GBIS strategic plan and initiatives, the 5-year renewal proposal and funding ceiling, and proposed budget were discussed. The proposed renewal, funding ceiling, and renewal budget were unanimously approved.

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

Comments

The GBIS confirms it has notified all commercial property owners and tenants within the proposed renewal area. As required, the GBIS has provided a summary of its outreach process, and has included the City's information letter with its Annual General Meeting (AGM) notification.

The GBIS has not reported any opposition in response to its member outreach.

The City has received no telephone calls or correspondence from individuals expressing opposition or concern regarding the renewal proposal.

On September 25, 2013, at a duly constituted AGM, the GBIS membership approved BIA renewal, a 5-year funding ceiling, and the 2014-2015 budget.

Based on the AGM results and member input received to date, the GBIS believes that the BIA 5-year renewal, the proposed 5-year funding ceiling, and the Year-1 budget are generally supported.

Mount Pleasant BIA Renewal

BACKGROUND

The Mount Pleasant BIA was one of Vancouver's first BIAs, established in 1989 along with the Gastown BIA. The BIA was last renewed in 2009 for a fifth term (5 years) which expires at the

end of March 2014. The Mount Pleasant Commercial Improvement Society (MPCIS) wishes to renew the BIA for a further term (7-years) (April 1, 2014 - March 31, 2021).

DISCUSSION

BIA Renewal Proposal

The Mount Pleasant BIA is the area transected by East Broadway, Kingsway and Main Street, and bounded roughly by Ontario Street on the west, E. 7th Avenue on the north, Guelph Street on the east and E. 16th Avenue on the south. (See map in Appendix B1.)

When approved by Council, the proposed funding-ceiling of \$2,800,000 will define the maximum amount that may be levied over the Mount Pleasant BIA 7-year renewal term, and reflects an increase of 60% over the previous 5-year ceiling, adjusted for length of term. 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 MPCIS proposes a Year 1 renewal budget of \$375,000, representing an annual levy rate of \$1.06 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the Mount Pleasant BIA renewal, staff will report back for approval of the Year 1 budget along with all of the other BIAs' 2014 - 2015 budget requests. (See budget in Appendix B2.)

Renewal Outreach Activities

Renewal outreach activities extended from January to September 2013, and included:

- January 2013 distribution of a member survey along with the MPCIS's newsletter. Materials were mailed to all the commercial property owners, hand-delivered to all businesses, and put up on Survey Monkey. The survey was designed to elicit membership feedback on BIA priorities for the renewal term. The MPCIS newsletter provided advance notice of an upcoming 'meet & greet' event to be hosted by the MPCIS for the purpose of reviewing survey responses and receiving additional feedback.
- February 2013 tabulation and analysis of survey responses; Professionally-facilitated strategic planning workshop followed by development of a renewal strategic plan based in part on the surveys; production and distribution of materials for upcoming member 'meet & greet' events. Meeting invitations were hand-delivered and e-mailed to all businesses, with e-mailed reminders.
- March 2013 member 'meet & greet' event reviewed survey responses, outlined renewal proposal and budget, and received member feedback. Information packages provided at the meeting included a renewal information brochure with the 7-year renewal budget forecast and funding-ceiling.
- Additional member 'meet & greet' events held on June 25, July 16 and August 20. The invitation lists for each 'meet & greet' were different, targeting different business sectors. Renewal information packages were on hand at each event. MPBIA board and staff outlined the renewal proposal and answered questions.
- Distribution to BIA membership of Annual General Meeting (AGM) notifications, which included content about renewal.

- The MPCIS AGM held on September 10, 2013. At the meeting, the proposed renewal, renewal budget, and funding ceiling were discussed. The proposed 7-year renewal, funding ceiling, and renewal budget were approved by the membership.

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

Comments

The MPCIS confirms it has notified all commercial property owners and tenants within the proposed renewal area. As required, the MPCIS has provided a summary of its outreach process, and has included the City's information letter with its AGM notification.

The MPCIS has not reported any opposition in response to its member outreach. On September 10, 2013, at a duly constituted AGM, the MPCIS membership approved BIA renewal, a new 7-year funding ceiling, and the 2014-2015 budget. One of the members present voted against the BIA renewal and budget.

The City subsequently received e-mail correspondence from that member wishing to 'opt out' of the BIA because in his view BIA activities did not benefit his type of business. As there is no process for opting out of a BIA, the member requested membership mailing lists in order to canvass other members to oppose BIA renewal.

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

Point Grey Village BIA Renewal

BACKGROUND

The Point Grey Village BIA was one of two BIAs established in 2004, along with the Victoria Drive BIA. The BIA was last renewed in 2009 for a second 5-year term which expires at the end of March 2014. The Point Grey Village Business Association (PGVBA) wishes to renew the BIA for a further 5-year term (April 1, 2014 - March 31, 2019).

DISCUSSION

BIA Renewal Proposal

The Point Grey Village BIA boundary comprises three linear blocks of West Tenth Avenue between Tolmie and Discovery streets. (See map in Appendix C1.)

When approved by Council, the proposed funding-ceiling of \$1,250,000 will define the maximum amount that may be levied over the Point Grey Village BIA 5-year renewal term, and reflects an increase of 178% over the previous 5-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 PGVBA proposes a Year 1 renewal budget of \$250,000, representing an annual levy rate of \$1.31 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the Point Grey Village BIA renewal, staff will report back for approval of the Year 1 budget along with all of the other BIAs' 2014 - 2015 budget requests. (See budget in Appendix C2.)

Renewal Outreach Activities

Renewal outreach activities extended from January to September 2013, and included:

- Spring 2013 distribution of a Member Survey and outreach materials. The survey requested feedback on BIA initiatives and sought input on future BIA priorities and budget.
- Two member-consultation meetings with property owners and businesses held in spring and summer 2013. PGVBA engaged members about the renewal and sought additional feedback. Street enhancement and capacity for increased marketing emerged as key directions.
- Development of a renewal strategic plan and budget based on member input.
- Summer 2013 distribution to BIA membership of Annual General Meeting (AGM) notifications, which included content about renewal and sample calculations of costs to owners and businesses.
- The PGVBA AGM held on September 30, 2013. At the meeting, the renewal proposal, budget and costs were reviewed. The proposed 5-year renewal, funding ceiling, and renewal budget were approved.

The PGVBA's renewal request letter and an outline of its outreach process are attached as Appendix C3.

Comments

The PGVBA confirms it has notified all commercial property owners and tenants within the proposed renewal area. As required, the PGVBA has provided a summary of its outreach process, and has included the City's information letter with its AGM notification.

The PGVBA has not reported any opposition in response to its member outreach, stating it received positive feedback throughout the renewal process.

On September 30, 2013, at a duly constituted AGM, the PGVBA membership approved BIA renewal, a new 5-year funding ceiling, and the 2014-2015 budget. Although the renewal was approved unanimously, the budget vote was not unanimous, with several members expressing concern about the size of the budget increase and the perceived cost to their business.

After the AGM, the City received a telephone call from one of the concerned members apparently on behalf of some of the others. The caller wanted to know if a BIA budget vote could be appealed, but seemed reassured when told that the budget could change over the 5-year term as voted annually by BIA members.

Based on the AGM results and member input received to date, the PGVBA believes that the BIA 5-year renewal, the proposed 5-year funding ceiling, and the Year-1 budget are generally supported.

South Granville BIA Renewal

BACKGROUND

The South Granville BIA was one of three BIAs established in 1999, along with the West End and Yaletown BIAs. The BIA was last renewed in 2009 for a third 5-year term which expires at the end of March 2014. The South Granville Business Improvement Association (SGBIA) wishes to renew the BIA for a further 5-year term (April 1, 2014 - March 31, 2019).

DISCUSSION

BIA Renewal Proposal

The South Granville BIA boundary roughly comprises eleven linear blocks of Granville Street between W. 5th and W. 16th avenues. (See map in Appendix D1.)

When approved by Council, the proposed funding-ceiling of \$3,500,000 will define the maximum amount that may be levied over the South Granville BIA 5-year renewal term, and reflects an increase of 27% over the previous 5-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 SGBIA proposes a Year 1 renewal budget of \$585,000, representing an annual levy rate of \$0.89 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the South Granville BIA renewal, staff will report back for approval of the Year 1 budget along with all of the other BIAs' 2014 - 2015 budget requests. (See budget in Appendix D2.)

Renewal Outreach Activities

Renewal outreach activities extended from February to September 2013, and included:

- February 2013 distribution of member survey in hard copy and online by Survey Monkey. Purpose of the survey was to a) determine awareness of the BIA and BIA activities, b) query whether BIA programs meet member expectations, c) seek member input on possible future BIA programs, and d) gauge support for a further 5-year mandate.
- February to May 2013 collection and compilation of survey data, and revision of SGBIA's strategic plan to align renewal goals and objectives with survey results. SGBIA reports that the survey responses indicate
 - '100% support' for BIA renewal, 5-year term
 - BIA advocacy on taxation, Broadway rapid transit, and the Granville Street Greenway is a high member priority
 - Direct dialogue with business owners is becoming more difficult due to changing merchant mix. Increasingly, decision-makers are not active in the day-to-day operations of local stores.

- February to July 2013 informal meetings with between SGBIA directors and businesses. SGBIA also met with the largest property owners, either in person or by phone. SGBIA reports owner feedback suggesting that SGBIA presence aids leasing efforts, enhancing long term value to properties as a result.
- June 2014 member open house and networking event, with focus on the proposed Granville Street Greenway.
- July 2013 advance notice of the renewal AGM on the SGBIA website.
- August 2013 distribution to BIA membership of Annual General Meeting (AGM) notifications, which included a review of the previous 5-year mandate, 'BIA 101' outline of the renewal process, the proposed strategic plan, 5-year budget outline and funding ceiling, and the renewal first-year budget. SGBIA continued outreach to members on an individual appointment basis through September.
- The SGBIA AGM held on September 24, 2013. SGBIA reports 42 voting members in attendance and 8 proxies. At the meeting, the 5-year renewal, renewal strategic plan, proposed renewal budget and funding ceiling were discussed and approved.

The SGBIA's renewal request letter and an outline of its outreach process are attached as Appendix D3.

Comments

The SGBIA confirms it has notified all commercial property owners and tenants within the proposed renewal area. As required, the SGBIA has provided a summary of its outreach process, and has included the City's information letter with its AGM notification.

The SGBIA has not reported any opposition in response to its member outreach, and are confident there is a strong majority in favour of renewal through the entire membership.

The City received one call from the representative of a major property owner regarding its office floor space, and whether that component of the property could be excluded from the BIA levy. The office component cannot be excluded, and staff referred the caller to BIA representatives for more information on BIA programs relative to office tenants.

On September 24, 2013, at a duly constituted AGM, the SGBIA membership approved BIA renewal, a new 5-year funding ceiling, and the 2014-2015 budget.

Based on the AGM results and member input received to date, the SGBIA believes that the BIA 5-year renewal, the proposed 5-year funding ceiling, and the Year-1 budget are generally supported.

Victoria Drive BIA Renewal

BACKGROUND

The Victoria Drive BIA was one of two BIAs established in 2004, along with the Point Grey Village BIA. The BIA was last renewed in 2009 for a second 5-year term which expires at the end of March 2014. The Victoria Drive Business Improvement Association (VDBIA) wishes to renew the BIA for a further 5-year term (April 1, 2014 - March 31, 2019).

DISCUSSION

BIA Renewal Proposal

The Victoria Drive BIA boundary roughly comprises 23 linear blocks of Victoria Drive between E. 32nd Avenue and Nassau Drive (one block south of E. 54th Avenue), in three commercial nodes from E. 32nd to E. 44th, E. 47th to E. 50th, and E. 53rd to Nassau. (See map in Appendix E1.)

When approved by Council, the proposed funding-ceiling of \$910,000 will define the maximum amount that may be levied over the Victoria Drive BIA 5-year renewal term, and reflects an increase of 21% over the previous 5-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 VDBIA proposes a Year 1 renewal budget of \$172,000, representing an annual levy rate of \$0.78 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the Victoria Drive BIA renewal, staff will report back for approval of the Year 1 budget along with all of the other BIAs' 2014 - 2015 budget requests. (See budget in Appendix E2.)

Renewal Outreach Activities

Renewal outreach activities extended from February to September 2013, and included:

- February 2013 distribution of a member survey. The survey was developed to advertise renewal, to measure member support for current programs, and to elicit membership input for new ideas and options. (The VDBIA reports an 8% survey response rate).
- May 2013 development of a strategic plan for the 5-year renewal term based on goals and priorities identified through the survey results and ongoing communication between business owners and the VDBIA 'Liaison' team.
- July 2013 distribution of the VDBIA member newsletter publicizing the survey results and the upcoming BIA renewal.
- August 2013 distribution of a special edition newsletter highlighting the detailed renewal proposal and budget. The newsletter provided advance notice of the September AGM as a step in the renewal process, and encouraged members to attend. The VDBIA reports there was no negative response from BIA members regarding the proposed renewal budget.
- September 2013 member notification for the Annual General Meeting (AGM), which included content about renewal.
- The VDBIA AGM held on September 30, 2013. Discussion at the AGM included the member survey results and the renewal strategic plan /budget. The proposed 5-year renewal, funding ceiling, and renewal budget were unanimously approved.

The VDBIA's renewal request letter and an outline of its outreach process are attached as Appendix E3.

Comments

The VDBIA confirms it has notified all commercial property owners and tenants within the proposed renewal area. As required, the VDBIA has provided a summary of its outreach process, and has included the City's information letter with its AGM notification.

The VDBIA has not reported any opposition in response to its member outreach. Specifically, there was no negative response to the proposed renewal budget featured in the VDBIA August 2013 renewal special edition newsletter.

The City has received no telephone calls or correspondence from individuals expressing opposition or concern regarding the renewal proposal.

On September 30, 2013, at a duly constituted AGM, the VDBIA membership approved BIA renewal, a new 5-year funding ceiling, and the 2014-2015 budget.

Based on the AGM results and member input received to date, the VDBIA believes that the BIA 5-year renewal, the proposed 5-year funding ceiling, and the Year-1 budget are generally supported.

Yaletown BIA Renewal

BACKGROUND

The Yaletown BIA was one of three BIAs established in 1999, along with the West End and South Granville BIAs. The BIA was last renewed in 2009 for a third 5-year term which expires at the end of March 2014. The Yaletown Business Improvement Association (YBIA) wishes to renew the BIA for a further 5-year term (April 1, 2014 - March 31, 2019).

DISCUSSION

BIA Renewal Proposal

The Yaletown BIA boundary roughly comprises the blocks between Homer Street on the west, Robson Street on the north, Beatty Street/Pacific Boulevard on the east, and Pacific Street on the south. (See map in Appendix F1.)

When approved by Council, the proposed funding-ceiling of \$4,200,000 will define the maximum amount that may be levied over the Yaletown BIA 5-year renewal term, and reflects an increase of 82% over the previous 5-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 YBIA proposes a Year 1 renewal budget of \$780,000 representing an annual levy rate of \$0.75 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the Yaletown BIA renewal, staff will report back for approval of the Year 1 budget along with all of the other BIAs' 2014 - 2015 budget requests. (See budget in Appendix F2.)

Renewal Outreach Activities

Renewal outreach activities extended from January to June 2013, and included:

- January 2013 communication to membership of YBIA intention to renew the BIA. Overall renewal outreach communication included direct mail, newsletters and social media - in total 3 direct mail outs, 8 newsletters, web postings, tweets and Facebook posts.
- February 2013 distribution of a member survey to seek input on current programs and possible future activities for the renewal period. The survey was e-mailed to 710 members, with the YBIA reporting a 22% response rate (155 respondents). Among key findings, 89% of members were aware of YBIA, 87% supported increasing the YBIA budget (levy), and 92% supported the proposed 5-year BIA renewal. YBIA drafted a new five-year strategic plan and projected a renewal funding ceiling based in part on the survey results.
- March 2013 one-on-one consultations with over 40 key property owners, managers, and business tenants, which generated input on new activities in the strategic plan. Issues discussed with members included tourism, security, waste management, and the Transportation 2040 Plan. The proposed 5-year funding ceiling and renewal budget were also discussed.
- April 2013 finalization of strategic plan and budget followed by a) a separate restaurant-members briefing (16 attendees), and b) a general members' open house (26 attendees). The briefing and open house were held to update members on YBIA renewal activities / strategic plan as well as issues related to the Transportation 2040 Plan and waste management changes.
- May 2013 distribution to BIA membership of Annual General Meeting (AGM) notifications, which included information on the proposed BIA renewal, the strategic plan, the funding ceiling and renewal first-year budget.
- The YBIA AGM held on June 26, 2013. YBIA reports that 46 members were present in person, with 39 members represented by proxy. At the meeting, proposed 5-year renewal, renewal budget and funding ceiling were discussed and unanimously approved.

The YBIA's renewal request letter and an outline of its outreach process are attached as Appendix F3.

Comments

The YBIA confirms it has notified all commercial property owners and tenants within the proposed renewal area. As required, the YBIA has provided a summary of its outreach process, and has included the City's information letter with its AGM notification.

The YBIA has not reported any opposition in response to its member outreach. In February 2013, the YBIA conducted an e-mail member survey, which according to the BIA received 155 responses (22% response rate). Survey findings indicated a 96% effectiveness rating for YBIA programs, 92% of respondents in support of BIA renewal, and 87% in support of a levy increase.

The City has received no telephone calls or correspondence from individuals expressing opposition or concern regarding the renewal proposal.

On June 26, 2013, at a duly constituted AGM, the YBIA membership approved BIA renewal, a new 5-year funding ceiling, and the 2014-2015 budget.

Based on the AGM results and member input received to date, the YBIA believes that the BIA 5-year renewal, the proposed 5-year funding ceiling, and the Year-1 budget are generally supported.

Implications/Related Issues/Risk (if applicable)

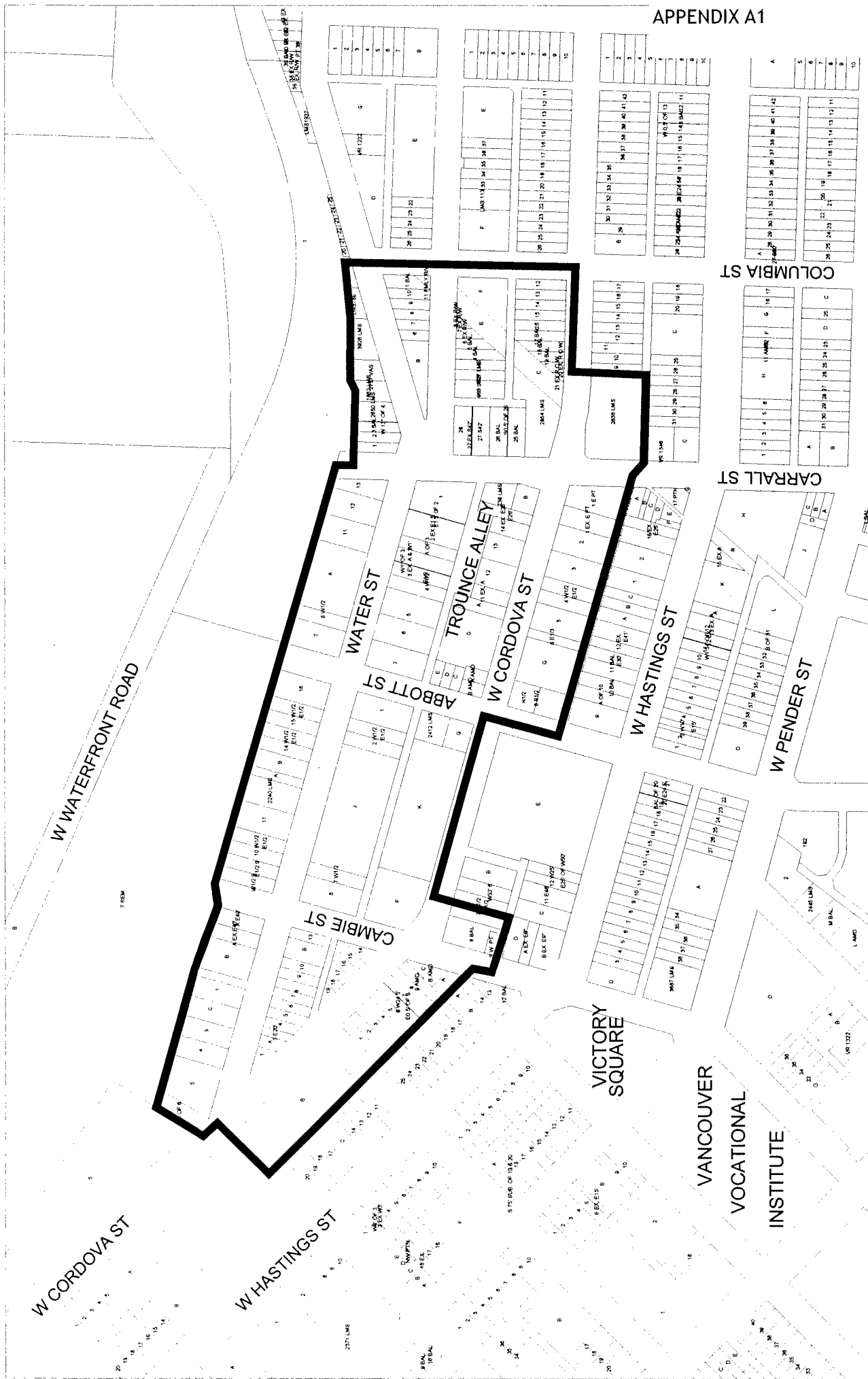
Financial

There are no financial implications.

CONCLUSION

The by-laws for six Business Improvement Areas are set to expire at the end of March 2014, 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. It is recommended that all six applications be forwarded to Court of Revision. If Council approves the BIA renewals, staff will report back for approval of the Year 1 budgets along with all of the other BIAs' 2014 - 2015 budget requests.

* * * * *



Gastown B.I.A.

GASTOWN BUSINESS IMPROVEMENT SOCIETY				
DRAFT 2014-2015 BUDGET				
MARKETING & PROMOTIONS				
Marketing/PR/Special Events/Branding				100,000.00
Tourism Promotion				26,000.00
Website/Social Media Presence				30,000.00
Sub Total				156,000.00
PHSICAL PLANT & SECURITY				
Crime Prevention/Street & Lane Maintenance				210,000.00
Hanging Flower Baskets				36,000.00
Steam Clock				3,000.00
Tree Lights/Banners				26,000.00
Sub Total				275,000.00
OPERATIONS & ADMINISTRATION				
Office Rent/Equipment				23,000.00
Insurance/audit/legal				12,300.00
Admin costs/wages/meetings/conferences				83,000.00
Sub Total				118,300.00
OPERATIONS RESERVES				18,000.00
TOTAL				567,300.00

**GASTOWN**

vancouver starts here

October 28, 2013

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

Dear Mayor Robertson & Council:

Re: Proposed Renewal of the Gastown Business Improvement Area

On behalf of the Directors and Members of the Gastown Business Improvement Society (GBIS), I hereby request that Vancouver City Council consider our application to renew the Gastown BIA for a 5-year term, commencing on April 1st 2014.

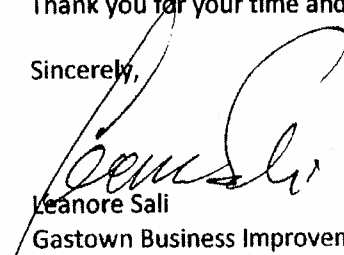
Our renewal process started in June 2012 with a review of our goals and objectives and a Visioning Session with key stakeholder members of the association including property owners and business owners. Based on the feedback from the June Visioning session, the Board developed draft strategic plan outlining our goals and objectives for the coming five years. A member survey was created and distributed for feedback and input from the general membership into the plan. At our September 25th, 2013 AGM the membership was updated on the renewal process and presented a five-year budget and funding cap. The membership voted unanimously to support both the five-year renewal and the five-year funding cap.

This letter is to be considered the Gastown BIA's formal BIA application as required by the City's BIA Program.

Should you have any questions about the BIA renewal request of the Gastown Business Improvement Society, please feel free to call or email us.

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

Sincerely,


Leanne Sali

Gastown Business Improvement Society

**GASTOWN BUSINESS
IMPROVEMENT SOCIETY**

145 - 332 WATER STREET
VANCOUVER, BC V6B 1B6
TEL: 604-683-6650
FAX: 604-683-4118
EMAIL: INFO@GASTOWN.ORG

WWW.GASTOWN.ORG

GASTOWN BUSINESS IMPROVEMENT SOCIETY RENEWAL PROCESS

- June 2012** **GBIS Visioning Meeting**
- The GBIS Board and key stakeholders reviewed progress made towards achieving the existing vision and priorities for Gastown and identified priorities for the future.
- February 2013** **Follow up Visioning Session**
- Began work on a 5-year strategic plan
- April 2013** **Member Surveys**
- Surveyed members getting feedback on priorities for the BIA including spending priorities, programing etc.
- Compare feedback from the general membership with that of the Board to identify key priorities
- May 2013** **Strategic Plan developed for Renewal Period**
- Based on goals and priorities identified amended draft 5-year strategic plan.
- June 2013** **Member Surveys & Follow up**
- Resent the survey to get more input from the membership. Followed up with members who responded to the survey requesting additional information.
- Finalized Draft Strategic Plan
- July 2013** **Budget Accepted**
- Board Committee drafted a 5-year budget.

Presented the proposed five-year budget and renewal plan to key stakeholders for input.

Board of Directors reviewed, made final adjustments based on feedback.

Strategic plan and proposed five-year budget were approved by the Board.

August 2013

AGM Package

AGM Package was mailed out to all members.

Sept. 2013

Follow up to AGM Package

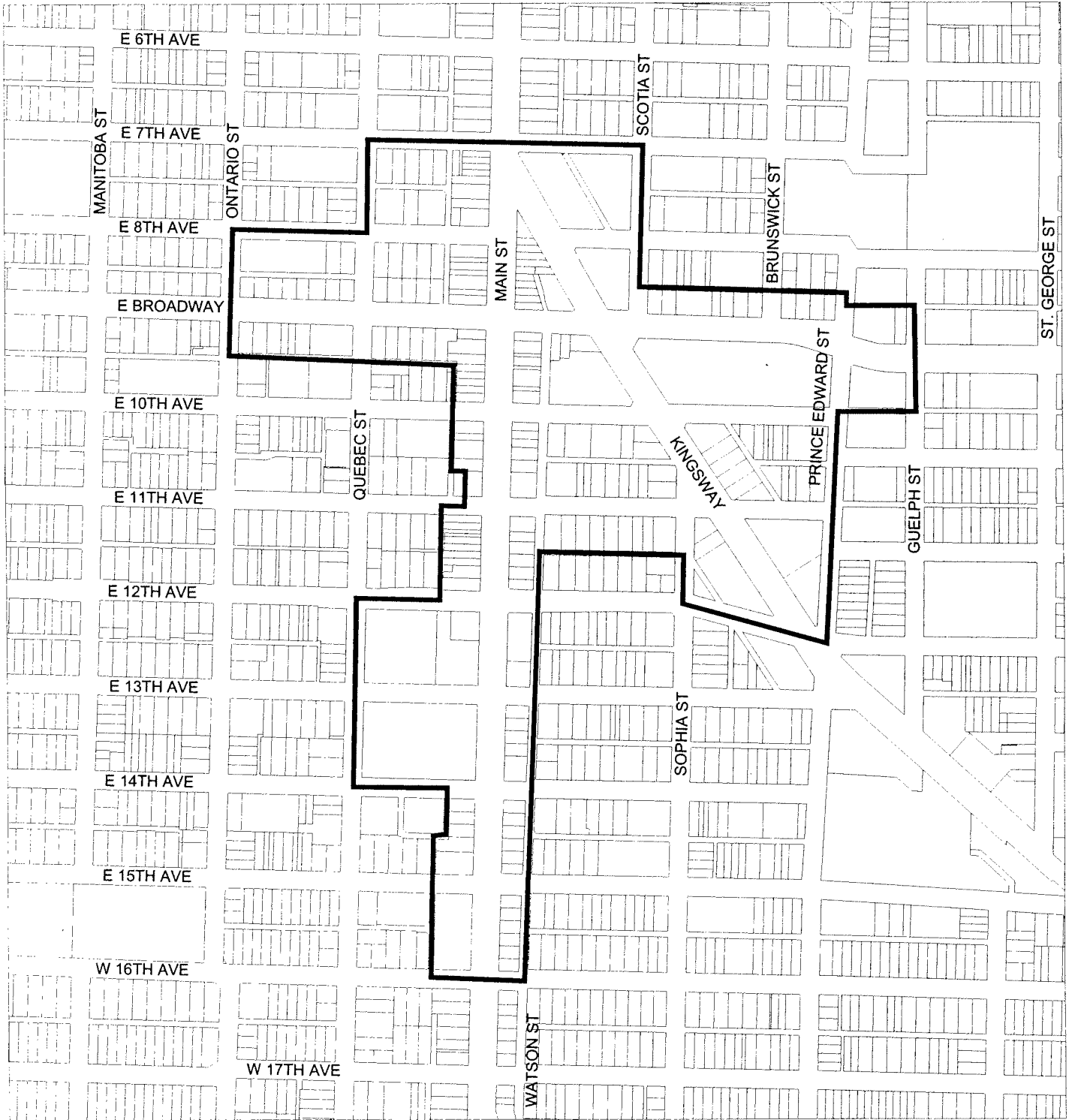
A follow up letter along with the BIA Renewal proposal was sent to all members.

Email reminders and phone calls were made to the members to remind them of the AGM

Sept. 25, 2013

GBIS Annual General Meeting

At the AGM the GBIS strategic plans and initiatives, the five-year renewal proposal, the 2014/2015 budget and the five-year levy cap were presented to the membership. Members voted unanimously to approve the 5-year renewal of the Gastown BIA, the 2014/2015 Budget and the 2014/2019 Levy Cap.



Mt. Pleasant B.I.A.



**Mount Pleasant Commercial Improvement Society (MPBIA)
Proposed Budget for the Period: April 1, 2014 to March 31, 2015**

REVENUE

City Tax Levy	\$	375,000.00
Other Sources: Grants, Sales, & Bank Interest	\$	5,000.00

TOTAL REVENUE	\$	380,000.00
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EXPENSES

Member / Center Support

Wages: Executive Director	\$	78,000.00
Wages: BIA Resource Centre	\$	38,174.50
CPP, UIC, MSP and WCB	\$	8,414.00
Sub-Total	\$	124,588.50

Administration

Accounting and Auditor	\$	7,400.00
Insurance	\$	2,300.00
Meetings/Conf./Seminar/Employment Advertising	\$	3,300.00
Sub-Total	\$	13,000.00

Economic Development Resource Centre & Special Project Support

Legal Fees	\$	1,500.00
Furniture & Equipment	\$	1,500.00
Office Supplies and equipment	\$	10,000.00
Miscellaneous - travel and volunteers	\$	1,750.00
Rent & Office Upgrades	\$	20,500.00
Repairs and Maintenance - Office	\$	2,300.00
Telephone / Internet / Web Hosting	\$	3,000.00
Website upgrade	\$	5,000.00
Contingency	\$	1,500.00
Sub-Total	\$	47,050.00

SPECIAL PROJECT COST - COMMITTEES

Business & Tourism Development

Newsletter & Promo Items	\$	2,200.00
Advertising Features:		
Print Media / Website Advertising	\$	2,000.00
Event Advertising: Georgia Straight / Other	\$	10,000.00
Tourist Publications	\$	4,000.00
Meetings, Supplies & Seminars	\$	200.00
Wayfinding Signs Update	\$	2,000.00
Special Events:		
Christmas	\$	5,500.00
Celebrate Mount Pleasant Day	\$	800.00
Car Free Day	\$	8,500.00

**Mount Pleasant Commercial Improvement Society (MPBIA)
Proposed Budget for the Period: April 1, 2014 to March 31, 2015**

Drift Festival	\$	-
Clean Sweep Event	\$	1,000.00
Halloween	\$	2,000.00
Tree Chipping for Charity	\$	500.00
Autumn Shift Festival	\$	16,000.00
BBQ Cook-off / Laneway Event	\$	2,600.00
Fashion Show	\$	1,200.00
Contingency	\$	8,499.00
Summer Student: Marketing Events	\$	8,000.00
Sub-Total	\$	74,999.00
Renewal / Expansion		
Wages	\$	24,862.50
Print & Meeting Costs	\$	5,000.00
Sub-Total	\$	29,862.50
Government & Community Relations		
AGM	\$	6,500.00
Member Survey	\$	1,000.00
Fair Tax Coalition Contribution	\$	1,500.00
Summer Student: Special Project	\$	-
Strategic Planning Sessions & Meeting	\$	2,200.00
Membership Dues & Fees	\$	2,000.00
Sub-Total	\$	13,200.00
Safety & Security		
Committee Meetings & Membership Dues	\$	300.00
Graffiti Monitoring & Crime Prevention	\$	1,000.00
CPO Bike Patrols	\$	500.00
Sub-Total	\$	1,800.00
Street Enhancement		
Banner Replacement & Installation	\$	17,700.00
Street Beautification Contingency	\$	-
Flower Baskets	\$	17,700.00
Planters	\$	2,000.00
Committee Meetings	\$	100.00
Graffiti	\$	5,000.00
Coast Foundation: Sidewalk Cleaning & Poster Removal	\$	33,000.00
Sub-Total	\$	75,500.00
TOTAL EXPENSES	\$	380,000.00
Excess of Revenues Over Expenditures	\$	-



MOUNT PLEASANT COMMERCIAL IMPROVEMENT SOCIETY
301-3102 MAIN STREET, VANCOUVER, BC V5T 3G7
T: 604.874.9816 F: 604.874.9316 E: CONNECT@MPBIA.CA
WWW.MOUNTPLEASANTBIA.COM

October 9, 2013

Mayor Gregor Robertson & 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 Mount Pleasant Business Improvement Area (MPBIA)

On behalf of the Directors and Members of the Mount Pleasant Commercial Improvement Society (MPCIS), I hereby request that the Vancouver City Council consider our application to renew the Mount Pleasant BIA for a 7-year term, commencing on April 1st, 2014.

The MPBIA, the second oldest BIA in the City of Vancouver (1989), encompasses the area on Main Street from 7th to 16th Avenue, Kingsway from 7th to 12th Avenue, Broadway from Ontario the Guelph Street and the commercial properties in between. Over the past 24 plus years, the MPBIA has partnered with our property owner and business members to achieve an amazing transformation of our business community into the vibrant, high profile and successful commercial area we have today.

Our renewal process began in September, 2012 when MPBIA members were reminded at our AGM that our renewal was approaching. In January, 2013 a member survey was sent to all our members and feedback was received from about 100. A member renewal Meet and Greet was hosted by the MPBIA on March 26, 2013. In June, 2013, outreach materials, including our proposed 7-year funding ceiling, were distributed to all our members. Subsequently, member Meet and Greets to discuss the proposed renewal were hosted by the MPBIA on June 25, 2013, July 16, 2013 and August 20, 2013.

At our well attended AGM on September 10, 2013, the membership was updated on the renewal process and presented with a budget for the next 7 years. With one exception, the membership voted in favour of both the renewal of the MPBIA and the 7-year funding ceiling proposed.

This letter is to be considered the MPCIS formal BIA application for renewal as required by the City's BIA Program.

Should you have any questions about this BIA renewal request, please do not hesitate to contact the undersigned.

Your consideration of our BIA renewal request is greatly appreciated.

Best regards,

Lynn Warwick
Executive Director, MPBIA



MOUNT PLEASANT

BUSINESS IMPROVEMENT AREA

MOUNT PLEASANT COMMERCIAL IMPROVEMENT SOCIETY
 301-3102 MAIN STREET, VANCOUVER, BC V5T 3G7
 T: 604.874.9816 F: 604.874.9316 E: CONNECT@MPBIA.CA
 WWW.MOUNTPLEASANTBIA.COM

APPLICATION FOR RENEWAL OF THE MPBIA FOR A 7-YEAR TERM FROM APRIL 2014 TO MARCH 2021

RENEWAL OUTREACH ACTIVITIES AND MATERIALS

December, 2012

- December 4, 2012 Meeting with Peter Vaisbord and members of our Board of Directors

January, 2013

- January 22, 2013 Newsletter and Renewal Survey mailed to all our Property Owners. This included an invitation to our March 26 Member Meet and Greet, where we advised we would be reviewing the survey results and looking for additional feedback
- January 22, 2013 Newsletter and Renewal Survey hand-delivered to all our Members businesses. This included an invitation to our March 26 Member Meet and Greet, where we advised we would be reviewing the survey results and looking for additional feedback
- January 22, 2013 Renewal Survey put up on Survey Monkey. The cover letter of the Renewal Survey includes the link to the online Survey Monkey for those who prefer to do the survey online
-

February, 2013

- February 2013 Newsletter hand-delivered to our Member businesses, including an inserted hard copy of our Renewal survey and cover letter (with a link to the online Survey Monkey) and a reminder about our March 26, 2013 Member Meet & Greet
- February 6, 2013 Emailed reminder to all business owners to fill out survey
- February 8, 2013 Renewal survey responses due. Following this, survey results were tabulated and analyzed by the MPBIA staff. This information then served to help inform our new strategic plan, information packages and displays, and welcoming remarks for upcoming Member Meet & Greets
- February 11, 2013 RSVP forms hand-delivered to our business Members re. our Meet and Greet on March 26, 2013
- February 27, 2013 Strategic Planning / Strategy Workshop with Don Evans and the MPBIA Board of Directors, Lynn Warwick and Kara Mintzberg, with a focus on Renewal initiatives

March, 2013

- March 5, 2013 Electronic invitation (Mail Chimp) sent to all our business Members re. our March 26, 2013 Member Meet & Greet
- March 25, 2013 Reminder email sent (Mail Chimp) to all our business Members re. our March 26, 2013 Member Meet & Greet
- March 26, 2013 Member Meet & Greet in the hall of Heritage Hall. Included in the info packages distributed at the meeting was the outreach brochure, the proposed 7-year Funding Ceiling, and a hard copy of our Member survey

May, 2013

- May 6, 2013 Member newsletter hand-delivered to all our business Members , including an invitation to contact our staff for further information
- May 22, 2013 Meeting with Peter Vaisbord to discuss renewal

June, 2013

- June 14, 2013 Electronic invitation (Mail Chimp) sent to all our Service and Medical Members inviting them to our June 25, 2013 Member Meet & Greet
- June 17, 2013 Hard copy invitation hand-delivered to all our Service and Medical Business Members re. our June 25, 2013 Member Meet & Greet
- June 18, 2013 Renewal Packages mailed to all MPBIA Property Owners and hand-delivered to all business Members. This information package included our outreach brochure, the proposed 7-year Funding Ceiling and an invitation to our Member Meet & Greets on July 16, 2013 and August 20, 2013
- June 24, 2013 Reminder email sent to all our Members who RSVP'd re. our June 25, 2013 Member Meet & Greet
- June 25, 2013 Email sent to all Members who RSVP'd letting them know our Meet & Greet will take place (inside) despite the rainy weather
- June 25, 2013 Member Meet & Greet (Services and Medical Businesses) in the Board Room of Heritage Hall with information display boards focusing on survey results and Renewal process. Information packages distributed included our outreach brochure and the proposed 7-year Funding Ceiling
- June 26, 2013 Thank you email sent to all whom attended our Member Meet & Greet on June 25, 2013

July, 2013

- July 2, 2013 Electronic invitation (Mail Chimp) sent to our Retail Members inviting them to our July 16, 2013 Member Meet & Greet
- July 2, 2013 Hard copy invitation hand-delivered to Retail Members re. our July 16, 2013 Member Meet & Greet

- July 11, 2013 Reminder notice (Mail Chimp) sent to all our Retail Members about our July 16, 2013 Member Meet & Greet
- July 15, 2013 Email sent to all our Members who RSVP'd reminding them about the Meet & Greet on July 16, 2013
- July 16, 2013 Member Meet & Greet (Retail and Property Owners) on the patio of Heritage Hall. Information packages distributed included our outreach brochure and the proposed 7-year Funding Ceiling
- July 17, 2013 Thank you email sent to all whom attended our Member Meet & Greet on July 16, 2013

August, 2013

- August 5, 2013 Electronic invitation (Mail Chimp) sent to our Food Members inviting them to our August 20, 2013 Member Meet & Greet
- August 6, 2013 Hard copy invitation hand-delivered to Food Members re. August 20, 2013 Member Meet & Greet
- August 19, 2013 Email sent to all Members who RSVP'd reminding them about our Member Meet & Greet on August 20, 2013
- August 20, 2013 Member Meet & Greet (Food and Property Owners) on the patio of Heritage Hall. Information packages distributed included our outreach brochure and the proposed 7-year Funding Ceiling
- August 20, 2013 AGM package mailed to all property owners and hand delivered to all business over a 3 day period. This included the Renewal Letter from the City of Vancouver, as required, our brochure on the Renewal Process and BIA Initiatives, the proposed 7-Year Funding Ceiling and all material related to registering for the AGM.
- August 21, 2013 Thank you email sent to all whom attended our Member Meet & Greet on August 20, 2013
- August 26, 2013 Follow up email sent to all those we have email addresses for reminding them of the forthcoming AGM and sending out the required response forms
- August 26 – 31, 2013 Significant follow up done via email, phone calls and during store visits reminding people of the event and encouraging them to attend the AGM

September, 2013

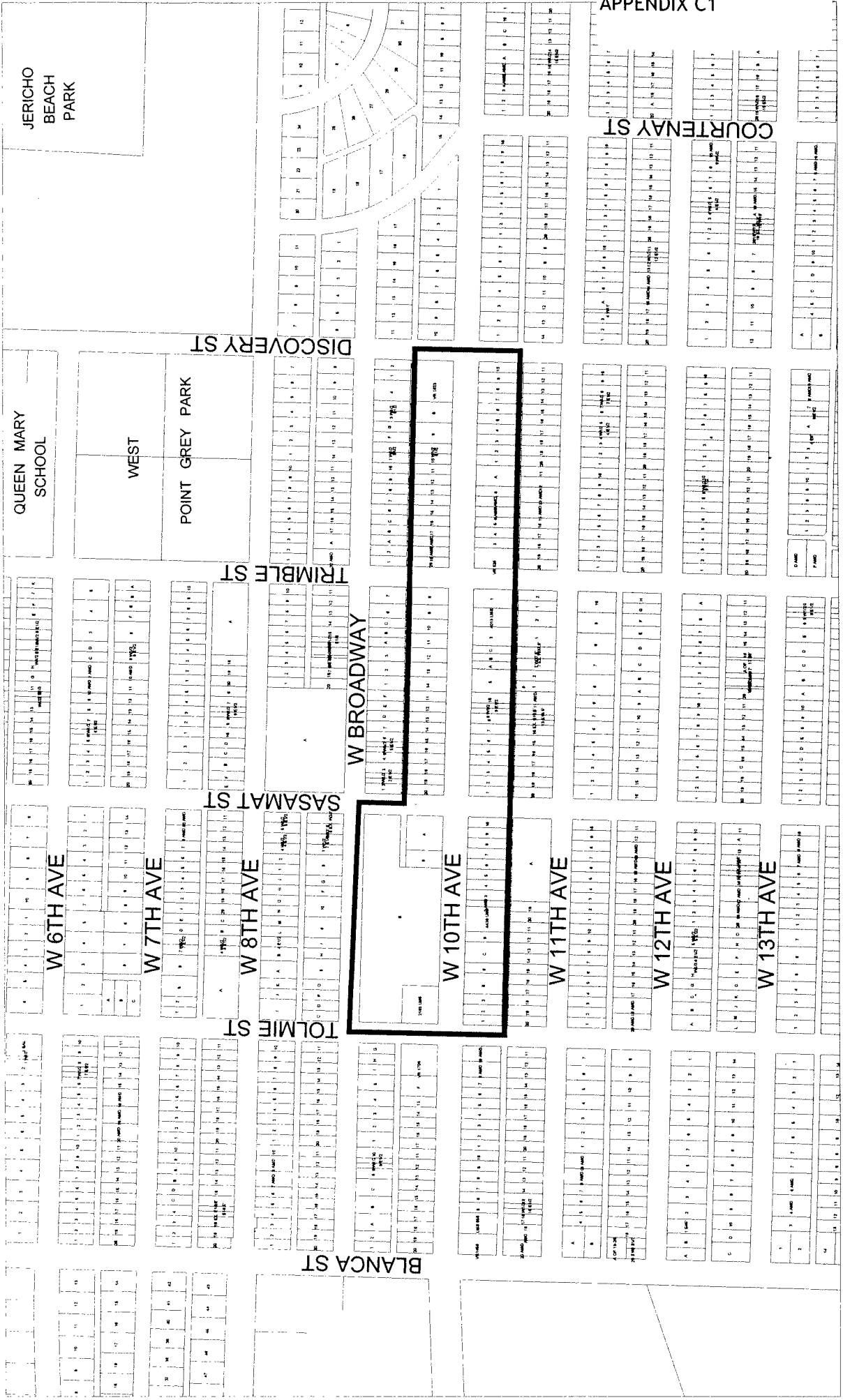
- September 1 – 3, 2013 Significant follow up done via email, phone calls and during store visits to motivate people to attend and complete response forms so they would be eligible to vote
- September 10, 2013 Mount Pleasant Commercial Improvement Society AGM package included our brochure on the Renewal Process and BIA Initiatives, as well as the proposed 7-Year Funding Ceiling
- The following two motions were presented and approved pertaining to our submission of an Application for Renewal:

7. MOTION: "APPROVAL FOR THE MOUNT PLEASANT COMMERCIAL IMPROVEMENT SOCIETY TO SUBMIT AN APPLICATION FOR THE RENEWAL OF THE MOUNT PLEASANT BUSINESS IMPROVEMENT AREA TO CITY COUNCIL FOR A 7-YEAR TERM, FOR THE PERIOD FROM APRIL 1, 2014 TO MARCH 31, 2021."


Mover: Rick Sair
Seconded: Adam Asgari
Passed: Yes 31 confirmed votes by show of hands
No 1 vote: Joseph Iorio, J&M Coin & Jewellery Ltd.,
who chose to be noted on record

MOTION: "APPROVAL OF THE 7-YEAR FUNDING CEILING FOR THE PERIOD FROM APRIL 1, 2014 TO MARCH 31, 2021, FOR THE AMOUNT OF \$2,800,000."

Mover: Ivan Douglas
Seconded: Graham Done
Passed: Yes 31 confirmed votes by show of hands
No 1 vote: Joseph Iorio, J&M Coin & Jewellery Ltd.,
who chose to be noted on record




Point Grey Village B.I.A.



BUSINESS ASSOCIATION

ANNUAL GENERAL MEETING

2013



RENEWAL BUDGET 2014-2019

WITH OUR RENEWAL BUDGET WE CAN:

- Bring customers to the area
- Make the street look beautiful
- Recruit businesses, investors
- Advocate for businesses
- Connect businesses & engage community

i.e.
shop local
promotions
social media
web updates
recruit businesses
lower property tax
hanging
flower baskets
street lights
banners
& more



IT'S A SMALL INVESTMENT WITH A BIG RETURN:

- Renewal budget costs businesses ave. of \$37 to \$70 per month
- Less than a latte a day, or one 1.4 litre soft per year
- Current budget is smallest in City's 22 business areas

THE BUDGET CONTRIBUTION IS SHARED BY EACH BUSINESS*

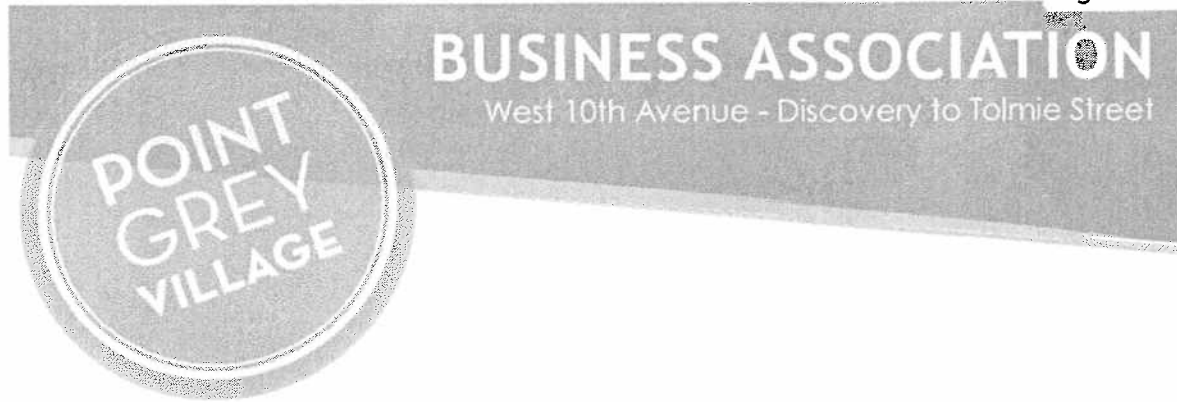
= so it's **COST-EFFECTIVE** (less than latte a day or 1 ad year)

+ it has **COLLECTIVE BUYING POWER** (versus individual efforts)

TO BENEFIT YOUR BUSINESS & THE BOTTOM LINE:

	Current Budget	Renewal Budget
Administration		
Audit	\$2,500.00	\$2,500.00
Insurance	\$1,000.00	\$1,000.00
Annual General Meeting	\$1,000.00	\$1,000.00
Miscellaneous Office	\$500.00	\$1,800.00
Member Communications: Newsletter, Meetings	\$500.00	\$2,000.00
BIA Coordinator	\$18,000.00	\$45,400.00
	\$23,500.00	\$53,700.00
Street Enhancement & Safety		
Banner Design / Production	\$6,500.00	\$12,000.00
Banner Installation	\$3,000.00	\$4,500.00
Holiday Tree Lighting	\$5,000.00	\$15,000.00
Decorative Pole Lighting	NEW	\$30,000.00
Street Cleaning & Clean Team	\$4,000.00	\$12,500.00
Pole Painting Maintenance	\$1,000.00	\$3,000.00
Graffiti Management & Mural Program	\$2,800.00	\$10,000.00
Landscaping: Flower Boxes, Planters	\$5,000.00	\$10,500.00
Hanging Flower Baskets	NEW	\$15,000.00
Safety Resources: Safety Guides Workshops	NEW	\$2,000.00
	\$27,300.00	\$114,500.00
Marketing - Promotions & Events		
Promotions & Special Events	\$20,000.00	\$45,000.00
Advertising	\$2,200.00	\$10,000.00
Co-op Advertising Opportunities	\$2,000.00	\$6,000.00
Brochure/Flyers: Development, Distribution	\$3,000.00	\$8,000.00
Website & Social Media: Updates, Maintenance, Upgrades	\$1,500.00	\$5,000.00
	\$28,700.00	\$74,000.00
Business Relations & Memberships		
Tourism Vancouver Membership	\$500.00	\$500.00
Business Recruitment: Investor Packages, Window Display/Signs	NEW	\$5,000.00
Education/Conferences	NEW	\$1,000.00
BIABC Membership	NEW	\$300.00
Student Scholarship & Internship Program	NEW	\$1,000.00
	\$500.00	\$7,800.00
Total	\$80,000.00	\$250,000.00

*All commercial properties on W.10th from Discovery to Tolmie are part of the Business Association, & their contribution toward the budget is proportionate to their property tax value. Property owners typically gather their contribution among their tenants. THE RENEWAL BUDGET IS A FRACTION OF THE AREA'S TOTAL ASSESSED PROPERTY VALUE = \$225 mill & TAX VALUE = \$3 mill.



Mayor Gregor Robertson & 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 Point Grey Village Business Association 2014-2019

On behalf of the Directors and Members of the Point Grey Village Business Association (PGVBA), I hereby request that the Vancouver City Council consider our application to renew the Point Grey Village BIA for a 5- year term, commencing on April 1st, 2014.

The PGVBA includes three blocks along West 10th between Discovery and Tolmie Street, and side streets up to the laneways. Since our formation in 2004, we have worked diligently to promote and enhance the area, and engage community, through marketing, street beautification and other initiatives of benefit to locals and visitors.

Despite having the smallest budget of the City's 22 BIAs in Vancouver, we have worked collaboratively with local businesses and property owners to make a positive difference. Our volunteer Board and part-time staff person have coordinated successful events, event sponsorship, brand and marketing collateral, street enhancements (including flower boxes, banners, and more), and community partnership initiatives with local community organizations (including the West Point Grey Community Centre, library and local schools and daycares).

We began our renewal process in January 2013: we created a survey and outreach materials were sent to all members, as well as consultation meetings in the Spring and Summer. Based on input from our members to provide more marketing and street enhancement projects, we developed a strategic plan and proposed a budget increase that would allow us to meet the needs of our membership and effectively serve the business area.

We received positive feedback throughout the renewal process: we conveyed our plans for essential marketing, enhancement, member relations and advocacy initiatives that will benefit and support local businesses; and we provided sample calculations to show the nominal increase of individual business contributions and cost-effective power of a collective budget. At our AGM on September 30, 2013, we presented members with an update on the renewal process and the 5-year renewal budget, and received a unanimous vote in favour of a BIA renewal.

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

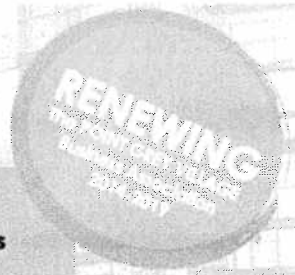
Should you have any questions about the BIA renewal request of the Point Grey Village Business Association, please feel free to call or email us. Thank you for your time and consideration of our BIA renewal request.

Sincerely,

Michelle Barile, Manager, Point Grey Village Business Association

POINT GREY RENEWAL

Outline of Renewal Activities



Step 1: Meeting with City Staff & Research - January 2013

Met with City BIA staff and conducted research on renewal activities in other areas.

Step 2: Member Survey - Spring 2013

Distributed surveys to business and property owners requesting feedback on BIA initiatives, and their input to help set the BIA priorities and budget.

Step 3: Consultation Meetings & Strategic Plan - Summer 2013

Conducted two consultation meetings with business and property owners to have a dialogue about the renewal and receive feedback.

Step 4: Renewal Package & AGM Package - Summer 2013

Prepared and distributed renewal and AGM package to all property owners, which outlined plans and proposed budget for the next 5 year term.

Step 5: AGM - September 30, 2013

Presented members with an update on the renewal process and the 5-year renewal budget, and received a unanimous vote in favour of a BIA renewal.

Step 6: Ongoing

Liaising with businesses, property owners, government, community groups, and developing BIA activities to benefit members and the community.



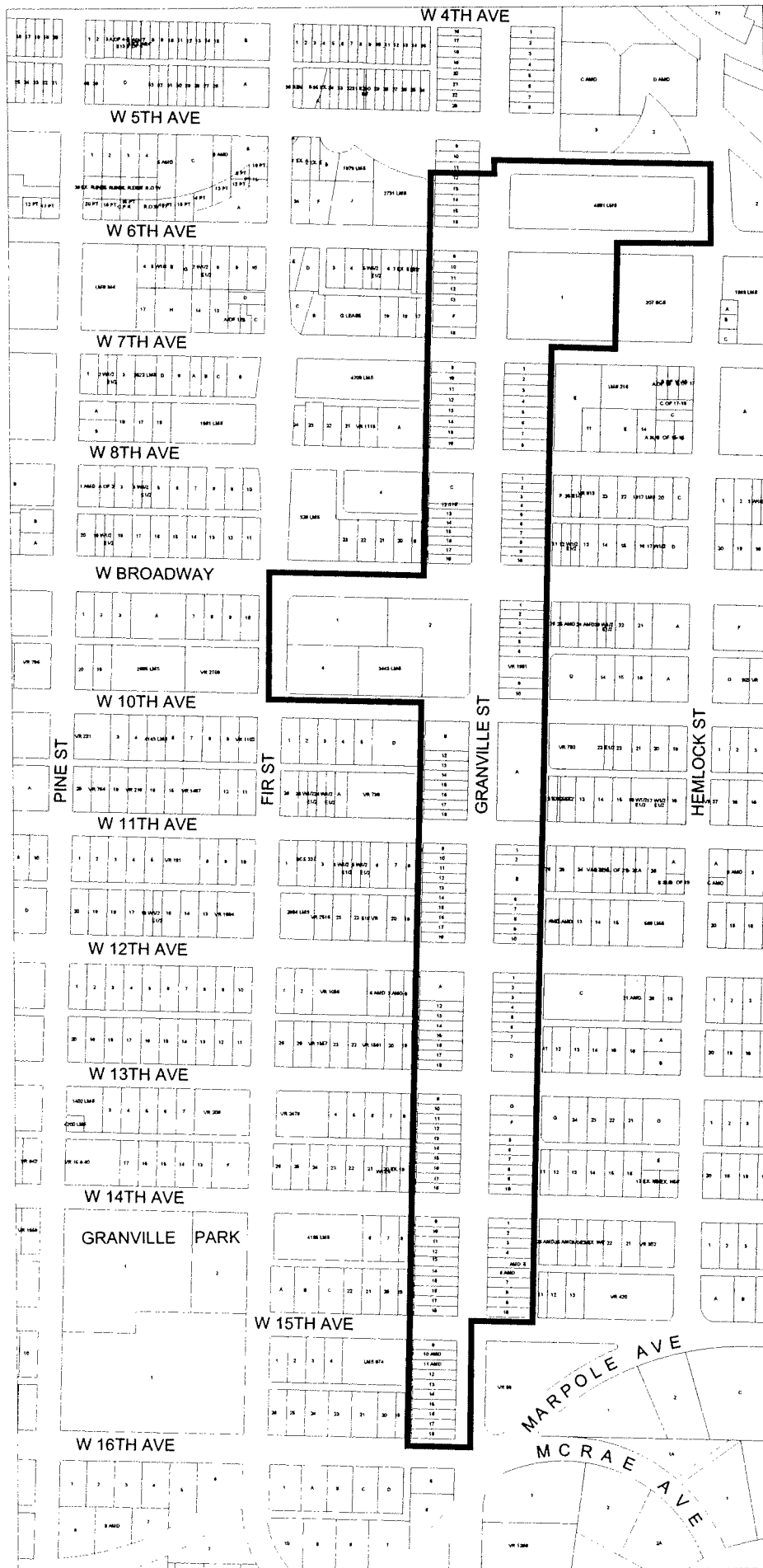
PROPOSAL DEVELOPMENT

BUSINESS RECRUITMENT/RETENTION

COMMUNITY PROMOTION/OUTREACH

MARKETING/COMMUNICATIONS

PROPERTY MANAGEMENT



South Granville B.I.A.



South Granville Business Improvement Association Proposed 2014-2015 Budget

PROMOTION / MARKETING

To include initiatives such as: Newsprint and other traditional advertising; Website/Blog; Social Media; Street Events; ArtWalk; Christmas Promotion; Category Promotions; Tourism brochures, maps & advertising; Associated Staffing Costs

\$163,500

NEIGHBOURHOOD BEAUTIFICATION

To include initiatives such as: Graffiti Abatement Program; Banner Design/Installation; Decorative Lighting; Street Projects; Street Custodial Team; Flower baskets & Planters; Associated Staffing Costs

\$105,000

SAFETY & SECURITY

To include initiatives such as: Concierge Team services; Street infrastructure audits, Loss Prevention Teams; Merchant awareness campaigns; Associated Staffing Costs

\$162,500

ADVOCACY & MEMBER COMMUNICATIONS

To include initiatives such as: Newsletters; AGM materials; Networking events; Vancouver Fair Tax Coalition; Associated Staffing Costs

\$53,000

ADMINISTRATION

To include costs such as: unrecoverable HST/GST expense; office equipment; Audit & Bookkeeping, Insurance, AGM/Board Meetings; Conference/Membership fees; Office Expenses (rent, phone, WiFi etc); Associated Staffing Costs

\$88,000

CONTINGENCY

\$13,000

Proposed 2014/2015 Levy	\$585,000
Approved 2014/2015 Levy	\$560,000
Increase	4.46%

For a more detailed budget, please contact the BIA office.

October 18, 2013

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

Dear Mayor Robertson and Council:

Re: Renewal Request for the South Granville Business Improvement Association

On behalf of the property owners and merchants of South Granville, I am pleased to advise Council of our intention to seek a new five-year mandate for the South Granville BIA. The extended mandate was presented and approved at our recent Annual General Meeting in September, and we are confident there is a strong majority in favour of this initiative throughout the full membership.

The South Granville BIA encompasses 11 blocks of Granville Street from 5th Avenue to 16th Avenue. This will be our fourth mandate and we look forward to continuing the positive work we have begun in our community and appreciate your support in this matter.

This letter is to be considered the SGBIA's formal BIA application as required by the City's BIA Program.

Should you have any questions about the BIA renewal request of the South Granville Business Improvement Association, please feel free to call or email us.

Thank you for your continued support and leadership.

Regards,



Sharon Townsend, Executive Director
South Granville Business Improvement Association

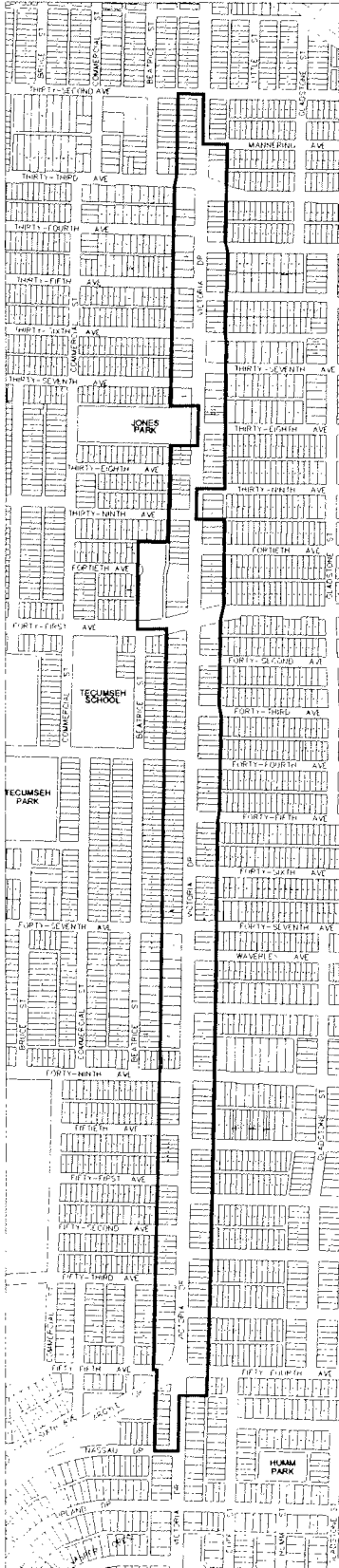
cc. Peter Vaisbord
BIA Program
City of Vancouver



SGBIA Renewal Calendar 2013-2014

January 2013	<ul style="list-style-type: none"> • Finalize survey questions <ul style="list-style-type: none"> ○ Determine member awareness of the BIA and BIA activities ○ Determine if current programs meet member expectations ○ Determine if members want other services not currently offered ○ Gauge support for a new 5 year mandate
February 2013	<ul style="list-style-type: none"> • Membership data update – physical verification of retail, city verification of property owners, and business licences verification of office tenants. • Membership survey distributed in hard copy and online.
February-May 2013	<ul style="list-style-type: none"> • Collect and compile survey data <ul style="list-style-type: none"> ○ 100% support for a new 5 year mandate ○ Advocacy for issues such as Taxation, Broadway Rapid Transit and the Granville Street Greenway a high priority ○ As the neighbourhood and merchant mix matures, direct dialogue with business owners is becoming more difficult. In many instances, Decision Makers are no longer active in the day to day operations of local stores. • Revise Strategic Plan 2014-2019 <ul style="list-style-type: none"> ○ Align goals and objectives with survey results. Increased emphasis on advocacy related to transportation and taxation. • Informal meetings– Board members and merchants February – July <ul style="list-style-type: none"> ○ BIA made contact with largest property owners. Meetings were in person and by phone. Support for the BIA is high. Feedback suggests that the BIA makes it easier to lease space and adds long term value to properties as a result.
June 2013	<ul style="list-style-type: none"> • Finalize 2014/2015 budget of \$585,000 • Finalize 5 year funding cap of \$3,750,000 allowing for a 20% contingency • Member Open House, Networking Event <ul style="list-style-type: none"> ○ Focus on Granville Street Greenway proposal
July 2013	<ul style="list-style-type: none"> • Post notice of AGM on SGBIA website • Member information appointments • Call for Board nominations
August 2013	<p><u>Member Correspondence: Legal AGM package</u></p> <p>Cover letter Membership application AGM notice, rules of membership, voting, proxies etc. Proxy form The year in review Minutes from 2012 AGM Mandate Review – what we have accomplished-value, total spending, leverage, benchmark results What is about to happen and why – BIA 101 Strategic Plan 5 year budget plan, funding cap/ceiling Budget for 2014-2015</p> <ul style="list-style-type: none"> • Declaration of notification to City • Member Outreach by appointment - received one call from large property owner regarding office tenant component of the levy.

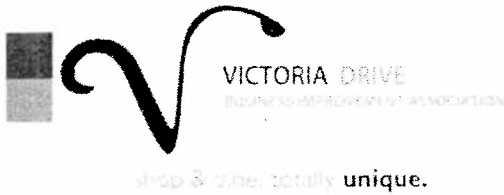
	<ul style="list-style-type: none"> • Board nominations close – 30 days prior to AGM
September 2013 AGM Sept 24	<ul style="list-style-type: none"> • Member Outreach by appointment • Membership Applications close – 7 days prior to AGM • Proxies Close – 48 hours prior to AGM • AGM – 42 members attended out of 68 registered members, plus 8 proxies • membership approved: <ul style="list-style-type: none"> 5 year mandate 5 year funding cap \$3,750,000 (max budget for 5 year term) Budget for year 1 (2014-2015) \$585,000
October 2013	<ul style="list-style-type: none"> • Letter of Intent sent by BIA to Mayor and Council to renew mandate • Outreach summary to P. Vaisbord
November 2013	<ul style="list-style-type: none"> • Deliver document from BIA to the city
December 2013	<ul style="list-style-type: none"> • City Council to hear request for Renewal of Mandate • Notification from City of Vancouver – to include SGBIA document • Closing date for letters of objection
February 2014	Court of Revision



Victoria Dr. B.I.A.

VICTORIA DRIVE PROPOSED 5 YEAR PLAN
 INCOME STATEMENT (Date TBA)

REVENUE	CURRENT YEAR					FIVE YEAR PROPOSED BUDGET PLAN				
	2013	2014	2015	2016	2017	2018				
INCOME										
City Tax Levy	1,700,000.00	1,720,000.00	1,770,000.00	1,820,000.00	1,870,000.00	1,920,000.00				
OTHER INCOME										
Interest Revenue	83.25	0.00	0.00	0.00	0.00	0.00				
Miscellaneous Revenue	916.79	10,000.00	0.00	0.00	0.00	0.00				
Total Other Income	1,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00				
TOTAL REVENUE	\$ 172,000.04	\$ 184,000.00	\$ 179,000.00	\$ 184,000.00	\$ 189,000.00	\$ 194,000.00				
OPERATING EXPENSES										
PAYROLL										
Wages & Salaries	29,932.60	41,937.65	44,030.05	45,805.77	48,102.74	50,482.47				
El Expense	767.60	1,105.44	1,156.55	1,203.38	1,247.57	1,326.71				
CPP Expense	1,315.42	1,898.32	2,001.88	2,089.34	2,203.10	2,321.90				
WCB Expense	42.44	58.59	61.52	64.01	67.21	70.57				
Total Payroll Expense	32,058.06	45,000.00	47,250.00	49,162.50	51,620.62	54,201.65				
GENERAL & ADMINISTRATIVE EXPENSES										
Accounting & Legal	4,950.00	5,200.00	5,550.00	5,800.00	6,085.00	6,340.00				
Advertising & Promotions/Event	13,636.16	13,790.00	12,755.00	12,088.00	12,000.00	13,240.00				
Business Fees & Licenses	54.25	160.00	168.00	176.40	185.22	194.48				
Courier & Postage	402.69	450.00	459.00	468.18	477.54	487.09				
Donations	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00				
Insurance	1,562.00	1,600.00	1,632.00	1,664.64	1,697.93	1,731.88				
Interest & Bank Charges	101.22	99.00	98.95	98.06	98.88	99.00				
Office Supplies	1,898.41	1,900.00	1,995.00	2,094.75	2,199.48	2,309.45				
TOTAL GENERAL & ADMIN EXPENSES	34,604.73	35,199.00	34,657.95	34,390.03	34,744.05	36,401.90				
RENT & UTILITIES										
Rent	5,400.00	6,000.00	6,000.00	6,000.00	6,300.00	6,600.00				
Alarm Monitoring	300.00	300.00	315.00	330.75	347.28	364.64				
Utilities	239.07	250.00	262.50	275.00	289.40	303.87				
Decorative Light Utility Bill	0.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00				
TOTAL RENT & UTILITIES	5,939.07	8,550.00	8,577.50	8,605.75	8,936.68	9,268.51				



#2 - 5608 Victoria Drive Vancouver, BC V5P 3W4

604.321.2301 tel • 604.323.2311 fax • www.victoriadrivebia.com

October 10, 2013

Mayor Gregor Robertson & 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 Victoria Drive Business Improvement Association

On behalf of the Directors and Members of the Victoria Drive Business Improvement Association (VDBIA), I hereby request that the Vancouver City Council consider our application to renew the Victoria Drive BIA for a 5 year term, commencing on April 1st 2014.

The VDBIA area is defined on Victoria Drive from 32nd Avenue to 55th Avenue (Nassau Avenue) and on the side streets up to the laneways. Two residential areas that fall within the blocks of 44th to 48th Avenue and, 50th to 53rd Avenue are not included as part of the BIA.

Our renewal process began in November 2012 when Peter Vaisbord, BIA Coordinator, was invited to the VDBIA Board meeting to explain renewal procedures. Membership outreach was conducted through a two page detailed renewal survey, strong communication ties between our membership and our VDBIA liaison team, and newsletters with updated relevant information. The 2009-2012 Strategic Plan was reviewed in detail by the VDBIA Board and combined with the outreach activities to help develop a new 2014-2019 Strategic Plan and a Draft Budget. At our AGM our membership was again presented with the proposed 5 year Budget for the next 5 year term. With an unanimous vote at the AGM, The VDBIA was in favour of a BIA renewal.

This letter is to be considered the VDBIA's formal application as required by the City's BIA Program. Peter Vaisbord, the BIA Coordinator, is aware of the proposal and will be sent a copy of this letter as well.

Should you have any questions regarding the BIA renewal request of the Victoria Drive Business Improvement Association, please feel free to call or email us.

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

Sincerely,

Monique Koningstein
VDBIA Coordinator
Victoria Drive Business Improvement Association
604.323.2301
vdbia@telus.net

Shop & dine. totally unique.

Victoria Drive BIA Renewal Process (2012-2013)

November 2012

Renewal Process Starts

Peter Vaisbord, COV BIA Coordinator explained the renewal process to the VDBIA Board.

January 2013

BIA Renewal Survey Developed

VDBIA Board approved a BIA Renewal Survey for the membership.

February 2013

BIA Renewal Survey Distributed

The Survey was conducted to advertise renewal and to measure the effectiveness of current VDBIA programs and to explore new ideas and options. (8% of the membership responded).

April 2013

Strategic Planning & BIA Renewal Meeting

The VDBIA Board went over the 2007-2012 Strategic Plan to measure current progress.

May 2013

Renewal Planning and BOD Meeting

The VDBIA Board, committee & community members (at a meeting held at Vancity) developed a new wish list of projects and programs for the new 5 year term based on the goals and priorities identified by member input through: strong communication ties between our membership & our VDBIA liaison team, the survey & the still relevant items from the 2007-2012 Strategic Plan.

July 2013

Final Survey Results

A July Newsletter was sent out to members publicizing the VDBIA Renewal Survey Results & upcoming renewal.

Draft Budget

Board of Directors review, adjust and accept the new 5 year draft Budget.

August 2013

"Working on Behalf of our Membership" newsletter

All members were sent out information regarding the new proposed 5 year budget details and were encouraged to attend the AGM for the Renewal. No negative feedback came back to the VDBIA regarding the new budget.

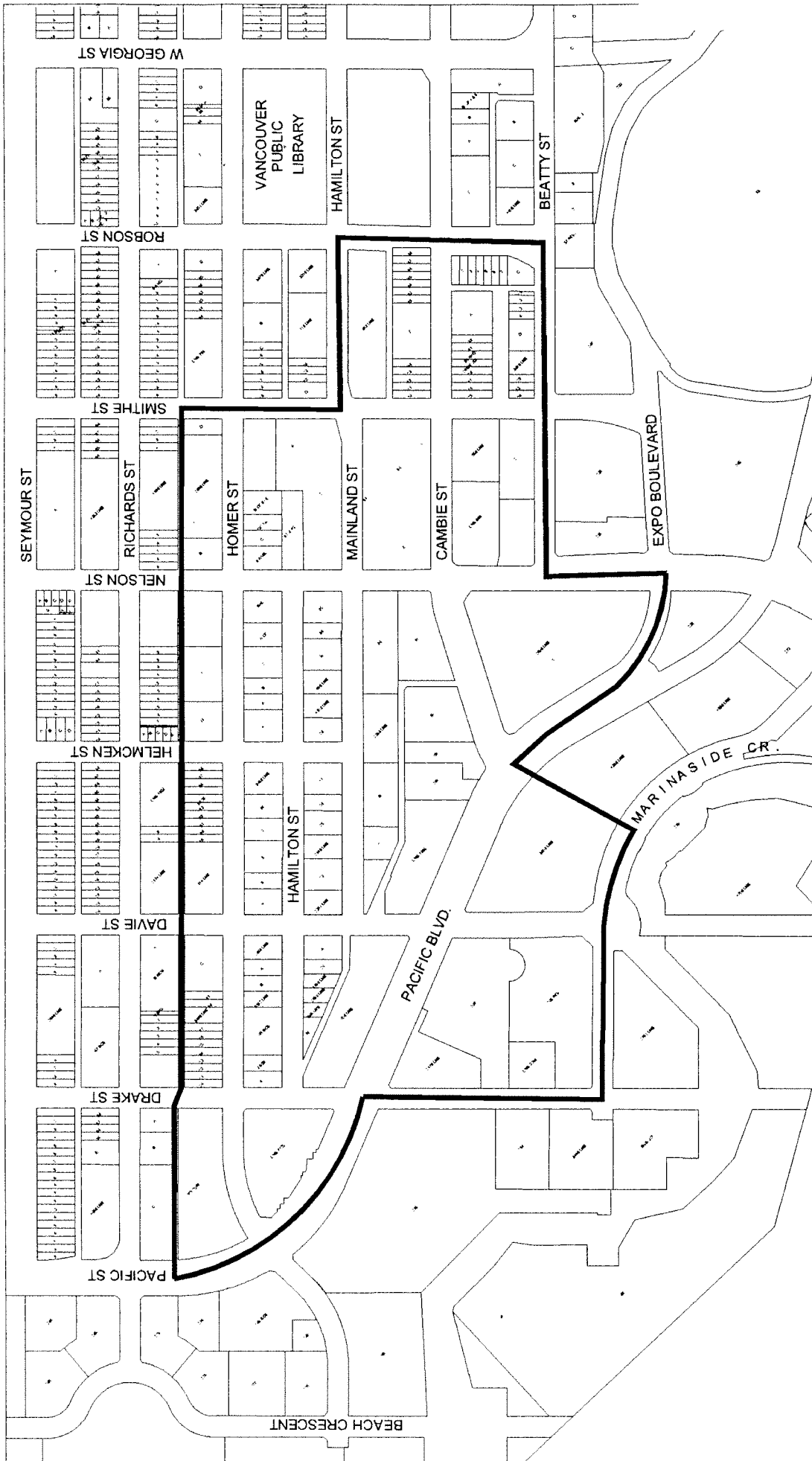
September 2013

AGM Materials

All members were sent the AGM packages including the letter from the City of Vancouver in due time.

September 30th, 2013

At AGM members were informed again of the member survey results, the success of past initiatives and the new 2014-2019 Budget Plan was reviewed. Members were asked to vote in support or against all the renewal plans of the VDBIA. **Members voted unanimously to approve the 5- year renewal of the Victoria Drive BIA , the 2014/ 2015 Budget, and the 2014-2019 Levy Cap.**



Yaletown B.I.A.

Yaletown BIA Proposed Budget 2014-2015

REVENUE

BIA Levy		\$ 780,000.00
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	Total	
	Revenue	\$ 780,000.00

EXPENSES

Administration	Total	\$ 219,340.00
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Marketing	Total	\$ 91,875.00
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Events	Total	\$ 133,350.00
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Street Beautification	Total	\$ 111,300.00
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Economic Development	Total	\$ 118,985.00
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Security	Total	\$ 44,100.00
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Operations	Total	\$ 61,050.00
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	Total	
	Expenses	\$ 780,000.00



October 23, 2013

Mayor Robertson and Council
Vancouver City Hall
453 West 12th Avenue
Vancouver, BC V5Y 1V4

Yaletown #003-1290 Homer St.
Business Vancouver BC V6B 2Y5
Improvement tel 604.683.7473
Association fax 604.683.7483
www.yaletowninfo.com

Dear Mayor Robertson and Council:

Re: Renewal Request for the Yaletown Business Improvement Association (BIA)

The Yaletown BIA was successfully renewed by its membership for a further five year term at the June 26, 2013 Annual General Meeting. The membership, made up of small business and property owners voted unanimously to renew the Yaletown BIA, and to endorse its five year plan and budget.

For the past 14 years, the Yaletown BIA has worked hard to promote and maximize opportunities for the 969 businesses and 536 commercial properties within our geographic area. On our fourth BIA renewal, the Yaletown BIA wants to continue building on our success by increasing our direct investment into the district and to ensure that Yaletown remains clean, attractive, vibrant and safe world-class destination.

In 2013 the Yaletown BIA undertook a variety of renewal activities. The activities reached a broad spectrum of the 969 members including property owners, retailers, restaurants, B2B services and professional services.

Renewal activities included:

- Membership Survey
- One-on-one Consultations
- Membership Briefing and Open House
- Direct mail, Newsletters and Social Media

The outcome of the outreach activities was the development of the five-year strategic plan, a well-attended AGM, a budget increase, and the successful renewal of the Yaletown BIA for another five-year term. Details and samples are included in the Renewal Activity package.

Highlights of the outreach are:

- According to a February 2013 survey Yaletown BIA has a 96% effectiveness rating
- 92% of the membership surveyed were in favour of renewing the Yaletown BIA for another five-year term
- At the Annual General Meeting held on June 26, 2013 membership voted unanimously in favour of all motions put forward
- Membership approved the 2014 – 2015 levy of \$780,000 and five-year levy cap of \$4,200,000



Yaletown #003-1290 Homer St.
Business Vancouver BC V6B 2Y5
Improvement* tel 604.683.7473
Association fax 604.683.7483
www.yaletowninfo.com

The focus of the Yaletown BIA for the next five years will be on the following:

- **Keep Yaletown Beautiful** – Continue to enhance and upgrade Yaletown, protect our Heritage District and keep it clean and welcoming. Invest in infrastructure that increases the value of the area.
- **Attract Visitors to Yaletown** – Develop Yaletown as a tourist destination and have programs in effect specifically to attract visitors to the neighbourhood. This will have an immediate economic development effect.
- **Support Yaletown Businesses** – Promote Yaletown businesses and events that build business and support the Yaletown brand and become an integrated part of the Tourism Master Plan.
- **Make Yaletown a Good Investment** – Continue to influence planning and policy issues that affect the economic health of Yaletown and invest in area infrastructure.
- **Build a Stronger Community** – Create and maintain a safe and strong community for Yaletown property owners, businesses, residents and customers.

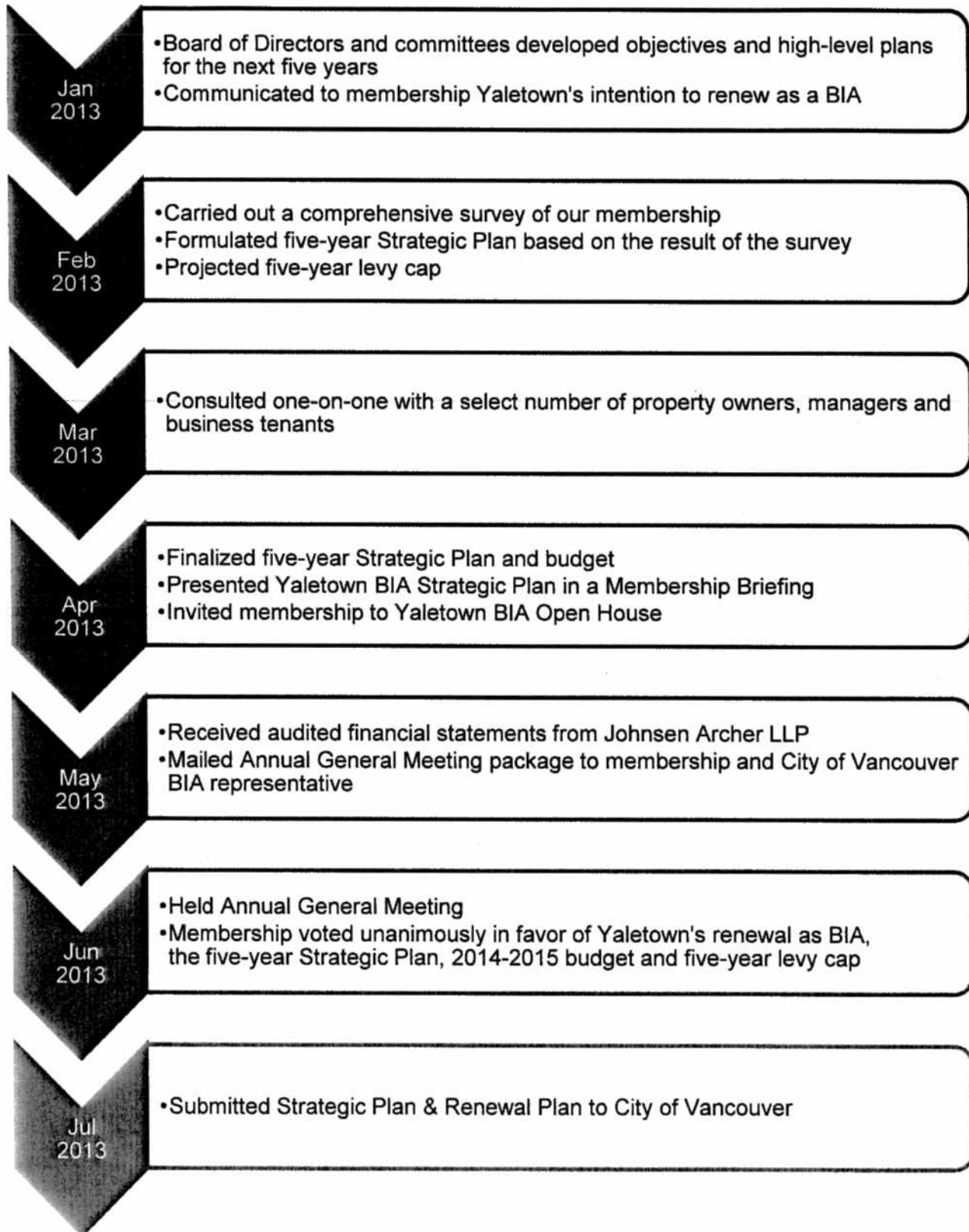
We look forward to continuing the work we have accomplished in our community and appreciate your support in our renewal.

Sincerely,

A handwritten signature in black ink, appearing to read "A. O'Shea".

Annette O'Shea
Executive Director
Yaletown BIA

cc: Peter Vaisbord, Coordinator, BIA Program, City of Vancouver

RENEWAL ACTIVITY: TIMELINE

RENEWAL ACTIVITY: OUTREACH

1. Membership Survey

The Yaletown BIA carried out a comprehensive survey of its membership in February 2013. The survey was emailed to 710 members and garnered a 22% (155 respondents) response rate. The survey sought members' input on the Yaletown BIA's current programs as well as future activities.

Results underscored a strong awareness of and support for the Yaletown BIA. Most notably, 89% were aware of the Yaletown BIA, 87% supported increasing the BIA budget and 92% supported the Yaletown BIA continuing its mandate for another five years.

2. One-on-One Consultations

The Yaletown BIA Board of Directors and Executive Director met with over 40 members one-on-one. A range of issues including tourism, security, waste management and City of Vancouver Transportation Plan were discussed.

The result of the consultations contributed to new activities in the five-year Strategic Plan and functioned as a focus group to review and prioritize the planned and implemented programs vis-à-vis the survey results. The members were also consulted by the Board of Directors regarding the proposed 2014-2015 budget and five-year levy cap.

3. Restaurant Owner Briefing and Member Open House

The Yaletown BIA hosted a separate membership briefing and open house to bring members up to date on the Yaletown BIA's renewal activities and issues arising from changes to waste management and City of Vancouver Transportation Plan.

The briefing and open house was well attended and well received. 16 restaurant owners attended the briefing and 26 members attended the open house. Attendees left both meetings aware, informed and ready to plan and adjust to upcoming changes.

4. Direct Mail, Newsletters and Social Media

The Yaletown BIA invited the membership to renewal activities and events, and informed them of opportunities to be involved through direct mail, newsletters and social media. In total 3 direct mailers, 8 newsletters, 2 web postings on yaletowninfo.com, 2 Facebook posts and 5 tweets were seen by the membership.

In May 2013, the Yaletown BIA mailed out 1,200 comprehensive information packages. The mail out package included key information on the BIA renewal process, Annual General Meeting, financial statements, the five-year Strategic Plan, 2014-2015 budget and levy cap.

5. Annual General Meeting

The Yaletown BIA held its Annual General Meeting on June 26, 2013. 46 members attended the AGM and 39 members assigned their proxy to attendees. The current programs as well as the five-year Strategic Plan, 2014-2015 budget and the new levy cap were reviewed with the membership. The membership was asked to vote in support or against all of the proposed plans of the Yaletown BIA. Membership voted unanimously to approve the five-year renewal of the Yaletown BIA, the 2014-2015 Budget and the five-year levy cap.