

Chinatown B.I.A.

Vancouver Chinatown BIA Society

Proposed Budget April 1, 2005 - March 31, 2006

INCOME

City Levy		\$170,000.00
Membership Fee		\$800.00
Interest		\$700.00
Sponsorship		\$35,000.00

EXPENSES

ADMINISTRATION

Wages/ Benefits	\$28,000.00	
Rent	\$7,200.00	
Insurance	\$2,000.00	\$37,200.00

OPERATIONS

Office Equipment	\$3,000.00	
Audit Fees/General Acct.	\$2,500.00	
Telephone/ Fax	\$1,000.00	
Office Supplies	\$3,500.00	\$10,000.00

SPECIAL EVENTS, ADVERTISING & PROMOTION

Event Promotion & Sponsorship	\$44,000.00	
Chinatown Map / Newsletter	\$12,000.00	
Advertising	\$6,000.00	
Marketing Coordinator	\$40,000.00	\$102,000.00

BEAUTIFICATION

Banner/Street Lighting/Clean-up		\$22,000.00
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SECURITY

\$33,300.00

CONTINGENCY

\$2,000.00

\$206,500.00 \$206,500.00



溫哥華華埠商業促進會
VAN CHINATOWN BUSINESS IMPROVEMENT AREA SOCIETY

www.vancouver-chinatown.com Email: www.vcbia@aol.com
508 Taylor Street Vancouver, B.C. Canada V6B 6M4
Phone: 604-632-3808 Fax: 604-632-3809

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

November 10th, 2004

Dear Mayor Campbell and Council:

Re: Proposed Renewal of Chinatown BIA

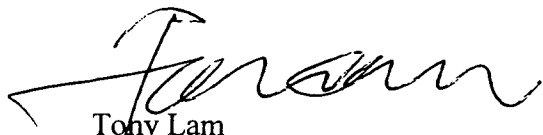
On behalf of the Vancouver Chinatown BIA Society (VCBIA), I hereby request Council to consider our application to renew the Chinatown BIA for a further five year period. This letter is our formal renewal application as required by the BIA program.

Our Board of Directors been working on the proposed renewal since 2003. We had held three outreach information sessions, four Focus Groups, and numerous one-on-one and small group meetings. The purpose of the meetings was to obtain feedback from as many property owners and businesses as possible. In total, over 350 business and property owners attended the various meetings. The feedback so far had led us to believe the majority are in favour of the renewal.

The City's BIA coordinator is aware of the proposal and has been working with us to guide us through the process and attended our outreach sessions.

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

Sincerely,



Tony Lam
President,
Vancouver Chinatown BIA Society

Vancouver Chinatown BIA

BIA Renewal Public Consultation Report 2004

August 23, 2004

Submitted to:

**The Vancouver Chinatown Business Improvement Association (VCBIA)
The City of Vancouver**

By:

Wai Young and Associates



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Vancouver Chinatown BIA 5-Year Renewal Public Consultation Report

BACKGROUND

Vancouver Business Improvement Area Societies, or BIAs as they are more commonly called, are locally formed merchant and property owners who work together to improve their local businesses and properties. After receiving support and approval from local businesses, property owners, and the City of Vancouver, the BIA forms a society which is funded through a special levy paid to the City by local property owners. This levy is paid directly to the BIA to fund its range of programs and services to improve the local area. The BIA and the City levy is time specific. The BIA may apply to the City for a period of between 1 – 10 years. At the end of its term, the BIA must reapply to the City for its renewal term and must again, seek approval from their local businesses and property owners to support the BIA levy.

The Vancouver Chinatown BIA was formed in the year 2000 for a 5 year term which expires on March 31, 2005. In March 2004, Wai Young and Associates began to work with the Chinatown Business Improvement Area (BIA) Society on its 5 year Renewal Application Process.

BIA 5 YEAR RENEWAL PROCESS

The BIA Renewal Application process is specified by the City of Vancouver and must include the following:

1. The formation of a BIA Renewal Committee to oversee the Renewal Process
2. In consultation with local businesses and property owners, the development of a 5 year Strategic Workplan for the BIA
3. A local survey to identify local issues, priorities, and ideas to inform the workplan
4. A range of outreach activities to ensure as much input and consultation from local businesses and property owners as possible



5. A reporting out of the Survey results to inform BIA constituents and promote dialogue
6. A series of BIA Open Houses to develop ideas, identify local issues and inform local constituents
7. Public dialogue about the BIA Renewal proposal, new 5 year workplan, and the new BIA proposed budget.
8. Mobilize local support for the BIA Renewal
9. Address Opposition issues, where possible
10. Table BIA Renewal Application and Budget at the BIA Annual General Meeting
11. Table BIA Renewal Application to the City of Vancouver, may present at City Council
12. City of Vancouver to send official notification to local property owners/tenants to seek support for levy
Note: BIA to provide "promotional insert" to accompany City notification
13. City provides 30 day notice period for objections
14. City Council makes final decision to approve BIA after tally of owner/tenant responses
15. City Council enacts re-designation (renewal) By-law and grants new By-law for BIA
16. April 2005, if approved, new BIA term begins

In addition, the BIA must conduct an Annual General Meeting every year to review its work, to elect its Board of Directors and to table its plans for current and future year(s). This year, at its AGM (which is planned for Sept 16, 2004) the Vancouver Chinatown BIA must table its BIA Renewal Application which includes: its 5 year Strategic Workplan, its Public Consultation Report and Results, and its proposed BIA Renewal Budget.

OVERVIEW

In March 2004, Wai Young and Associates was hired by the Vancouver Chinatown BIA to design, develop and implement its 5 Year BIA Renewal

Application process and 5 Year Strategic Workplan. This project was further complicated by the need to condense a one-year process into 7 months, creating a challenging project timeline for the BIA Renewal Committee and the consulting team. Between March – August, 2004, Wai Young and Associates and the BIA Renewal Committee accomplished the following:

1. The formation of a BIA Renewal Committee to oversee the Renewal Process. In addition to forming the committee, Wai Young and Associates staffed, guided and supported the committee in its work. Please see Appendix 1 for a sample Committee meeting agenda.
2. The design, development and implementation of 3 successful BIA Open Houses, with over 100 participants from tenants and property owners, supporters as well as opposition constituents. This series of BIA Open Houses helped the Renewal Committee to develop ideas, identify local issues and inform local constituents. Please see Appendix 2 for Open House Agendas.
3. The design, development and implementation of 5 focus groups to gather in-depth ideas, suggestions, and issues from BIA constituents. Please see Appendix 3 for Focus Group worksheets.
4. The design and implementation of a comprehensive, statistically relevant survey sent to over 400 constituents to identify local issues, priorities, and ideas to inform the workplan. Survey results were reported at 2 BIA Open Houses to inform BIA constituents and to promote dialogue. Please see Appendix 4 for a sample survey.
5. Planned and/or informal small group and one-on-one meetings with many BIA constituents to seek their ideas, issues and support.
6. Public dialogue about the BIA Renewal proposal, new 5 year workplan, and that the BIA is seeking a renewal increase of 30-50% in its proposed budget.
7. In consultation with local businesses and property owners, the development of a 5 year Strategic Workplan for the BIA, in the Vancouver Chinatown BIA 5 Year Strategic Workplan Report, tabled in July 2004. Please see the Vancouver Chinatown BIA Five-Year Strategic Workplan Report.
8. The design and distribution of a BIA Renewal Application brochure to inform all constituents about the Renewal Process, the 5 year Workplan,



and the proposed BIA budget. Please see Appendix 5 for a copy of the BIA Renewal Brochure.

9. The writing and tabling of this BIA Renewal Public Consultation Report.

Wai Young and Associates have completed the major BIA Renewal steps above, enabling the Chinatown BIA to move forward by itself to complete the following necessary steps to finalize the Vancouver BIA Renewal Process:

Continued Activities for the Vancouver Chinatown BIA Renewal Committee:

10. August – September: Mobilize local support for the BIA Renewal – divide the BIA constituent list between the BIA Directors and ensure that each is contacted and asked for support
11. August – September: Address Opposition issues, where possible – plan meetings with opposition groups and individuals to ensure that their concerns are identified and addressed
12. September: Table BIA Renewal Application and Budget at the BIA Annual General Meeting, planned for September 16, 2004
13. October: Table BIA Renewal Application to the City of Vancouver, possibility of making a presentation at City Council
14. November: City of Vancouver to send official notification to local property owners/tenants to seek support for levy
Note: BIA to provide “promotional insert” to accompany City notification
15. City provides 30 day notice period for objections
16. City Council makes final decision to approve BIA after tally of owner/tenant responses
17. City Council enacts re-designation (renewal) By-law and grants new By-law for BIA
18. April 2005, if approved, new BIA term begins

VANCOUVER CHINATOWN BIA PUBLIC CONSULTATION PROCESS

In order to ensure that the development of Chinatown BIA's 5-Year Strategic Workplan, would be comprehensive and would be as informed as possible, the

BIA Renewal public consultation program used four distinct methods to reach out to its constituents:

1. Focus Groups
2. Constituent Survey
3. Open Houses
4. Planned and/or informal small group or one-on-one meetings

Overall, the results of these public consultation processes have been very positive. Respondents generally gave their support for the BIA's activities and work over the past 4 years and contributed their ideas for the BIA 5 Year Workplan.

FOCUS GROUPS

Conducting focus groups is a valuable method to present information and/or ideas to a small group of individuals in such a manner that allows for an interactive discussion of their attitudes and opinions. Generally focus groups last between 1.5 to 2 hours and consist of anywhere from 6 to 12 participants depending upon the nature and depth of ideas explored.

The five focus groups consisted of one Board and four constituent sessions. The focus group sessions included:

- April 27th – VCMA/BIA Board of Directors Focus Group conducted in both English and Chinese involved 15 Directors.
- May 11th – Invitation was sent to the entire constituency to attend this morning focus group, which was conducted in Chinese.
- May 13th – Invitations were sent to property owners and merchants to attend this morning session, which was conducted in Chinese.
- May 19th – The morning session was open to all constituents of the Chinatown community and was conducted in Chinese.
- May 19th – This evening session was open to property owners and merchants and was conducted in English.



Each of these focus groups were approximately 1.5 hours in length and involved between 6 - 7 participants, with the exception of the Board of Directors session which consisted of 15 participants over 2 hours.

After a brief introduction, focus group constituents were asked to participate in reviewing the past work of the BIA, in rating their priorities for continued and/or future work of the BIA and in an open discussion to gather their ideas or issues to the BIA to address in its 5 Year Workplan. A Focus Group worksheet was specially designed to capture this depth of information from the focus group participants. The information from the worksheets were gathered, analyzed and incorporated into the Vancouver Chinatown BIA 5 Year Workplan.

VANCOUVER CHINATOWN BIA CONSTITUENT SURVEY

Vancouver Chinatown BIAs constituency consists of approximately 300 businesses and 200 property owners, with an overlap of approximately 100 constituents who are both businesses and property owners. All businesses and property owners are BIA constituents, whereas BIA constituentss must pay a \$5.00 constituentsship fee for voting priviledges at the BIA AGM. The BIA renewal survey was therefore sent to 400 constituents in April 2005. The purpose of the constituent survey were to:

1. Review and learn from the BIAs past work
2. Identify which programs and events should be continued
3. Gather ideas, suggestions and issues of concerns from constituents
4. Identify key priorities
5. Encourage constituents' participation and support

The methodology used to conduct this constituent survey involved the mailing of 400 self-administered survey packages to BIA Merchants and Property Owners in both Chinese and English. The survey packages were mailed in April, 2005 with a return deadline of 2 weeks. Over 100 completed questionnaires were returned, the results tabulated, and analyzed to form the basis of the following results.

Given the wide and public distribution of the surveys, the BIA received a return rate of 1 in 4, which is high for a self administered survey. These 100 responses represent 25% of BIA constituents, which is a statistically relevant response that appropriately mirrors the number of businesses and property owners in



Chinatown. It can therefore be said that the survey results represent the opinions and attitudes of the overall BIA constituency.

Overall, the survey results are very positive, with the BIA receiving significant support for the activities it has completed to date and for continuing on its current course to expand programs. Some key findings are listed below:

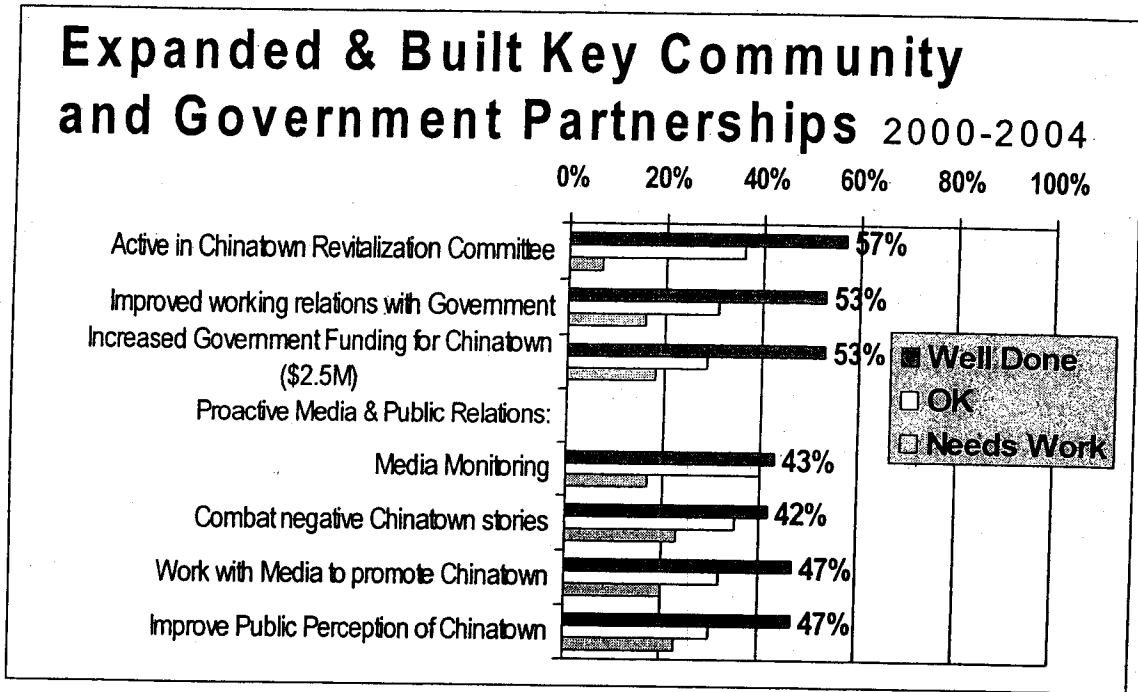
- 85%+ Avg. Satisfaction with work completed
- 98%+ Avg. Support for doing more in future
- Very high satisfaction and support among merchants
- 75%+ of respondents are merchants

The following results are presented in the same order as they appear in the survey questionnaire. For a complete review of the survey questions please refer to Appendix 4 – Constituent Survey Questionnaire.

Key Community and Government Partnerships

Respondents rated the activities of the Chinatown BIA, during the past 4 years, as either Well Done, O.K. or Needs Work.

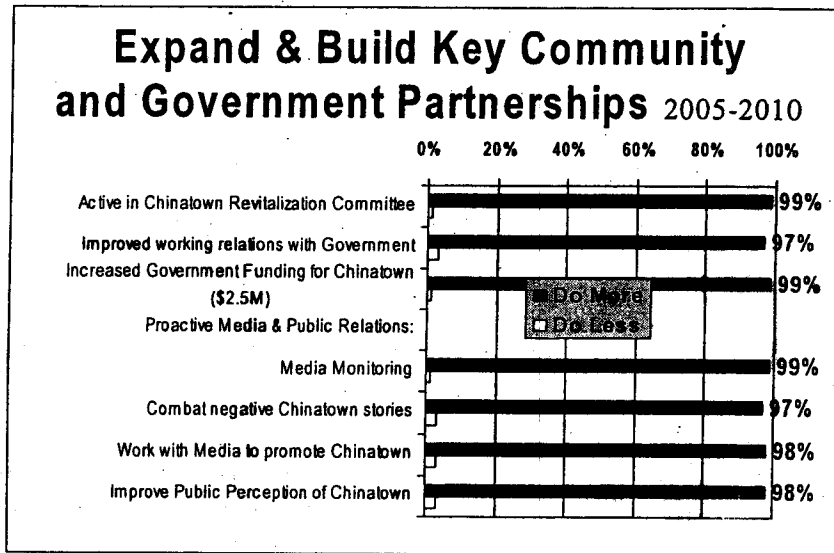
As can be seen, Chinatown BIA constituents are very positive regarding the BIA's activities over the past 4 years. On average 80% or more of the constituents feel that the Chinatown BIA has Done Well or Okay with these activities. It is fair to note that the level of satisfaction with Chinatown BIA's Media Relations is less positive than the Government Relations efforts. To some degree this attitude is reflective of the media's grouping the East Hastings corridor's social challenges with Chinatown.



As can be seen in the previous chart the two activities that received 'Needs Work' ratings of 20% or higher reinforce this feeling that there is more that the Chinatown BIA can be doing to ensure Chinatown has a positive public perception.

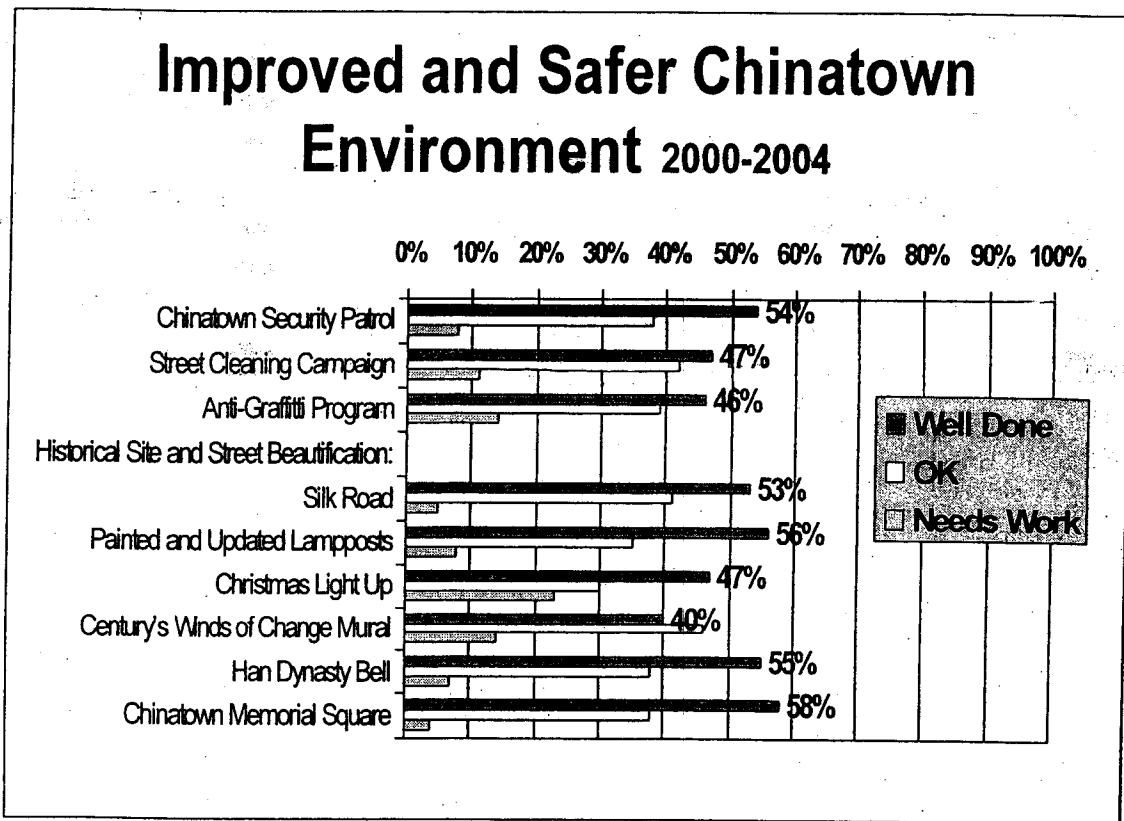


When asked what Community and Government activities the BIA should 'Do More' of, the Chinatown BIA constituents were overwhelmingly in favour of the BIA doing more to expand and build key community and government partnerships.

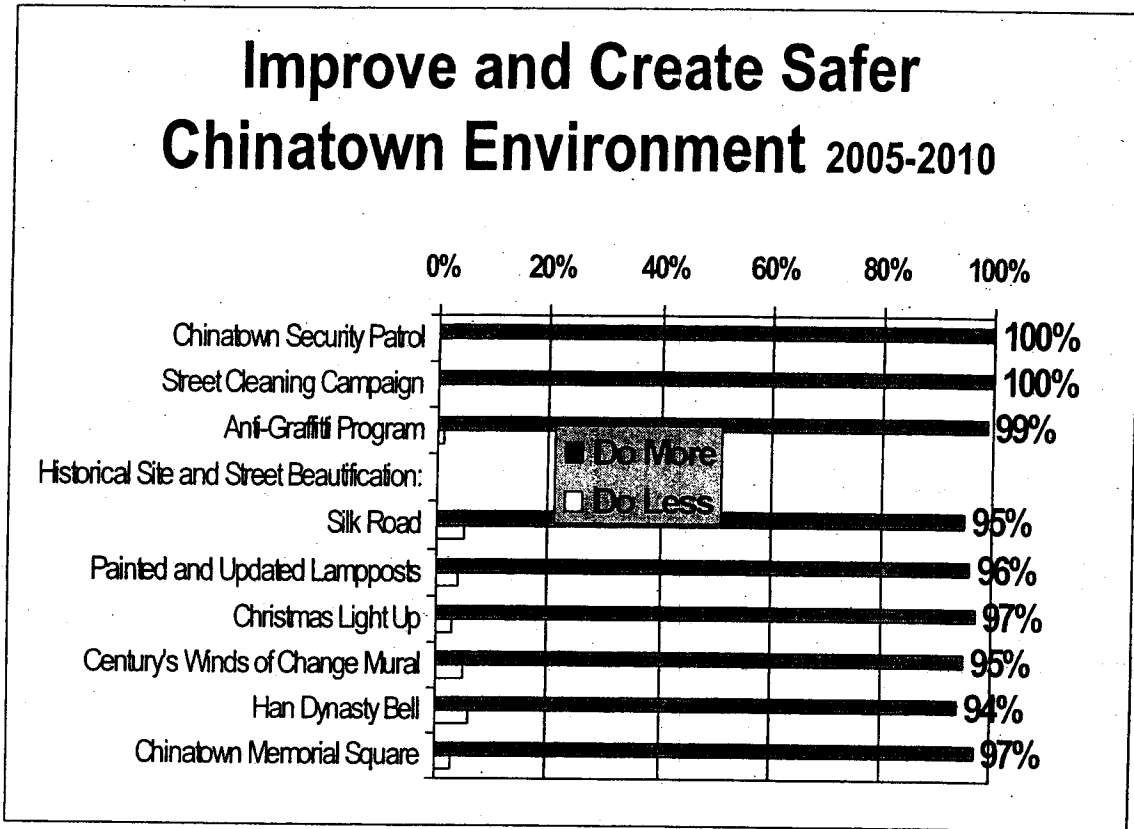


Chinatown Environment

With Improved and Safer Chinatown Environment activities the constituents were again very positive about the Chinatown BIA's efforts and progress. While constituents are still very positive about the Christmas Lights and Century's Winds of Change Mural, the BIA could investigate where these activities fall short for some constituents.

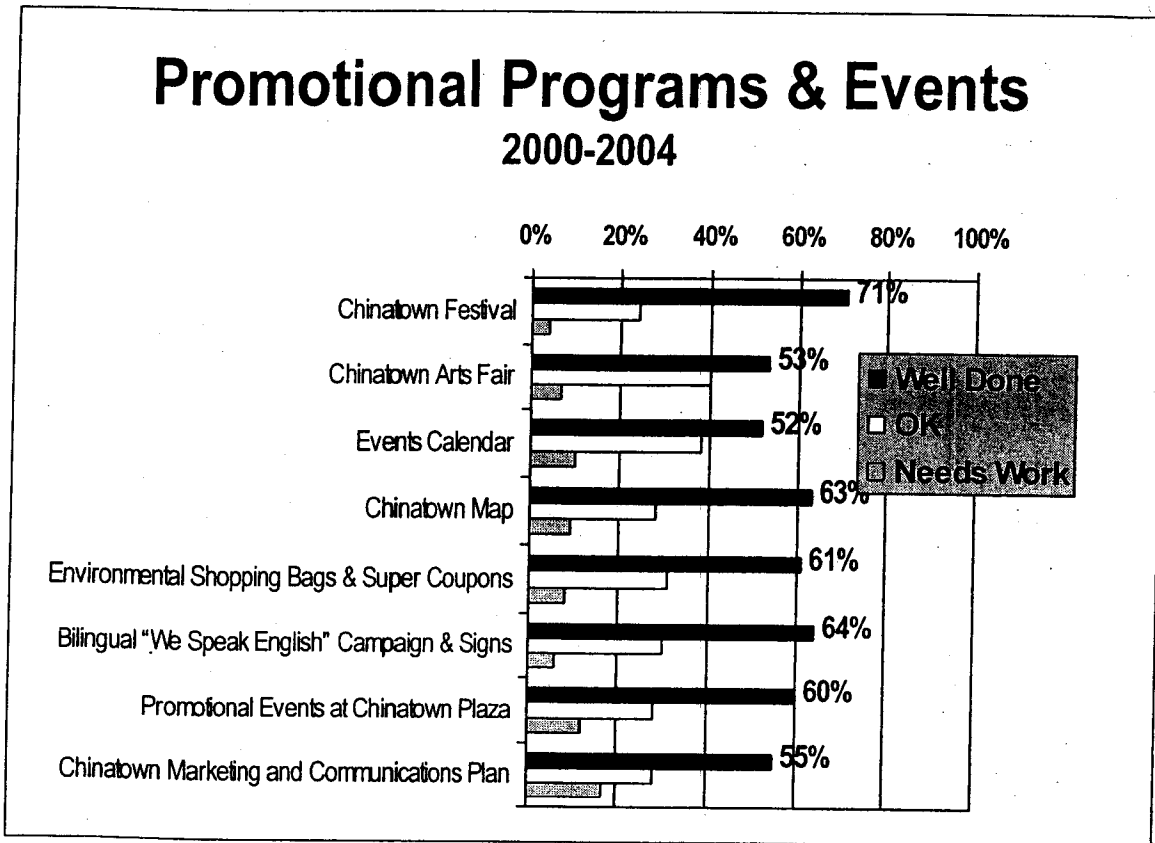


The following chart shows that the respondents' clearly support the Chinatown BIA to "do more" of these same activities in the next 5 years.

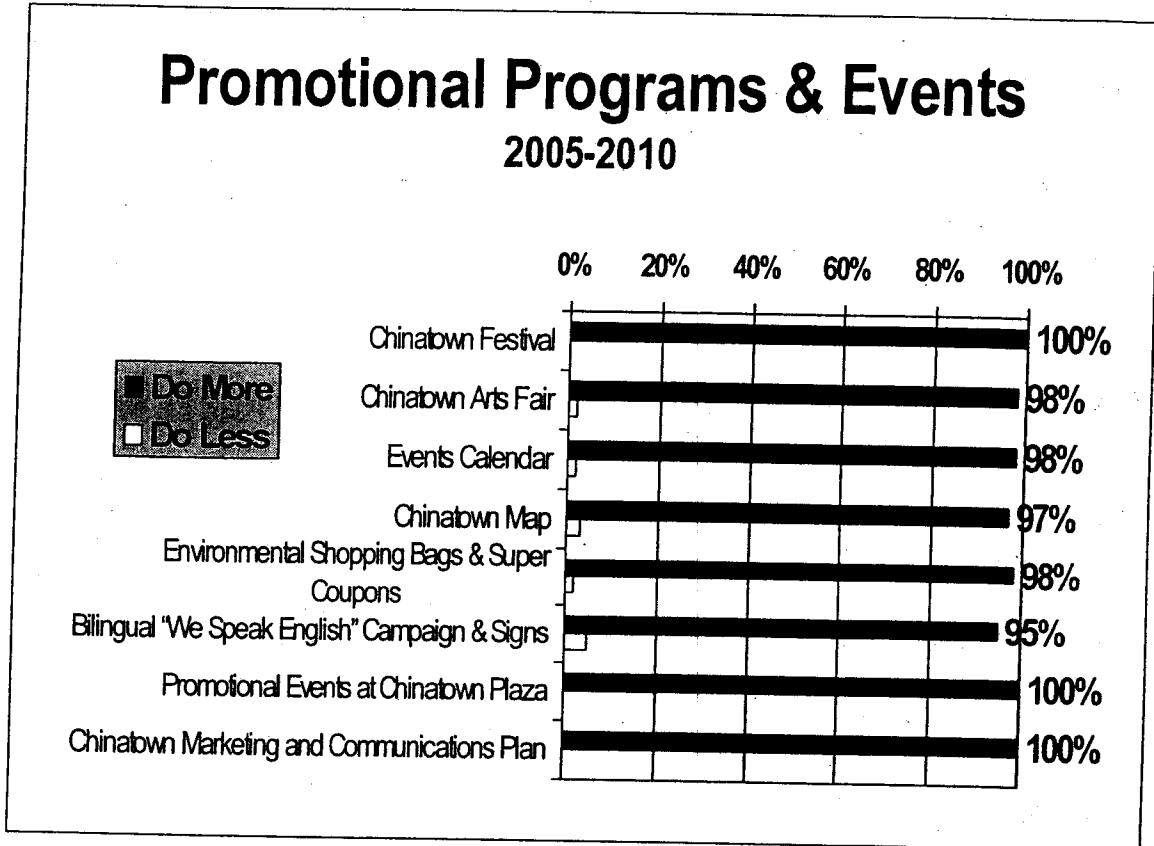


Promotional Programs & Events

The Chinatown Festival was the highest rated event with nearly one hundred percent satisfaction. While the Chinatown Arts Fair, Events Calendar and Marketing and Communications Plan received strong satisfaction ratings there is some room left for improvement.



As with the other activities, constituents are very supportive of the Chinatown BIA recent activities and plans to 'Do More' in the coming years.



Chinatown BIA Key Goals 2005-2010

Constituents have given the Chinatown BIA unanimous support to achieve the following goals by 2010:

Chinatown BIA Key Goals 2005-2010	Agree
Made Chinatown into a desirable and dynamic community and tourist destination.	100%
Have a strong and successful Chinatown marketing, promotion, and communications programs targeted to tourists & residents.	100%
Have developed & implemented a comprehensive business development plan to attract new businesses which diversify & complement existing Chinatown products and services.	100%
Have a strong organization, effective relationships with external partners, and motivated merchants/owners who participate in the Chinatown BIA.	100%

Respondent Profile

The survey results can be said to represent the opinions of an appropriately proportionate cross section of the Chinatown BIA constituency:

I am a ...	Percent
Merchant/Business Tenant	79.9%
Property Owner/Landlord	13.5%
Business Manager	5.6%
Property Manager	1.0%



OPEN HOUSES

Three BIA Open Houses were held in both Chinese and English as part of the public consultation process. Generally, the Open Houses had between 30 and 35 individuals in attendance.

Each Open House opened with a light supper for some settling and social time, then the formal evening started with a Welcome and Introductions, followed by a series of PowerPoint Presentations about the BIA Renewal, one (or more) Guest speaker(s) on a relevant subject, and concluding with a Question and Answer period.

The Open Houses were held between 6:00 pm and 8:30 pm on May 6th, June 8th and July 21st. Please see Appendix 2 for the Open House Agendas.

PLANNED OR INFORMAL SMALL GROUP / ONE-ON-ONE MEETINGS

Between April and August 2004, BIA directors had many planned or informal small group and one-on-one meetings with a number of constituents who contacted them directly, or came to their businesses to talk about the BIA and its future. Wai Young and Associates recommends that this dialogue continues and that outreach to both supporters as well as to the opposition should be a priority with the BIA Renewal Committee members and all BIA directors.

APPENDICES

1. Sample BIA Renewal Committee Agendas
2. BIA Renewal Open House Agendas
3. Focus Group Worksheets
4. Constituent Survey
5. BIA Renewal Information Brochure

BIA Renewal Open House Committee Agenda

Date: June 3, 2004

Location: VCMA/BIA Office

Purpose: to plan the BIA Renewal Strategy and Open House scheduled for June 8, 2004

Topics for discussion:

1. Key Message(s) for Open House #2 and Powerpoint Presentation Outline:

Guest Speaker Jessica Chen Adams
Changes in Chinatown

Tony:

- Chinatown is Changing
- BIA role & responsibility to work with changes

Agnes:

- Past work on limited budget
- Survey tells us that property owners / merchants are generally very pleased with BIA efforts and want BIA to do MORE in next 5 years

Guest Speaker Peter Vaisbord to talk about other Vancouver BIAs & their budgets

Albert:

- Slide on Chinatown BIA budget expenditures for past 4 years
- Slide on proposed budget for 2005-2010 - (\$22 / \$33 / \$44 per month)
- Constituent choices for BIA workplan - linked to what Chinatown can afford (above)

Tony:

- BIA Renewal Process & next steps
- BIA wants to hear from you!

2. Confirm Open House Agenda

3. Confirm Speaker(s), MC, BIA speakers/representatives

4. Confirm Venue, food, equipment, reception, budget

5. Update: Local Support Informal meetings / Opposition Issues and concerns?

6. Other agenda items

7. Next meeting date

BIA Renewal Committee Agenda

Date: July 8, 2004

Location: VCMA/BIA Office

Purpose: to continue directing the BIA Renewal Strategy and to plan the Open House scheduled for July 21, 2004

Topics for discussion:

1. Key Message(s) for Open House #3 and Powerpoint Presentation Outline:
 - Tony - Overview of BIA: Goals, Current Budget, Renewal Process
 - Agnes - BIA Accomplishments, Public Consultation Results
 - Peter - Vancouver BIA Renewal Process, Successful BIA's, Range of BIA Budgets
 - Albert - BIA 5 year goals and proposed workplan
 - Joanna - Proposed BIA Levy Investment Options to meet Workplan
 - Discussion, Question & Answer Period

- Guest Speaker James Ho
Investment, Commitment and Vision for Chinatown

2. Confirm Open House Agenda

3. Confirm Speaker(s), MC, BIA speakers/representatives

4. Confirm Venue, food, equipment, etc.

5. Update: Raymond? Jack Chow & Others?

6. Summer Outreach Strategy:
 - Meeting with Raymond/Jack Group
 - Meeting with the English/non-traditional group
 - Meeting with new Chinatown Investors ie: Milton, Bob Rennie, etc.
 - Director's Outreach List

7. Other Agenda items?

8. Next meeting date

The Chinatown BIA Society *Open House*

Date: May 6, 2004
Time: 6:30PM – 8:00PM

AGENDA

Emcee: Mr. Michael Ng

- | | |
|---------------|---|
| 6:30 – 6:45PM | Reception / Sign-In / Dinner |
| 6:45 – 6:50PM | Welcoming Remarks by Mr. Michael Ng <ul style="list-style-type: none">• Review Agenda• Introduce Mr. Tony Lam & Ms. Agnes Wong |
| 6:50 – 7:05PM | Presentation by Mr. Tony Lam and Ms. Agnes Wong
The Vancouver Chinatown BIA Society |
| 7:05 – 7:10PM | Emcee to introduce Mr. Peter Vaisbord |
| 7:10 – 7:20PM | Presentation by Mr. Peter Vaisbord
City of Vancouver |
| 7:20 – 7:30PM | Emcee to introduce Mr. Albert Fok |
| 7:20 – 7:30PM | Presentation by Mr. Albert Fok
The Vancouver Chinatown BIA Society |
| 7:30 – 7:35PM | Emcee to introduce speaker from Bank of Canada |
| 7:35 – 7:55PM | Speaker from Bank of Canada |
| 7:55 – 8:00PM | Emcee to take questions for Q&A Session |
| 8:00 – 8:30PM | Q&A Session |

The Chinatown BIA Society *Open House*

Date: June 8, 2004
Time: 6:30PM – 8:00PM

AGENDA

Emcee: Mr. Michael Ng

- | | |
|---------------|--|
| 6:30 – 6:45PM | Reception / Sign-In / Dinner |
| 6:45 – 6:50PM | Welcoming Remarks by Mr. Michael Ng <ul style="list-style-type: none">• Review Agenda• Introduce Mr. Peter Vaisbord |
| 6:50 – 7:05PM | Presentation by Mr. Peter Vaisbord
City of Vancouver – Vancouver's BIA's – Highlights of their achievements & overview of their budgets. |
| 7:05 – 7:10PM | Emcee introduces
Mr. Tony Lam (Part I)
<i>Presentation</i>
Ms. Agnes Wong (Part II)
<i>Presentation</i>
Mr. Tony Lam (Part III) |
| 7:10 – 7:25PM | Presentation by Mr. Tony Lam and Ms. Agnes Wong
The Vancouver Chinatown BIA Society |
| 7:25 – 7:30PM | Emcee to introduce Mr. Albert Fok |
| 7:30 – 7:40PM | Presentation by Mr. Albert Fok
The Vancouver Chinatown BIA Society |
| 7:40 – 7:45PM | Emcee to introduce speaker from Bank of Canada |
| 7:45 – 8:00PM | Speaker from Bank of Canada |
| 8:00 – 8:30PM | Emcee to take questions for Q&A Session |

The Chinatown BIA Society Open House Agenda

Date: July 21, 2004
Time: 6:30PM – 8:30PM

Emcee: Mr. Michael Ng

- 6:30 – 6:45PM Reception / Sign-In / Dinner
- 6:45 – 6:50PM Welcoming Remarks by Mr. Michael Ng
Introduce Mr. Tony Lam & Ms. Agnes Wong
- 6:50 – 7:05PM Mr. Tony Lam
Overview of Chinatown BIA: Goals, Budget, Renewal Process
Ms. Agnes Wong
BIA accomplishments, Public Consultation Results
- 7:05 – 7:20PM Emcee Introduce Mr. Peter Vaisbord, City of
Vancouver: *Overview of Vancouver BIA Renewal
Process, Successful BIA's, Range of BIA Budgets*
- 7:20 – 7:40PM Emcee Introduce Mr. Albert Fok & Ms. Joanna Kong
Mr. Albert Fok
BIA 5 Year Goals and proposed 5 Year Workplan
Ms. Joanna Kong
Proposed BIA Levy Investment Options to meet Workplan
- 7:40 – 8:00PM Emcee: Discussion, Question & Answer Period
- 8:00 – 8:20PM Emcee to Introduce & Translate:
Presentation by Mr. James Ho,
Recent Chinatown Investor, Mr. Ho's vision &
commitment to Chinatown and its future.
- 8:20 – 8:30PM Summary & Review BIA Renewal Next Steps

2010 VCBIA GOAL 1:
...Will have made Chinatown into a safe, welcoming tourist and resident shopping destination (target neighbourhood: Strathcona, Gas town, East False Creek, International Village and Yale Town);

Identify Strategies	Year 1	Year 2	Year 3	Year 4	Year 5

2010 VCBIA GOAL 2:

...Will have in place strong and successful Chinatown marketing, promotion, and communications programs targeted to tourists and residents living in Strathcona, Gastown, East False Creek, International Village and Yale Town;

Identify Strategies	Year 1	Year 2	Year 3	Year 4	Year 5

2010 VC BIA GOAL 3:
...Will have developed and implemented a comprehensive business development plan to attract new businesses which diversify and complement current Chinatown products and services.

Identify Strategies	Year 1	Year 2	Year 3	Year 4	Year 5

2010 VCBA GOAL 4:

... Will have an effective organization structure, competent staff and enthusiastic volunteers to plan, develop and implement BIA programs, liaise with external partners, motivate and foster merchants/owners participation and support

Identify Strategies	Year 1	Year 2	Year 3	Year 4	Year 5

STRATEGIES

1. **Physical Environment**
 - Garbage cans in Chinatown (VCRC Street Furniture Program)
 - Graffiti removal
 - Continuation of street patrol (day and night)
 - Clean Up Days
 - Highlight "Market Corridors"

2. **Marketing/Promotion and Communications Program**
 - 2.1 Marketing:
 - Develop Chinatown logo/souvenir "brand" program: T-shirt, postcards, CD-Rom etc.
 - Develop promotional merchandise
 - Develop sponsorship program for Chinatown in order to complement members funding alongside Chinatown logo/souvenir "brand" program and special events.

 - 2.2 Promotion:
 - Chinatown festival in the summer
 - Other special events at Chinese New Year, Mid-Autumn Festival, Friends of Victory Square
 - International trade fairs in Chinatown

 - 2.3 Public Information and Distribution
 - Chinatown brochures and maps distribution, shopping directory for residents in the area, "My Chinatown" resource booklet, kiosk, English labeling, interactive website

 - 2.4 Communications and Promotion
 - Event calendar
 - Bi-monthly newsletter to merchants and property owners
 - Nominate Chinatown for awards
 - Update and implement existing Communications Plan
 - Develop a marketing kit of Chinatown for destination marketing organizations
 - Provide logistic information to tourism industry on a regular basis
 - Provide familiarization tours of Chinatown to tourism suppliers
 - Coop advertising rates for Chinese and non-Chinese media outlets

3. Partnerships

- 3.1 Establish presence and working partnerships with tourism industry such as Tourism Vancouver, Tourism BC, Tourism Canada
- 3.2 Establish and maintain working relationships with federal, provincial and city governments-- Canadian Tourism Commission, Western Economic Diversification Canada, Ministry of Tourism, Industry Canada, Canadian Heritage, etc.
- 3.3 Maintain on-going relationships with government representatives from China, Taiwan, Hong Kong for purposes of international links
- 3.4 Media: Chinese and non-Chinese
 - Identify, develop and establish media partners in Chinese, non-Chinese media for the overall promotion of Chinatown as a tourist, and shopping destination as well as for special events
- 3.5 Corporate Relations
 - Identify, develop and establish corporate relations in particular suppliers to Chinatown businesses as potential sponsorship partners for Chinatown events.

4. Business Development Program

- 4.1 Identify and encourage new business types, products and services
- 4.2 Provide info to prospective businesses on benefits of locating into Chinatown
- 4.3 Develop a youth business program

5. Organization/Administration/Finance

- 5.1 Continue to work on clarifying roles between VCMA and BIA
- 5.2 Strengthen the BIA organization structure and processes
- 5.3 Develop a volunteer's program
- 5.4 Ensure staff skills and competence can support BIA's 5-year business plan
- 5.5 Develop sustainable and/or money-making sponsorship and special event programs
- 5.6 Seek government/industry funding



溫哥華華商業促進會
Vancouver Chinatown BIA Society

The Vancouver Chinatown BIA Society Renewal Survey

Dear Chinatown Property Owners and Merchants:

The Vancouver Chinatown Business Improvement Area Society (BIA) is a society funded by a special tax by the City of Vancouver to promote and establish Vancouver Chinatown as a *desirable and dynamic community and tourist destination*.

Your answers to this survey will help the Chinatown BIA to:

1. Review and learn from its work in the past 4 years
2. Identify which programs and events should be continued
3. Hear Chinatown ideas, suggestions, issues or concerns you may have
4. Identify Chinatown BIA key priorities for the next 5 years
5. Learn how to best communicate with you and motivate your participation

This survey must be completed and returned by **May 31, 2004** to The Vancouver Chinatown BIA Society

By Fax: 604-632-3809 OR

By Mail: 508 Taylor Street, Vancouver, BC V6B 6M4

Any questions regarding this survey can be directed to:

Mr. Daniel Ho of The Vancouver Chinatown BIA Society at 604-632-3808 OR
Mr. Peter Vaisbord, Coordinator, BIA Programs, City of Vancouver at 604-871-6304

1. In the past 4 years, the Chinatown BIA has developed, supported and worked on many programs & events to promote Chinatown. Please (X) your response to the BIA's work:

A. Improved and Safer Chinatown Environment

Items	2000 - 2004		2005 - 2010	
	Well done	O.K.	Needs work	Do Less
Chinatown Security Patrol				
Street Cleaning Campaign				
Anti-Graffiti Program				
Historical Site and Street Beautification:				
• Silk Road				
• Painted and Updated Lampposts				
• Christmas Light Up				
• Century's Winds of Change Mural				
• Han Dynasty Bell				
• Chinatown Memorial Square				

B. Expanded & Built Key Community and Government Partnerships

Items	2000 - 2004		2005 - 2010	
	Well done	O.K.	Needs work	Do Less
Active in Chinatown Revitalization Committee				
Improved working relations with Government				
Increased Government Funding for Chinatown (\$2.5M)				
Proactive Media & Public Relations:				
• Media Monitoring				
• Combat negative Chinatown stories				
• Work with Media to promote Chinatown				
• Improve Public Perception of Chinatown				

C. Developed Promotional Programs & Events

Items	2000 – 2004			2005 – 2010	
	Well done	O.K.	Needs work	Do more	Do Less
Chinatown Festival					
Chinatown Arts Fair					
Events Calendar					
Chinatown Map					
Environmental Shopping Bags & Super Coupons					
Bilingual "We Speak English" Campaign & Signs					
Chinatown Marketing and Communications Plan					

2a) What are your ideas and suggestions for:

1. A more improved, safer Chinatown Environment?

2. Increased and/or improved Chinatown Partnerships?

3. Chinatown Promotional Programs & Events?

2b) What are your issues or concerns about:

1. Chinatown's Physical Environment?

2. Chinatown Partnerships?

3. Chinatown Promotional Programs & Events?

3a) In your opinion, what should the Chinatown BIA *do more of*?

b) In your opinion, what should the Chinatown BIA *do less of*?

c) In your opinion, *what else could the Chinatown BIA do* that it is not doing now?

4) The Chinatown BIA Board of Directors are proposing the following key goals in 2005-2010. Do you [agree / disagree] that ... **by the year 2010, the Chinatown BIA should strive to HAVE:**

	Agree	Disagree
a. Made Chinatown into a desirable and dynamic community and tourist destination.		
b. Have in place strong and successful Chinatown marketing, promotion, and communications programs targeted to tourists & residents.		
c. Have developed & implemented a comprehensive business development plan to attract new businesses which diversify & complement existing Chinatown products and services.		
d. Have a strong organization, effective relationships with external partners, and motivated merchants/owners who participate in the Chinatown BIA.		
e. Is there another goal that you can suggest for the Chinatown BIA to work on?		

5a) What additional things do you think the Chinatown BIA can do for Chinatown that would help:

You, as a merchant: _____

You, as a property owner: _____

b) In what ways can YOU help the Chinatown BIA to achieve its goals? I can help the BIA by:

6) My additional comments, ideas or issues are:

7) I am a

Property Owner/Landlord _____ Property Manager _____ Merchant/Business Tenant _____ Business Manager _____ Property Owner & Business Tenant _____

8) Survey Respondent:

Your Name: _____ Business Name: _____
Address: _____ Email Address: _____
Tel: _____ Fax: _____

9) What is the best way to keep you informed about Chinatown BIA activities? Please rank your choice with #1 being the best.

By Mail _____ By Email _____ By Fax _____ By Telephone _____ By Meetings _____

10) What is the best way for you to get involved and participate in the Chinatown BIA? Please rank your choice with #1 being the best.

Can help occasionally _____ Can help with Special Events _____ Can do committee work _____ Am interested joining the BIA board _____

Thank you for your response to this Chinatown BIA Renewal Survey!

All survey responses will be confidential. No single respondent will be singled out unless you have indicated that you wish to be contacted by us.



溫哥華華商業促進會
Vancouver Chinatown BIA Society

An elected volunteer Board of Directors comprised of property owners and merchants run the BIA. The Board works with everyone to identify issues and to create solutions to improve Chinatown.

Major Changes impacting Chinatown in the next 5 Years:

- Additional regional & tourist attractions, like Carrall St. Greenway, Streetcar, Storyeum, Costco, Olympic Village
- New Market Housing – 10,000 new residents in Chinatown area
- Major Showcase Events – 2006 World Urban Forum, National Cities Initiative, Olympics
- Chinatown Development – City Visioning Plan, Heritage Incentives

Proposed Chinatown 5-Year Workplan

5-Year Workplan Strategies	Proposed BIA Activity
Make Chinatown a Desirable & Dynamic Destination	Develop Chinatown into a stronger regional and tourism destination site Concierge Program Branding/Souvenir Program
Develop a Comprehensive Marketing, Promotions & Communication Program	Expand and integrate Special Events with Dragon Boat, Granville Island, Arts & Culture & Activities, Develop & Market Events Calendar Design Website & Strengthen Media Relations Improve Public Relations and Perception of Chinatown
Initiate a Business Development Plan to Diversify Chinatown	Business Recruitment Program Merchant Information & Support Chinatown Employment Training Program Marketing/Consultation Services
Strong BIA organization, Effective partners & sponsors, Motivated merchants & owners	Organization & Volunteer Development Expand Sponsors & Partners Increase Funding & Government Support Increase Participation in BIA

We welcome your ideas and want to hear from you!
Please let us know what you think of this 5 Year Workplan and the BIA Investment Options.

Contact us and attend our Annual General Meeting.

The Vancouver Chinatown Business Improvement Area (BIA) Society is working on creating a dynamic and sustainable Chinatown community and tourism destination.

In the past 4 years, the BIA has been instrumental in improving Chinatown's safety & cleanliness, expanding and strengthening its promotions & events, and working with the media & partners to improve Chinatown's public realm, public perceptions, and government relations.

In consultation with our members, we have developed a new 5-Year Workplan and we are applying for renewal. Chinatown is facing major changes in the next 5 years and our members have asked us to expand our work to meet these challenges. We welcome your ideas and the opportunity to meet with you individually or as a group at your convenience.

With warm regards,
Tony Lam, President

Board of Directors:

Agnes Wong	Albert Folk	Joanna Kong	Grace Wong	Dianna Yu
Iris Lee	Michael Ng	Alvin Zheng	Tak-Shing Chau	Ken Low
Syrus Lee	Ages Wong	Joey Wong	Kitty Mar	John Bai

508 Taylor Street,
Vancouver, BC V6B 6M4

Tel: 604-632-3808
Fax: 604-632-3809

Website: www.vancouver-chinatown.com

The BIA strives to be an effective voice for Chinatown's Business community and has managed to leverage its small \$130,000 annual budget into \$2.5 million in increased government funding to Chinatown. (In comparison, the annual Gastown BIA budget is \$370,000, and the Strathcona BIA budget is \$250,000).

Increased Government Funding to Chinatown

Business Enhancement Projects	Capital Projects
Bilingual Campaign	Chinatown Millennium Gate
Chinatown Festival	Han Dynasty Bell
Chinatown Arts Fair	Lighting Improvement Project
Chinatown Marketing Plans	Dr. Sun Yat-Sen Courtyard
Footprints Community Art Project	Chinatown Memorial Square
Events Calendar	Silk Road Walking Tour
Power Shop & Power Save Campaign	Subtotal: \$1,500,000 Investment
New Marketing Strategies	Total:
Subtotal: \$1,000,000 Investment	\$2,500,000 Increased Funds

The BIA is funded by a special levy that is approved by its constituents and collected by the City of Vancouver. Every 5 years, the BIA must reapply to the City of Vancouver for this levy, which provides a basic operating budget for the BIA to do its work. In the past 4 years, the BIA has worked hard to establish itself as a new organization in Chinatown. Through our range of programs, events and services, we are proud to say that we have had a significant impact on improving Chinatown, and won the "Best in the West" Award from the BC BIA Association in 2003.

Currently, the BIA is going through its 5 year Renewal and Reapplication process. To strengthen our organization and develop a concrete workplan for the next 5 critical years in Chinatown, we have completed:

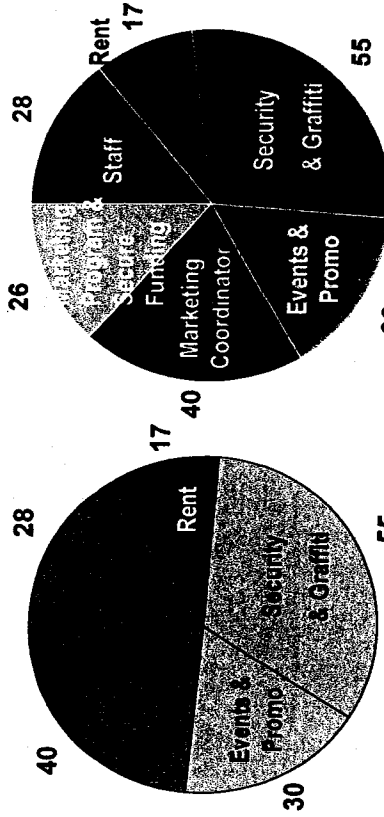
- An organizational review – led to BIA attracting more skilled staff
- A review of our Marketing Plan – led to a 5 year strategic plan
- A series of Focus Groups – gave us your ideas, included in the work plan

- A Membership Survey – told us that 85% of our members were satisfied with our work, 98% wanted us to expand our work in the future with support from both merchants & owners
- Three Open Houses – allowed us to discuss the BIA, its Renewal and Future

With over 100 Survey respondents, another 90 members attending the Open Houses and Focus Groups, and countless individual and group meetings between our Board members and our constituents, we have developed our next BIA 5 Year Work Plan that will take us from 2005-2010.

Our survey told us that over 85% of our members are satisfied with our work and 98% wanted us to expand our work. After much consideration and debate, we are now again seeking YOUR response to this 5 Year Workplan that we have developed together, and the accompanying BIA Investment levels that Chinatown merchants and property owners need to consider supporting so Chinatown can meet the challenges and changes that we anticipate in the next 5 years.

Chinatown 5-Year Expanded Workplan



OPTION A: 30% Increase Investment \$170,000
Avg Daily Investment \$2.34

OPTION B: 50% Increase Investment \$196,000
Avg Daily Investment \$2.70

Chart numbers in \$K

P.1

Post-It Fax Note 7671E Date Oct 22, 2004 # of pages 7
 To Mr. Peter Veisband From Daniel Ho
 Co./Dept. Sign-In sheets of VCBA
 Phone # 1st Open House for year
 Fax # information Tks!

2004 BIA FIRST OPEN HOUSE
 二零零四年華埠商業促進會第一次公開研討會
 MAY 6, 2004 二零零四年五月六日

Name 姓名	Business 公司	Mailing Address 通訊地址	Contact Tel. 聯絡電話	Fax 傳真號碼	Property Owner 業主	Merchant 商戶
Agnes Wong	NIVID JEWELLERY 2ND	101-180 Keefer St. VAN, B.C.	604 683-0836	604 679-0336		✓
Ying Lung	DRAGONS M/A SUPPLIES PRIMCORP.	28 E. Pender St. VAN. B.C.	604 685-2187	604 685-2287		✓
DANIEL LEE	SECURITY	428-88-E - PENDER ST	604-801-6899	604-801-6199		✓
MICHAEL NG	DR. SUN YAT-SUN GARDEN SOCIETY	578 CARRALL STREET VANCOUVER, B.C.	604-662-3207	604-682-6008		✓
Raymond Lam	PAIK CHONG.	506 MAIN ST	604-603-3208	604-638-2889	✓	✓
JAY HANRA	CHINATOWN KARA BOOTH #6	4425 RUMBLE ST BURNABY, BC V5J 2B3	604-6340-6741	604-437-1844		✓
TONG YUET	KAM TONG	276 Ependen St.	604-683-0036			✓
Susan Cheng	MONA LISA COSMETIC	180 Keefer St	681-8199	681-8199		✓
Thomas Kob	正 記	207 E. Pender	688-1328			
WAYNE YOUNG	MING PAO NEWS	135-139 KEEFER ST.	662-8118	662-8628		✓

2004 BIA FIRST OPEN HOUSE
 二零零四年華埠商業促進會第一次公開研討會
 MAY 6, 2004 二零零四年五月六日

Name 姓名	Business 公司	Mailing Address 通訊地址	Contact Tel. 聯絡電話	Fax 傳真號碼	Property Owner 業主	Merchant 商戶
鍾先生	新亞音裝	229 Keefe St. 108 RM	604-6838898			商戶
梁先生	新雅理裝	4 109 RM	604-			商戶
李世敏	CREST DEV.	227 E. GERRARD ST.	604-290-2888		✓	商戶
梁廷超	Weng Heng Invest Co. Ltd.	89 E. Pender St.	604-684-3563	604-684-2736	✓	
Avis Lam	平林家地	180 Keefe St Wm	604) 688-1626			✓
Bethywu GORDON LA	SHUN CHI CO	507-509 MARK ST	604 687-2274	604 682-7998	✓	
Peter	Kwong Wany Kee	778 E 50 Ave, Vancouver	(604) 275-8152		✓	
Vipul	吳芳	277 East Pender St.	(604) 6898179		✓	✓
李廷超	李廷超	3615 Parson St.	604-2949927			✓
		247 Keefe Street	604-3248888			✓

2004 BIA FIRST OPEN HOUSE
 二零零四年華埠商業促進會第一次公開研討會
 MAY 6, 2004 二零零四年五月六日

Name 姓名	Business 公司	Mailing Address 通訊地址	Contact Tel. 聯絡電話	Fax 傳真號碼	Property Owner 業主	Merchant 商戶
ALBERT FOX	KIU SHUN TRADING Co, LTD	261-269 KEEFER ST, VAN. B.C. V6A 1X6	604-682-2621	604-684-8237	✓	✓
"		512-518 MAIN ST. " " V6A 1T6	" "	" "	✓	
"	YU FUNG HOLDINGS LTD	218 KEEFER ST.	" "	" "	✓	
SYNUS LEE	GREST DEV.	229 E. GEORGIA STS	604-290-2888		✓	
TRACY TAM	INFINITY INTL	245 E PENNEN ST, ND VAN	(604) 688-0363			✓
GRACE WONG	VARIETY STAININGS	188 E. PENNER ST. VAN.	(604) 877-7280	(604) 877-7288		✓
C. C. TSUI	Ycy Better health Centre	123 E Penner St. Van.	604-681-1171			✓
JOEY WONG	DOLLAR MART	266 EAST PENNER	604 681-1052	604 684 0299		✓
"	^{CHANGE} SING FOOD CTR	253 KEEFER ST.	" "	" "		✓
"	BE OWNERS.	257 KEEFER ST.	" "	" "	✓	

2004 BIA FIRST OPEN HOUSE
 二零零四年華埠商業促進會第一次公開研討會
 MAY 6, 2004 二零零四年五月六日

Name 姓名	Business 公司	Mailing Address 通訊地址	Contact Tel. 聯絡電話	Fax 傳真號碼	Property Owner 業主	Merchant 商戶
FRANK ARIBO	CREST DEV.	233 E. GEORGIA ST.	604-299-4544		✓	
Tony Lam	國平水地	245 E PENNSLV ST. VAN	(604) 688-1628			✓
PETER WU	PETER WU & Co	418-88 E. PENNSLV ST. VAN	604-688-7262			✓
CONNIE DENG 鄧 強	發發美食	#111-180 Keefer ST VAN	604-608-0188			商戶
How Green 高 輝	Ken's Table	180 Keefer ST.	778-839-9233			商戶
Kenny Wong 王 輝	Maxima Sunny Day Int.	257 Keefer St 434. Main St.	688 6287 688-1389			✓
Kenny Wong		269 E. GEORGIA ST.	893 0859		✓	
CH-RYS CHEN	The Bros Reframer	532 MAIN ST. VAN	603-3070			✓
JASON LAM	Stamland Baker	178 Keefer ST. VAN.	688-2228			✓

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2004 BIA FIRST OPEN HOUSE
 二零零四年華埠商業促進會第一次公開研討會
 MAY 6, 2004 二零零四年五月六日

Name 姓名	Business 公司	Mailing Address 通訊地址	Contact Tel. 聯絡電話	Fax 傳真號碼	Property Owner 業主	Merchant 商戶
HERBERT LIM 林柏榮	永泰分行	89 E Pender	(604) 684-2863	(604) 684-2736		商戶
RAYMOND CHENG 陳柏榮	DICKS (HOLDING LTD)	111 E. PENDER. #F	604 8791144	SAMS.	✓	
TAK CAT TAI	88 83 ID Pioneer Book Store	#121-180 KEEFER ST 166-229 KEEFER ST.	(604) 689-8112			✓
FOOIE MOK	BANK OF MONTREAL	768 E. PENDER ST	604-662-7698	665-6603		✓
CHRISTINE CHAN Jimmy Fung	" " CHONG HING Co.	" "	604 6657169	" "		✓
SAM KUY YU	CIN OUNG HING CO	246 Keefer Street	604 681-1336	681-7844		✓
JOHN BOE	CHOW CAFE M67	246 1944 9th	604 681136			✓
DIANA YU	DES COSINA INT. LTD.	288 E PENDER *117-180 KEEFER STREET VAN. B. C. V6A 4E9	805-9493			✓
			(604) 838-2233 (604)	681-5522		✓

2004 BIA SECOND OPEN HOUSE
二零零四年華埠商業促進會第二次研討會
JUN 8, 2004 二零零四年六月八日

Post-It™ Fax Note 7671E Date Oct 22 # of pages 4
 To Mr. Peter Vaisbord From Daniel Ho
 Co./Dept. Sign-In sheets of VCBIA
 Phone # 2nd Open House for your
 Fax # information. Fax # Tks!

Name 姓名	Business 公司	Mailing Address 通訊地址	Contact Tel. 聯絡電話	Fax 傳真號碼	Property Owner 業主	Merchant 商戶
Daniel Lui	Leah trading	180 Keefer St.	604-244-8821		-	-
PAK NG		122-126 E. SANDER	604-306-8218		✓	
FAY CHOY.						
Huong HUDONG	FAY-CHOY.	MAIN. 523	604-633-1318			✓
Peter Vaisbord	City of Vancouver	453 W. 12th Ave	604-871-6304	604-873-7898		
IGAM LAM	CHINA TOWN PLAZA	180. BEEFER ST.	604-688-2652		✓	✓
Agnes Wong	VIVID JEWELRY INC	1101-180 Keefer St.	604 683 0836			✓
Maggie Lui	Custom Gift	156 E. Sander	893 8828			✓
LUN ZHI	良	110-180 Keefer St.	604 682 223			✓
Wanda Bao GIN.	FUNERAL HOME	108-180 Keefer	604 231 8868			✓

2004 BIA SECOND OPEN HOUSE
 二零零四年華埠商業促進會第二次研討會
 JUN 8, 2004 二零零四年六月八日

Name 姓名	Business 公司	Mailing Address 通訊地址	Contact Tel. 聯絡電話	Fax 傳真號碼	Property Owner 業主	Merchant 商戶
DIANA KUAN	FAIRYLAND GIFTS	#103-180 Keefer St. Vancouver, B.C.	604-683-2386	(604) 301-0908		✓
JAM LAM	TFIC	107-180 KEEFER	604-688-2185			✓
Monica Lisa	Monica Lisa	115-180 Keefer	604 6818199	604 6818199		✓
Raymond	3232	276 Pender, Van #111-180 Keefer St	604 6830036	604 6830036	✓	✓
JAT HANTRA	BOOTH #6	CHINA TOWN PLAZA	(604) 608-0888			✓
TOMY LAM	INTERNATIONAL	245 E. PENDER ST.	604 682 6228			✓
MICHAEL NG	DR. SUN YAT-SEN GARDEN SOCIETY	578 CARRALL STREET VANCOUVER, B.C.	604 662-3207	604 682-4008		✓
Esther Wong	Pan Asia	1100 Lou-160 Rafter St.	(604) 687-8388	604 688-8388		✓
Joe Tan	Primcomp	428-886 Rafter St	(604) 811-8885			✓

2004 BIA SECOND OPEN HOUSE
 二零零四年華埠商業促進會第二次研討會
 JUN 8, 2004 二零零四年六月八日

Name 姓名	Business 公司	Mailing Address 通訊地址	Contact Tel. 聯絡電話	Fax 傳真號碼	Property Owner 業主	Merchant 商戶
Gao Yuan	Yuan Enterprises	1-522 Union St Van VIA 288	604 221 9618	"		✓
Ken'sken you	Ken's table	Ken's table	778-839-9333			✓
Collin Yan	Yuan Enterprises	1-522 Union St Van VIA 288	604 221 9618	"		✓
CHAN YIU FAI	Vitality B.T. LTD.	126-2, Pender St. VAN. VIA 173	604 681-9224	"		✓
Willie Chan	Nutra Trading LTD.	262-2, Pender St. VAN. VIA 173	(604) 602-1138	"		✓
DIANA YU	DES COSINA ENT LTD	117-180 KEEFER ST. VAN.	(604) 681-5522	"		✓
Ray 楊耀宗	RAY CHANG	#121-180-KEEFER	(604) 689-8112			✓
Joanna Kony	HSBC Bank.	608 Main St. Vancouver	604-608-8088	608-8003	✓	
Daniel Lee	PRINCECOP SECUR	458-88 East Pender St	604-681-6812	604-681-6812		✓
Janet Lee	— " —	— " —	— " —	— " —		✓

2004 BIA SECOND OPEN HOUSE
 二零零四年華埠商業促進會第二次研討會
 JUN 8, 2004 二零零四年六月八日

Name 姓名	Business 公司	Mailing Address 通訊地址	Contact Tel. 聯絡電話	Fax 傳真號碼	Property Owner 業主	Merchant 商戶
Alfred Chan	Princomp Security	428-88 E. Pender	(604) 681-6859			✓
Adrian Ng	Happy Har	116 - 180 Keefer St.	(604) 688-2827			✓
RICK NG	N+S	122 E. PENDER ST.	(604) 669-0122			✓
Anis Lam	Forum Home App	180 - Keefer St.	(604) 688 1626			✓
John Ang	C B A	108 Pender St	604.923-7667		✓	
Peter Lam	King You Books Co.	218 E. Georgia St.	604 688-2882		✓	✓
Sammy Ng	Sande Kashiya	178 Keefer St.	604.688-2228			✓
Henry Ng		263 E. GEORGIA ST.	604 893 0859		✓	
Ken Lam	Louis Association	351 Commercial St. Unit. 101	604 681-2448		✓	
Alice Chiu	Rickshaw No 464	820 W. Broadway.	604-738-9836		✓	

2004 BIA 3RD OPEN HOUSE
 二零零四年華埠商業促進會第三次研討會
 JUL 21, 2004 二零零四年七月二十一日

Post-It™ Fax Note 7671E # of pages 4
 To Mr. Peter Weisbord From Daniel Ho
 Co./Dept. Sign-In Sheets of VCBIA
 Phone # 3rd Open House for your
 Fax # information. Thanks!

Name 姓名	Business 公司	Mailing Address 通訊地址	Contact Tel. 聯絡電話	Fax 傳真號碼	Property Owner 業主	Merchant 商戶
Kwong-Wan Tsang Sam Lam	Beijing Trading TRUE FACE ORGANIZ	89 E Pender 107-180 Keefer	(604) 686-3463 (604) 688-183	(604) 686-2736	✓	✓
Alan Lam	RMV PA	1800 Keefer St.	604 688 2850			✓
Mabel Wang Jennifer	Kon cie Jewellery Primecorp Security	737 Keefer St. 731 E. Pender St.	(604) 805-6188 604-801-6899	604-21-7899		✓
Danny To	CIBC	501 Main Street Van	665-2071		✓	✓
Ken Shum Ken Shum	K.S. VIDEO	3905 Fraser St. 716 Main St.	876-8320 6051628	604-876-1044		✓
Alan C. Jeff Kueh	金銀屋 HOME CORP Educational Services	531 KERRIN ST. 128-633 Main St	604-688-1860 604-783 5728		✓	✓

2004 BIA 3RD OPEN HOUSE
 二零零四年華埠商業促進會第三次研討會
 JUL 21, 2004 二零零四年七月二十一日

Name 姓名	Business 公司	Mailing Address 通訊地址	Contact Tel. 聯絡電話	Fax 傳真號碼	Property Owner 業主	Merchant 商戶
LANCE DE SILVA	SUN CHI CO LTD ZHOU YU ZHONG	509-MAIN ST.	604-689-262 604-35-8374	-	DE-THWA	✓
Lorena De Silva	"	"	"	-	"	✓
Salvatore M.	11 WILSON ST.	604-682-288	604-682-808	✓	✓
Helena	City Garden	113A, Chinatown plaza	604-602-011	-	-	✓
In's Lee	Princorp Security	428-88E. Pandor	604-801-689	801-6199	-	✓
Tan Lee	Starlight Import	303-DU C. George	604-313-368	-	-	✓
BRIAN CHENG	88 LOTTERY	180 KEEFER ST, VANCOUVER	604-830-3388	-	-	✓
Robert Lim	property owner	111 E. PENNYC	604-879-1144	-	✓	✓
Vivianne Deng	Fat Kee		604-833-9208	-	-	✓
Bao An Wang	180 keefer st.		604-688-2318	-	-	✓

2004 BIA 3RD OPEN HOUSE
 二零零四年華埠商業促進會第三次研討會
 JUL 21, 2004 二零零四年七月二十一日

Name 姓名	Business 公司	Mailing Address 通訊地址	Contact Tel. 聯絡電話	Fax 傳真號碼	Property Owner 業主	Merchant 商戶
ALYSON WONG	VIVID INTERIORS	101-180 Keefer St. VAN.	604-879-0333	604-879-0333	✓	✓
TANNY TAM	FORUM ATTORNEYS	119-180 Keefer St. VAN. 5829, COMMERCIAL ST.	604-688-1626	604-688-1626	✓	✓
DON HUI	LOUIZE PHONG INVESTMENTS	1180 VANCOUVER B.C.	604-322-8848	604-322-8848	✓	✓
ALBERT FOX	KIU SHUN TONG CO. LTD.	261 Keefer St. VANCOUVER B.C. V6A 1K6	604-682-2624	604-684-8237	✓	✓
DIANA YU	DES COSINA ENT. LTD	*117-180 KEEFER ST. VAN. B.C.	604-681-5522	(604) 681-5522	✓	✓
GUO LIANG MA	J2 Fashion	455 Main St Van V6A 2T7 B.C.	604-722-1886	604-899-3238	✓	✓
KENNY WONG		269 E. GEORGINA ST., VAN. B.C.	604-893-0859		✓	✓
Gun Ling YAM	Collin Enterprises	512 Union St. Van V6A 2B8 VAN B.C.	604-221-9618	604-221-9618	✓	✓
WAYNE YOUNG	MING PAO	135-139 Keefer V6A 1X3	604-662-8718	604-662-8628	✓	✓
BETTY WU	SHIN CHAI	507-509 Main St.	604-688-9662	604-687-7998	✓	✓

2004 BIA 3RD OPEN HOUSE
 二零零四年華埠商業促進會第三次研討會
 JUL 21, 2004 二零零四年七月二十一日

Name 姓名	Business 公司	Mailing Address 通訊地址	Contact Tel. 聯絡電話	Fax 傳真號碼	Property Owner 業主	Merchant 商戶
Ben Teo	Primerop	428-88 East Pender St	604-801-6899	604-801-6197		✓
ROD CHOW	JACK CHOW INSURANCE	8 W. PENDER ST. VAN/BC V6B1R5	604-669-7777	604-669-2222	✓	
Jordan Eng	Succes Realty	145 Keefer St	604-687-8878	604-687-7045	✓	
Albert Tsang	Weng Heng dental Co	89 E. Pender St. VON B.C.	604-684-3563	604-684-2736		
	瓦登PR店	180 Keefer St. VON	604 6878223			✓
Richardson Cheng	榮記美食	180 Keefer St VON	604 608-0188			✓

To	Mr. Peter Vaisbord	From	Tony Lam VCBM
Co./Dept.	For your	Co.	information.
Phone #	Thank you!	Phone #	
Fax #		Fax #	

呈 華埠業主與商戶之公開信

華埠業主和商戶們：

相信華埠業主已發覺近二年來物業稅早多了一項“CHINATOWN BIA”費用，為數不少。查核此項費用，來自 CHINATOWN BIA，有人未徵得業主同意，而在市政府做了“手腳”。覽於華埠物業稅繁重，營商費用負擔沉重，因而曾多次要求市政府減輕物業稅。根據華埠營商實際困難情形，近年來，好不容易才說服市政府，減輕些少稅款。然而，有人卻打着“促進”、“振興”招牌，攜手劃腳，話未來美好目標，并在市政府“做手腳”，向華埠業主商戶榨取金錢！試問何來促進，何來振興！且放眼看看，有的店鋪營運費用昂貴，入不敷出，被迫倒閉。而店鋪丟空多時，仍未能找到承租者，這都充分說明華埠營商負擔沉重而不易為。

組織社團有其自由，但承擔其社團經費，而硬加在華埠業主與商戶，實不合理。假如其他社團像“華促”一樣向華埠業主與商戶“開刀”，豈不是更慘，將會直接加重華埠業主與商戶的營運負擔，料倒閉、關門將會更多。為此，我們呼籲“華促”立即向市政府撤消此項費用，況且華埠已有華埠商會、中華文華中心、中華會館及各鄉親會所等設立。其過去興旺華埠，服務大眾，成績有目共睹。而“華促”實有重疊之嫌。否則，華埠商會與中華文化中心等去做了不少振興華埠之工作，而另有其人卻去辦功，實在不可思議。

以上事件，不容輕視，敬請明察。

華埠營商者訴苦

To: Chinatown Merchants and Property Owners
From; One or One Group of Complaining Chinatown Merchant(s)

TRANSLATION

Some key points of this letter:

- Chinatown BIA levy was introduced without consent of merchants and yet it was imposed; taxation is generally heavy and there are many empty storefronts and many merchants are on the verge of closing out businesses; do not see how the money was used to improve or revitalize Chinatown
- Asking Chinatown BIA to speak to City to remove the levy; Chinatown already has associations like Chinese Merchants Association, Chinese Cultural Centre, and many others working on the improvement of Chinatown and therefore the existence of Chinatown BIA is unnecessary; do not want BIA to claim the success of Chinatown which is actually the result of hard work of the other Chinatown associations