

Strathcona Area B.I.A.

Strathcona Area Merchants Association

BUDGET FOR FISCAL 2005 PROGRAMS

	2004 Budget	2005 Proposed		2004 Budget	2005 Proposed
REVENUE			Marketing (continued)		
BIA Levy	250,000	395,000	Newsletter	8,500	8,500
Investment Income	1,000	—	Member D-Base & Directory	5,000	12,500
Grants / Donations	46,000	15,000	Website	350	1,250
GST Rebate	7,000	10,000	Branding— BIA only	—	7,500
Surplus / Deficit Carried Over	100,000	20,500	Goods & Services Mix / Property & Opportunities Inventory	—	6,000
TOTAL REVENUE	404,000	440,500	Calendar of Events	—	2,000
			Media Success Package	—	1,000
EXPENSE			Recruiting package	—	5,000
Payroll Expenses	75,000	80,000	Strathcona First Program	—	4,000
General & Administrative Expenses			Open House & Factory Tours Program		
Accounting & Legal	6,500	6,500	Mentoring Program		
AGM	1,500	1,500	Total Marketing	58,850	57,250
Association Memberships	500	500	Safe Streets Initiatives		
BOD & Membership Meetings	1,200	2,000	John Watch Program & Website	2,500	2,500
Consulting Fees	5,000	5,000	Bike Patrol	132,000	162,000
Conferences	5,000	5,000	Research	500	
Courier & Postage	700	700	Block Captain	—	2,000
Insurance	5,000	5,000	Total Safe Streets	135,000	166,500
Interest & Bank Charges	100	100	Visual Improvements		
Levy Equalization	5,000	5,000	Graffiti Removal	45,000	40,000
Office Equipment	1,500	1,500	Street & Lane Clean Up	20,000	20,000
Office Supplies	5,500	5,500	Area Presentation & Visual Enhancement	20,000	10,000
Rent	4,000	4,200	R & D	1,500	
Subscriptions	250	250	Mural Program	—	15,000
Telephone	1,750	2,000	Adopt a Block	—	1,000
Travel & Car Allowance	1,000	2,000	Total Visual Improvements	86,500	86,000
Utilities	4,000	4,000	TOTAL EXPENSES	403,850	440,500
Total General & Admin. Expenses	48,500	50,750	SURPLUS / DEFICIT	150	
Marketing					
Advertising (Gen PR/Area Promo)	1,000	—			
Banners	35,000	—			
Events – Community (inc. Sponsorship)	6,500	6,500			
Events – Membership	2,500	3,000			



Strathcona Area Merchants Society

915 East Cordova Street - Box 56111, Vancouver, British Columbia V6A 4B8
Phone: (604) 258-2727 Facsimile: (604) 258-2723 Email: samsbia@telus.net

www.samsbia.com

November 3, 2004

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

Dear Mayor Campbell and Council:

Re: Proposed Renewal of Strathcona BIA

On behalf of the Strathcona Area Merchants Society, I hereby request Council to consider our application to renew the Strathcona BIA for a further 5 year period. This letter is our formal BIA application as required by the BIA program.

Our Board of Directors has been working on the proposed renewal since January 2004. We have held two outreach informational open houses, a renewal luncheon, a budget information meeting and member interviews. The feedback so far has led us to believe that we have the full support of our membership, as reflected in the unanimous vote to renew the Strathcona BIA at the 2004 Annual General Meeting.

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

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

Sincerely,

A handwritten signature in black ink, appearing to read 'C. Foss', written in a cursive style.

Cheryl Foss
Executive Director
Strathcona BIA



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Strathcona BIA 2004 Renewal Process

January 2004

Member Needs Survey/Interviews

The Strathcona BIA met with 50 property owners, tenants, service providers and community leaders to understand the needs of members and the neighbourhood. The BIA gathered ideas, suggestions and recommendations to draft a set of initiatives for a BIA 5-year plan.

February 19, 2004

Strathcona BIA Open House 1 - Strategic Planning

The open house was an opportunity for the Strathcona BIA members to view a draft of the Strathcona BIA's Strategic Plan of proposed programs and initiatives. The plan incorporated ideas and initiatives gathered from the member interviews. Members were given the opportunity to ask questions and provide input, and were asked to vote on the top three initiatives that were most important to them.

April 29, 2004

Strathcona BIA Open House 2 - Strategic Plan for New Renewal Period

Based on the votes and input from February 19 as to which initiatives the members felt were most important, the programs and initiatives were adjusted and prioritized to create an overall Strategic Action Plan to go forward through the next renewal period of five years. The Strathcona BIA members were able to look at the modified

Strategic Plan, ask questions and make recommendations, and were provided the opportunity to become involved with the Strathcona BIA.

August 10, 2004

**Membership Renewal Luncheon
- Final Strategic Plan**

From ideas and feedback obtained from the past two open houses, the program ideas and initiatives were adjusted and incorporated into our final Five-Year Strategic Action Plan. Members were invited to view the new and improved plan, hear a detailed overview of the BIA renewal process and given the opportunity to support or oppose the Strathcona BIA's renewal process. All members present showed support of the Strathcona BIA renewal.

August 24, 2004

Renewal Budget Luncheon

After looking at the Five Year Strategic Plan, the members were invited to view a draft of the proposed BIA budget and levy cap increase for 2005-2010 that was based on all the initiatives desired by the membership. This was a detailed, line-by-line budget discussion, where members were able to ask questions and voice any comments or opinions.

Sept 27, 2004

Annual General Meeting

The 2005 budget and levy increase was modified based on the input from the August 24 budget luncheon, and incorporated into the final renewal AGM package. The AGM package included the progress of the Strathcona BIA over the past five years, the new Five-Year Strategic Plan, the 2005-2010 budget increase and the new levy cap. At the AGM all strategic plans, initiatives, budgets and the renewal process were reviewed. Members were asked to vote in support or against all of the proposed plans for the Strathcona BIA. **Members voted unanimously to approve the 5-year renewal of the Strathcona BIA, the 2005 budget, and the budget and levy cap increase.**

Strathcona BIA January 2004 Survey/Interviews

List of Interviewees:

Members

Budget Printing – Charles Yen
Patricia Hotel – Wayne Nelson
Gulf and Fraser Financial Group – Wayne Kennedy
Pressed Metal Products – Greg Trammel
Ted Harris Paint – Bob Harris
Russell Food Equipment – Don Russell
L.K. Kar King – Les King
La Casa Gelato- Rafael Misceo
Downtown U-Lok – Yvonne De Valone
Dunlevy Parts – Harry Jung
North Star Patrol –Paul Reeve, Charlena, Tim Harrison
NV Food & Service Resource Group - James Kennedy
Primero Cigars - Angela Giannoulis
Eclipse Awards International - Toby Barazzuol
Strathcona Business Improvement Association –Cathy Kwan
Strathcona Property Owners & Tenants Association-Barb Lee
Special Screencraft- Michael Ee
Japanese Language School & Hall- Rika Uto
Franciscan Sisters of Atonement – Sister Elizabeth Kelliher (also DERA)
Lookout Emergency Aid Society – Karen O'Shannacery
St. James Community Services – John Van Luven

Residents:

John Atkin
Strathcona Residents Association - Amy Walker, Nora Kelly

Community Organizations:

Strathcona Community Centre – Rick Archambault
Strathcona Area Safety Society – Mark Budgen
Carnegie Community Centre – Michael Clague, Peter Townsend

BIA:

Downtown Business Improvement association – Charles Gautier, Kathi Thompson
City of Vancouver – Peter Vaisbord
BIABC – Clint MacKenzie (President)

Other:

Vancouver City Councillor – Peter Ladner

Strathcona Interview Questions

**STRATHCONA BIA
2004 SURVEY/INTERVIEW**

Organization _____

Address _____

Contact Person _____

Tel: _____ **Email:** _____

Interview by: _____ **Date:** _____

1. Who are the anchor businesses in Strathcona?
2. What is the heart of Strathcona?
3. How would you describe Strathcona to a business thinking of moving here?
4. How would you describe Strathcona to a resident thinking of moving here?
5. If you had \$100,000 to spend on Strathcona, how would you spend it?
6. Which community organizations are central to Strathcona?
7. What do you know about the activities of SAMSBIA?
8. What projects should SAMSBIA take on next?
9. What work should a Strathcona Revitalization Committee do?
10. Who should sit on a Strathcona Revitalization Committee?
11. What are some of the big events you're involved in or know of in Strathcona?
12. What kinds of initiatives could Strathcona partner with outside of Strathcona?



Attention: All Strathcona BIA Members

Please Join Us!

The Strathcona area is developing and changing, and the BIA needs your valuable input. The Strathcona BIA is working with the City of Vancouver, WISE Consulting, Community Organizations and *YOU*, to revitalize the area. On Thursday, February 19, 2004, please drop by the Cook Studio Café anytime between 4:00 P.M. and 7:00 P.M. for our Strathcona BIA Open House.

The Strathcona BIA Open House

Date: Thursday, February 19, 2004

Time: 4:00 P.M. to 7:00 P.M.

Location: Cook Studio Café, 374 Powell St.

The Open House Will Provide You With The Opportunity To:

- View the Draft of the Strathcona BIA's Strategic Plan
- Meet the Business Plan Consulting Team
- Speak with the Board of Directors and other neighbouring businesses
- Make recommendations and provide valuable input and feedback
- Network with other businesses in your neighbourhood
- Become involved in the revitalization of Strathcona

Our members are our greatest strength, and your contribution to this project is valuable and necessary.

*Snacks and
refreshments will be provided
— come mingle and network
with your neighbours!*

For more information about this event,
please contact the Strathcona BIA
at 604-258-2727.



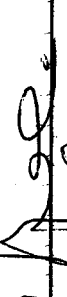



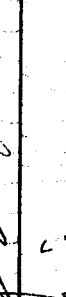
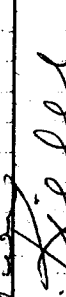



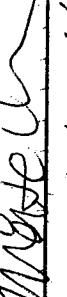
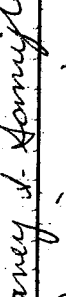



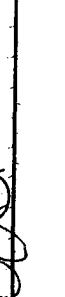

We look forward to seeing you there!

Property owners = 9
Tenants = 22
Guests = 10

Total = 41

Open House Sign In Sheet - February 19, 2004

Name	Title	Business Name	Address
SOS SHARP	EMPLOYMENT COUNSELLOR	JOB SHOP	876 CARDUATI DR
Louisa Roots	Emp. C.	Job Shop / Trade works	↑
Ray Vee	Employment Counselor	Patrick's	390 Wain St.
Glenn McCauley	Info Coordinator	"	"
C. Della Carver	Pastor	Grace Mission Church	Minister
Pi An Bui	Coordinator	St. Thomas Safety Office	1202 E. Pender
PALFLEE		Paul F. Lee	317 E. Mary
Bob Wilson	manager	Leasant	528 Powell
GLORIA HIELER	RASER	HUNG WATERS	782 E. MARTINGS ST.
PETER LADNER	CITY COUNCILLOR	COV	453 W-120 AVE
Anna Maddison	Manager	Goodbye Graffiti	950 Powell St
Esther Uay	General Manager	Goodbye Graffiti	950 Powell St
MARIE MA	STUDENT (BCIT)	MA	3700 WILKINGTON
Sin aney Samujh	student BCIT	N/A	✓
Jamie Kai	Student (BCIT Information Technology Mgmt)		3550 Prince Albert street
Louis Wei	student (BCIT)	N/A	3700 Wilkington
CHRISTIE KUNN	Disruptor	BUSSAL MARK	505 Alexander St
JACI LEE	Property owner	Arlym Hotel	575 E. Pender

Phone	Fax	Email	Signature
253 9355	251-8984	jsharp@tradeworks.bc.ca	
253 9355 x 240	251 8984		
604-682-7353	604-682-7358	rye@tradeworks.bc.ca	
"	"	"	
604 215 1119	van		
604-251-2784	604-251-2784	stathouropoulou@telus.net	
604 681 x 388	604-681-9472	spaul@telus.com	
255-7026		rob@studieset.bc.ca	
251-2493	SAME	gladickier@shaw.ca	
604-873-7241	-	peter@adunecity.com	
604-684-4747	604-684-4784	amandispa@goodhypertiff.com	
"	"	eung@goodhypertiff.com	
604-786-9667	-		
604-790-6422	-	s-samyhenotmail.com	
604-818-1110	-	jammie@shaw.ca	
604 748-898-0117	-	hadd@hotmail.com	
604 748-2909	-	chrissell@vancouver.ca	
604-254-2504	875-3886	jeckp2lee@shaw.ca	

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Open House Sign In Sheet - February 19, 2004

Name	Title	Business Name	Address
YVONNE LEONOR	MANAGER	Jim M. Kw Properties	777 CLARK DR.
Les Robertson	Manager	MB Superior metals	1100 Powell st.
ART SUAN	PLANNING MGR	TOP-VAMU FOODS.	575 E. CALDVA
ALES POORE	MEETHTAI DINNER	GROUNDWATER HYDROLOGICS	1216 FRANKLIN ST
ANNA MASON	MANAGER	RESSES MORGAN	Alexander
JIAN-HO SANG	Manager	Card Room	575 E. Healdby
NAM SOO KIM	owner	Princess market	747 E. Hastings St
ALIA NAKASHIMA	POWELL STREET FESTIVAL	TREASURER	475 ALEXANDER ST
John Frank	MGR	Card Rooms	575 Hastings ETC
Richard Quirk	owns	Trumps	646 Powell st
Julie Smith	Subs Rec	Trumps	646 Powell st
JOHN YATAZAKI	POWELL STREET FESTIVAL	PRESIDENT	475 ALEXANDER ST
RUSSELL DUNCAN	V.P.	MALCOLM CAMPBELL	1216 FRANKIN ST.
Bonnie Nune	BCIT	BCIT	607 Bonnymer
Carol Shoben	W.I.S.E. CONSULTANT	W.I.S.E.	
Annette Othen	W.I.S.E. Consultant	W.I.S.E.	
KATHY GIGLER	Consultant	W.I.S.E.	
Wendy Weir	Consultant	W.I.S.E.	

Wendy Kennedy Mar 6TF Financial 805-6 Hastings

2

Phone	Fax	Email	Signature
253-6622	253-0691	yvonne@koo-produce.com	
254 4010	254 4013	lesemb@supernometafs.com	
253 4558	253 4559		
254-0616	254-2526		
251-2454			
211-6939			
254-2934			
739-9388		alia@direct.ca	
254-2934			
232 8443			
" "			
619 9459		YAMAZAKI@ekls.net	
255-8491	255-8393	RPNUNGAN@MALCOLMAMBILLI.COM	
922 2462		bmi@bmi.com	
734-4472		Shoben@telus.net	
		annette@ista.ca	
		Ksible@telus.net	

254-7270

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S.A.M.S.B.I.A. Open House on February 19, 2004. Votes cast by BIA members for specific initiatives.*

Objective: Strengthen Our Members Businesses**Votes Actions include;**

- 10 ✚ Produce an annual calendar of public events and distribute it to target areas and tourist locations.

- 4 ✚ Produce a members directory and distribute it throughout our postal code area as well as to targets outside of Strathcona.

- 8 ✚ Create a Strathcona brand and image that presents Strathcona's strengths.

- 1 ✚ Develop a media relations programme with a package that includes profiles and success stories of BIA members.

- 11 ✚ Develop a profile of goods and services demanded by area residents and provide this opportunity information to members to increase sales.

- 2 ✚ Offer management development seminars to add to the strengths of our members.

- 2 ✚ Develop cost-saving discount packages eg. Insurance, purchasing, communications, supplies, customs brokerage, shipping.

- 19 ✚ Develop a positive street scene to for customers, area residents, employees, building and business owners. Includes; enhance the street frontage with; banners, LED lights, painted poles, planter boxes and furniture.

- 4 ✚ Include classified ads in our newsletter to source employees, goods and services, business & property opportunities

Objective: Protect Our Members Businesses

Votes Actions include;

- 16 ✦ Bike patrols to deter crime, increase response time to incidents and reduce losses.

- 6 ✦ Johnwatch program including publicity and website www.johnwatch.com to deter activity.

- 8 ✦ Graffiti removal services of member locations- to restore appearance and reduce address as target for vandalism.

- 8 ✦ Block Captain program including; incident reports, street and safety audits.

- 18 ✦ Street Cleaning audits to monitor areas and maintain a clean neighbourhood.

- 8 ✦ Use our reports and statistics to lobby City and police officials to allocate more resources to our area.

- 2 ✦ Develop and supply safety and security tools and checklists to members

Objective: Partnering with our Community

Votes Actions include;

- 12 ✦ Assist in the launching of the Strathcona Revitalization Committee to;
 - Improve communications within a community and outside it
 - Discover common issues
 - Work together on initiatives

- 5 ✦ Mural program to reflect the “personality” of the area and build area pride.

- 3 ✦ Adopt-a-block programme with members and community including; beautification, community gardens, planter containers.

- 13 ✦ Sponsor local events including; festivals, sports programs and special events.

- 7 ✦ Expand safety and security programs with Revitalization Committee to include residential areas.

- 4 ✦ Develop a members “mentoring” program such as “take-a-kid-to-work day” to showcase local business and offer career choices to area youth.

- 8 ✦ Encourage members and residents to have a “Strathcona First” policy when shopping and hiring.

**Objective: Attract New Businesses to Locate
in our BIA**

Votes Actions include;

- 4 ✦ Develop new business recruiting package to supply positive and realistic information about our area including; business-to-business opportunities, residential profiles, shoppers demand study, property vacancies, members directory

- 7 ✦ Partner with other economic development and business organizations to showcase Strathcona BIA strengths and opportunities.

- 8 ✦ Complete an annual property and business opportunities inventory and market this information to targets

- 10 ✦ Work with City Hall to identify opportunities to locate business and industry resource centres into Strathcona.

- 9 ✦ Develop business Open Houses, site and factory tours to showcase the capabilities of members and focus on the strategic value of Strathcona location.

- 2 ✦ Adapt the newsletter and website to contain more information regarding the business opportunities and strengths of Strathcona, including member profiles and sector information.

- 0 ✦ Distribute BIA newsletters and media stories to targets outside of our area, to keep Strathcona top-of-mind as a business destination.

Objective: Renew SAMS BIA to 2010

Votes

Actions include;

- 4 ✦ Launch member Open Houses to communicate plans and initiatives with members.

- 4 ✦ Develop a community outreach and communications plan for connecting with more residents and BIA members.

- 1 ✦ Engage in process with City Hall for administration of renewal.

- 4 ✦ Engage more BIA members in strategic initiatives to ensure strong members and a sustainable BIA.

*Board members were at each station to explain the Open House process, to answer questions and to engage members in dialogue. Members were given three (3) stickers at each of the five stations and were asked to attach them to the 3 initiatives at the station that were most important to them.



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www.samsbia.com

STRATHCONA BIA OPEN HOUSE

Date: Thursday, April 29, 2004

Time: 4:00 PM to 7:00 PM

Location: Cook Studio Café, 374 Powell St.

Your feedback from the first Open House in February has been incorporated into the Revitalization Action Plan. On Thursday, April 29, 2004, please drop by Cook Studio Café anytime between 4:00 PM and 7:00 PM for our second Revitalization Open House. **Snacks and refreshments provided.**

At This Open House You Can:

- View the Strathcona BIA Revitalization Action Plan
- Provide valuable input and feedback
- Make recommendations
- Have your questions answered

Our members are our greatest strength, and your contribution to this project is valuable and necessary.

For more information about this event, please contact the Strathcona BIA
Email: samsbia@telus.net
Phone: 604-258-2727.

We look forward to seeing you there!

Property Owner = 11

Tenants = 10

Total: 23

Guest = 2

Open House Sign In Sheet - April 29, 2004

CHERYL FOSSEX ~~ADMINISTRATOR~~ OWNER S.B.I.A. 87 E CORDOVA

Name	Title	Business Name	Address
D.A. Pouscaterk	Sales / Market Mgr	Urban Goyer	671 E Hastings
Koussa Abois	Empl. Counselor	J&B STOP / Trademarks	876 CORDOVA DR. UGA 383
Bob Sharp	" "	" "	
Kathy Gibbler		WISE	
S. Rae	Owner	Private	537 Powell St.
PETE ONEYAMA	" "	" "	" "
Anna Maddison	Manager	Goodby Graftiti	950 Powell Street
Elizabeth Holbert	Administrator	Franciscan Sisters	385 East Cordova
JACK CEE	owner	PROPERTY MANAGER	878 HARBOR AVE.
RUSSELL DUNCAN	V.P.	MALCOLM CAMPBELL	1248 - FRANKLIN ST.
Stanford Erikson	Branch Mgr	" "	" "
Angela Gigamandis		PHUMED	
Wayne Kennedy	Br Mgr	St F Fundacin	803 E Hastings
YOUNG DEVALONE	PRESIDENT	DOWNTOWN U-GOIS	915 E CORDOVA
ANNIE AHDONG	MANAGER	Shu Wu Koo Produce	777 CURA DR.
BOB HARRIS	OWNER	TAD HARRIS ARTS	757 B - HASTINGS
TOBY SACAZZUOL	Owner	Eclipse Agency	121 Heatley Ave
ALAN TRAMMELL	OWNER	PROCESSED INSTAL	505 BROADWAY ST

George Hui
Wendy Stewart
Peter Vaisbord
City Administration
Santana B.I.A
CITY BIA COORDINATOR
787 E-Cordova
2716 ANNE ST

Phone	Fax	Email	Signature
254-8364		DANN@SIGMA	
253-9355 ext 235			
730-2611		Kgibler@telus.net	
871-6304	873-7898	peter-vaishnav@city.vancouver.ca	
685-9987	685-9311		
254-2504		jack.p.lee@sigma	
255-8491	255-8393	RDUNCAN@MALCOLMAMABELL.COM	
" "	" "	perks@malcolmcampbell.com	
258-2727	258-2723		
254-9811	254-0215		
215-2156			
253-6622	253-0691	Yunuc@kroppmiller.com	
255-2627	255-3364	XXXX	
255-1567	255- XXXX 1575	AMUSEARDIN@SKWJ.CA	
251-2484			AMUN



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Five-Year Strategic Action Plan

At the Open House in February 2004, we presented our members with five proposed Strategic Objectives for the Strathcona BIA. Each Objective included a set of initiatives, and we asked you to vote as to which initiatives you felt were most important to you, your business or organization, and the overall area. Based on your votes we prioritized the initiatives and created an overall Strategic Action Plan for the next five years.

After reading through the Action Plan, we would like further feedback from you. Please email us at samsbia@telus.net with your questions and comments.

Would you like to be involved? Is there a specific initiative you would like to be involved with? Are there any resources you have that we should know about?

Please contact us:

Phone: **604-258-2727**

Fax: **604-258-2723**

Email: **samsbia@telus.net**

Our members are our greatest strength, and your contribution to this project is valuable and necessary.

Strathcona BIA STRATEGIC PLAN

OVERALL FIVE-YEAR STRATEGIC ACTION PLAN

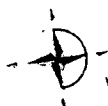
Code to abbreviations: City = City of Vancouver, VEDC = Vancouver Economic Development Commission, AMEC = Alliance of Manufacturers & Exporters of Canada, SPOTA = Strathcona Property Owners and Tenants Association, Crawl = Eastside Cultural Crawl, Powell St. = Powell St. Festival.

Year 2004	Objective	Initiative	Partner	Notes
2004	Renewal	Open House – proposed plan.	None.	Present current and proposed strategies and actions to members for feedback. Collect support data for administration.
2004	Renewal	Open House & present final plan.	None.	Present five-year plan and opportunities for members to strengthen, get involved, give feedback. Collect support data for administration.
2004	Renewal	City Hall process.		Process and task list for 9 months is detailed in Strategic Plan.
2004	Strengthen	Members Directory.	Board of Trade, other BIA's.	Develop and distribute to all within Strathcona postal code, and to external targets and partners.
2004	Strengthen	Beautification.	Revitalization Committee.	
2004 Pilot	Strengthen	Seminars.	Revitalization Committee, other BIA's, Board of Trade.	Topics to build revenue, increase profile or reduce costs.
2004	Protect	Bike patrols.	Revitalization Committee.	To include residential or schools areas.
2004	Protect	Johnwatch & expanded.	Revitalization Committee.	To include residential or schools areas.
2004	Protect	Graffiti Removal.	Revitalization Committee.	To include residential or schools areas.
2004	Protect	Block Captain expanded.	Revitalization Committee.	To include residential or schools areas.
2004	Protect	Lobby City with reports and statistics.	Revitalization Committee, other BIA'S.	Depends upon the lobby topic.
2004	Protect	Supply safety tools to members.	Other BIA's may cost share.	
2004	Partner	Launch Revitalization.	Various.	



Strathcona BIA **STRATEGIC PLAN**

Year 2004 (cont'd)	Objective	Initiative	Partner	Notes
2004	Partner	Mural program.	Revitalization Committee, members, arts group, youth group.	Reflect positive identity of area. Not commercial.
2004	Partner	Sponsor local events.	Powell St., Crawl.	Use brand and tag line in sponsorship. Distribute message to all targets.
Year 2005	Objective	Initiative	Partner	Notes
2005	Renew	City Hall process.		Process and task list for 9 months is detailed in Strategic Plan.
2005	Strengthen	Members Directory.	Board of Trade, other BIA's.	Develop and distribute to all within Strathcona postal code, and to external targets and partners.
2005	Strengthen	Create brand.	Revitalization Committee.	Develop a positive brand logo and tagline for Strathcona. Develop brand uses and products.
2005	Strengthen	Beautification.	Revitalization Committee.	
2005	Strengthen	Goods/services mix.	City, PEACH, VEDC.	Survey residents and businesses to determine unmet demands.
2005	Strengthen	Ads in newsletter.	Members.	Classifieds and display ads.
2005	Strengthen	Calendar of Events.	Revitalization Committee.	Distribute widely to promote local events.
2005	Strengthen	Media Success package.	S.P.O.T.A., Crawl, Powell St.	Highlight business and investment successes, and innovative solutions. Target variety of publications depending upon audience.
2005	Protect	Bike patrols.	Revitalization Committee.	To include residential or schools areas.
2005	Protect	Johnwatch & expanded.	Revitalization Committee.	To include residential or schools areas.
2005	Protect	Graffiti Removal.	Revitalization Committee.	To include residential or schools areas.



Strathcona BIA STRATEGIC PLAN

Year	Priority	Initiative	Partner	Notes
2005	Protect	Block Captain expanded.	Revitalization Committee.	To include residential or schools areas.
2005	Protect	Street audits.	City, Tourism Vancouver.	Develop with Tourism Vancouver program and students.
2005	Protect	Lobby City with reports and statistics.	Revitalization Committee, other BIA'S.	Depends upon the lobby topic.
2005	Protect	Supply safety tools to members.	Other BIA's may cost share.	
2005	Attract	Partner with VEDC.	VEDC.	Pilot project for recruiting activities.
2005	Attract	I.D. business opportunities.	City, VEDC.	Capacity study recommendations could be combined with goods and services demand study.
2005	Attract	Recruiting package.	VEDC, AMEC, City planning /zoning dept.	
2005	Attract	Changes to newsletter.	None.	More current info, updates, successes, stats, advertising.
2005	Attract	Develop and distribute stories outside of area.	VEDC, Board of Trade.	Develop success profiles, media campaign.
2005	Partner	Mural program.	Revitalization Committee, members, arts group, youth group.	Reflect positive identity of area. Not commercial.
2005	Partner	Sponsor local events.	Powell St., Crawl.	Use brand and tag line in sponsorship. Distribute message to all targets.
2005	Partner	Adopt-a-Block.	Revitalization Committee.	Beautification, business champions, security. Include recognition signage.
2005	Partner	Develop "Strathcona First" program.	Revitalization Committee.	Use brand and launch to encourage a "buy local" loyalty.
2005	Partner	Expand safety and security to include non-BIA members.	Revitalization Committee, City.	Expand area to include residential/events/school routes.



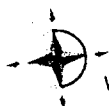
Strathcona BIA STRATEGIC PLAN

Year 2006	Objective	Initiative	Partner	Notes
2006	Strengthen	Beautification.	Revitalization Committee.	
2006	Strengthen	Cost-saving menu.	Other BIA's, Board of Trade, AMEC.	Develop a menu of value-added cost-saving items for members only.
2006	Protect	Bike patrols.	Revitalization Committee.	To include residential or school areas.
2006	Protect	Johnwatch & expanded.	Revitalization Committee.	To include residential or school areas.
2006	Protect	Graffiti Removal.	Revitalization Committee.	To include residential or school areas.
2006	Protect	Block Captain expanded.	Revitalization Committee.	To include residential or school areas.
2006	Protect	Street audits.	City, Tourism Vancouver.	Develop with Tourism Vancouver program and students.
2006	Protect	Lobby City with reports and statistics.	Revitalization Committee, other BIA'S.	Depends upon the lobby topic.
2006	Protect	Supply safety tools to members.	Other BIA's may cost share.	
2006	Attract	Partner with VEDC.	VEDC.	Pilot project for recruiting activities.
2006	Attract	I.D. business opportunities.	VEDC.	Capacity study recommendations could be combined with goods and services demand study.
2006	Attract	Recruiting package.	VEDC, AMEC, City planning /zoning dept.	
2006	Attract	Develop and distribute stories outside of area.	VEDC, Board of Trade.	Develop success profiles, media campaign.
2006	Attract	Develop a property and opportunities inventory.	S.P.O.T.A., VEDC, City.	Stats, opportunities, areas of growth/demand.
2006	Attract	Develop open houses & factory tours.	Members.	For business and consumer audiences to raise awareness and reinforce unique offerings.



Strathcona BIA **STRATEGIC PLAN**

Year 2007 (cont'd)	Objective	Initiative	Partner	Notes
2007	Partner	Sponsor local events.	Powell St., Crawl.	Use brand and tag line in sponsorship. Distribute message to all targets.
2007	Partner	Mentoring program.	Board of Trade, SFU/UBC, Revitalization Committee.	Invite area youth into local business as protégés.
Year 2008 2009	Objective	Initiative	Partner	Notes
2008 2009	Protect	Bike patrols.	Revitalization Committee.	To include residential or school areas.
2008 2009	Protect	Johnwatch & expanded.	Revitalization Committee.	To include residential or school areas.
2008 2009	Protect	Graffiti Removal.	Revitalization Committee.	To include residential or school areas.
2008 2009	Protect	Block Captain expanded.	Revitalization Committee.	To include residential or school areas.
2008 2009	Protect	Lobby City with reports and statistics.	Revitalization Committee, other BIA'S.	Depends upon the lobby issue.
2008 2009	Partner	Sponsor local events.	Powell St., Crawl.	Use brand and tag line in sponsorship. Distribute message to all targets.
2009	Renew	Open House – proposed plan.	None.	Present current and proposed strategies and actions to members for feedback. Collect support data for administration.
2009	Renew	Open House & present final plan.	None.	Present five-year plan and opportunities for members to strengthen, get involved, give feedback. Collect support data for administration.
2009	Renew	City Hall process.		Process and task list for 9 months is detailed in Strategic Plan.





Strathcona Area Merchants Society

915 East Cordova Street - Box 56111, Vancouver, British Columbia V6A 4B8
Phone: (604) 258-2727 Facsimile: (604) 258-2723 Email: samsbia@telus.net
www.samsbia.com

STRATHCONA BIA MEMBERSHIP LUNCHEON

After a series of Open Houses in February and April of this year, the Strathcona BIA has incorporated your comments and feedback into our prioritized **Five-Year Strategic Action Plan.**

We are inviting you to our next August luncheon to show case this new & improved plan, as well as seeking your continued support through our **BIA Renewal Process.**

Date: Tuesday, August 10th, 2004
Time: 11:45 am - 1:15 pm
Location: Pink Pearl Restaurant (1132 E. Hastings St.)

Dim Sum lunch provided!

Please RSVP by August 5th, 2004

- YES, I will attend the Luncheon Meeting
- NO, I will not be able to attend

Name(s): _____
Title: _____
Name of Business/Organization: _____
Address: _____
Contact Phone #: _____ Fax #: _____
E-mail: _____

**To RSVP or acquire more information about this event,
please contact the Strathcona BIA
Telephone: 604-258-2720 Fax: 604-258-2723
Email: admin_samsbia@telus.net**

Property Owner = 13
 Tenants = 28
 Total = 48
 48

Strathcona Business Improvement Association August Luncheon

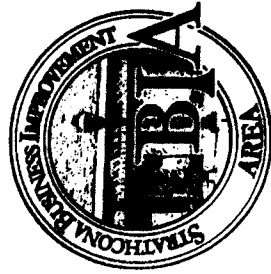
Date: Tuesday, August 10th, 2004
 Time: 11:45 am ~ 1:15 pm
 Location: Pink Pearl Restaurant

Name	Business / Property	Phone / Fax / Email	Address
Art Quan	Top-Valu Food products Ltd	(604) 253-4558	575 E. Cordova Street
Bob Harris	VP, Ted Harris Paints Ltd	(604) 255-2627	757 E. Hastings Street
Billy Kam	New Vision Optical Ltd	(604) 681-1368	328 E. Hastings Street
Lily Gee	Assistant Manager, Proper Building Maintenance	(604) 254-1290	745 Clark Drive
Mark Budgen	Strathcona Safety Office	(604) 717-2927	
Judy McGuire	DEYAS	(604) 685-6561	49 Cordova Street West
Esther Ung Lisa Chang +2	Goodbye Graffiti Vancouver	(604) 684-4747	105 - 950 Powell Street
Jason Parachnowitsch	Aspect Carpets	(604) 899-9190	325 Railway Street
VC Y. Yagi, Head Facilitator, Mari Hanna Director, R.kazuta	Vancouver Japanese Language	(604) 254-2551	475 Alexander
Susan Smith Heather Diego Crameri	Trumps	(604) 732-8473	646 Powell Street
John Van Luven	St. James	ivanluven@sjcss.com	
Peter Robson	Jemco/Affordable Display	(604) 253-0277	837 E. Cordova Street

Strathcona Business Improvement Association August Luncheon

Date: Tuesday, August 10th, 2004
Time: 11:45 am ~ 1:15 pm
Location: Pink Pearl Restaurant

Normal & C. Leung	Alcan Dental	216-2530	1125 E. Hastings Street
✓ Harry Jung			
✓ Fred + Ramilios <i>709</i>	Property Owner: 700 block of Alexander <i>715</i>		
✓ Cordes			
✓ Lee Mk	Shamrock Hotel	255-3769	653 E. Hastings St
✓ Peter Vaisbord			
✓ Fathym	<i>Centre City</i>		
✓ Anna Maddison	<i>Cooper place</i>		
✓ Anna Maddison	<i>Goodbye Grattit</i>	604 4747	
✓ Brian Donaghy	"	"	



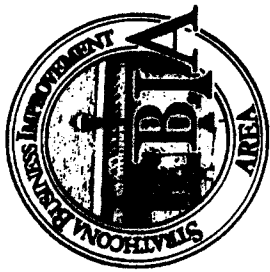
Strathcona Business Improvement Association August Luncheon

Date: Tuesday, August 10th, 2004

Time: 11:45 am ~ 1:15 pm

Location: Pink Pearl Restaurant

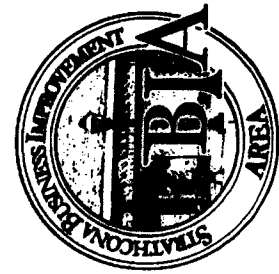
Name	Business/Property	Phone/ Fax / Email	Address
PETER ROBSON	AFFORDABLE DISPLAY	604-253-0277 Wayne@jancadisplay.com	837. E. CORDOVA ST. VANCO. B.C. V6A 3R2.
AGIMNOOVS.	PRINTERS.	604-216-0188 angeka@pimetro-Imports.com	306 E CORDOVA ST. VANCO.
CAROL ADAMS	COOPER PLACE (CITYCOURSE)	604-689-8248 carol@coopers.org	
A. O'Shea	Consultant W.I.S.E.	778-895-0587	VANCO.
ELGIN EE	SPECIAL SCREENING CRAFT PER.	604-255-3178	647 PAVEN ST. VAN.
LES FORZA	GROUNDWATER SITE FOR HYDROLOGY	604-2540616	1216 FRANKLIN ST
Audrey Seguin	Eclipse Awards	604-4828164	121 HEATLEY AVE. VANCOUVER V6A 3E9.
W. Kennedy	GTF Fin	604-228-9433	803-E VANCO
Hesterthuyd	646 Fowellst	604-732 8473	Truings



Strathcona Business Improvement Association August Luncheon

Date: Tuesday, August 10th, 2004
 Time: 11:45 am ~ 1:15 pm
 Location: Pink Pearl Restaurant

Name	Business/Property	Phone/ Fax / Email	Address
ART QUAN	TOP VALU FOODS	(604) 253-4888	575 E. GARDENA ST.
JACK LEE	878 E HARBOR / PHAN	(604) 809-6733	575 E. PHAN ST.
DIEGO CHAVEZ	646 FOREST TRAILS	604 732 8473	646 BUELL STR.
TERRY HUNTER	VANCOUVER MOVING LITERATURE	604 254 6911	828 E HASTINGS
Peter Vashary	City of Vancouver	604 871 6304	453 W. 12 th Ave
Ty Volt Ted von Delin	882 E Cordova / Photophone	604-872-6761	#201-380 ~ 1 st Ave, Vancouver
Heebkin	812 Cordova	604 879 1144	4787 CORK ST. VAN. B.C.
Cheryl Fraz	Southcon BIA	258-2727	787 E. Cordova
IKENNEDY	COOL STUDIO	215-9595	374 POWELL ST.



Strathcona Business Improvement Association August Luncheon

Date: Tuesday, August 10th, 2004
 Time: 11:45 am ~ 1:15 pm
 Location: Pink Pearl Restaurant

Name	Business/Property	Phone/ Fax / Email	Address
Susan Smith	Whitesakes Bakery Catering 646 Powell Street	trumps@direct.ca	646 Powell Street, Van
Susan Lui	Strathcona BIA	809-255-2720	787 West Cordova
Junglee	RelayCare	809-6733	575 E Pender



DEAR MEMBERS:

**THE PURPOSE OF THIS
DOCUMENT IS TO PROVIDE
YOU WITH**

- Strathcona BIA Background
- Current Activities
- Plans for the next 5 years

**STRATHCONA BIA
BACKGROUND**

Business Improvement Associations assist business tenants and commercial property owners with maintaining, developing and promoting their commercial district to further trade & commerce in the area.

BIAs are active all across Canada, with 53 BIAs already established in our province and 25 more in the process of formation. In Vancouver alone, there are 17 active associations. Each BIA reflects the needs and wants of the individual area.

The Strathcona Business Improvement Area (Strathcona BIA) obtains its revenue through a levy added to annual commercial property taxes, which the City of Vancouver collects on our behalf and passes on to the Association. While these levied funds are tied to property taxes, the levy in itself is not another level of taxation. Unlike taxes, over which the taxpayer has no say either in the amount of money raised or in determining how the tax money is spent, with the funds raised through the levy you have a direct say in determining both.

The Strathcona BIA was established in 2000 to represent YOU, the business and property owners from Gore Avenue to Clark Drive, and Railway Street to Venables Street. Our goal is to:

- Develop, encourage & promote business in the Strathcona area
- Represent the common interests of business tenants and commercial property owners of the Strathcona community

BIAs provide an unparalleled opportunity for business and property owners to identify, prioritize, and initiate activities that have a direct influence on their properties.

The Strathcona BIA has a mandate that runs in a 5-year term. Each year its membership has the opportunity to review income and expense statements from the previous year and then approve an annual budget for the next year.

The Strathcona BIA is coming to the end of its 5-year mandate. If the BIA, and BIA levy, is to continue for another five-year term, it must be renewed by its membership. The City of Vancouver will deliver official renewal notices in December to all commercial property owners and business tenants, who will have the opportunity to respond to the renewal notice.

As always, you, our members, have the final say. We have been very busy developing a renewal plan and budget which we hope will meet with your approval.

CURRENT ACTIVITIES

The Strathcona BIA is committed to working to improve the safety, security, and street enhancements of Strathcona. We strive to positively impact the economic development and growth in the area.

Through member surveys and member feedback from our Open House events, the Strathcona BIA established the following priorities:

- Safety & Security
- Visual Improvements
- Marketing & Promotions
- Advocacy

In each of these areas, the Strathcona BIA has made and will continue to make significant gains. What follows is an overview of activities in each of these areas.

▪ **Safety & Security**

Safety & security in Strathcona continues to be a number one concern to you, particularly with regard to drug related crime and the street impact on business and property values. These complex social issues cannot be solved completely by the Strathcona BIA alone, but we continue to manage and reduce the impact on our members through our Security Patrols that operate 7 days a week.

This security measure offers 9,000 man hours of street coverage annually, which translates to approximately 13,200 security incidents dealt with every year.

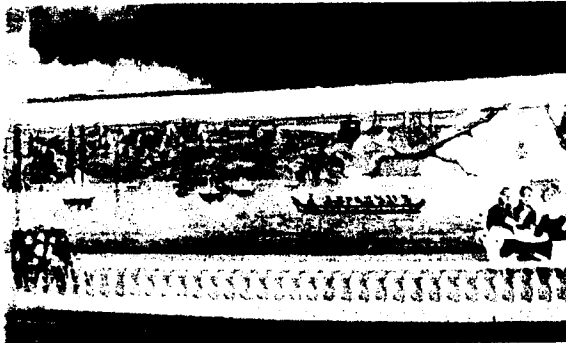
Strathcona BIA members can reach the patrol guards at **604-818-2233** for any assistance or reporting any security incidents.



Primcorp Security

- **Visual Improvements**

The goal of the Visual Improvement Committee is to promote a positive image of Strathcona and attract more people to the area businesses.



La Casa Gelata Mural

The **Mural Program** is an initiative that strives to take advantage of local artistic talent to beautify the Strathcona neighbourhood. Through our extended advocacy efforts, we obtained funding for these murals from the Vancouver Agreement.

To date, 5 murals have been completed. You can view them at La Casa Gelato (1033 Venables Street), SK Cooling (890 E. Hasting Street), Larrivee Guitars (780 E. Cordova Street), and the Sunrise Market (300 Powell Street).



Larrivee Mural

New Banners will be flying on the newly painted blue poles of Strathcona by Fall 2004, adding to a new look to our neighbourhood. In addition to the banners, the Strathcona BIA has also procured new **street furniture**. Benches, bus shelters and more garbage cans will be strategically located throughout Strathcona to ensure the area remains clean and attractive.

Our **Graffiti Removal** initiative, since its commencement in June 2002, has removed **6783 graffiti tags** from your businesses and properties.

In partnership with "United We Can", the Strathcona BIA has also implemented a **Clean Streets Program** that picks up garbage from our streets and alleys 3 times a week, in addition to the City's regular pick-up.

- **Marketing & Promotion**

We continue to focus on marketing & promotional activities to attract visitors and residents alike to Strathcona.

The Strathcona BIA supports local events such as the Powell Street Festival and the East Side Cultural Crawl. We also organize sporting events such as the recent "Kids vs Cops" flag football game at Oppenheimer Park. These events attract many visitors to our member's businesses.

We created the 2004 Strathcona Area **Business Directory** which highlights the goods and services offered by the Strathcona merchants. This guide has

been distributed throughout Strathcona and the city and has been well received.

We are currently working on expanding the Strathcona BIA web site to include an interactive "Professional Services Directory" to link residents & consumers directly with the merchants in this area.



Managing Relations with City Hall Business Seminar

The Strathcona BIA has also worked with the UBC/BCIT Learning Exchange Program and together hosted a series of workshops to assist you with business development.

These workshop topics included:

- ❖ Getting Positive Media Coverage
- ❖ Managing Relations with City Hall
- ❖ Hiring & Firing: Building your team in a tight labour market and
- ❖ Using the Internet as a Marketing Tool

We have also successfully launched a "Strathcona Revitalization Committee". The Committee brings together 25 community organizations representing a variety of voices in our neighbourhood. It provides an ongoing

forum for businesses, residents, and social agencies to work together on our common interests and initiatives.

▪ **Advocacy**

The Strathcona BIA continues to represent the needs and concerns of our members to City Hall, the Vancouver Police Department and other levels of government, in addition to attracting financial resources from the Vancouver Agreement and Western Economic Diversification.

Collectively we strive to make the changes necessary to enhance your business and the entire neighbourhood.

PLANS FOR THE NEXT 5 YEARS

In recognizing that this fiscal year marks the end of its' 5-year mandate, the Board of Directors of the Strathcona BIA has focused some of its energy and time looking at how to effectively build on past successes to maximize the benefits to members over the next 5-year term.

As part of our renewal process, we have held a series of Open Houses where you had the opportunity to provide feedback and vote on the issues that are important to you. It is clear that we need to continue to focus on:

- **Protecting your business**
- **Strengthening your business**
- **Attracting new business**
- **Partnering with the community**

We will continue to protect your business through:

- Daily security patrols
- Johnwatch web site to deter the sex trade in Strathcona
- Street Cleaning & Graffiti Removal to maintain a clean neighbourhood
- Utilizing the statistics we gather to lobby the City and the Vancouver Police Department



Graffiti Removal at work

We will continue to strengthen our members businesses through:

- Creating a neighbourhood "brand"
- Expanding our Strathcona Business Directory & Calendar of Events
- Developing a positive street scene through murals, banners, painted poles and street furniture

We will continue to attract new businesses to Strathcona by:

- Developing a business recruiting package that supplies positive and realistic information about the area

- Maintaining a current property and business opportunity inventory to ease the process of setting up shop in our neighbourhood
- Adapting our newsletter & web site to contain more information regarding the business opportunities in our area

We will continue to partner with the community by:

- Working with the Strathcona Revitalization Committee to improve communications between residents, merchants and organizations
- Sponsoring local events such as festivals, sports programs and special events
- Establishing "adopt-a-block" programs such as community gardens and planter boxes



Strathcona BIA Members participating in the Strathcona Revitalization Committee meeting

To accomplish all of this, we will be proposing a 2005-2006 BIA levy/budget based on our members' priorities, a levy increase, and a five-year projection for the renewal term.

As required by the City, the members will vote to approve a "funding cap" – the total BIA tax levy that may be expended over the 5 year term.

The following table shows a comparison of our current budget with the proposed 2005 - 2006 budget:

Category	Current Budget 2004 - 2005	Proposed Budget 2005 - 2006
Safety & Security	\$135,000	\$166,500
Visual Improvement	\$86,500	\$86,000
Marketing & Promotions	\$58,850	\$57,250
Administration	\$123,500	\$130,750
Total BIA Levy	\$250,000	\$440,500
Total Budget	\$403,850	\$440,500

The next year's proposed budget translates into approximately a \$300 dollar increase per property per annum. This additional money will help the Strathcona BIA to increase and expand our programs for you.

The allocation of funds proposed here is just that – a proposal. To ensure the proposed levy increase, expenditures & and next year's budget reflect the wishes of the membership, we need your feedback.

YOUR SAY

At the upcoming Luncheon Meeting, we will be asking for your thoughts on the Strathcona BIA continuing to represent the concerns of business and property owners for another 5-year term. At this meeting, we will also consider the proposed budget for 2005-2006.

Date: Tuesday, August 10th, 2004
Time: 11:45 am - 1:15 pm
Location: Pink Pearl Restaurant
(1132 E. Hastings St.)

Please attend the August 10th Luncheon meeting and lend your voice to these discussions.

For more information about Strathcona BIA or to RSVP the upcoming luncheon, please contact the Strathcona BIA office at 604-258-2727.

For the City of Vancouver's BIA Renewal Process, please contact:
Peter Vaisbord - 604-871-6304
Coordinator, BIA Program,
City of Vancouver



Strathcona BIA members at the April Open House



Strathcona Area Merchants Society

915 East Cordova Street - Box 56111, Vancouver, British Columbia V6A 4B8
Phone: (604) 258-2727 Facsimile: (604) 258-2723 Email: samsbia@telus.net
www.samsbia.com

STRATHCONA BIA MEMBERSHIP BUDGET LUNCHEON

After sharing with you our past five years of accomplishments at the August 10th luncheon, we would like to invite you to take a closer look at our proposed budget for 2005 ~ 2010.

This is an important opportunity for you to have your opinions heard, as it impacts on your business and the Strathcona Community. We need your feedback.

Sandwiches and refreshments will be provided

Date: Tuesday, August 24, 2004
Time: 11:45 ~ 1pm
Location: Vancouver Buddhist Temple
(220 Jackson Avenue)

Please let us know if you plan on coming. If you are unable to attend, please send a representative

- YES, I will attend the Luncheon Meeting
- NO, I will not be able to attend

Name(s): _____
Title: _____
Name of Business/Organization: _____

To RSVP:
Telephone: 604-258-2720
Fax: 604-258-2723
Email: samsbia@telus.net

<u>NAME</u>	<u>COMPANY</u>	<u>CONTACT #</u>
BOB HARRIS	TED HARRIS PAINTS	255-2627
Angela G.	Primer	216-088
Les R. Porter	GROUND WATER	254-0616
Wayne Kennedy (BIA Director)	G+F Financial	216 3100
Toby Barragual	eclipse Awards	482-0166
Y. Richard Yagi	VJLS-JH	254-7922
PETER VAISEK	CITY COORDINATOR BIA	
George Pratt	George Pratt Sculptor 715 Alexander	868 5071
SUSAN SMITH	TRUMPS	607 732847
HEATHER ANGEL		
Cheryl Foss	Strathcona BIA	258-2727
Rudy Lee	Strathcona BIA	258-2727

AUG. 24th BUDGET LUNCHES MAILOUT
(TOP 27 LEVY CONTRIBUTORS)

Property Ownership Data - Strathcona BIA- June 3, 2004									
PROPNUM	GENTXB TOT	CAL RATIO	COSTYR1	PFROM	PTO	STREET	TX045NAM1		
30	\$4,972,000	0.02269382	\$5,673.46		823	CLARK	HOMER HOLDINGS LTD		
242	\$4,663,666	0.02128649	\$5,321.62		915	CORDOVA	4V HOLDINGS INC		
245	\$3,831,000	0.01748593	\$4,371.48		950	POWELL	MENKIS LEON		
70	\$3,270,666	0.01492838	\$3,732.10	475	487	ALEXANDER	VANCOUVER JAPANESE LANGUAGE SCHOOL		
21	\$2,991,233	0.01365296	\$3,413.24		1305	FRANCES	AMU INVESTMENTS LTD		
35	\$2,817,000	0.0128577	\$3,214.43		349	RAILWAY	BRITISH COLUMBIA MARITIME EMPLOYERS ASSOC.		
13	\$2,489,000	0.0113606	\$2,840.15		730	RAYMUR	TELUS COMMUNICATIONS INC		
187	\$2,062,666	0.00941468	\$2,353.67	1435	1449	POWELL	SHAUNAVON HOLDINGS LTD		
204	\$2,056,333	0.00938577	\$2,346.44		1285	FRANKLIN	KAINS & STRONGMAN PROPERTIES (CALGARY LTD)		
149	\$1,989,000	0.00907844	\$2,269.61		729	POWELL	SUNRISE MARKETS INC		
16	\$1,822,200	0.00831711	\$2,079.28		303	VERNON	OLNOR INVESTMENTS LTD		
12	\$1,761,000	0.00803778	\$2,009.44		680	RAYMUR	INDUSTRIAL PROCESS HEAT ENGINEERING LTD.		
384	\$1,755,666	0.00801343	\$2,003.36	1122	1132	HASTINGS	TOYE DEAN M		
184	\$1,689,333	0.00771066	\$1,927.67	1305	1315	POWELL	617110 BC LTD		
221	\$1,680,000	0.00766807	\$1,917.02		731	CORDOVA	526370 BC LTD		
8	\$1,679,666	0.00766654	\$1,916.64		889	CORDOVA	CANADA TRUST CO		
403	\$1,674,000	0.00764068	\$1,910.17	1315	1335	HASTINGS	COSMOPOLITAN CATERERS LTD		
280	\$1,652,200	0.00754118	\$1,885.29		403	HASTINGS	338186 BC LTD		
34	\$1,624,000	0.00741246	\$1,853.12	343	345	RAILWAY	343 RAILWAY INVESTMENTS LTD		
32	\$1,598,666	0.00729683	\$1,824.21	325	329	RAILWAY	527553 BC LTD		
362	\$1,572,000	0.00717512	\$1,793.78	869	881	HASTINGS	D M T HOLDINGS LTD		
123	\$1,511,333	0.00689821	\$1,724.55	524	528	POWELL	LOOKOUT EMERGENCY AID SOCIETY		
41	\$1,483,000	0.00676889	\$1,692.22	405	415	RAILWAY	DANET INTERIORS LTD		
425	\$1,441,000	0.00657719	\$1,644.30	1223	1237	FRANCES	WINNER SPORTSWEAR LTD		
230	\$1,349,000	0.00615727	\$1,539.32		780	CORDOVA	LARRIVEE CAPITAL INC		
186	\$1,344,666	0.00613749	\$1,534.37	1357	1361	POWELL	SHAUNAVON HOLDINGS LTD		
347	\$1,325,333	0.00604925	\$1,512.31	803	815	HASTINGS	GULF AND FRASER FISHERMEN'S CREDIT UNION		

TX050ADR1	TX050ADR2	TX050ADR3	MPOST
1255 VENABLES ST	VANCOUVER BC		V6A3X6
210 - 11791 HAMMERSMITH WAY	RICHMOND BC		V7A5C6
PO BOX 5	1788 8TH AVE W	VANCOUVER BC	V6J1V6
475 ALEXANDER ST	VANCOUVER BC		V6A1C6
865 EYREMOUNT DR	WEST VANCOUVER BC		V7S2B2
500-349 RAILWAY ST	VANCOUVER BC		V6A1A4
PO BOX 1552 STN MAIN	EDMONTON AB		T5J2N7
5850 KINGSTON RD	VANCOUVER BC		V6T1J3
1885 MARINE DR	NORTH VANCOUVER BC		V7P1V5
729 POWELL ST	VANCOUVER BC		V6A1H5
PO BOX 86160 STN MAIN	NORTH VANCOUVER BC		V7L4J8
680 RAYMUR AVE	VANCOUVER BC		V6A2R1
5988 CYPRESS ST	VANCOUVER B C		V6M3R9
1315 POWELL ST	VANCOUVER BC		V5L1G8
102 - 6409 ARBROATH ST	BUENAVISTA BC		V5E1C3
C/O WOLF MANAGEMENT LTD	BOX 40 112-1151 MT SEYMOUR RD	NORTH VANCOUVER BC	V7H2Y4
WALDORF HOTEL	1489 HASTINGS ST E	VANCOUVER BC	V5L1S4
C/O OAK INVESTMENTS LTD	554 15TH AVE E	VANCOUVER BC	V5T2R5
1120-1040 W GEORGIA ST	VANCOUVER BC		V6E4H1
CB RICHARD ELLIS PROP MGMT	400 - 1066 W HASTINGS ST	VANCOUVER BC	V6E3X1
C/O GOODRICH REALTY CORP	4395 FRASER ST	VANCOUVER B C	V5V4G4
429 ALEXANDER ST	VANCOUVER BC		V6A1Z6
365 RAILWAY ST	VANCOUVER BC		V6A1A4
1223 FRANCES ST	VANCOUVER BC		V6A1Z4
780 CORDOVA ST E	VANCOUVER BC		V6A1M3
5850 KINGSTON RD	VANCOUVER BC		V6T1J3
803 HASTINGS ST E	VANCOUVER BC		V6A1R8

Strathcona Area Merchants Society
5 Year Budget

	<u>Current</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>5yr Total</u>
REVENUE							
BIA Levy	250,000.00						-
Investment Income	1,000.00						-
Grants / Donations	46,000.00						-
GST Rebate	7,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	50,000.00
Surplus / Deficit Carried Over	100,000.00						-
TOTAL REVENUE	404,000.00						
EXPENSE							
Payroll Expenses	75,000.00	80,000.00	85,000.00	90,000.00	95,000.00	100,000.00	450,000.00
General & Administrative Expenses							
Accounting & Legal	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	32,500.00
AGM	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	9,000.00
Association Memberships	500.00	500.00	500.00	500.00	500.00	500.00	2,500.00
BOD & Membership Meetings	1,200.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	10,000.00
Consulting Fees	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	25,000.00
Conferences	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	25,000.00
Courier & Postage	700.00	700.00	700.00	700.00	700.00	700.00	3,500.00
Insurance	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	25,000.00
Interest & Bank Charges	100.00	100.00	100.00	100.00	100.00	100.00	500.00
Levy Equalization	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	25,000.00
Office Equipment	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	7,500.00
Office Supplies	5,500.00	5,500.00	5,500.00	5,500.00	5,500.00	5,500.00	27,500.00
Rent	4,000.00	4,200.00	4,200.00	4,200.00	4,200.00	4,200.00	21,000.00
Subscriptions	250.00	250.00	250.00	250.00	250.00	250.00	1,250.00
Telephone	1,750.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	10,000.00
Travel & Car Allowance	1,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	10,000.00
Utilities	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	20,000.00
Total General & Admin. Expenses	48,500.00	50,750.00	50,750.00	50,750.00	50,750.00	52,250.00	255,250.00
Marketing	Budget						
Advertising (Gen PR/Area Promo)	1,000.00						-
Banners	35,000.00		35,000.00		35,000.00		70,000.00
Events - Community (inc. Sponsorship)	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	32,500.00
Events - Membership	2,500.00	3,000.00	3,000.00	3,500.00	3,500.00	3,500.00	16,500.00
Newsletter	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	42,500.00
Member D-Base & Directory	5,000.00	12,500.00		14,000.00		15,000.00	41,500.00
Website	350.00	1,250.00	1,250.00	1,000.00	1,000.00	1,000.00	5,500.00
Branding - BIA only		7,500.00	1,500.00	1,500.00	1,500.00	1,500.00	13,500.00

Strathcona Area Merchants Society
5 Year Budget

	<u>Current</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>5yr Total</u>
<i>Goods & Services Mix / Property & Opportunities Inventory</i>		6,000.00	1,500.00	1,500.00	1,500.00	1,500.00	12,000.00
<i>Calendar of Events</i>		2,000.00	1,000.00	1,000.00	1,000.00	1,000.00	6,000.00
<i>Media Success Package</i>		1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	5,000.00
<i>Recruiting package</i>		5,000.00	1,000.00	1,000.00	1,000.00	1,000.00	9,000.00
<i>Strathcona First Program</i>		4,000.00	2,500.00	2,500.00	2,500.00	2,500.00	14,000.00
<i>Open House & Factory Tours Program</i>			2,500.00	1,000.00	1,000.00	1,000.00	5,500.00
<i>Mentoring Program</i>				1,000.00	1,000.00	1,000.00	3,000.00
Total Marketing	58,850.00	57,250.00	65,250.00	44,000.00	65,000.00	45,000.00	276,500.00
Safe Streets Initiatives							
<i>John Watch Program & Website</i>	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	12,500.00
<i>Bike Patrol</i>	132,000.00	162,000.00	164,000.00	156,000.00	158,000.00	160,000.00	800,000.00
<i>Research</i>	500.00						
<i>Block Captain</i>		2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	10,000.00
Total Safe Streets	135,000.00	166,500.00	168,500.00	160,500.00	162,500.00	164,500.00	822,500.00
Visual Improvements							
<i>Graffiti Removal</i>	45,000.00	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00	200,000.00
<i>Street & Lane Clean Up</i>	20,000.00	20,000.00	20,000.00	20,000.00	20,000.00	20,000.00	100,000.00
<i>Area Presentation & Visual Enhancement</i>	20,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	50,000.00
<i>R & D</i>	1,500.00						
<i>Mural Program</i>		15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	75,000.00
<i>Adopt a Block</i>		1,000.00	500.00	500.00	500.00	500.00	3,000.00
Total Visual Improvements	86,500.00	86,000.00	85,500.00	85,500.00	85,500.00	85,500.00	428,000.00
TOTAL EXPENSES	403,850.00	440,500.00	455,000.00	430,750.00	458,750.00	447,250.00	2,232,250.00
SURPLUS / DEFICIT	150.00						



Official Notice of the 2004 Strathcona BIA Annual General Meeting

Monday, September 27, 2004

Vancouver Buddhist Temple

220 Jackson Avenue

(Free, secured underground parking available)

Time: 5:30 PM

DOOR PRIZES WILL BE AWARDED, AND LIGHT SNACKS AND BEVERAGES WILL BE SERVED

NOTICE IS HEREBY GIVEN

That the 2004 Annual General meeting of the Strathcona Business Improvement Area (BIA) will be held at 5:30 PM on Monday, September 27, 2004, at the Vancouver Buddhist Temple, for the following purposes:



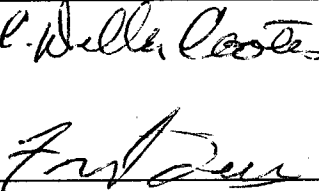
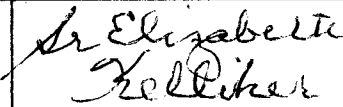
- Report of the Auditor, Consideration of 2003-2004 Financial Statements
- Appointment of Auditor for the ensuing year
- Report of the Directors
- Vote for a 5-year renewal of the Strathcona BIA
- Vote to approve the levy cap
- Adoption of the 2005 budget
- Election of Required Directors for the ensuing two years
- Transact such other business as may properly come before the Meeting or any adjournment or adjournments thereof





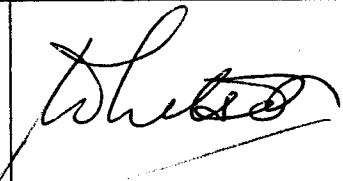

VOTING REQUIREMENTS





To be eligible to vote at the Annual General Meeting, you must own or lease class "5" or class "6" property within the Strathcona BIA's boundaries for six months prior to the date of registration, or have signed a lease for an unexpired term of no less than six months. You must also complete and return the accompanying Registration form to the Strathcona BIA office by fax or mail on or before **Monday, September 20, 2004**.

Strathcona BIA AGM Sign-In Sheet

~September 27, 2004~

CONTACT INFO	STATUS	SIGN-IN	COMMENTS
<i>(Property Owner)</i> BARAZZUOL, Toby (+Proxy for Greg Trammell) Eclipse Awards International 121 Heatly Avenue T:604-482-0166 F:604-482-0161 toby@eclipseonline.com	P/T		+ Autumn Sequin (Business Tenant)
CHANDRA, Seema Tristar Leasing Corp. 717 E. Hastings Street T:604-255-2602 F:604-255-2651	P		
CORDES, Fred Property Owner T:604-872-1086 fcordes@telus.net	P	ABSENT	
DICKS, Fred <i>(Proxy for: C. Della Cootes)</i> Grace Mission Church 568 A Powell Street T:604 215-1119	T		
FOSS, Cheryl <i>(Proxy: Yvonne DeValone)</i> Strathcona BIA 787 E Cordova Street T:258-2727 F:258-2723		✓	
GIANNOULIS, Angela <i>(+ Proxy for Larry Jung)</i> Primero Cigar Imports Ltd. 730 E Hastings Street T:604-216-0188 F:604-255-2651 angela@primero-imports.com	T	✓	
GILSON, Robert Tradeworks Training Society 876 Cordova Diversion T:604-253-9355 Ext 231 F:604-251-8984 rgilson@tradeworks.bc.ca	T	ABSENT	
HARRIS, Bob Ted Harris Paints 757 E Hastings Street T:604-255-2627 F:604-255-3364	P & T	ABSENT	
KELLIHER, Elizabeth Franciscan Sisters Benevolent Society 385 E Cordova Street T:604-685-9987 F:604-685-9311 elizabethkellihe@aol.com	P		

<p>KENNEDY, James Food & Service Resource Group 207-524 Powell Street T:604-215-9595 F:604-215-9565 foodguy@telus.net</p>	<p>T</p>		
<p>LAROQUE, Barbara Penny Wise Treasures Mini Department Store Main floor 872 E Hastings 604-255-0588</p>	<p>T</p>	<p>Barbara LaRoque</p>	<p>Harold Laroque</p>
<p>LEE, Jack Property Owner 878 E. Hastings Street T:604-854-2504 F:604-873-3886</p>	<p>P</p>		
<p>LEE, Purdy (Proxy for Wayne Kennedy) Strathcona BIA 787 E Cordova Street T:258-2727 F:258-2723</p>	<p>T</p>	<p>✓</p>	
<p>LEONG, Yvonne Jim M. Koo Produce Ltd 777 Clark Drive T:604-253-6622 F:604-253-0261 Yvonne@kooproduce.com</p>	<p>P</p>	<p>ABSENT</p>	
<p>LEONARD, Michael British Columbia Maritime Employers Association 500-349 Railway Street T:604-688-1155 F:604-684-2397 mleonard@bcmea.com</p>	<p>P/T</p>		
<p>MADDISON, Anna Goodbye Graffiti Vancouver 105-950 Powell Street T:604-684-4747 F:604-684-4784 amaddison@goodbygraffiti.com</p>	<p>T</p>	<p>✓</p>	
<p>MILLER, Mathew Yaletown Office Furniture Ltd 611 Powell Street T:604-683-7713 F:604-683-7713</p>	<p>T</p>		
<p>NELSON, Wayne Patricia Hotel 403 E Hastings Street T:604-255-4301 F:604-254-7154 pathotel@uniserve.com</p>	<p>P&T</p>		
<p>NOORIAN, Dan Viva Service Ltd 711 E Hastings T:604-251-9977 F:604-251-9971</p>	<p>P</p>		

	<p>PORTER, Les Hett Agencies/Groundwater Hydrolics 1216 Franklin Street T:604-254-0616 F:604-254-2526 lesporter@telus.net</p>	T		
	<p>QUAN, Art Top-Valu Food Products Ltd 575 E Cordova Street T:604-253-4558 F:604-253-4459</p>	P & T		
	<p>TRAMMELL, Greg Pressed Metal Products Ltd. 505 Alexander Street T:604-251-2454 F:604-255-8789 gdtplayer@hotmail.com</p>	P & T		
2	<p>UNG, Esther Goodbye Graffiti Vancouver 105-950 Powell Street T:604-684-4747 F:604-684-4784 eung@goodbyegraffiti.com</p>	T	✓ + guest:	
	<p>VAN LUVEN, John St. James Community Service Society 329 Powell Street T:604-606-0303 F:604-606-0318 jvanluven@sjcss.com</p>	P	✓	
	<p>SNIDER, HERB, BRIGIT WINNA LAUREL APTS. 610 ALEXANDER ST. 778-688-0610.</p>		✓ / ✓ / ✓	
1	<p>Patrick Quinn 604-551-1915 Nye's Holdings 501-533 Powell Street, Vancouver BC</p>	P	✓	
	<p>PAUL FLEE 604-681-4388 317 HASTINGS ST</p>	T		
2	<p>Heather Angel S & S Holdings 640 Powell St</p>	P/T	✓	
	<p>Adrian Roberts Oppenheimer Park. 400 Powell St.</p>			

400 Powell St.

Helen Wong Redway Cafe T ✓

2004 AGM Membership
~September 27, 2004~

NAME	STATUS	ATTEND
ANGEL, Heather S & S Holdings 646 Powell Street T:604-732-8473 F:604-732-8433 Trumps@direct.ca	P & T	Yes
BARAZZUOL, Toby Eclipse Awards International 121 Heatly Avenue T:604-482-0166 F:604-482-0161 toby@eclipseonline.com	P/T	Yes
CHANDRA, Seema Tristar Leasing Corp. 717 E. Hastings Street T:604-255-2602 F:604-255-2651	P	Yes
COOTES, Della Grace Mission Church 568 A Powell Street T:604 215-1119	T	Yes
CORDES, Fred T:604-872-1086 fcordes@telus.net	P	Yes-->No
DE VALONE, Yvonne Downtown U-Lok Storage Ltd (4V Holdings Inc) 915 E Cordova Street T:604-215-2156 F:604-215-2220 ulok@intergate.ca	P	No - Proxy: Cheryl Foss
DOIRON, Patrick Nye's Holdings 501-533 Powell Street T:604-551-1915	P	Yes
GIANNOULIS, Angela Primero Cigar Imports Ltd. 730 E Hastings Street T:604-216-0188 F:604-255-2651 angela@primero-imports.com	T	Yes
GILSON, Robert Tradeworks Training Society 876 Cordova Diversion T:604-253-9355 Ext 231 F:604-251-8984 rgilson@tradeworks.bc.ca	T	Yes-->No
HARRIS, Bob Ted Harris Paints 757 E Hastings Street T:604-255-2627 F:604-255-3364	P & T	Yes-->No

<p>HOFFMAN, Miko Powell Street Festival Society 475 Alexander Street T:604-739-9388 or 604-683-8240 F:604-739-9308 or 604-683-7911 miko@dkam.ca</p>	T	No
<p>HUNTER, Terry Vancouver Moving Theatre Society 828 E Hastings T:604-254-6911 F:604-254-6911</p>	T	No
<p>JOE, Peter Sunrise Markets INC 729 Powell Street T:604-253-2326 ext:123 F:604-251-1083 pjoe@sunrise-soya.com</p>	P & T	No
<p>JUNG, Larry Mikado Enterprises Ltd. 701 E Hastings Street T:604-253-7168 F:604-255-6112 Mikado@uniserve.com</p>	T	No – Proxy: Angela Giannoulis
<p>KELLIHER, Elizabeth Franciscan Sisters Benevolent Society 385 E Cordova Street T:604-685-9987 F:604-685-9311 elizabethkellihe@aol.com</p>	P	Yes
<p>KENNEDY, James Food & Service Resource Group 207-524 Powell Street T:604-215-9595 F:604-215-9565 foodguy@telus.net</p>	T	Yes
<p>KENNEDY, Wayne G & F Credit Union 803 E Hastings Street T:604-254-9811 F:604-254-0215 wkennedy@gffg.com</p>	P & T	No – Proxy: Purdy Lee
<p>LAROQUE, Barbara Penny Wise Treasures Mini Department Store Main floor 872 E Hastings 604-255-0588</p>	T	Yes
<p>LEE, Jack Property Owner 878 E. Hastings Street T:604-854-2504 F:604-873-3886</p>	P	Yes
<p>LEE, Paul Paul F. Lee Ltd 317 E Hastings T:604-681-4388 F:604-681-9472 paulflee@netcom.ca</p>	T	Yes

<p>LEONG, Yvonne Jim M. Koo Produce Ltd 777 Clark Drive T:604-253-6622 F:604-253-0261 Yvonne@kooproduce.com</p>	P	No
<p>LEONARD, Michael British Columbia Maritime Employers Association 500-349 Railway Street T:604-688-1155 F:604-684-2397 mleonard@bcmea.com</p>		Yes
<p>MADDISON, Anna/UNG, Esther Goodbye Graffiti Vancouver 105-950 Powell Street T:604-684-4747 F:604-684-4784 amaddison@goodbygraffiti.com</p>	T	Yes
<p>MILLER, Mathew Yaletown Office Furniture Ltd 611 Powell Street T:604-683-7713 F:604-683-7713</p>	T	Yes
<p>NELSON, Wayne Patricia Hotel 403 E Hastings Street T:604-255-4301 F:604-254-7154 pathotel@uniserve.com</p>	P & T	Yes
<p>NOORIAN, Dan Viva Service Ltd 711 E Hastings T:604-251-9977 F:604-251-9971</p>	P	Yes
<p>PORTER, Les Hett Agencies/Groundwater Hydrolics 1216 Franklin Street T:604-254-0616 F:604-254-2526 lesporter@telus.net</p>	T	Yes
<p>PALOMINO, Patricia Palomino Original Furniture 590 Clark Drive T: 604-408-0064 palomino@axion.net</p>	T	No
<p>QUAN, Art Top-Valu Food Products Ltd 575 E Cordova Street T:604-253-4558 F:604-253-4459</p>	P & T	Yes
<p>TAM, Wilson Dr. Wilson C. Tam Inc. 600 E Hastings Street T:604-254-3844 F:604-254-3844 drwctam@yahoo.com</p>	T	No

TRAMMELL, Greg Pressed Metal Products Ltd. 505 Alexander Street T:604-251-2454 F:604-255-8789 gdtplayer@hotmail.com	P & T	No-Proxy: Toby Barazzuol
VAN LUVEN, John St. James Community Service Society 329 Powell Street T:604-606-0303 F:604-606-0318 jvanluven@sjcss.com	P	Yes

Strathcona Area Merchants Society

Strathcona Business Improvement Area

Minutes of 2004 Annual General Meeting

Date: September 27, 2004
Location: Vancouver Buddhist Temple
220 Jackson St., Vancouver, BC
Time: 5:15 PM Registration
5:30 PM Commencement

Present: 21 registered voting members as attached and 4 proxies. Members and guests total: 31

Introduction: James Kennedy, Chairman of the Board of Directors of the Strathcona Area Merchants Society (SAMS), welcomed everyone to the 2004 Annual General Meeting and served as chair of the meeting. All attendees introduced themselves and mentioned their business and/or interest.

Commencement of the Meeting: As SAMS' by-laws requires attendance of at least 15 voting members present in order to conduct a meeting, it was announced by James Kennedy, Chairman of the Strathcona Area Merchants Society, that a quorum was in place for the AGM and properly constituted for the transaction of business. James Kennedy announced that Purdy Lee, SAMS' Administrator, would be the Recording Secretary for the meeting. Robert's Rules of Order was adopted for the meeting.

Minutes of the last Annual General Meeting:

The last Annual General Meeting of the Society was held on September 25, 2003. Copies of last year's AGM minutes were previously sent out in the *Strathcona BIA AGM Issues-2004 Annual Report*.

Motion: A motion by Toby Barazzuol (seconded by Les B. Porter) to accept the September 25, 2003 AGM minutes as printed was unanimously carried.

Peter Vaisbord – City of Vancouver

Peter Vaisbord, BIA Programming Coordinator for the City of Vancouver, introduced himself and his role among the BIA. Peter Vaisbord explained the formation, funding process, renewal process and motions required of the BIA.

Year in Review:

James Kennedy, SAMS' Chairman, provided an overview of the events, highlights and successes of the past year.

Report of the Auditor, Consideration of 2003-2004 Financial Statements:

Angela Giannoulis, SAMS' Treasurer, informed the members that the 2003-2004 audited financial statements were circulated to the Strathcona BIA members in the *Strathcona BIA AGM Issue-2004 Annual Report* and to registered voting members prior to the meeting. She brought to the members attention, Mr. Paul F. Lee CA, auditor for SAMS. Paul F. Lee introduced himself and said that he would be available to answer any questions that any members had.

Motion: *A motion by Angela Giannoulis (seconded by John Van Luven) to approve and adopt the audited financial statements for the year ending March 31, 2004 as read was unanimously carried.*

Presentation of 5-year plan - Report of the Committees:

James Kennedy, Chair, provided an overview of the strategic plan and the SAMS' 5 objectives.

Marketing Committee: Angela Giannoulis, Chair

Angela Giannoulis, Chair, provided an overview of the Marketing Committee's past year's achievements and highlights. She introduced new ideas and programs for the coming year.

Visual Improvements Committee: Toby Barazzuol, Chair

Toby Barazzuol, Chair, provided an overview of the Visual Improvements Committee's past year's achievements and highlights. He presented future plans for the coming year.

Safe Neighbourhood Committee: James Kennedy (presenting report in the absence of Wayne Kennedy, Chair)

James Kennedy provided an overview of the Safe Neighbourhood Committee's past year's achievements and highlights.

Motion: *A motion by Les B. Porter (seconded by John Van Luven) to renew the Strathcona BIA for 5 years was passed unanimously.*

Presentation of the 2005 Budget/Financials/Levy Cap:

SAMS' Treasurer, Angela Giannoulis, presented the proposed 2005 budget as was originally circulated to members in the *Strathcona BIA AGM Issue 2004 Annual Report* and to registered voting members prior to the meeting. Angela Giannoulis presented the Levy cap for the 5 year term

Motion: A motion by Wayne Nelson (seconded by Angela Giannoulis) to approve and adopt the levy cap at 2.25 Million for the next 5 years was unanimously carried.

Motion: A motion by Angela Giannoulis (seconded by Wayne Nelson) to approve and adopt the 2005 budget was unanimously carried.

Motion: A motion by Angela Giannoulis (seconded by Les B. Porter) to appoint Mr. Paul F. Lee CA as auditor for the coming year was unanimously carried.

Election of Directors: Two Year Term

From the floor, Mathew Miller nominated Patrick Doiron (seconded by Art Quan) from Nye's Holdings for the position of Director for a two-year term. Patrick Doiron from Nye's Holdings accepted the nomination.

The list of nominees put forth by the nominating committee, plus Patrick Doiron did not exceed the maximum number of Directors allowed, so all were elected by acclamation:

- Angela Giannoulis, Primero Cigars
- Les B. Porter, Hett Agencies/Groundwater Hydrolics
- James Kennedy, NV Food & Service Resource Group
- John Van Luven, St. James Community Service Society
- Patrick Doiron, Nye's Holdings

Other Business:

John Van Luven of St. James Community Service Society suggested having one or two public bathrooms to help beautify the area. Sister Elizabeth supported the idea.

Door Prizes

Motion: A motion by James Kennedy (seconded by Les B. Porter) to adjourn the meeting was carried unanimously.

Adjournment: 7:15 PM

Recording Secretary: Purdy Lee, Strathcona Area Merchants Society,
Strathcona BIA Administrator

Voting Members in Attendance

- 1. Toby Barazzuol, Eclipse Awards International**
- 2. Autumn Seguin, Eclipse Awards International**
- 3. Sister Elizabeth Kelliher, Franciscan Sisters Benevolent Society**
- 4. Seema Chandra, Tristar Leasing Corp.**
- 5. C. Della Cootes, Grace Mission Church**
- 6. Angela Giannoulis, Primero Cigars**
- 7. James Kennedy, NV Food & Service Resource Group**
- 8. Barbara La Roque, Pennywise Treasures**
- 9. Jack Lee, Property Owner**
- 10. Art Quan, Top-Valu Food Products**
- 11. Les B. Porter, Hett Agencies/Groundwater Hydrolics**
- 12. Wayne Nelson, Patricia Hotel**
- 13. John Van Luven, St. James Community Service Society**
- 14. Mathew Miller, Yaletown Office Furniture**
- 15. Dan Noorian, Viva Service Ltd.**
- 16. Patrick Doiron, Nye's Holdings**
- 17. Paul F. Lee, Paul F. Lee Ltd**
- 18. Michael Leonard, British Columbia Maritime Employers Association**
- 19. Anna Maddison, Goodbye Graffiti**
- 20. Esther Ung, Goodbye Graffiti**
- 21. Heather Angel, Trumps Fine Foods**



Strathcona Business Improvement Association

Its been a
busy year...



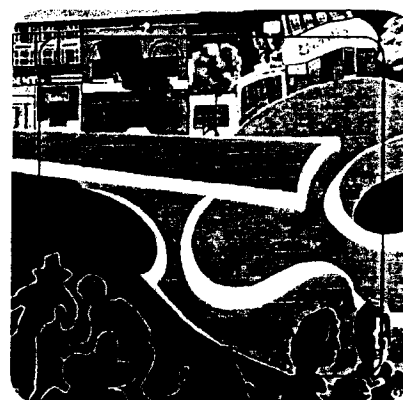
Safe Streets Program

- ▶ Protecting your business and your investment with 9000 hours of security patrols.
- ▶ Friendly assistance when you need it.
- ▶ Reduced police response time.
- ▶ Block Captains, Johnwatch.



Marketing Programs that attract attention

- ▶ Marketing and beautification initiatives are creating a distinct area bursting with neighbourhood pride.
- ▶ New murals, banners and special events invite shoppers and investment to Strathcona.



Effective Visual Improvement Programs

- ▶ Clean Streets and Clean Buildings initiatives help to maintain the value of Strathcona.
- ▶ Graffiti and litter removal patrols, new street furniture and bus shelters keep our area looking its best.



Administrative and Member Support

- ▶ BIA staff, volunteers, board members and community partners are working hard to keep our members and our area strong and ready for business.

A MESSAGE FROM THE CHAIRMAN, JAMES KENNEDY

Its been a busy year...

as our BIA has launched many initiatives and programs to make Strathcona a better place to do business, to shop and to invest. To get things rolling in 2004 we allocated our surplus from 2003 into our 2004 budget, with a heavy emphasis on security programs, and on the development of a **five year Strategic Plan**. With over 900 members from diverse industries to serve, the plan keeps us focused on delivering results that are meaningful to all. But more details on the plan in a minute. More importantly, how did you affect BIA operations? Members were very involved in everything that happened this year. With only 1 full-time and 1 part time staff, Strathcona BIA is driven by members... your advice, requests, demands and feedback helped to shape the programs and budget priorities of the BIA this year, and into the future.

While we continued with ongoing programs of graffiti/litter removal, security, beautification and marketing, we also developed new programs that will affect more members and strengthen Strathcona. Our five year strategic plan leads us to 2010 by concentrating on five key objectives:

1. Strengthen Members Business
2. Protect Members Business
3. Attract New Business to Strathcona
4. Partner with the Community
5. Renew Strathcona BIA

Each objective has a variety of programs and initiatives that we have (or will) launch to generate lasting results that matter to you.

**We are the second largest
BIA in Vancouver, with a
lower cost-per-member than
most other BIAs in Vancouver.**

How did we determine which programs to implement? And how much budget to allocate to each program per year? **We listened to you.** We held Open Houses, luncheon meetings, and personally met with nearly 300 members. We proposed a series of initiatives to you at the first Open House, and asked for feedback. Based on the feedback, we adjusted the initiatives. These changes were presented at the second Open House and other meetings, where members provided advice on priorities and results expected. **The programs and budgets reflect the needs and demands of the BIA membership.**

Results don't happen for free. Board members kept a careful eye on every budget dollar to ensure that our money stretched as far as possible. Where possible, members donated furniture, time, labour and equipment to save costs and deliver programs. This year was also unique because our budget had a \$100,000 surplus added to it, that we used to beef up core programs like security and visual improvements. Members tell us that they want the programs to continue at this higher investment level, into the future. **This is good news...and bad news.** Good news that you want the programs to continue, but the bad news is that we will need to increase the levy, to meet your expectations.

Our 2004 AGM is very important to every member – we will determine our future for the next five years, and members will vote on a motion to increase the levy by an average of \$312 per property, so that we can deliver the services and programs outlined in the 2005 budget.

As we complete this year, and prepare to launch 2005, I would like to extend a heartfelt thanks to all of the board and committee members for donating so much of their time and expertise to make Strathcona BIA and this business district such a vibrant place to work and play. Gratitude goes to **Wayne Kennedy, Angela Giannoulis, Greg Trammel, Toby Barazzuol, Les Porter, Wayne Nelson and Jack Lee.**

A big thanks from the entire board also needs to go to our BIA staff **Cathy Kwan** (maternity leave) **Cheryl Foss** and **Lindsay Stewart**, for their outstanding contributions and willingness to work with such a demanding board. 2004 was great because of the people involved.

—James Kennedy

IT'S TIME TO RENEW STRATHCONA BIA TO 2010

The BIA is reaching the end of its term this year, and needs to be renewed for another five years. This requires you to vote for renewal at the AGM, and approve the 2005 budget. During 2004, the Renewal Committee lead by Les Porter, offered members extra opportunities to comment on plans and results. The renewal process, and our progress on it to date, is outlined here:

RENEWING STRATHCONA BIA: THE STEPS

January 2004	<ul style="list-style-type: none"> ✓ Meet with a variety of merchants and property owners to gather ideas, suggestions and recommendations for 5 year plan
February	<ul style="list-style-type: none"> ✓ Draft proposed programs and initiatives ✓ Present to members at Open House. Members register their preferences and suggest priorities ✓ Adjust programs and initiatives to reflect members input
March	<ul style="list-style-type: none"> ✓ Present to members at Open House ✓ Adjust programs and initiatives and finalize Strategic Plan
June	<ul style="list-style-type: none"> ✓ Committees draft proposed budgets for 2005 programs
July	<ul style="list-style-type: none"> ✓ Board of Directors review, adjust and accept 2005 budget to present to general membership ✓ Directors meet with variety of members to review and discuss plans
August	<ul style="list-style-type: none"> ✓ General Membership luncheon meeting August 2004 to discuss plans, renewal process, 2005 budget ✓ General Membership meeting to discuss proposed 2005 budget and levy increase ✓ Review 2005 budget and levy increase with members ✓ Mail out AGM package to all members
Sept. 27, 2004	<ul style="list-style-type: none"> <input type="checkbox"/> AGM to review plans, vote on renewal and 2005 budget <input type="checkbox"/> Members will vote to approve a levy increase and new levy cap
Fall 2004	<ul style="list-style-type: none"> <input type="checkbox"/> City Hall sends out notice of proposed BIA renewal to all BIA members
Early 2005	<ul style="list-style-type: none"> <input type="checkbox"/> Council makes decision February 2005 to renew BIA or not

SAFE STREETS COMMITTEE REPORT

Members: Wayne Kennedy (Chair), Wayne Nelson, Greg Trammel, Cheryl Foss, James Kennedy

2004 Budget: \$135,000

2005 Proposed Budget: \$166,500

Our safety and security programs help to protect the value of your business and property, by reducing the impact of street crimes and activity. This continues to be the most important issue to BIA members, and an area that we will continue to focus on.

Initiatives and programs included:

- Security team street patrols are delivered throughout the area 7 days per week, offering you assistance, deterring street activity, assisting the police, and protecting your property.
- Johnwatch to deter the sex trade in Strathcona
- Partnering with the police department to deter crime and spotlight problem areas.



"Ever since PrimCorp started their patrols, we felt much safer in our own area"
—Northwest Food Products Ltd.

Plans for 2005 – Continue with programs in place, expand security patrols and Block Captains program.

—Wayne Kennedy

MARKETING & PROMOTION COMMITTEE REPORT

Members: Angela Giannoulis (Chair), Toby Barazzuol, Lindsay Stewart, Les Porter, Cheryl Foss

2004 Budget: \$58,850

2005 Proposed Budget: \$57,250

We are working to raise the awareness of Strathcona as a good place to shop, invest, work and play.

Marketing initiatives this year were very effective at attracting new customers into the area, and in showcasing our members as suppliers of quality products.

Initiatives and programs delivered included:

- **Sponsorship of events** that attract visitors and build solid relationships such as;
 - Kids vs Cops flag football game
 - Strathcona Kids Pumpkin Festival
 - Powell St. Festival
 - East Side Culture Crawl

- **The 2004 Business Directory** is an effective method of bringing your business to new customers, and connecting you to new suppliers and alliances. The directory was distributed to thousands of addresses and will be expanded in 2005.
- **Samsbia.com** and the newsletter are solid tools to tell the benefits of the Strathcona business district, and a good place to spotlight your business. Next year, we will be expanding the website and launching an internet marketing campaign that will strengthen all of our programs and continue to build a positive image of Strathcona.
- **New Banners** are flying (Fall 2004) on blue painted poles, bringing a festive and cheerful look to Strathcona.
- **Business Seminar series** partnership with UBC and BCIT



Promoting the positive aspects of Strathcona is important too. We spent many hours working with local newspapers and media telling the stories of Strathcona and showcasing the hardworking business owners of our area. This neighbourhood pride helps to develop a positive image of Strathcona.

Plans for 2005 include; develop Strathcona Calendar of events, area needs survey, and business recruiting package. Expand media relations, BIA newsletter and website.

—Angela Giannoulis

- ✓ Events to create smiles
- ✓ Media to build reputation
- ✓ Tools to promote members
- ✓ Customers to create sales

VISUAL IMPROVEMENTS COMMITTEE (VIC) REPORT

Members: Toby Barazzuol (Chair), Angela Giannoulis, James Kennedy, Cheryl Foss

2004 Budget: \$ 86,500

2005 Proposed Budget: \$86,000

The appearance of the neighbourhood that we live and work in reflects on the local businesses and residents. So we're working hard to keep our streets clean to create and promote a positive image of Strathcona, and ultimately to attract more businesses and investments into the area. Visual improvements not only improve the local morale, but also send a clear message that our community is important and valuable, and that we are willing to invest in Strathcona's future.

Initiatives and programs currently underway include:

- Our "Clean Streets and Clean Buildings" initiatives are designed to help maintain and improve the value of Strathcona by presenting a clean, ready-for-business



Over 6000 graffiti tags removed and 150 litter patrols.

image. To keep our community looking its best, we have contracted local businesses United We Can to remove the litter from our streets, and Goodbye Graffiti to clean our walls and street fronts.

- **Street Furniture Project:** working with the City, the VIC has played an active role in selecting and placing new street furniture such as benches and bus shelters. We were also successful in securing several new trash receptacles at a time when most communities are losing them. Look for the new furniture to start arriving on Strathcona streets this fall!

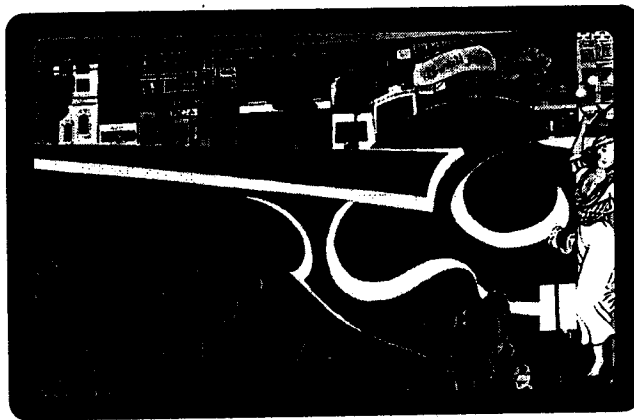
- To showcase our pride in Strathcona, we launched an ongoing **mural program**. Murals are an effective method to discourage graffiti, while adding to the overall appeal and distinction of the area. Using funding that the committee accessed through the Vancouver Agreement office, we have completed five murals located at; La Casa Gelato (1033 Venables St.), SK Cooling (890 E. Hastings St.), Larrivee Guitars (780 E. Cordova St.) and Sunrise Market (300 Powell St.).

A clean, welcoming area is more attractive to the right kind of customer. We all win.

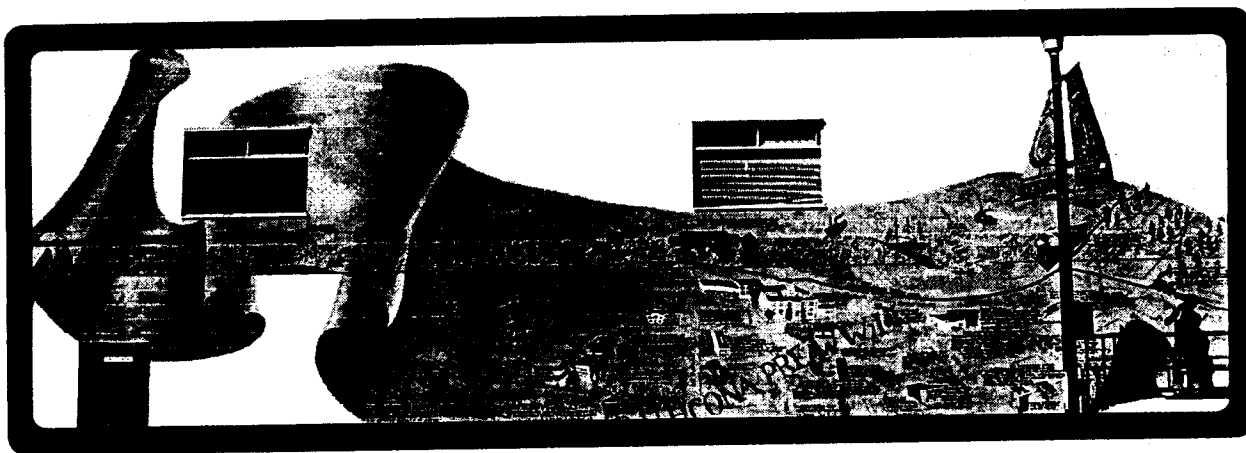
Over the past year, our programs have developed and matured and are now showing real results. However, rather than rest on these successes, we have several new programs that we're looking to implement. **Plans for 2005 include** an Adopt-a-Block plan and several beautification projects.

The environment we work in affects us all, and a clean neighbourhood definitely improves the quality of our lives. **We encourage you to support these initiatives and contribute your time if possible – after all, we're all in this together.**

—Toby Barazzuol



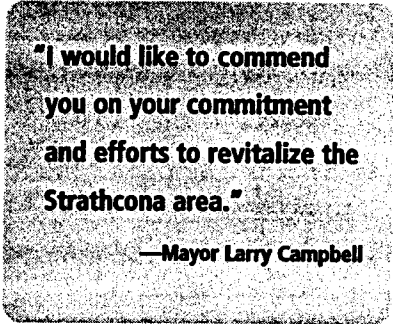
During the painting of the murals over 400 area residents stopped by to contribute their memories of Strathcona. The artists incorporated many of these into the designs, making the murals truly a homegrown masterpiece.



STRATHCONA REVITALIZATION COMMITTEE

Too often, social planning has occurred without the input of business. Strathcona BIA has partnered with 25 community organizations to revitalize our area for business, residents, customers and investors. It provides a powerful forum for us to lobby government, leverage our resources and work together on our common interests.

BIA representatives include; James Kennedy, Angela Giannoulis, Yvonne DeValone, Toby Barazzuol, Cheryl Foss.

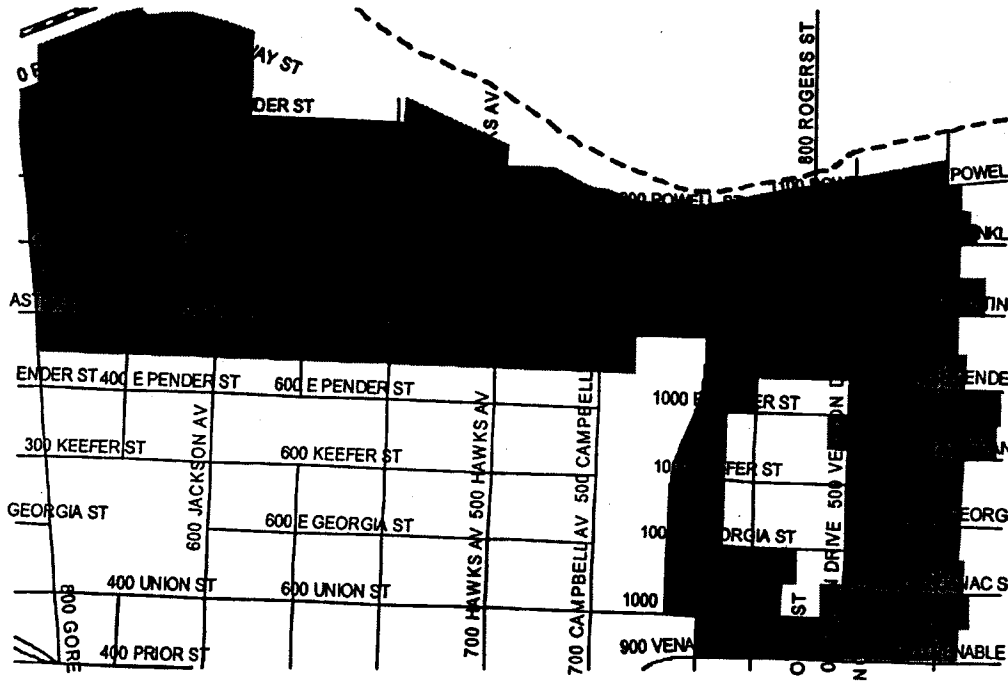


ADVOCACY

Your BIA keeps business issues on the table at City Hall and the Police Dept. This year, we concentrated our lobbying efforts on issues such as; reducing police response time, decreasing the commercial vacancy rate, preserving our industrial zoning and launching economic revitalization. We have been successful in winning changes and in attracting government funds and programs for the long term revitalization of Strathcona.

WELCOME TO STRATHCONA

Twin Fish Creative, Deserving Thyme, Starbucks, Pacific Restaurant Supply and Design House



MINUTES OF 2003 ANNUAL GENERAL MEETING

Date: September 25, 2003

Location: Vancouver Japanese Language School & Hall
475 Alexander St., Vancouver BC

Time: 5:15 PM Registration
5:30 PM Commencement

Present: 22 registered voting members as attached and 9 proxies. Members and guests total: 30

Introduction: Harry Jung, Chairman of the Board of Directors of the Strathcona Area Merchants Society (SAMS), welcomed everyone to the 2003 Annual General Meeting and served as chair of the meeting. All attendees introduced themselves and mentioned their business and/or interest.

Commencement of the Meeting: As SAMS' by-laws requires attendance of at least 15 voting members present in order to conduct a meeting, it was announced by Harry Jung, Chairman of the Strathcona Area Merchants Society, that a quorum was in place for the AGM and properly constituted for the transaction of business. Harry Jung announced that Cathy Kwan, SAMS' Co-ordinator would be the Recording Secretary for the meeting, and that Wayne Powell (on behalf of SAMS' lawyer, Graham Phillips) would be the parliamentary representation for the meeting. Robert's Rules of Order was adopted for the meeting.

Minutes of the last Annual General Meeting:

The last Annual General Meeting of the Society was held on September 9, 2002. Copies of last year's AGM minutes were previously sent out in the *Strathcona BIA AGM Issue-2003 Annual Report*.

Motion: A motion by Bob Harris (seconded by Les B. Porter) to accept the September 9, 2002 AGM minutes as printed was unanimously carried.

Adoption of the 2002/2003 Audited Financial Statements:

Angela Giannoulis, SAMS' Treasurer, informed the members that the 2002-2003 audited financial statements were circulated to the Strathcona BIA members in the *Strathcona BIA AGM Issue-2003 Annual Report* and to registered voting members prior to the meeting.

Motion: A motion by John Van Luven (seconded by Angela Giannoulis) to approve and adopt the audited financial statements for the year ending March 31, 2003 as read was unanimously carried.

Appointment of an Auditor:

Motion: A motion by Bob Harris (seconded by Jean Paul Bouchard) to appoint Mr. Paul F. Lee CA as auditor for the coming year at a fee to be determined by the Board of Directors was unanimously carried.

Report of Committees:

Marketing Committee: Angela Giannoulis, Chair

Angela Giannoulis, Chair, provided an overview of the Marketing Committee's past year's achievements and highlights.

Safe Neighbourhood Committee: Wayne Kennedy, Chair

Wayne Kennedy, Chair, provided an overview of the Safe Neighbourhood Committee's past year's achievements and highlights.

Visual Improvements Committee: James Kennedy, Chair

James Kennedy, Chair, provided an overview of the Visual Improvements Committee's past year's achievements and highlights.

Harry Jung, Chair of the Strathcona Area Merchants Society, thanked the staff, his fellow Directors and volunteers for their contributions and efforts.

Adoption of the 2004-2005 Budget:

SAMS' Treasurer, Angela Giannoulis, presented the proposed 2004-2005 budget as was originally circulated to members in the *Strathcona BIA AGM Issue-2003 Annual Report* and to registered voting members prior to the meeting.

Motion: A motion by Les B. Porter (seconded by Terry Hunter) to approve and adopt the 2004-2005 budget was unanimously carried.

Election of Directors: Two Year Term

As there were no nominations from the floor for Directors for a two-year term, the following list of nominees, agreed by the nominating committee, were elected by acclamation:

- Toby Barazzuol, Eclipse Awards International
- Greg Trammell, Pressed Metal Products
- Wayne Nelsen, Patricia Hotel
- George Sakata, Vancouver Japanese Language School & Hall
- Wayne Kennedy, Gulf & Fraser Financial Group

Motion: A motion by Bob Harris (seconded by James Kennedy) that the persons nominated be duly elected as directors of the Society was unanimously carried.

Other Business:

Wayne Kennedy, on behalf of the Strathcona Area Merchants Society, presented the outgoing Chair Harry Jung, an award for his past 5 years of volunteer contribution to the Society.

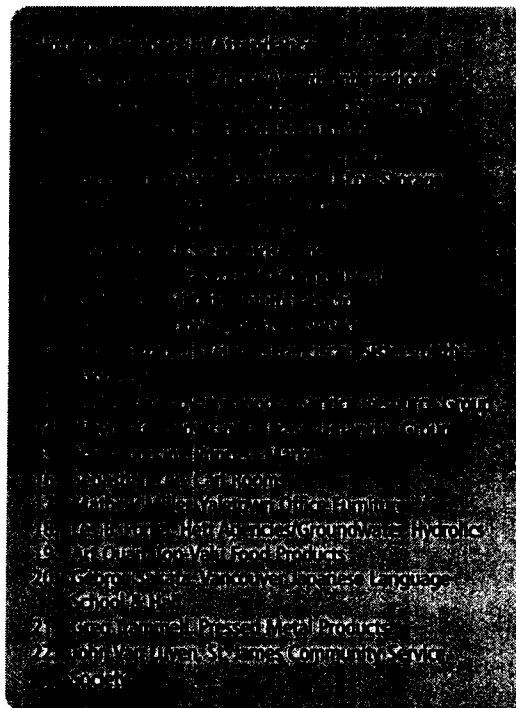
Motion: A motion by Les B. Porter (seconded by Toby Barazzuol) to adjourn the meeting was passed unanimously.

Adjournment: The meeting adjourned at 7:15 pm

Recording Secretary: Cathy Kwan, Strathcona Area Merchants Society, Strathcona BIA Co-ordinator

I HEREBY CERTIFY THAT THE MINUTES OF THE 2003 ANNUAL GENERAL MEETING ARE CORRECT.

—Harry Jung, Chairman 2003



AUDITOR'S REPORT**PAUL F. LEE**
CHARTERED ACCOUNTANTTelephone (604) 681-4388 • Fax (604) 681-9472
317 East Hastings Street, Vancouver, B.C. V6A 1P3
EMAIL: PAULFLEE@ATTCANADA.CA

23rd August, 2004

To the Members of Strathcona Area Merchants Society,

I have audited the balance sheet of Strathcona Area Merchants Society as at 31st March, 2004 and the statements of revenue; expenditures; change in financial position; change in financial reserve and notes to financial statements for the year then ended. These financial statements are the responsibility of the Society's management. My responsibility is to express an opinion on these financial statements based on my audit.

Except as explained in the following paragraph, I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In my opinion, the statement of revenue and expenditures and statement of change in financial position present fairly, in all material respects, the results of operations and cash flows of the Society for the year ended 31st March, 2004 in accordance with Canadian generally accepted accounting principles. Further, in my opinion, the balance sheet presents fairly, in all material respects, the financial position of the Society as at 31st March, 2004 in accordance with Canadian generally accepted accounting principles.

Paul F. Lee
Chartered Accountant
Vancouver, B.C.**BALANCE SHEET**

For the year ended March 31, 2004

	<u>BIA Fund</u>	<u>General Fund</u>	<u>Total 2004</u>	<u>Comparative 2003</u>
Assets				
Current				
Cash	\$ 65,695	\$ 13,265	\$ 78,960	\$ 57,546
Investments (Note 2)	—	—	—	173,911
Accounts receivable	97,444	75,130	172,574	11,601
Prepaid expenses	1,403	—	1,403	2,041
	<u>\$ 164,542</u>	<u>\$ 88,395</u>	<u>\$ 252,937</u>	<u>\$ 245,099</u>
Liabilities and Fund Balances				
Current				
Accounts payable	\$ 26,985	\$ 75,050	\$ 102,035	\$ 7,857
Fund Balances				
Restricted and Unrestricted (Note 6)	137,557	13,345	150,902	237,242
	<u>\$ 164,542</u>	<u>\$ 88,395</u>	<u>\$ 252,937</u>	<u>\$ 245,099</u>

On behalf of the Board

James Kennedy, Chairman 2004

STATEMENT OF REVENUE AND EXPENDITURES

For the year ended March 31, 2004

	BIA Fund	General Fund	Total 2004	Comparative 2003
Revenue				
Funds received from City of Vancouver	\$ 252,500	\$ —	\$ 252,500	\$ 231,780
Investment income	2,763	2	2,765	2,072
Other	—	77,830	77,830	5,850
	<u>255,263</u>	<u>77,832</u>	<u>333,095</u>	<u>239,702</u>
Expenditures				
Security and safe streets	135,737	—	135,737	40,743
Salaries and benefits	66,514	—	66,514	52,781
Levy rebates	5,066	—	5,066	4,567
Equipment	1,314	—	1,314	2,531
Professional fees	23,612	30,000	53,612	6,376
Insurance	2,715	—	2,715	3,411
Office	8,219	137	8,356	4,756
Telephone	2,517	—	2,517	1,629
Annual meeting	1,127	—	1,127	1,260
Grants	3,000	—	3,000	4,000
Banners	—	—	—	73,750
Website	274	—	274	664
Graffiti	37,515	—	37,515	34,121
Rent	2,757	—	2,757	2,757
Utilities	4,036	—	4,036	3,395
Seminars	1,094	—	1,094	7,529
Newsletter	7,162	—	7,162	4,915
Meeting	2,990	—	2,990	4,651
Community relations	3,850	—	3,850	1,755
Visual improvements	18,956	45,000	63,956	—
Directory	15,843	—	15,843	—
	<u>344,298</u>	<u>75,137</u>	<u>419,435</u>	<u>255,591</u>
Excess of revenue over expenditures	(89,035)	2,695	(86,340)	(15,889)
Fund balance, beginning of year	<u>226,592</u>	<u>10,650</u>	<u>237,242</u>	<u>253,131</u>
Fund balance, end of year	<u>\$ 137,557</u>	<u>\$ 13,345</u>	<u>\$ 150,902</u>	<u>\$ 237,242</u>

STATEMENT OF CHANGE IN FINANCIAL POSITION

For the year ended March 31, 2004

	<u>BIA Fund</u>	<u>General Fund</u>	<u>Total 2004</u>	<u>Comparative 2003</u>
Cash flows from operating activities				
Excess of revenue over expenditures	\$ (89,035)	\$ 2,695	\$ (86,340)	\$ (15,889)
Change in other non-cash operating accounts	193,039	75,050	268,089	(42,131)
	<u>104,004</u>	<u>77,745</u>	<u>181,749</u>	<u>(58,020)</u>
Cash flows from investing activities				
Purchase of investments	—	—	—	2,071
Accounts receivable	85,923	75,050	160,973	5,410
Prepaid expense	(638)	—	(638)	(749)
	<u>85,285</u>	<u>75,050</u>	<u>160,335</u>	<u>6,732</u>
Increase (decrease) in cash during the year	18,719	2,695	21,414	(51,288)
Cash, beginning of year	<u>46,976</u>	<u>10,570</u>	<u>57,546</u>	<u>108,834</u>
Cash, end of year	<u>\$ 65,695</u>	<u>\$ 13,265</u>	<u>\$ 78,960</u>	<u>\$ 57,546</u>

STATEMENT OF CHANGE IN FINANCIAL RESERVE

For the year ended March 31, 2004

	<u>BIA Fund</u>	<u>General Fund</u>	<u>Total 2004</u>	<u>Comparative 2003</u>
Fund balance, beginning of year	\$ 226,592	\$ 10,650	\$ 237,242	\$ 253,131
Excess of revenue over expenditures	<u>(89,035)</u>	<u>2,695</u>	<u>(86,340)</u>	<u>(15,889)</u>
Fund balance, end of year	<u>\$ 137,557</u>	<u>\$ 13,345</u>	<u>\$ 150,902</u>	<u>\$ 237,242</u>

NOTES TO FINANCIAL STATEMENTS

For the year ended March 31, 2004

NOTE 1 PURPOSE OF THE ORGANIZATION

- a) to develop, encourage and promote business in the Strathcona Area Business Improvement Area;
- b) to make studies of, and advance any project, plan, or improvement designed to benefit the Strathcona Area Business Improvement Area;
- c) to cooperate with and aid any person, body, group or association in projects designed to benefit the Strathcona Area Business Improvement Area;
- d) to liaise with other interest groups in our area and to work together on projects and promotion to accomplish the purposes of the Society;
- e) to encourage, support and facilitate entertainment, sports and cultural activities within the Strathcona Area Business Improvement Area for the purposes of furthering the economic and commercial welfare of the Area;
- f) in affiliation with other Business Improvement Area associations, to promote and carry out the purposes of the Society in matters of common concern and interest;
- g) to promote matters of common concern and interest to business and property owners in the Strathcona Area Business Improvement Area and to bring together business and property owners in the improvement area for fulfilling the purposes of the Society;
- h) to raise revenue to carry out the purposes of the Society.

NOTE 2 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Fund Accounting

Revenue recognition

Unrestricted contributions are recognized as revenue when received.

Unrestricted investment income is recognized as revenue when earned.

Investments

	<u>BIA fund 2004</u>	<u>BIA fund 2003</u>
Term deposit	\$ —	\$ 42,689
Term deposit	—	131,222
	<u>\$ —</u>	<u>\$ 173,911</u>

The above investment maturing on June 22, 2003 and October 30, 2003 earns interest at the rate of 2.25% - 1.75%.

NOTES TO FINANCIAL STATEMENTS

For the year ended March 31, 2004

NOTE 3 FINANCIAL INSTRUMENTS

It is the Board's opinion that the Society is not exposed to significant interest rate, currency or credit risks arising from its financial instruments.

NOTE 4 CITY OF VANCOUVER

In the fiscal year ending 31st March, 2004 the City of Vancouver gave the Society \$252,500.

These monies

- a) are to be spent in accordance with the Business Promotion Scheme as defined by the Vancouver Charter and in accordance with the purposes of the Society as determined from time to time by the members Society and the City of Vancouver; and
- b) if not required for immediate use may be invested only in such securities in which trustees are authorized by law to invest.

NOTE 5 LEASE

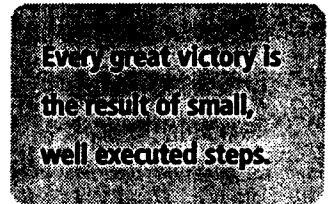
The Society has entered into a lease agreement for its premises at 787 East Cordova from 1st January, 2003 on a month to month basis at a triple net rate of \$222 per month. As well there is a ninety day notice for termination of the lease in case of a sale.

NOTE 6 COMMITMENTS

1. The Society has contracted for the zero tolerance for graffiti with Goodbye Graffiti Inc. in 2004 for \$ 2,795 per month till 31st March, 2005.
2. The Society has also entered into an agreement with United We Can for street cleaning at a rate of \$ 12.50 per hour.
3. Subsequent to the balance sheet date the Society also entered into an agreement for security and safe street with Primcorp Security Ltd. on a probationary period of six months from 12th July, 2004 and an automatic renewal for twelve months. The rate will be \$17.50 per hour plus GST for 2004. Effective 1st January, 2005 the rate will be \$ 18.00 per hour plus GST. The agreement may be cancelled if notice is given thirty day prior to the expiry date.

IMPORTANT RESULTS THIS YEAR INCLUDED

- Stayed within budget on all expenditures, delivered programs as approved at 2003 AGM.
- Protected property value by removing street litter & over 6000 graffiti tags.
- Improved the safety of our area with over 9000 hours of street patrols and reduced police response time.
- Accessed over \$75,000 government money and \$25,000 of in-kind goods to deliver programs such as murals, street furniture and pole painting, development of a five year plan and launching of Strathcona Revitalization Committee.
- Increased members business skills by partnering with BCIT and UBC to deliver free business seminars.
- Increased the revenue of members by distributing a members directory to over 8500 business and residents.
- Lobbied government, police and social agencies to protect the interests of our members and revitalize our area.



BUDGET FOR FISCAL 2005 PROGRAMS

	2004 Budget	2005 Proposed		2004 Budget	2005 Proposed
REVENUE			Marketing (continued)		
BIA Levy	250,000	395,000	Newsletter	8,500	8,500
Investment Income	1,000	—	Member D-Base & Directory	5,000	12,500
Grants / Donations	46,000	15,000	Website	350	1,250
GST Rebate	7,000	10,000	Branding – BIA only	—	7,500
Surplus / Deficit Carried Over	100,000	20,500	Goods & Services Mix / Property & Opportunities Inventory	—	6,000
TOTAL REVENUE	404,000	440,500	Calendar of Events	—	2,000
EXPENSE			Media Success Package	—	1,000
Payroll Expenses	75,000	80,000	Recruiting package	—	5,000
General & Administrative Expenses			Strathcona First Program	—	4,000
Accounting & Legal	6,500	6,500	Open House & Factory Tours Program		
AGM	1,500	1,500	Mentoring Program		
Association Memberships	500	500	Total Marketing	58,850	57,250
BOD & Membership Meetings	1,200	2,000	Safe Streets Initiatives		
Consulting Fees	5,000	5,000	John Watch Program & Website	2,500	2,500
Conferences	5,000	5,000	Bike Patrol	132,000	162,000
Courier & Postage	700	700	Research	500	
Insurance	5,000	5,000	Block Captain	—	2,000
Interest & Bank Charges	100	100	Total Safe Streets	135,000	166,500
Levy Equalization	5,000	5,000	Visual Improvements		
Office Equipment	1,500	1,500	Graffiti Removal	45,000	40,000
Office Supplies	5,500	5,500	Street & Lane Clean Up	20,000	20,000
Rent	4,000	4,200	Area Presentation & Visual Enhancement	20,000	10,000
Subscriptions	250	250	R & D	1,500	
Telephone	1,750	2,000	Mural Program	—	15,000
Travel & Car Allowance	1,000	2,000	Adopt a Block	—	1,000
Utilities	4,000	4,000	Total Visual Improvements	86,500	86,000
Total General & Admin. Expenses	48,500	50,750	TOTAL EXPENSES		
Marketing				403,850	440,500
Advertising (Gen PR/Area Promo)	1,000	—	SURPLUS / DEFICIT		
Banners	35,000	—		150	
Events – Community (inc. Sponsorship)	6,500	6,500			
Events – Membership	2,500	3,000			

PLANS FOR 2005

Our plans for 2005 are aggressive and effective. BIA core programs such as Visual Improvements, Marketing, and Safety will continue to strengthen our area. New initiatives will focus on revitalizing the business atmosphere, making Strathcona a better place to do business, and a better place to locate to.

"Never doubt that the efforts of a few good people can make a difference. Indeed it is the only thing that ever has."

Existing programs include:

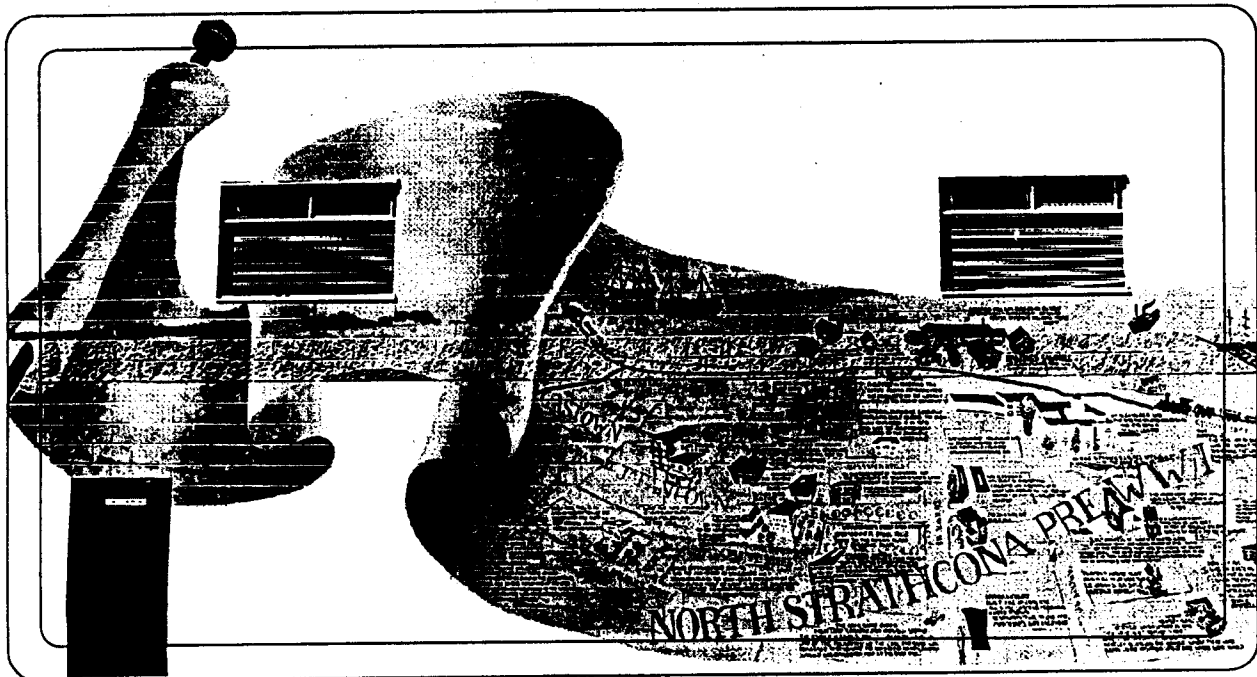
- Safety and Security – targeted patrols, faster graffiti removal, clean and tidy streets.
- Keeping Strathcona at the top of the agenda at City Hall, the Police Dept. and area agencies through our continued lobbying efforts.
- Visual Improvements Program – bus shelters & furniture, more murals, litter and graffiti removal.
- Marketing and promotions to build business, expanded banner areas.

New initiatives include:

- Increasing the daylight security patrols and renew the Block Captains program.
- Distribution of our Business Directory to promote and attract new customers to your business.
- Launch an internet marketing strategy to attract more business to Strathcona. This includes expanding the BIA web site to promote members businesses, attract more potential customers and raise the awareness of Strathcona as a good investment.

Revitalize the Strathcona business district

- Expand the mural and beautification efforts to draw more customers and attention to your business.
- Recruit new businesses to locate into Strathcona.
- Partner with Strathcona Revitalization Committee to attract more government energies.
- Revitalize the Strathcona business district.





October 15, 2004

The Strathcona Area Merchants Society
915 East Cordova Street
Box 56111
Vancouver BC V6A 4B8

Dear Sir:

RE: The Strathcona Business Improvement Association

On behalf of our organization I would like to pass on our support for the work that the Strathcona BIA has carried out over the past few years. I have attended several of the meetings of the BIA and have found that our organization has always been welcomed by the Association and that there seems to be an easy flow of information between the merchants in the association and the service providers who are often seen to be in conflict with the goals of the BIA. I would have to say that I have seen none of this in the Strathcona BIA but have seen the willingness of both groups to work together for the improvement of our community which we see as being the betterment of the lives of both the residents and the people who work here.

I am pleased that the BIA has offered me the opportunity to become a director and I look forward to working to strengthen the relationship between the various groups that reside and work in the Strathcona area so that everybody feels safe secure and welcome in this very diverse area of the city of Vancouver.

Yours truly

John Van Luyen
Executive Director



November 1, 2004

Mr. Peter Vaisbord
City of Vancouver
BIA Coordinator

Dear Mr. Vaisbord

Please consider this letter in support of renewal for the Strathcona Business Improvement Association for a further 5 year term. As the owner of two businesses in the Downtown Eastside Strathcona business area I have seen the positive impact that the Strathcona BIA has made.

The combination of visual improvements, security and marketing initiatives initiated by the Strathcona BIA fit nicely into the overall economic development plan as laid out by the City of Vancouver and the Vancouver Agreement Task Force. As the area develops a stronger economic base the Strathcona BIA is well positioned to work with the City in realizing the great potential that exists in this area.

As a business owner working in a largely social milieu, I am heartened to see the new focus on community building that encompasses the disparate groups that make up Strathcona. The strength of any community is the people that live and work there and the Strathcona BIA has made great strides in recognizing the importance of reaching out to partner with resident and social organizations.

I truly hope that the City of Vancouver and Council share my excitement in the potential that the Strathcona BIA represents as a catalyst in helping to see controlled and positive economic development in the Strathcona area.

Please feel free to contact me should you have any questions.

Sincerely,

James Kennedy
President



HEAD OFFICE
207 - 524 Powell Street
Vancouver, British Columbia
Canada V6A 1G9
Tel (604) 215-9595
Fax (604) 215-9565
Email foodservice@direct.ca

COOK STUDIO CAFE
374 Powell Street
Vancouver, British Columbia
Canada V6A 1G4
Tel (604) 696-9096
Fax (604) 696-9097
Email cookstudio@look.ca

ONLINE
www.foodandservice.net

O'Grady Westcoast Food Equipment

717 East Hastings Street
Vancouver, BC V6A 1R3

Phone: (604) 251-9449
Fax: (604) 251-0777

November 15, 2004

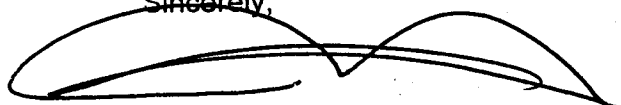
Mr. Peter Vaisbord
City BIA Coordinator
City of Vancouver
473 W 12th Ave.
Vancouver, BC V5Y 1V4

Dear Mr. Vaisbord;

Re: Strathcona BIA

Please accept this letter of support for the Strathcona BIA renewal for another five year term. We are a business on the 700 block of East Hastings and have benefited from the services, such as graffiti removal, street cleaning, and security patrols that the BIA has provided.

Sincerely,



Mike Aiken
O'Grady Westcoast Food Equipment



Primero Cigar Imports Ltd.

730 East Hastings Street, Vancouver, BC V6A 1R5
Tel: (604)216-0188 Fax: (604) 255-2651

November 12, 2004

Mr. Peter Vaisbord
City BIA Coordinator
City of Vancouver
473 W 12th Ave.
Vancouver, BC V5Y 1V4

Dear Mr. Vaisbord;

Re: Strathcona BIA Renewal

We are proud to be a business in Strathcona. The Strathcona BIA has done many wonderful things to improve the area and foster business growth. We strongly support the Strathcona BIA and their application to renew for another 5 year term. The renewal of the BIA is crucial to the ongoing success of Strathcona, this success however comes at a price and the BIA's proposed increase to the levy ceiling is justifiable, fair, and within reason.

Sincerely,

Angela Giannoulis

cc. STRATHCONA BIA



BUDGET INN • PATRICIA HOTEL

403 East Hastings Street, Vancouver, British Columbia, Canada V6A 1P6 • Tel: (604) 255-4301 • Fax: (604) 254-7154 • E-mail: info@budgetpathotel.bc.ca

November 10th 2004

Board of Directors
Strathcona Area Merchants Society
P.O. Box 56111
915 East Cordova Street.
Vancouver, B.C. V6A 1M6

Dear Sirs:

RE: STRATHCONA BIA RENEWAL

I am writing to assure you of our companies support for the renewal as proposed. In addition to the increase in the levy that is being recommended I endorse the program of expenditure that is being suggested.

I have observed the positive changes that are taking place in the neighborhood and the tireless investiture of time by the members of your board. Your many initiatives and efforts are supported by virtually by all other members of the community that I come in contact with and are appreciated.

Yours truly,

Daryl Nelsen

General Manager
Budget Inn – Patricia Hotel.

Vancouver's Premiere Budget Inn



Services:
Investment Advi
Insurance
Commercial
Personal Banking

Vancouver Branch
803 E. Hastings St
Vancouver, BC
V6A 1R8

Tel: 604.254.9811
Fax: 604.254.0215

November 8, 2004

Strathcona Area Merchants' Society
787 East Cordova Street
Vancouver, BC V6A 1M2

Dear Sirs,

Re: BIA Renewal

I am pleased to register our support of your proposal to renew the mandate of the Strathcona Business Improvement Area for a further five years.

We are familiar with the work done by the BIA over the past five years. We firmly believe that the initiatives and programs supported by your organization help to improve the business environment in Strathcona.

Sincerely,

A handwritten signature in black ink, appearing to read 'Wayne Kennedy', written in a cursive style.

Wayne Kennedy
Branch Manager



Vancouver Buddhist Church

バンクーバー仏教会

October 7, 2004,

Chief of Police,
City of Vancouver,
Vancouver, BC,

This letter is to convey our observations of the conditions around our temple and our immediate neighborhood in the recent past. What has been quite apparent to us is the fact that there has been a great improvement in reduced crime and general loitering around our temple building. We notice less trash and garbage. There is less evidence of discarded needles and cartridges. There seems to be less violent activity around our building. There has been less pedestrian traffic, less people are sleeping and hanging around our building and in the lane immediately next to our property. Oppenheimer Park which directly faces the front of our temple across the street seems to have a friendlier atmosphere. There appears to be more usage of the park by the neighborhood residents for leisure and recreation.

Whatever policies have been instituted by your department, in our opinion this had an enormous impact with the quality of life in this area. We fully support the overwhelming efforts by your department to make the Stratcona area a place where people live and raise a family. The Vancouver Buddhist Temple hopes to have this program continue to further improve the area.

Yours truly,

A handwritten signature in black ink, appearing to be "David Otori", written over a circular stamp or seal.

David Otori,
President, Vancouver Buddhist Church

S.A.M.S.

NOV. 12, 2004

I would like to take this time to encourage S.A.M.S. to continue their work and effort to improve the business environment in the Strathcona area. The effort and hard work that has been done by both paid and none paid members are appreciated.

As a tax payer I encourage you to continue with your work (including your efforts to obtain cost sharing funds from other organizations).

Keep up the good work

R.J. Harris

Franciscan Sisters of the Atonement
385 East Cordova Street
Vancouver, BC V6A 1L4

RE: Strathcona BIA

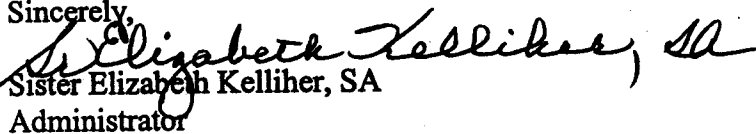
October 5, 2004

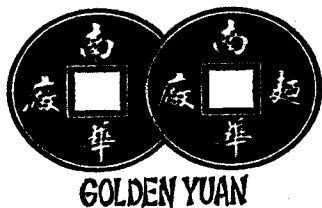
To Whom It May Concern:

This is to recommend the Strathcona Business Improvement Association for continued support.

This past year the Strathcona BIA established the Strathcona Revitalization Committee. The work of the Committee has enabled several community residents to be part of the planning for the improvement of their neighbourhood. This is a very important part of the work the Strathcona BIA will be doing.

Sincerely,


Sister Elizabeth Kelliher, SA
Administrator



TOP-VALU FOOD PRODUCTS LTD.

575 EAST CORDOVA STREET

VANCOUVER, B.C. V6A 1L8

October 4, 2004

Board of Directors
 Strathcona Area Merchants Society
 P.O Box 56111
 915 E. Cordova Street
 Vancouver, B.C. V6A 1M6

Dear Sirs/ Mesdames:

RE: STRATHCONA BIA RENEWAL TO 2010

We are writing to indicate our company's support for renewal of the Strathcona BIA for another 5 year term to 2010, and our support for the increase in the BIA levy cap to \$2.25 million during this period.

Our company owns several properties in the Strathcona BIA catchment area and consequently we are subject to a fairly substantial annual levy. We were originally opposed to the initial formation of the Strathcona BIA in 2000, since we felt that the levy represented additional taxation and the substantial property taxes that we pay each year should already cover the services and programs that were being proposed as part of the BIA budget.

We have observed the activities of the Strathcona Area Merchants Society (SAMS) over the past 5 years and now realize that many of the valuable activities and programs that SAMS has initiated would not have happened without the formation of the BIA.

Each successive Board of Directors has made excellent progress in identifying the priorities of the community and creating the programs to actively address those needs. We have observed that the graffiti removal program has been a great success, and the area beautification and street cleanup programs are beginning to have an impact. Until just recently, we were very skeptical about the effectiveness of the security programs and were concerned about the disproportionately high percentage of the budget being spent on security. We now have learned first hand the invaluable services of the Strathcona Community Security Patrol. Over the past month, we have had to call the Security Patrol numerous times; sometimes 3 to 4 times a day to deal with drug users and drug dealers constantly congregating around our building. There has been a significant increase in these illegal activities in our area in recent months. Although we begrudge having to pay additional "taxes" to deal with these security problems, the city just does not appear to have the resolve nor the resources to adequately deal with the problems in our community. We continue to believe that the city needs to take responsibility for resolving these issues, but now realize that our community cannot afford to stand idly by while these illicit activities negatively impact our businesses. We applaud the efforts of the SAMS Board in lobbying for increased city services and funding to our community.

We understand the need to substantially increase the BIA cap. We know that the SAMS Board has gone through a learning and growing process in it's initial 5 year term and the proposed funding cap reflects the level of services as prioritized by the community. We remain hopeful that BIA spending can be reduced as progress is made within this next 5 year mandate, and entrust the SAMS Board to adjust future annual budgets accordingly.

Sincerely,

Arthur K. Quan
 President, Top-Valu Food Products Ltd.



852 East Hastings Street • Vancouver, British Columbia • CANADA • V6A 1R6
Telephone: (604) 253-3158 • Fax: (604) 253-1716 • Toll free: 1-800-990-ACME (2263) • e-mail: info@acmelab.com

October 8, 2004

City of Vancouver
473 W 12th Ave
Vancouver, BC
V5Y 1V4

Attn: Peter Vaisbord
BIA Coordinator

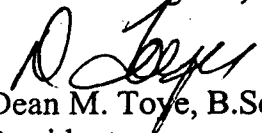
Re: Funding for Strathcona Business Association

Dear Mr. Vaisbord:

I have been a Director of Strathcona Business Association for a number of years (although not for the past two years) and during that time had the opportunity to contribute the Strathcona Community and Neighborhood through personal effort and by operating our business successfully for more than 20 years at the present address. The fact that we employ more than 90 employees has changed the demographic structure of the area and lends a positive future outlook to the area.

We have plans in the near future to expand our Laboratory by adding another warehouse, which will be located in the building at 877 East Hastings Street. We will continue with our efforts to bring stability to this area and I would like to ask the City of Vancouver to continue its support by funding Strathcona Business Association, as your funding and support plays a crucial role in helping us maintain the Strathcona neighborhood to continue to be a safe and thriving part of the Community.

With kind regards,


Dean M. Toye, B.Sc.
President

Acme Analytical Laboratories Ltd.

121 heatley avenue
vancouver bc
canada v6a 3e9
T 604.482.0166
F 604.482.0161
1.888.294.7121
info@eclipseonline.com

www.eclipseonline.com

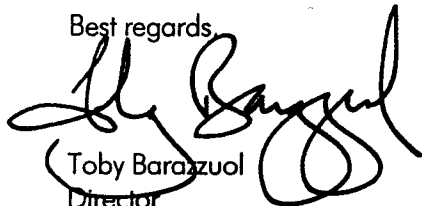
Tuesday, November 16, 2004

Dear Peter Viasbord,

We are writing this letter in support of the positive work being done by the Strathcona BIA. Since relocating our business into the area 3 years ago, we have seen small, but steady and constant improvements being made. In particular, the street cleaning programs and security provided by the BIA have improved this community as well as the working conditions for our employees and customers visiting the area.

We understand that the BIA is up for renewal this year and would like to pledge our full support. Change can come from a group of people committed to a cause, and the Strathcona BIA is an excellent working example of this. Keep up the good work!

Best regards,



Toby Barazuol
Director

©

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AWARDS INTERNATIONAL INC