



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: November 28, 2006
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Phone No.: 604.871.6304
RTS No.: 6220
VanRIMS No.: 11-2000-10
Meeting Date: December 12, 2006

TO: Vancouver City Council
FROM: Director of City Plans
SUBJECT: Approval of Council Initiative - Proposed Fraser Street BIA

RECOMMENDATION

- A. THAT Council approve the South Hill (Fraser Street) Merchants Association as sponsor for the proposed Fraser Street BIA.
- B. THAT Council approve commencement of a Council Initiative to establish the proposed Fraser Street BIA, AND THAT Council forward the application of the South Hill (Fraser Street) Merchants Association to a hearing of the Court of Revision.
- C. THAT the City notify the property owners and tenants in the area (outlined in Appendix A) of the proposed BIA and BIA levy.
- D. THAT Council approve a 5 year (2007 -2012) funding-ceiling of \$525,000 for the proposed Fraser Street BIA, subject to Council approval of the BIA at the Court of Revision.

GENERAL MANAGER'S COMMENTS

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

COUNCIL POLICY

Section 456 of the Vancouver Charter gives Council the authority to create a Business Improvement Area (BIA). Council may grant money to a BIA for planning and implementation of business promotion schemes provided that the money is recovered through a special property tax.

Council policy with respect to the establishment of a BIA was approved on October 14, 1997 as follows:

A BIA may be established by Council Initiative; property owners and commercial tenants receive notification of the Initiative. The BIA will generally not proceed if one-third or more of the owners representing one-third of the assessed property value, or one-third of the tenants, counted separately, are in opposition.

PURPOSE

The South Hill (Fraser Street) Merchants Association (SHMA) has completed the first step in the process of establishing a new Business Improvement Area (BIA). The purpose of this report is to commence the second step, which is to approve the SHMA as sponsor of, and to commence a Council Initiative for, the proposed Fraser Street BIA, and to forward the BIA application to the Court of Revision.

BACKGROUND

Fraser Street merchants and property owners have been active over the years promoting business on Fraser Street - once known as the 'Golden Mile'. In the 1960s, they worked with the City to create the collective parking lots behind the west side of Fraser Street between 43rd and 49th Avenues. A business association was formed in 1984 and incorporated as the Fraser Business Association in 1988 to promote business on Fraser south of 33rd Avenue. The FBA mounted Christmas decorations, engaged in cleanup events, produced a business directory, and was instrumental in establishing one of the city's first community policing offices.

In 1999, the FBA initiated a BIA-formation process, which was marked by very low attendance at Outreach meetings and low survey return rates. A petition against the BIA proposal was submitted, covering a single block of Fraser Street. At the Council Initiative stage, few objections were filed, the BIA was approved, and the required BIA Designation by-law was enacted. Subsequently, a group of businesses organized an opposition campaign, opposed approval of the proposed budget, and delivered a petition to Council with signatures of over 60% of the merchants. In the absence of a FBA budget approval, the Council of the day was itself not in a position to approve a BIA budget and levy. As part of a Council-mandated mediation process, a new FBA Board was elected and there was some optimism that the new Board would move forward with a revised BIA budget. Instead, differences of opinion among the Directors prevented further progress, and the FBA ceased to operate. As a result, the Fraser Street BIA was never funded, existed in name only, and expired in March 2004 at the end of its 5-year term.

In January 2003, a few former FBA directors and other interested merchants began to hold regular monthly meetings. The group was concerned about deteriorating business vitality, garbage and illegal dumping, increased safety and security issues, and the generally poor appearance of the area. The group also discussed working toward a possible new BIA for Fraser Street. By 2004, the group had registered a new society, the South Hill (Fraser Street) Merchants Association. The Association had become active on a number of fronts, including support for resident-led beautifications in the collective parking lots, advising the City on lot improvements, organising participation in Keep Vancouver Spectacular events, producing a merchant association newsletter, distributing an issues survey to Fraser Street Businesses, participating in the neighbourhood's South Hill Festival, and providing significant input toward the Fraser Street transit and pedestrian improvements, as well as placement and colour coordination for the City's street furniture program. The SHMA has also represented merchants' interests to Council on issues such as neighbourhood safety, and the previously-proposed Marine Drive Highway-Oriented-Retail rezoning applications. At an open meeting held in February 2006, there was general agreement to commence outreach for a new BIA application for Fraser Street.

DISCUSSION

The proposed Fraser Street BIA comprises ten blocks of Fraser Street between 41st and 51st avenues. A map of the proposed boundary is attached as Appendix A.

The South Hill (Fraser Street) Merchants Association proposes a Year 1 budget of \$105,000.00, representing an annual levy rate of \$1.30 per \$1,000.00 of assessed property value, or approximately 4.5% of commercial property taxes. A copy of the proposed budget is attached for information as Appendix B. If Council approves the BIA at the Court of Revision, staff will report back for approval of the Year 1 budget along with all of the other BIAs' 2007 - 2008 budget requests.

The proposed funding-ceiling of \$525,000 is the maximum amount that may be levied over the proposed Fraser Street BIA 5-year term.

Outreach Activities

In February 2006, a BIA steering committee of the South Hill (Fraser Street) Merchants Association was formed to commence Outreach for a proposed BIA for Fraser Street. The committee met in March to draft Outreach materials, discuss potential boundaries, and to review potential budget requirements.

In April 2006, the SHMA distributed an issues survey to all 350 property owners and business tenants in the proposed BIA (100 owners and about 250 businesses). The survey asked respondents to mark their priorities for Fraser Street, and to indicate whether or not they were interested in a BIA. Sixty-three responses were received, including 16 property-owners (16% of owners) and 47 business tenants (18.8% of tenants). Of the 16 property-owner responses, 11 (69%) were interested, 1 (6%) was not interested, and 4 (25%) were either not sure or did not answer the question. Of the 47 business responses, 31 (66%) were interested, 2 (4%) were not interested, and 14 (30%) were either not sure or did not answer the question.

The April survey packages included a letter regarding the BIA proposal, background information on BIAs, the City's BIA Program brochure, and a notice to attend a BIA Outreach meeting to be held in May. In early May, the same information was again distributed to all property owners and business tenants. Notice of the meeting was translated into Chinese and Punjabi.

On May 16, 2006, the SHMA convened the first of three BIA outreach meetings, to which all property owners and business tenants were invited. All three meetings were attended by the City's BIA Coordinator, who explained the BIA formation process, answered questions, and monitored the proceedings. Eleven property owners and 5 business tenants attended the initial meeting, including steering committee members. The SHMA summarized the results of the April survey, explained how the results would be used to develop a BIA proposal, and invited discussion. An informal show of hands indicated unanimous support for continuing the BIA process.

In mid-June, a second set of packages were distributed. The packages included a notice for meeting #2, background information on the BIA process, and a draft BIA budget for discussion.

The second BIA Outreach meeting - attended by only 8 property owners and 6 businesses - was held on June 26, 2006. Survey results were summarized, and a draft BIA budget was presented for discussion. Levy estimates were available on request, with generally favourable responses. An informal show of hands indicated general (but not unanimous) support, among those present, for a BIA proposal and budget at \$105,000.

During the Outreach meeting, a property owner/merchant produced an opposition petition signed by approximately 70 businesses and by 11 property owners, excluding duplicate signatures and addresses outside the proposed BIA boundary. The petition states that the undersigned *"oppose the Business Improvement Area (B.I.A.), because it will further increase property taxes. The property taxes have gone up by approximately 25% this year"*. For information, one-third of the business tenants would be 83 tenants, and one-third of the property owners would be 33 owners.

After reviewing the petition and contacting some of the signatories, the steering committee was of the opinion that the contents were not determinative, and that there was value in continuing the BIA Outreach process. Accordingly, the steering committee reviewed the proposed BIA budget line items and budget allocations on the basis of the input given the June 26 meeting. A package was distributed in mid-October containing background materials previously distributed, a summary of the process to date, the proposed BIA budget, and a meeting notice.

In late October, the City was contacted by the property owner/merchant who had presented the opposition petition in June. The caller expressed displeasure that the BIA process was still active in view of the opposition signatures, claiming that 80% of Fraser Street merchants were opposed to the BIA. The caller also expressed disappointment with the City's level of enforcement of time limits in the collective parking lots located behind businesses to the west of Fraser. The caller also expressed the view that Fraser Street owners and businesses could not afford the overhead of both the collective parking levy and an additional BIA levy of \$105,000. The caller suggested charging an hourly fee in the parking lots, to generate revenue to offset the collective parking levy. This information was forwarded by staff to steering committee representatives.

The third BIA outreach meeting was held on November 1, 2006. Six property owners and 20 business tenants attended, including the owner/merchant who had previously submitted the petition. During the course of the meeting, the owner/merchant raised the issues of parking lot enforcement and pay parking, and there was general agreement that the SHMA should pursue these matters as a priority. (The SHMA subsequently invited Parking Branch staff to meet with commercial property owners and merchants to discuss parking lot issues and opportunities. At that meeting, held in mid-November, there was consensus on next steps for enforcement of parking time limits, but consensus was not achieved on the issue of charging an hourly rate in the lots).

Finally, a budget revision to re-allocate a proposed expenditure from a lower priority item to augment a higher priority item was supported. An informal show of hands indicated general (but not unanimous) support for the proposed budget, a \$525,000 5-year funding ceiling, and proceeding with a BIA application.

Following the November meeting, an exit survey was distributed to gauge support for the BIA proposal. Due to a short timeline, fewer than 20% of the property owners and business tenants received a survey form. The survey was e-mailed to approximately 30 individuals on the steering committee's contact list, and SHMA committee-members hand-delivered additional surveys on portions of Fraser Street. About 60 surveys were distributed in total. The survey was headed by information about individual costs of the proposed BIA levy, and asked respondents whether or not they supported the BIA proposal. Forty-seven completed surveys (13% of owners and tenants) were returned. The respondents included 6 property owners (6% of owners) and 41 tenants (16% of tenants). Of the property owner responses, 6 (100%) supported the BIA proposal, with no owners opposed. Of the tenant responses, 36 (88%) supported the BIA proposal, with 5 tenants (12%) opposed.

Based on their surveys and general outreach, the SHMA believes the BIA proposal is generally supported.

The South Hill (Fraser Street Merchants Association formally applied to the City for consideration of a BIA on November 9, 2006. A copy of their application letter and documentation of their outreach activities is attached as Appendix C.

Staff Comments - Outreach and Support

Staff are satisfied that the South Hill (Fraser Street) Merchants Association has notified all property owners and tenants within the proposed BIA boundaries. Staff attended three Outreach meetings held on May 16, June 26, and November 1, 2006, respectively. The initial two Outreach meetings were poorly attended, with only about 15 persons at each meeting. Attendance improved for the final meeting, with 26 persons participating.

Although participants at Outreach meetings were generally supportive of the BIA proposal, a significant number of property owners and business tenants appear to be opposed to, or have concerns about, the BIA proposed BIA levy. In addition, one or more of these may be motivated to organize further opposition signatures, as evidenced by the petition submitted in late June. Around 70 businesses and 11 property owners signed the June petition. As one-third of 250 businesses is 83 businesses, 70 signatures is fewer than the one-third that would be required by Council policy to defeat the BIA proposal, should the same number of

objections be received at the Council Initiative stage. However, the number of signatures is significant, and raises some concern regarding level of support and opposition at the Outreach stage of the process. Although opponents claim that 80% of business tenants are against the BIA, this number is strongly disputed by the SHMA. The SHMA claims that, due to questionable circumstances, results of the opposition petition do not reflect merchant opinion regarding the BIA.

By comparison, the exit survey conducted by the SHMA involves fewer signatures than the opposition petition (47 versus 81), but each signature is on a separate survey document headed with accurate information about the BIA and its estimated cost. Results from the exit survey indicate that negative responses from property owners and tenants were 0% and 12% respectively, significantly below Council's 'one-third' policy. However, as opposition businesses can be hesitant about expressing opposition to BIA organizers, surveys conducted by BIA applicants tend to reflect supporter responses.

Unless the SHMA and its opponents resolve their differences, a further opposition petition will likely be circulated prior to Council consideration of the application at Court of Revision.

At the instruction of staff, the SHMA notices contained the name and telephone number of the City's BIA Coordinator. As of the date of this report, the Coordinator has received two calls from individuals opposed to the BIA.

FINANCIAL IMPLICATIONS

There are no financial implications.

CONCLUSION

The South Hill (Fraser Street) Merchants Association is requesting that Council consider approval of the proposed Fraser Street BIA and 5 year funding ceiling of \$125,000, and has asked that their application be forwarded by way of Council Initiative, to a Court of Revision, in order that the BIA may commence operations in April 2007. The results of the SHMA's outreach activities indicate a significant core of support, but also active opposition, as evidenced by a petition received in late June. The number of petition signatures suggests there may be significant opposition at this stage in the process, but it is not clear whether the actual level of opposition is sufficient to defeat the proposed BIA. The SHMA believes that the petition is not indicative of merchant opinion, and that the BIA is generally supported. Staff recommend that Council proceed with the Initiative, but caution that a group of businesses is strongly opposed to the BIA, and that further opposition petitions may be circulated. If Council approves the Fraser Street BIA at the Court of Revision, staff will report back for approval of the Year 1 budget along with all of the other BIAs' 2007 - 2008 budget requests.

* * * * *



Proposed Fraser St. B.I.A.



**South Hill (Fraser Street) Merchants Association
 Proposed BIA Budget - April 2007- March 2008 Amended Nov.1, 06
 Approved at 3rd Outreach Meeting**

REVENUE:

BIA Levy	\$	105,000.00	
TOTAL REVENUE			\$ 105,000.00

EXPENSES:

Crime Prevention			20,000.00
Bike and Foot Safety Patrols	20,000.00		
Street Enhancement			49,000.00
Street Cleaning	13,500.00		
Banner Decorations (3 times per year)	17,000.00		
Banner Hardware (1 time Cost)	18,500.00		
Marketing & Promotions			3,500.00
Website, Hosting Fee	3,500.00		
Special Events			5,000.00
Special Events & Promotions	5,000.00		
Memberships			3,500.00
Newsletters	1,500.00		
AGM & Meetings	2,000.00		
Administration			4,000.00
Audit	2,000.00		
Insurance	2,000.00		
Coordinator			18,000.00
BIA COORDINATOR P/T	18,000.00		
Contingency			\$ 2,000.00
TOTAL PROPOSED BUDGET			\$ 105,000.00

SOUTH HILL (FRASER STREET) MERCHANTS ASSOCIATION

Peter Vaisbord, Coordinator
BIA Program, Community Services
Vancouver City Hall
453 West 12th Ave.,
Vancouver, B.C.
V5Y 1V4

November 9, 2006

Dear Mr. Vaisbord:

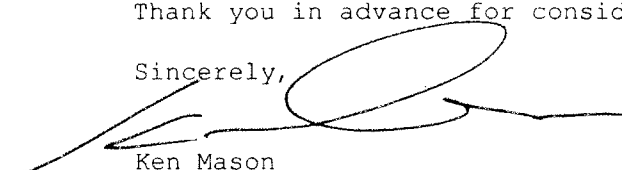
Re: Proposed Fraser Street BIA

On behalf of the South Hill (Fraser Street) Merchants Association, I hereby request City Council to consider our application to establish a BIA for the Fraser Street area (see attached map). This letter is our formal BIA application as required by the BIA program.

Our BIA Committee has been working on the proposed BIA since February 2006. We had held 3 outreach information sessions. The feedback so far has led us to believe the majority are in favour of the BIA proposal.

Thank you in advance for consideration of our BIA application.

Sincerely,



Ken Mason
Chair

cc. Mayor Sullivan and Council



Proposed Fraser St. B.I.A.



Proposed Fraser Street BIA Outreach Summary

February 2006 South Hill (Fraser Street) Merchants Association Meeting

BIA Steering Committee was formed to start the BIA process.

March 2006 Outreach Letter & Questionnaire

The BIA steering committee drafted an Outreach letter explaining what a BIA is, how it works, what can it do, do we want it? A Questionnaire was also drafted so we can determine what the top priorities are for Fraser Street. The boundary was discussed and set from south of 41st Avenue to 51st Avenue. The budget was also discussed and after reviewing other BIA budgets a \$100,000 budget was selected as a starting point for discussion.

April/May 2006 Outreach & Questionnaire

In April steering committee members delivered Questionnaire and discussed BIA proposal with business tenants. Letter regarding BIA proposal, information on BIAs, questionnaire, notice of 1st Outreach meeting mailed to property owners and hand delivered to business tenants.

On May 8th the same information was mailed again to property owners and hand delivered to business tenants. Notice of meeting was also sent out in Chinese & Punjabi.

May 2006 First Outreach Meeting

In May a notice of 1st Outreach meeting was hand delivered to business tenants.

The first Outreach meeting took place May 16th at the South Hill Education Centre just off Fraser Street. 5 business tenants & 11 property owners attended. Presented to them was a detailed overview of the BIA process, what BIAs are all about, the questionnaire results and estimated cost to property owners & business tenants. Members were provided the opportunity to ask questions input that would be incorporated into the plan to be

presented at the 2nd Outreach meeting. **All present were unanimously in favor for the SHMA to continue with the BIA process and to put together a working budget to address the top issues that were identified in the returned questionnaires. Questionnaire results summary provided in this package.**

May/June 06 Working Budget

Information was gathered in response to the top issues identified in the Questionnaire results and a working budget was drafted. Notification of 2nd Outreach meeting and draft Budget mailed to property owners and business tenants.

June 26, 2006 Second Outreach Meeting

In mid-June a notice of the 2nd Outreach meeting was hand delivered to business tenants.

On June 26th the second Outreach meeting took place at the South Hill Education Centre 6010 Fraser Street. 6 Business tenants & 8 property owners attended. An updated recap of information provided at the 1st Outreach meeting was provided. The working budget was discussed at length and a proposed annual expenditure of \$105,000 was supported. There were questions on the amount and allocations of funds which at this time were still open for discussion. **A clear majority present were in favor for the SHMA to continue with the BIA formation process.**

Also presented at this meeting was a petition that stated “We oppose Business Improvement Area (B.I.A.), because it will further increase property taxes.” We don’t believe this petition accurately reflects the support of the BIA. Signatures for this opposing petition had been collected in about 2 hours and there weren’t proper discussions about a BIA. There are also a lot of inter-business relations that were brought to bear in collecting the signatures. Some of the signatories are clear supporters of the BIA. The title of the signatories in many cases was not stated, or was not the manager or owner. Some have signed both as property owner and business owner, and others were outside the boundaries. We have also heard that incorrect information was given by the petitioner regarding the BIA proposal, such as the cost and levy cap.

Oct./ Nov. 2006 **THIRD OUTREACH MEETING**

Notices for the 3rd Outreach meeting, a recap of what has happened to date and proposed budget was mailed out to Property Owners and hand delivered to Business Tenants.

On November 1, 2006, the 3rd Outreach meeting was held at J.O. High School. 20 Business tenants & 6 Property owners attended. An updated recap of information provided at previous Outreach meetings was provided. There was much discussion and most was supportive of a BIA for Fraser Street. One of the attendees presented an idea of charging for parking in our collective parking lot and the funds collected would generate revenue either to provide revenue to the proposed BIA, or to offset the annual taxes paid by property owners and merchants for the parking lot. It was discussed at length and it was determined most likely that these funds would go towards the collective parking lot portion of our tax assessments. There was agreement that these two issues should not be tied to each other, but would be pursued.

Discussion on the budget and levy cap followed. With Safety and Security being the number one issue identified it was agreed by majority that the Security portion of the budget be increased to \$20,000 using all of the funds previously earmarked for sidewalk power washing. A clear majority were in favour of the annual expenditure of \$105,000 and \$525,000 levy cap for the 5 year term.

A clear majority at this meeting were in favour of moving this BIA proposal to the official BIA process.

A final exit survey was conducted to test the level of support for the BIA Proposal. Of the total surveys returned, 42 were marked 'Yes' and 5 were marked 'No'. A detailed tabulation is attached.

April 13, 2006

Dear Fraser Street Property Owner:

RE: BUSSINESS IMPROVEMENT ASSOCIATION (BIA)

At our association's last two meetings there has been discussion on a BIA for Fraser Street between 41st & 51st. It was decided that we would measure support from the Merchants, Professionals & Property Owners. Over the last week members of our association have been canvassing the merchants & professionals explaining what a BIA is and leaving them with a Questionnaire. The Questionnaire asks what are their three most important issues/activities. When we receive the completed questionnaire we will tabulate them and find out what the top three issues are and we will put together a working budget that will address these issues. In early May we will have an outreach meeting for all merchants, professionals and property owners to present our findings. Please find meeting details listed below.

The Questionnaire also asks if the Merchants Association should start discussions about a BIA for our area or not. The operative word is "discussions". If the majority responds with yes then our Association will continue to explore the possibility of a BIA.

Please find enclosed a copy of the Questionnaire, Membership application and information letter on a BIA. Please fill out the Questionnaire and return or fax to 604-327-4131. We would also appreciate it if you could fill out our membership application and return with \$25.00 membership fee.

The first Outreach meeting will be held in the gym of the South Hill Education Centre on Tuesday May 16, 2006 at 6:15PM. Please note gym address is 5995 Prince Albert.

If you have any questions please feel free to call me at 604-301-2840. Thank you for your attention to this matter.

Sincerely,

Ken Mason
Chair

A BUSINESS IMPROVEMENT AREA (BIA) FOR FRASER STREET?

What is a BIA?

- A Business Improvement Area (BIA) is a non-profit association of property owners and merchants who have joined together to promote and to improve the commercial vitality of their business district. With the active assistance of the City of Vancouver, the BIA plays a vital role in business development and promotion, safety and security, summer and winter festivals, street beautification and business area advocacy.
- Although there are over two thousand BIAs worldwide, the BIA concept is a Canadian invention. Conceived in the late 1960s, the world's first BIA - Toronto's Bloor West Village BIA - was started as a grassroots self-help mechanism. Bloor West Village, a neighbourhood shopping area along a major arterial, was suffering from proliferation of large suburban shopping malls. The BIA provided the organisation and funding needed to compete in the new retail environment; the experiment was so successful that the model has since been followed by over 40 areas in Toronto alone.
- British Columbia adopted BIA legislation in 1988, and BC's first BIA was established the same year in Salmon Arm. The BIA was formed to help the traditional downtown shopping area compete with all the new retail developing on the Trans-Canada Highway. Seventeen years later, Salmon Arm's downtown remains a vibrant shopping area.
- Vancouver currently has 18 BIAs throughout the City. They are in areas as diverse as Downtown Vancouver and Victoria Drive. Each BIA meets the needs of its area. BIAs near Fraser Street include Victoria Drive, Main Street, and Mount Pleasant, and the newly-approved Cambie Street BIA.

How do BIAs work?

- BIAs obtain funding through a special property levy, much like a Local Improvement Levy. The City collects BIA funds along with the property taxes, and forwards 100% of the proceeds to the local non-profit business association. In our case, the South Hill (Fraser Street) Business Improvement Association (SHBIA) would receive all the funds collected and jointly we, the merchants, professionals, and property owners would make all decisions at a grass root level on how best to use our own money for our own community.
- Each property owner's share of the levy is proportionate to their share of the total commercial taxable value within the BIA boundaries. Of course, in most lease agreements, property owners pass on this levy proportionately to their tenants.
- As a group, we will discuss what needs to be accomplished and what we can afford to pay. We can set individual business contributions as low as possible to protect our small independent businesses: the vast majority of merchants would likely pay only to \$30 per month or a \$1.00 per day. Larger businesses would contribute more.

- BIAs are democratic organisations: every year we would elect representatives, decide the priorities, vote an annual budget, and implement planned activities. Each property owner and merchant/professional will be entitled one vote at the AGM. The BIA levy (annual budget) is not decided by the City, but by us, the property owners and business tenants who will benefit from it.

Strengths of the BIA concept

- The BIA model represents a flexible community based and controlled form of local governance that allows participants to craft solutions in a way that is sensitive to local needs; it provides an opportunity for both merchants and property owners to organize, operate, and manage programs to improve the physical, economic and social conditions in their area.
- All properties and therefore all businesses contribute financially; therefore, the pooled funds are large enough to make a significant impact, while individual contributions remain modest. BIAs generally accomplish more than merchant associations, because they are not completely reliant on the limited time of volunteers, whose first priority is running their business. Funding allows for professional advice where required, and most BIAs have part time co-ordinators to help plan and implement BIA activities and projects. The coordinators provide professional assistance as well as effective advocacy and representation with City Council and its departments.
- Studies document the enormous contributions of BIAs to the vitality of a business and community area; increased retail sales, increased pedestrian counts, increased occupancy rates, and the lowering of crime rates.
- In Vancouver, each BIA has a set term, usually five years duration. At the beginning of their term, a 5-year spending-limit is established, and this limit becomes part of the by-law approved by City Council. This protects all the landlords and business tenants from unexpected budget increases. At the end of their term, BIAs come up for renewal, and all the business tenants and property owners have a say on whether or not the BIA should be extended or terminated. It is interesting to note that BIA renewals generally have low opposition rates compared with new BIA proposals, which often encounter some opposition. Why? Because new BIAs are unproven, but during their terms BIAs establish impressive track records that demonstrate their value as a continued business investment. Everyone comes to see the benefit of pooling small individual contributions to generate a large sum that works to improve business for all. Working together so much more can be accomplished! For example, individual merchants may find it difficult to navigate City Hall, but through their BIA have access to an established network of key City contacts to get things done properly and quickly.
- You have already invested in Fraser Street, consider the proposed South Hill (Fraser Street) BIA as a means of protecting and enhancing your investment.

Proposed South Hill (Fraser Street) BIA

- It's time to discuss what we want to accomplish: Do we want to beautify Fraser Street with banners, lights on trees, flower pot arrangements, benches, more green space?

Do we want it safer with crime prevention programs? Do we want to clean up the litter on sidewalks and in parking lots, provide more garbage cans, get rid of graffiti and deal with drug dealers and sex trade workers? Do we want to do outreach with fliers and business directories, group advertising? Do we want to have summer and winter festivals?

- How do we want our community to develop: Are we for or against a Wal-Mart on Marine Drive and what form of mitigation package would we need? What type of businesses do we need and want to attract to Fraser Street? How are we going to deal with problems that may arise from the Triage Center?
- We want Fraser Street vibrant with energy, with our neighbours supporting our local business community rather than driving to other shopping areas: walking and biking and spending their dollars here.
- If you want to see the establishment of a South Hill (Fraser Street) BIA, please join the South Hill (Fraser Street) Merchants Association. We are a non profit Society as required to sponsor the BIA proposal to the City of Vancouver.
- We ask that you become a member of the South Hill (Fraser Street) Merchants Association by completing an application form and paying a one-time membership fee. Initial membership in the South Hill (Fraser Street) Merchant Association is only \$25.

SOUTH HILL (FRASER STREET) MERCHANT ASSOC.

The South Hill (Fraser Street) Merchant Association is a group of merchants and landlords working to improve business conditions in our area. To help us set our priorities, please fill out the questionnaire below, and a member of the South Hill (Fraser Street) Merchants Association will pick it up in one week's time. Or please return the form to Ken Mason at Mason Sewing Machine, 6184 Fraser Street, V5W 3A1 or phone 604-327-3800/ fax 604-327-4131.

QUESTIONNAIRE

Please place a check (/) next to the **THREE (check only 3)** most important issues / activities:

- () STREET MAINTENANCE
Sweeping/Cleaning, Graffiti Removal
- () PARKING LOT ISSUES
Merchant parking, enforcement of parking rules, maintenance of curbs etc., stop dumping and littering.
- () WAL-MART PROPOSAL
Lobby against proposal or negotiate for mitigation package in order to compete
- () STREET BEAUTIFICATION
Banners, Seasonal Lighting, Benches & Garbage Receptacles, Store Fronts
- () SAFETY & SECURITY
Crime Prevention, Control of drug dealing and prostitution, police patrols, better lighting
- () MARKETING AND PROMOTION
Image Enhancement, Promotion of Events and Attractions, Cooperative Retail Promotions
- () LIAISON TO CITY HALL
City Issues and Development Proposals, Property Taxes
- () MARKET ANALYSIS & BUSINESS RECRUITMENT
- () Other (specify) _____

- Yes, the Merchants Association should start discussion about a BIA for our area
- No, the Merchants Association should not start discussions about a BIA for our area
- I'm not sure - need more information
- I would like to get involved with the South Hill (Fraser Street) Merchants Association

I am a:

- Business Owner / Manager
- Commercial Property Owner
- Both

Name: _____ Company: _____

Street Address in area: _____

Mailing Address (if different) _____

Tel: _____ Fax: _____ Email: _____

**SOUTH HILL (FRASER STREET)
MERCHANTS ASSOCIATION**

May 8, 2006

Dear Fraser Street Property Owner and Merchant:

RE: BUSINESS IMPROVEMENT ASSOCIATION (BIA)

**OUTREACH MEETING TUESDAY MAY 16, 2006, 6:15PM
SOUTH HILL EDUCATION CENTRE GYM, 5995 PRINCE ALBERT**

As per our letter dated April 13th to you we will be having our first Outreach Meeting on May 16th at 6:15PM at the South Hill Education Centre Gym, 5995 Prince Albert, (BETWEEN 43RD & 45TH AVE, A 2 BLOCK WALK EAST OF FRASER ST).

The purpose of the meeting is to discuss the Questionnaire that was sent to all Property Owners, Merchants & Professionals and to have an open discussion on a BIA for our area.

For reference, a copy of the previously-distributed questionnaire is enclosed. If you have not yet filled out the questionnaire, please use the enclosed copy and send it as soon as possible to the reply address or fax on the questionnaire.

We hope you all will attend as we would like as much feed back as possible.

If you have any questions please contact Ken Mason at 604-301-2840.

SOUTH HILL (FRASER STREET) MERCHANTS ASSOCIATION

ਮਸੀ 8, 2006

ਫੇਰਾ ਮਰਚੈਂਟ ਦੇ ਸਾਂਝੇਗੀ ਆਰ ਆਰ ਆਰ ਦੁਆਰਾ :

ਦਿੱਤੇ ਗਏ ਸਮੇਂ ਵਿੱਚੋਂ ਵਾਪਸ ਕਰਨ ਵਾਲੀ ਕਮੇਟੀ (BIA) ਦੇ ਦੁਆਰਾ

ਮੁੱਲਾਂ ਮੁੜ ਮਸੀ 16/2006 ਮਸੀ 6:15 ਸਮੇਂ ਨੂੰ ਆਈ

ਜਿਸ ਵਿੱਚੋਂ ਕੋਈ ਵੇਰਾ ਕਮੇਟੀ ਵਿੱਚੋਂ (GVM) 5995 ਪ੍ਰਿੰਸ ਏਲਬਰਟ
(PRINCE ALBERT) ਵਿੱਚੋਂ ਹੋਵੇਗਾ।

(BETWEEN 43RD + 45TH AVE, A 2-BLOCK WALK EAST OF
FRASER ST.)

ਇਸ ਬੈਚਰ ਦੀ ਸੇਵਾ ਤੋਂ ਕਿ ਸਿਰਫ਼ ਸਮੇਂ ਆਏ ਚੰਗੇਗੀ ਸਮੇਂ ਨੂੰ ਯੂਨਿਅਨ
ਵਿੱਚੋਂ ਭੇਜੇ ਗਏ ਇਸ ਬੈਚਰ ਵਿੱਚੋਂ ਸਮੇਂ ਆਏ ਸਮੇਂ ਆਈ ਵਿੱਚੋਂ ਵੀ
ਗੱਲਾਂ ਸਮੇਂ ਆਈ।

ਉਹਨਾਂ ਦੇ ਸਮੇਂ ਇਸ ਦੇ ਸਮੇਂ ਆਈ ਵਾਲੀ ਵਾਲੀ ਵੀ ਭੇਜੇ ਗਏ ਸਮੇਂ
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ਸਮੇਂ ਆਈ ਵਾਲੀ ਵਾਲੀ ਵੀ ਭੇਜੇ ਗਏ ਸਮੇਂ ਆਈ ਵਾਲੀ ਵਾਲੀ
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ਸਮੇਂ ਆਈ ਵਾਲੀ ਵਾਲੀ ਵੀ ਭੇਜੇ ਗਏ ਸਮੇਂ ਆਈ ਵਾਲੀ ਵਾਲੀ
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ਵਾਲੀ ਵਾਲੀ ਭੇਜੇ ਗਏ ਸਮੇਂ ਆਈ ਵਾਲੀ ਵਾਲੀ ਭੇਜੇ ਗਏ।
(604) 301-2840 ਤੋਂ ਸਮੇਂ ਆਈ ਵਾਲੀ ਵਾਲੀ ਭੇਜੇ ਗਏ।

SOUTH HILL (FRASER STREET) MERCHANTS ASSOCIATION

二〇〇六年五月八日

致菲莎街各業主及商戶

有關成立商業促進會之諮詢會

日期：二〇〇六年五月十六日下午六時十五分

地點：亞爾敏太子街 5995 號南山教育中心體育館
(菲莎街向東步行兩個街段在東四十三及四十五街之間)

四月十三日經已發信通知閣下以上之會議
此會議之目的希望可以公開討論上次發與各業主、商戶及專業人士
有關成立本區商業促進會之問卷。

在此再附上同一問卷。如上次仍未填好請即填妥並攜回或用
傳真交回。

敬希閣下積極參與屆時踴躍出席。

如有任何問題請致電 KEN MASON 604-301-2840

SOUTH HILL (FRASER STREET) MERCHANT ASSOC

The South Hill (Fraser Street) Merchant Association is a group of merchants and landlords working to improve business conditions in our area. To help us set our priorities, please fill out the questionnaire below, and a member of the South Hill (Fraser Street) Merchants Association will pick it up in one week's time. Or please return the form to Ken Mason at Mason Sewing Machine, 6184 Fraser Street, V5W 3A1 or phone 604- 327-3800/ fax 604-327-4131.

QUESTIONNAIRE

Please place a check (/) next to the **THREE (check only 3)** most important issues / activities:

- () STREET MAINTENANCE
Sweeping/Cleaning, Graffiti Removal
- () PARKING LOT ISSUES
Merchant parking, enforcement of parking rules, maintenance of curbs etc., stop dumping and littering.
- () WAL-MART PROPOSAL
Lobby against proposal or negotiate for mitigation package in order to compete
- () STREET BEAUTIFICATION
Banners, Seasonal Lighting, Benches & Garbage Receptacles, Store Fronts
- () SAFETY & SECURITY
Crime Prevention, Control of drug dealing and prostitution, police patrols, better lighting
- () MARKETING AND PROMOTION
Image Enhancement, Promotion of Events and Attractions, Cooperative Retail Promotions
- () LIAISON TO CITY HALL
City Issues and Development Proposals, Property Taxes
- () MARKET ANALYSIS & BUSINESS RECRUITMENT
- () Other (specify) _____

- Yes, the Merchants Association should start discussion about a BIA for our area
- No, the Merchants Association should not start discussions about a BIA for our area
- I'm not sure - need more information
- I would like to get involved with the South Hill (Fraser Street) Merchants Association

I am a:

- Business Owner / Manager
- Commercial Property Owner
- Both

Name: _____ Company: _____

Street Address in area: _____

Mailing Address (if different) _____

Tel: _____ Fax: _____ Email: _____

A BUSINESS IMPROVEMENT AREA (BIA) FOR FRASER STREET?

What is a BIA?

- A Business Improvement Area (BIA) is a non-profit association of property owners and merchants who have joined together to promote and to improve the commercial vitality of their business district. With the active assistance of the City of Vancouver, the BIA plays a vital role in business development and promotion, safety and security, summer and winter festivals, street beautification and business area advocacy.
- Although there are over two thousand BIAs worldwide, the BIA concept is a Canadian invention. Conceived in the late 1960s, the world's first BIA - Toronto's Bloor West Village BIA - was started as a grassroots self-help mechanism. Bloor West Village, a neighbourhood shopping area along a major arterial, was suffering from proliferation of large suburban shopping malls. The BIA provided the organisation and funding needed to compete in the new retail environment; the experiment was so successful that the model has since been followed by over 40 areas in Toronto alone.
- British Columbia adopted BIA legislation in 1988, and BC's first BIA was established the same year in Salmon Arm. The BIA was formed to help the traditional downtown shopping area compete with all the new retail developing on the Trans-Canada Highway. Seventeen years later, Salmon Arm's downtown remains a vibrant shopping area.
- Vancouver currently has 18 BIAs throughout the City. They are in areas as diverse as Downtown Vancouver and Victoria Drive. Each BIA meets the needs of its area. BIAs near Fraser Street include Victoria Drive, Main Street, and Mount Pleasant, and the newly-approved Cambie Street BIA.

How do BIAs work?

- BIAs obtain funding through a special property levy, much like a Local Improvement Levy. The City collects BIA funds along with the property taxes, and forwards 100% of the proceeds to the local non-profit business association. In our case, the South Hill (Fraser Street) Business Improvement Association (SHBIA) would receive all the funds collected and jointly we, the merchants, professionals, and property owners would make all decisions at a grass root level on how best to use our own money for our own community.
- Each property owner's share of the levy is proportionate to their share of the total commercial taxable value within the BIA boundaries. Of course, in most lease agreements, property owners pass on this levy proportionately to their tenants.
- As a group, we will discuss what needs to be accomplished and what we can afford to pay. We can set individual business contributions as low as possible to protect our small independent businesses: the vast majority of merchants would likely pay only to \$30 per month or a \$1.00 per day. Larger businesses would contribute more.

- BIAs are democratic organisations: every year we would elect representatives, decide the priorities, vote an annual budget, and implement planned activities. Each property owner and merchant/professional will be entitled one vote at the AGM. The BIA levy (annual budget) is not decided by the City, but by us, the property owners and business tenants who will benefit from it.

Strengths of the BIA concept

- The BIA model represents a flexible community based and controlled form of local governance that allows participants to craft solutions in a way that is sensitive to local needs; it provides an opportunity for both merchants and property owners to organize, operate, and manage programs to improve the physical, economic and social conditions in their area.
- All properties and therefore all businesses contribute financially; therefore, the pooled funds are large enough to make a significant impact, while individual contributions remain modest. BIAs generally accomplish more than merchant associations, because they are not completely reliant on the limited time of volunteers, whose first priority is running their business. Funding allows for professional advice where required, and most BIAs have part time co-ordinators to help plan and implement BIA activities and projects. The coordinators provide professional assistance as well as effective advocacy and representation with City Council and its departments.
- Studies document the enormous contributions of BIAs to the vitality of a business and community area; increased retail sales, increased pedestrian counts, increased occupancy rates, and the lowering of crime rates.
- In Vancouver, each BIA has a set term, usually five years duration. At the beginning of their term, a 5-year spending-limit is established, and this limit becomes part of the by-law approved by City Council. This protects all the landlords and business tenants from unexpected budget increases. At the end of their term, BIAs come up for renewal, and all the business tenants and property owners have a say on whether or not the BIA should be extended or terminated. It is interesting to note that BIA renewals generally have low opposition rates compared with new BIA proposals, which often encounter some opposition. Why? Because new BIAs are unproven, but during their terms BIAs establish impressive track records that demonstrate their value as a continued business investment. Everyone comes to see the benefit of pooling small individual contributions to generate a large sum that works to improve business for all. Working together so much more can be accomplished! For example, individual merchants may find it difficult to navigate City Hall, but through their BIA have access to an established network of key City contacts to get things done properly and quickly.
- You have already invested in Fraser Street, consider the proposed South Hill (Fraser Street) BIA as a means of protecting and enhancing your investment.

Proposed South Hill (Fraser Street) BIA

- It's time to discuss what we want to accomplish: Do we want to beautify Fraser Street with banners, lights on trees, flower pot arrangements, benches, more green space?

Do we want it safer with crime prevention programs? Do we want to clean up the litter on sidewalks and in parking lots, provide more garbage cans, get rid of graffiti and deal with drug dealers and sex trade workers? Do we want to do outreach with fliers and business directories, group advertising? Do we want to have summer and winter festivals?

- How do we want our community to develop: Are we for or against a Wal-Mart on Marine Drive and what form of mitigation package would we need? What type of businesses do we need and want to attract to Fraser Street? How are we going to deal with problems that may arise from the Triage Center?
- We want Fraser Street vibrant with energy, with our neighbours supporting our local business community rather than driving to other shopping areas: walking and biking and spending their dollars here.
- If you want to see the establishment of a South Hill (Fraser Street) BIA, please join the South Hill (Fraser Street) Merchants Association. We are a non profit Society as required to sponsor the BIA proposal to the City of Vancouver.
- We ask that you become a member of the South Hill (Fraser Street) Merchants Association by completing an application form and paying a one-time membership fee. Initial membership in the South Hill (Fraser Street) Merchant Association is only \$25.

WHAT IS A BUSINESS IMPROVEMENT AREA (BIA)?

A BIA is a specially-funded district managed and promoted by a non-profit association of commercial property owners and business tenants. The owners and businesses join together to improve the economic vitality of their business district.

The City assists by helping interested groups to establish BIAs. BIA funds are used to hire full- or part-time staff, retain services and expertise, and implement BIA activities. The City has a continuing role assisting with contacts between the BIA and City departments, facilitating the annual funding process, and monitoring BIA budgets. BIAs play an important role in business promotion, tourism development, safety and security, and street enhancement for their areas.

A BIA can effectively organize and finance area maintenance and improvement programs that are beyond the capability of individual businesses and most merchant associations. BIAs are also important City partners in area planning and revitalization initiatives, such as the Neighbourhood Centres (NCDP) program.

HOW ARE BIAs FUNDED?

BIAs obtain funding through an annual property tax levy, much like a Local Improvement Levy. BIA levies are authorized under Vancouver Charter Section 456. Only commercial or industrial properties may be assessed, and the BIA is limited to a renewable term, usually 5 years. Every year, the City collects the tax and remits the entire amount to the BIA to carry out projects and programs.

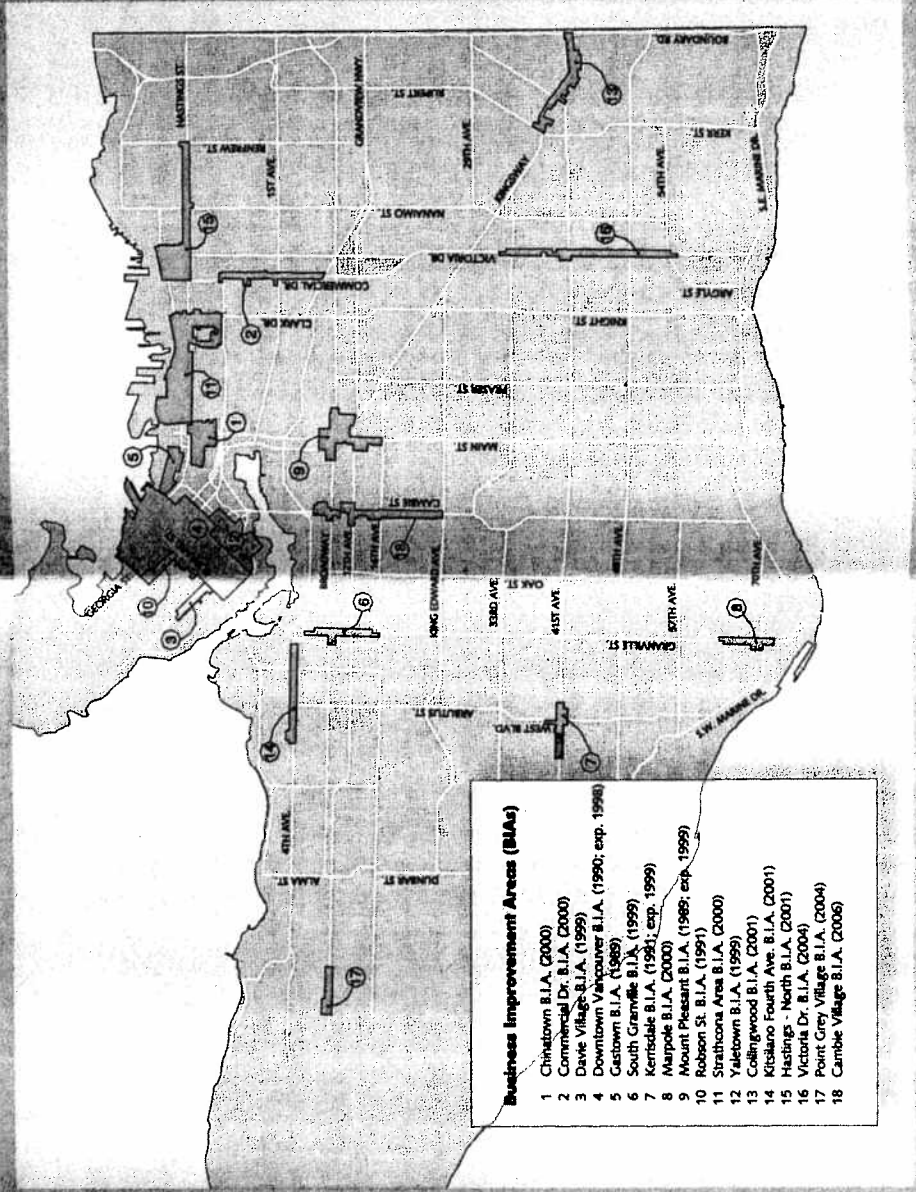
Annual budgets for BIAs in Vancouver range from \$70,000 to \$2 million (Downtown Vancouver BIA), and the number of businesses represented ranges from 200 to 8,000.

Each property owner's share of the annual BIA budget is proportionate to their share of the total taxable value within the BIA boundaries. In other words, if a property represents one percent of the total taxable assessed value, the owner's share will be one percent of the BIA budget.

The average BIA levy is about 4 percent of an owner's base property taxes. In most lease agreements, property owners pass this cost proportionally to the business tenants.

HOW ARE BIAs MANAGED?

BIAs are managed by registered non-profit societies similar to merchant associations. All commercial property owners and business tenants in the BIA area are eligible for membership in the BIA society/association.



STARTING A BIA IN YOUR AREA
BIA formation is initiated at the request of a BIA 'sponsor group' representing area merchants and landlords. The sponsor group (usually a BIA formation committee or merchants association) consults extensively with area property owners and businesses.

The consultation process includes open meetings attended by the City's BIA Program Coordinator. The group identifies issues and priorities, develops a BIA proposal and budget, and builds support for the proposal.

To assist with outreach and budget planning, the City provides a list of property owners with a calculation of the likely levy on each property based on a proposed total budget. When assured of broad support, the sponsor group provides documentation of its activities and requests the City to commence a 'Council Initiative'.

If the Initiative is approved, the City delivers formal BIA notifications to all affected property owners and businesses, with instructions on filing objections. City Council will generally not approve a BIA if objections are filed by more than one-third of the property owners, representing one-third of the commercial assessed value, OR by one-third of the businesses, counted separately.

If the BIA is approved, Council enacts by-laws to establish the BIA, boundaries and term, to set a cap on the total levy over the BIA term, and to attach conditions on the transfer of levy funds to the BIA.

A registered non-profit society must be established before City BIA by-laws can be enacted and levy funds remitted. Existing merchants associations with registered status may qualify by amending their constitution and by-laws.

FOR A STEP-BY-STEP GUIDE to BIA formation, and more detailed information, visit the City's BIA Program web pages at:
www.city.vancouver.bc.ca/biaprogram

The website also provides contact data for existing BIAs.

ENQUIRIES should be directed to Mr. Peter Vaisbord, the City's BIA Program Coordinator, at 604-871-6304.

The Coordinator will be pleased to assist interested parties by providing information and advice on the BIA Program and formation process.

FURTHER INFORMATION and assistance is available from BIABC, the Provincial BIA umbrella association, through their website at: www.bia.bc.ca



For assistance in establishing a Business Improvement Area, or for more information on BIAs in Vancouver, please contact:

Peter Vaisbord, BIA Program Coordinator,
City of Vancouver, 453 West 12th, Avenue
Vancouver, BC, V5Y 1V4 604-871-6304

April 2006



BIA OUTREACH SIGN-UP SHEET MAY 16, 2006

Name	Business Name	Property Owner or Business Tenant	Street or Property Address	Mailing Address (if different)	Phone	Fax	Email
DR Lekhbir Singh	PACIFIC MEDICAL CLINIC	BUSINESS TENANT	6176 FRASER STREET		604-301-9955	604-301-1566	lekhbir21@hotmail.ca
Raj Kheter	RBC	Company owned	6505 Fraser St.		604-482-6879		raj.kheter@rbc.com
NAR VIRK	TD	Company owned	6499 Fraser St		604-327-4366	604-327-4043	virten@tdbank.ca
Jan Thomson	Starbucks	Business Tenant	6544 Fraser		604-322-6773		janthomson@shaw.ca
ANAND JAIN	JAIN JEWELLERS	Business Tenant	6115 FRASER		604-321-1318		ba.jain@hotmail.ca
William Wong	PENN INSURANCE	OWNER	6332 FRASER ST		604-321-6691	604-321-6692	Wwong@INSURANCE.CA
STEPHEN TAM	SUNNY ELECTRONICS	OWNER	5806 FRASERS.		604-321-1626	604-321-8660	stephen@sunnyelectr
Chau Tai	Medical office	owner	5828 FRASER		604-325-1234	604-325-7150	wylo.cation@yahoo.ca
Rach Wong	Post office	owner	6417 Fraser St.		(604) 325-2799 324-3249		dr.m.haraming@shaw.ca
Akshar Sarsior	NOTARY	owner	6108 Fraser St		604-325-8111	325-3915	Sabole@telus.net
Molly Shroff	Adrienne Beauty Timent	owner	6108 Fraser St		604-325-9200	604-325-3666	fricks@shaw.ca
Jamie Frick	FRICK'S GLASS	owner	6414-6418 FRASER		604-327-4037		frick@shaw.ca
Maria Chew	FRASER ST. CAFE	owner	6200 FRASER ST.		327-7974		frick@shaw.ca
Philip Tan	MASON SECURITY	owner	6057 FRASER		322-1773		
KEN MASON		owner	705-7103 50th		321-2840	327-4131	Ken@mansonservices.ca

QUESTIONNAIRE RESULTS SUMMARY

Issues Questionnaire - Business Tenant Results (47 Returned)

Issues identified as follows:

- 1- Safety and Security (81% of responses)
- 2- Sidewalk Maintenance (59% of responses)
- 3- Parking Lot Issues (55% of responses)
- 4- Street Beautification (40% of responses)
- 5- Wal-Mart Issue (23% of responses)
- 6- Marketing & Promotions (21% of responses)

66% support the discussion on a BIA for our area, 4% do not, 13% not sure and 17% no response.

Issues Questionnaire - Property Owner Results (16 Returned)

Issues identified as follows:

- 1- Safety and Security (69% of responses)
- 2- Sidewalk Maintenance (56% of responses)
- 3- Parking Lot Issues (56% of responses)
- 4- Street Beautification (25% of responses)
- 5- Marketing & Promotions (25% of responses)
- 6- Liaison to City Hall (19% of responses)

69% support the discussion on a BIA for our area, .06% do not, 19% not sure and .06% no response.

BIA QUESTIONNAIRE SUMMARY

BUSINESS OWNER/ MANAGER OWNER RESULTS

(47 RETURNED)

	#1 ISSUE SAFETY & SECURITY	#2 ISSUE STREET MAINTENANCE	#3 ISSUE PARKING LOT ISSUES	#4 ISSUE STREET BEAUTIFICATION	#5 ISSUE MARKETING & PROMO	#6 ISSUE WALMART
	38	28	26	19	10	11
YES, THE MERCHANTS ASSOCIATION SHOULD START DISCUSSION ON A BIA FOR OUR AREA						
NO, THE MERCHANTS ASSOCIATION SHOULD NOT START DISCUSSION ON A BIA FOR OUR AREA	31					
I'M NOT- SURE NEED MORE INFORMATION	6					
NO RESPONSE	8					

BIA QUESTIONNAIRE SUMMARY

COMMERCIAL PROPERTY RESULTS

(16 RETURNED)

	#1 ISSUE SAFETY & SECURITY	#2 ISSUE STREET MAINTENANCE	#3 ISSUE PARKING LOT ISSUES	#4 ISSUE STREET BEAUTIFICATION	#5 ISSUE MARKETING & PROMO	#6 ISSUE LIAISON TO CITY HALL
	14	9	9	4	4	3
YES, THE MERCHANTS ASSOCIATION SHOULD START DISCUSSION ON A BIA FOR OUR AREA	11					
NO, THE MERCHANTS ASSOCIATION SHOULD NOT START DISCUSSION ON A BIA FOR OUR AREA	1					
I'M NOT- SURE NEED MORE INFORMATION	3					
NO RESPONSE	1					

The South Hill (Fraser Street) Merchant Association is a group of merchants and landlords working to improve business conditions in our area. To help us set our priorities, please fill out the questionnaire below, and a member of the South Hill (Fraser Street) Merchants Association will pick it up in one week's time. Or please return the form to Ken Mason at Mason Sewing Machine, 6184 Fraser Street, V5W 3A1 or phone 604-327-3800/ fax 604-327-4131.

QUESTIONNAIRE

Please place a check (/) next to the **THREE (check only 3)** most important issues / activities:

- () **STREET MAINTENANCE**
Sweeping/Cleaning, Graffiti Removal
- () **PARKING LOT ISSUES**
Merchant parking, enforcement of parking rules, maintenance of curbs etc., stop dumping and littering.
- () **WAL-MART PROPOSAL**
Lobby against proposal or negotiate for mitigation package in order to compete
- () **STREET BEAUTIFICATION**
Banners, Seasonal Lighting, Benches & Garbage Receptacles, Store Fronts
- () **SAFETY & SECURITY**
Crime Prevention, Control of drug dealing and prostitution, police patrols, better lighting
- () **MARKETING AND PROMOTION**
Image Enhancement, Promotion of Events and Attractions, Cooperative Retail Promotions
- () **LIAISON TO CITY HALL**
City Issues and Development Proposals, Property Taxes
- () **MARKET ANALYSIS & BUSINESS RECRUITMENT**
- () Other (specify) _____

- Yes, the Merchants Association should start discussion about a BIA for our area
- No, the Merchants Association should not start discussions about a BIA for our area
- I'm not sure - need more information
- I would like to get involved with the South Hill (Fraser Street) Merchants Association

- I am a:
- Business Owner / Manager
 - Commercial Property Owner
 - Both

Name: _____ Company: _____

Street Address in area: _____

Mailing Address (if different) _____

Tel: _____ Fax: _____ Email: _____

SOUTH HILL (FRASER STREET) MERCHANTS ASSOCIATION

June 13, 2006

Dear Fraser Street Property Owner, Professional and Merchant:

RE: PROPOSED BUSINESS IMPROVEMENT AREA (BIA)

**2ND OUTREACH MEETING MONDAY JUNE 26, 2006 6:00PM
SOUTH HILL EDUCATION CENTRE ROOM 201, 6010 FRASER STREET**

This is our 2nd Outreach meeting to discuss forming a BIA for our area. We hope many of you will attend as we will be discussing the budget for the proposed BIA. If the BIA is formed a BIA tax levy would be assessed to all commercial Property Owners along Fraser between 41st and 51st. The levy would be used by the Fraser St BIA to improve conditions on Fraser Street and promote business. As most landlords would pass the cost of the levy to their business tenants, Fraser Street merchants and professionals would contribute to the levy. It is very important that you attend this meeting as we will be discussing the draft BIA budget and allocations. This is your opportunity to discuss how much money should be raised, what the spending priorities should be, and what your estimated contribution would be. We will also be seeking direction from you as to whether to proceed further.

To recap what has happened to date: Firstly, there have been informal discussions with a small group of business owners about forming a BIA for our area. These discussions led to formation of a steering committee to determine support within the whole business community. Secondly, a questionnaire was sent out to all property owners, professionals & merchants within our business district, asking whether formal discussions about forming a BIA should begin and asking what the main issues are for Fraser Street. Included within the questionnaire was information explaining what a Business Improvement Association is and what it does for our business district. Also, many of you were canvassed by members of our Fraser Street Merchants Association.

Our 1st Outreach meeting was held on May 16th and the results of the Questionnaire were discussed. The majority of responses stated a desire for discussions about forming a BIA to continue. The top issues for Fraser Street were identified as follows: 1-Safety and Security (82% of responses), 2 – Street Maintenance (59% of responses), 3 - Parking Lot Issues (67% of responses), 4 – Street Beautification (37% of responses), 5 – Marketing & Promotions (24% of responses), 6 – Wal-Mart Proposal (24% of responses).

By show of hands at the last meeting, it was agreed we should proceed further and put together a working budget that would address the top issues identified. Enclosed is a working budget that has been put together for discussion purposes. The draft Budget proposes a total annual expenditure of \$105,000 which would be funded by the BIA levy described above. If you are a property owner, you can estimate your BIA levy

contribution based on a \$105,000 budget by dividing your commercial property value by 1,000 and multiplying it by \$1.30. Your estimated amount should work out to be about 4.5% of your property tax. If you are a business tenant, your contribution (based on a \$105,000 budget) would be approximately 4.5% of the *tax portion* of your lease payments. For a typical 16' storefront, this works out to about \$300 per year, or less than a dollar a day.

We hope you all will attend this very important meeting to discuss the draft budget and give the steering committee a mandate to continue the BIA formation process. Based on the feedback at the upcoming meeting, we will amend the budget and come back with a revised proposal for approval in early Fall. Then, if the final proposal is generally supported, we will ask the City to initiate the official BIA process, which would receive a final decision in February 2007. We will not ask the City to proceed unless there appears to be general agreement on the BIA proposal and budget. We look forward to the formation of a Business Improvement Association for our business district.

If you have any questions about our BIA proposal please contact Ken Mason at 604-301-2840. If you have questions about the City process for BIA formation, please contact Peter Vaisbord, BIA Program Coordinator, at 604-871-6304. The City's BIA information brochure is enclosed, or go to the City's BIA website at www.vancouver.ca/biaprogram

**South Hill (Fraser Street) Merchants Association
Proposed BIA Budget - April 2007 to March 2008**

REVENUE:

BIA Levy	\$	105,000.00	
TOTAL REVENUE			\$ 105,000.00

EXPENSES:

Crime Prevention			14,000.00
Bike and Foot Safety Patrols		14,000.00	
Street Enhancement			55,000.00
Street Cleaning		13,500.00	
Sidewalk Power Washing		6,000.00	
Banner Decorations (3 times per year)		17,000.00	
Banner Hardware (1 time Cost)		18,500.00	
Marketing & Promotions			3,500.00
Website, Hosting Fee		3,500.00	
Special Events			5,000.00
Special Events & Promotions		5,000.00	
Memberships			3,500.00
Newsletters		1,500.00	
AGM & Meetings		2,000.00	
Administration			4,000.00
Audit		2,000.00	
Insurance		2,000.00	
Coordinator			18,000.00
BIA COORDINATOR P/T		18,000.00	
Contingency			\$ 2,000.00
TOTAL PROPOSED BUDGET			\$ 105,000.00

June 26, 2006

BIA OUTREACH SIGN-UP SHEET ~~DATE 10, 2000~~

Name	Business Name	Property Owner or Business Tenant	Street or Property Address	Mailing Address (if different)	Phone	Fax	Email
Virgilio Didan	The UPS STORE	OWNER	6362 Fraser St.	Same	604-326-6860	604-326-6861	starc347@telus.net
TEMLUONG	HER BLOCK	MANAGER	6395 Fraser St	SAME	604-713-1000	604-713-1013	Tom.wing@herblock.ca
Mark Becklet	Starbucks	Manager	6344 Fraser	Same	604-320-6778	-	-
KEN MASON	MASON SECURITY	owner	6184 FRASER	.	604-291-0810	604-227-4131	ken.mason@img.mtl.ca
LEO PONA		"	6218 FRASER		604-736-1446	604-734-0710	
PHILIP TAY	landlord	"	6605-2614 Fraser 6847 Fraser	1026 W. 50th Vancouver	604-265-0298	604-265-1833	
KAVI BASSI	BVCPC	Owner	603 E 63rd Ave		604 657 7457		bcassi@scintly.com
SUREET BEHNS	BEHNS TRAVEL	OWNER	6550 FRASER ST.		604-324-2377	604-324-5782	sureet@bhnstravel.com
Mu Reung	Mee Thai & Just	MANAGER	5914 Fraser		604-325-7692		myreung@telus.net
MR GUARDIAN SHAWBY	supermarket	6610 FRASER OWNER	6628 Fraser FRASER	Same	322-5732		
Kwong Gilce	POLO MAT	6475 FRASER ST	6475 FRASER ST Vancouver	6475 FRASER ST Vancouver	604-321-7117	604-321-8932	
Khoi Chau	Your Choice Optical	Manager	6248 Fraser St.	Same	604-327-1110	604-327-1111	Khoi.chau@telus.net
Bibi Ray	The Medicine Shoppe #231	Business Owner	6180 Fraser St.		604-613-9336	604-327-3803	bricie@linvest.com
Alexis Sabour	Sabour (NOMAD)	Owner	6108 Fraser St	-	604-325-9300	604-325-3466	Sabour@telus.net
Ed Vo	City of Vancouver	-	453 B. 10th Ave	-	604-871-6304	604-873-7878	petrus.v@cityofvancouver.ca
GLENN TAN	SUNNY ELECTRONICS		5886 FRASER		604 321 1626		Stephen@Sunnyelec

BIA PROPOSAL 2ND OUTREACH MEETING
June 26, 2006

AGENDA

Welcome and introductions

Purpose of meeting and what has happened to date

Overview of BIAs and how they are created
Q & A, discussion

Recap of questionnaire results and conclusions

Overview of Proposed BIA Business Plan and Draft Budget

Estimated costs to owners / businesses
Q & A and discussion

Next steps

Mandate to continue

What happens next

Adjournment

October 20, 2006

Dear Fraser Street Property Owner, Professional and Merchant:

RE: PROPOSED BUSINESS IMPROVEMENT AREA (BIA)

3RD OUTREACH MEETING

Date: Wednesday, November 1, 2006

Time: 6:15PM

Place: John Oliver High School Library

Main Entrance 41st Avenue & St. George Street

Parking lot at 41st Avenue & St. George just west of Fraser Street

This is our 3rd Outreach meeting to discuss forming a BIA for our area. We hope many of you will attend as we will be finalizing discussions for the proposed BIA for Fraser Street. If there is general support for the BIA proposal, the next step is to apply to City Council to start the formal procedure for BIA formation. We will also be discussing the proposed BIA budget and the dollar amount for the required funding cap.

To recap what has happened to date:

1. A group of businesses met to discuss forming a BIA for our area. These discussions led to formation of a steering committee to determine support within the whole business community.
2. This spring, a questionnaire was sent out to all property owners, professionals & merchants within our business district. The questionnaire asked you to identify the main issues and priorities, and canvassed interest in furthering the BIA discussion. Included within the questionnaire was information explaining what a Business Improvement Association is and what it could do for our business district. Also, many of you were canvassed by members of our Fraser Street Merchants Association. Your survey responses were tabulated.
3. Our 1st Outreach meeting was held on May 16th at the South Hill Education Centre. At this meeting the Questionnaire results were discussed. The majority of responses agreed that discussions about forming a BIA should continue. The top issues for Fraser Street were identified as follows:
 - 1 - Safety and Security (82% of responses),
 - 2 - Parking Lot Issues (67% of responses),
 - 3 - Sidewalk Maintenance (59% of responses),
 - 4 - Street Beautification (37% of responses),
 - 5 - Marketing & Promotions (24% of responses),
 - 6 - Wal-Mart Proposal (24% of responses).

4. The 2nd Outreach meeting was held on June 26th, also at the South Hill Education Centre. The BIA steering committee distributed a working budget for discussion, based on priorities identified in the previous questionnaire, and on estimated costs in similar BIA areas. The budget was discussed at length, and the proposed annual expenditure of \$105,000 was supported. There were questions on the amount and allocation of funds which is still open for discussion. By a show of hands, the steering committee was given a mandate to continue the BIA formation process.

What happens next:

Enclosed for further discussion is the working budget that was discussed at the previous Outreach meeting. The proposed a total annual expenditure of \$105,000 would be funded by a BIA levy on all commercial properties along Fraser Street between 41st and 51st Avenues. Each property's contribution is based on its share of the total property value. Most businesses contribute indirectly through their lease payments.

How to estimate your share of a BIA budget based on \$105,000:

If you are a property owner, you can estimate your BIA levy contribution based on a \$105,000 budget by dividing your commercial property value by 1,000 and multiplying it by \$1.30. Your estimated amount should work out to be about 4.5% of your property tax. If you are a business tenant, your contribution (based on a \$105,000 budget) would be approximately 4.5% of the *tax portion* of your lease payments. For a typical 16' storefront, this works out to about \$300 per year, *or less than a dollar a day*.

We hope you all will attend this very important meeting so all the facts can be presented and we may determine if we should continue with the proposed BIA. If the final proposal is generally supported, we will ask the City to initiate the official BIA process, which would receive a final decision in February 2007. We will not ask the City to proceed unless there appears to be general agreement on the BIA proposal and budget. In my opinion this is one of the best tools at a very nominal cost that would secure the long term success for Fraser Street as a local shopping area. We need to improve our street to attract new customers and win back ones that have left. We need to improve the area so we can move the criminal element out: our customers need to feel comfortable on the street, and we need to keep our businesses safe from break-ins. If the BIA can prevent just one break-in or help gain new customers to each of our businesses then the BIA has more than paid for it self. We look forward to the formation of a Business Improvement Association for our business district.

If you have any questions about our BIA proposal please contact Ken Mason at 604-301-2840. If you have questions about the City process for BIA formation, please contact Peter Vaisbord, BIA Program Coordinator, at 604-871-6304. For more information about BIA's go to the City's BIA website at www.vancouver.ca/biaprogram

BIA OUTREACH SIGN-UP SHEET NOVEMBER 1, 2006

Name	Business Name	Property Owner or Business Tenant	Street or Property Address	Mailing Address (if Different)	Phone	Fax	Email
GERRY COLLIER	VAN CITY	TENANT	FRASER 472	FRASER ST VANCOUVER	(604) 877-7073		gerry_collier@vanicity.ca
JUDY SMITH	TDOT	TENANT	FRASER 479	6499 FRASER KANE	(604) 327-4366	604 327-4043	sm17159@tdbank.ca
FLORA MONY	TDOT	TENANT	FRASER 345	6499 FRASER KANE	(604) 327-4366	604 327-4043	sm17159@tdbank.ca
KALDIP GILL	POLO MRT PRODUCE STORE	TENANT	6475 FRASER ST	SAME	604-710-6123	604-323-8932	MON674@tdbank.ca
GURDIP SINGH	SUPERSTAR PHARMACY	TENANT	6640 FRASER ST	SAME	604-322-5732	604-322-5732	
Harpreet Kaur	CIBC	TENANT	6204 FRASER ST	SAME	604-482-2656	604-327-5964	
Manraj Bachra	CIBC	TENANT	6204 FRASER ST	SAME	604-482-2656	604-327-5964	
Sylvia Klassen	MC Thrift Shop	TENANT	5914 FRASER ST	SAME	604-325-1612	604-325-0928	msm1001@telus.net
Peter Vaisbord	City of Vancouver		453 W. 10th Ave		604-871-6304	604-873-7898	peter.vaisbord@vancouver.ca
KEN MASON	MASON SEALING	PROPERTY OWNER	6184 FRASER ST.	SAME	301-2890	307-9871	ken@masonsealing.ca
Bob Rai	The Medic Shop Pharmacy	TENANT	6180 FRASER ST.	SAME	604-613-4336	604-613-4336	krice@alliancepharm.com
RAJTEEN KAPOOR	SISL (CANADA)	TENANT	6733 FRASER ST	Same	604-731-6635	604-731-1268	arp.van@SisCanada.com
J.K. DUBEY	SISL (CANADA)	TENANT	6423 Fraser St.	Same	604-731-6635	604-731-6635	jdubey@sisCanada.ca
Akash Sagwan	Nutan Pusic	Owner	6108 Fraser St.	-SAME-	604-325-9200	604-325-3666	Saslow@telus.net
PAUL KANG	RBC Royal Bank	TENANT	6505 FRASER ST.	-SAME-	(604) 402-6037	(604) 321-4790	paul.kang@rbc.com

BIA OUTREACH SIGN-UP SHEET NOVEMBER 1, 2006

Name	Business Name	Property Owner or Business Tenant	Street or Property Address	Mailing Address (if Different)	Phone	Fax	Email
ANAND JAIN	JAIN JEWELLER	Tenant	615 Fraser St V5W2Z3		604-321-1313		bagain@hotmail.com
Wendy Kooek	Gold Key Insurance	Tenant	6181 Fraser St, V5W2Z9		604-325-1241		wendyk@goldkeyinsur fraser.ca
Shan	HomeFURNES	Tenant	6167 Clark St.				
Rachel	Fraser Postal	Tenant	6417 Fraser St.		(604)324-3248		wonglocation@ yahoo.ca
BAHMAN	Fraser Computer	BAHMAN	6009 Fraser St		604-324-6661		
NILU	DHAKA BAZAR	NILU	6011 FRASER ST		604-325-6661	604-325-6142	
Khoi Chau	Your Choice Optical	Tenant	6248 Fraser St.		604-831-9149	604-327-1110	khoi.chau@telus.net
Virgilio Oliclan	The UPS Store	Tenant	6362 Fraser St		604-326-6860	604-326-6861	store347@theupsstore.ca
Moe ATEAT	Dollar Express	Tenant	6425 FRASER ST		604-323-8474	Same	MATEFAT@shaw.ca
STEPHEN YAM	SUNNY ELECTRONICS	Both	5802-5806 FRASER		604 321 1626	604 321 8660	stephen@sunnyelectr .ca
MILLIET CLAIRE	REMAX COMMERCIAL				604 771-1726		marieclaire@shaw.ca
BRAD RAMER	Think Green Landscaping	business in residential	6461 St. George St.		604-321-9994	same	thinkgreen@telus.net
Philips THAI		PAULACHAN	6113-6115 FRASER ST		604-324-0546		
Philips THAI	Fraser/Sun 6007 Fraser	owner			604-263-0898		

AGENDA

Date: Wednesday, November 1, 2006
Time: 6:15PM
Place: John Oliver High School Library
(Main Entrance 41st Avenue & St. George Street)
(Parking lot at 41st Avenue & St. George just west of Fraser Street)

**RE: PROPOSED BUSINESS IMPROVEMENT AREA (BIA)
3RD OUTREACH MEETING**

1. Welcome and Introductions
2. Purpose of meeting and what has happened to date
3. Overview of BIAs and how they are created
4. Overview of Proposed BIA Business Plan, Draft Budget (relating to previous Questionnaire results), and Funding Ceiling
5. Estimated Cost to owners / businesses
6. Informal votes
 - Continue with Proposed BIA (Apply to City Council)?
 - Proposed Budget
 - Proposed Funding Ceiling
7. What happens next
8. Adjournment

**South Hill (Fraser Street) Merchants Association
Proposed BIA Budget - April 2007 to March 2008**

REVENUE:

BIA Levy	\$	105,000.00	
TOTAL REVENUE			\$ 105,000.00

EXPENSES:

Crime Prevention			14,000.00
Bike and Foot Safety Patrols		14,000.00	
Street Enhancement			55,000.00
Street Cleaning		13,500.00	
Sidewalk Power Washing		6,000.00	
Banner Decorations (3 times per year)		17,000.00	
Banner Hardware (1 time Cost)		18,500.00	
Marketing & Promotions			3,500.00
Website, Hosting Fee		3,500.00	
Special Events			5,000.00
Special Events & Promotions		5,000.00	
Memberships			3,500.00
Newsletters		1,500.00	
AGM & Meetings		2,000.00	
Administration			4,000.00
Audit		2,000.00	
Insurance		2,000.00	
Coordinator			18,000.00
BIA COORDINATOR P/T		18,000.00	
Contingency			\$ 2,000.00
TOTAL PROPOSED BUDGET			\$ 105,000.00

**South Hill (Fraser Street) Merchants Association
Proposed BIA Budget - April 2007- March 2008 Amended Nov.1, 06
Approved at 3rd Outreach Meeting**

REVENUE:			
BIA Levy		\$	105,000.00
TOTAL REVENUE		\$	105,000.00
 EXPENSES:			
Crime Prevention			20,000.00
	Bike and Foot Safety Patrols	20,000.00	
Street Enhancement			49,000.00
	Street Cleaning	13,500.00	
	Banner Decorations (3 times per year)	17,000.00	
	Banner Hardware (1 time Cost)	18,500.00	
Marketing & Promotions			3,500.00
	Website, Hosting Fee	3,500.00	
Special Events			5,000.00
	Special Events & Promotions	5,000.00	
Memberships			3,500.00
	Newsletters	1,500.00	
	AGM & Meetings	2,000.00	
Administration			4,000.00
	Audit	2,000.00	
	Insurance	2,000.00	
Coordinator			18,000.00
	BIA COORDINATOR P/T	18,000.00	
Contingency		\$	2,000.00
TOTAL PROPOSED BUDGET		\$	105,000.00

Proposed Fraser Street BIA Support Survey

I, support do not support don't know need more information

the South Hill (Fraser Street) Merchants Association's application to the City of Vancouver to create a Business Improvement Area (BIA) for the Fraser Street area South of 41st to 51st Avenue. A map outlining the proposed BIA area is attached.

I understand that the funding for the BIA activities will derived from a levy assessed on all commercial and industrial properties within the proposed Fraser Street BIA boundaries, and that this amount will equal approximately \$1.30 per \$1,000 of assessed value per property in each of the 5 years of the proposed 5 year mandate. As most commercial leases permit landlords to pass costs such as levies to their business tenants, the cost to merchants is estimated to be approximately 4.5% of the *tax portion* of a tenant's rental payments, or around \$300.00 per year for a standard 16' business frontage. Please read the attached materials, which provide more information about the BIA proposal.

Please complete the following:

Your name: _____

Company Name: _____

Mailing address: _____

Telephone: _____ Fax: _____

Signature: _____ Date: _____

I am a:

Property Owner Business Tenant

I am/ represent the commercial property owner at the address below, OR
I am/ represent the retail / office tenant at the address below:
(Please provide street address)

We need your support! **PLEASE RETURN**

By fax to:

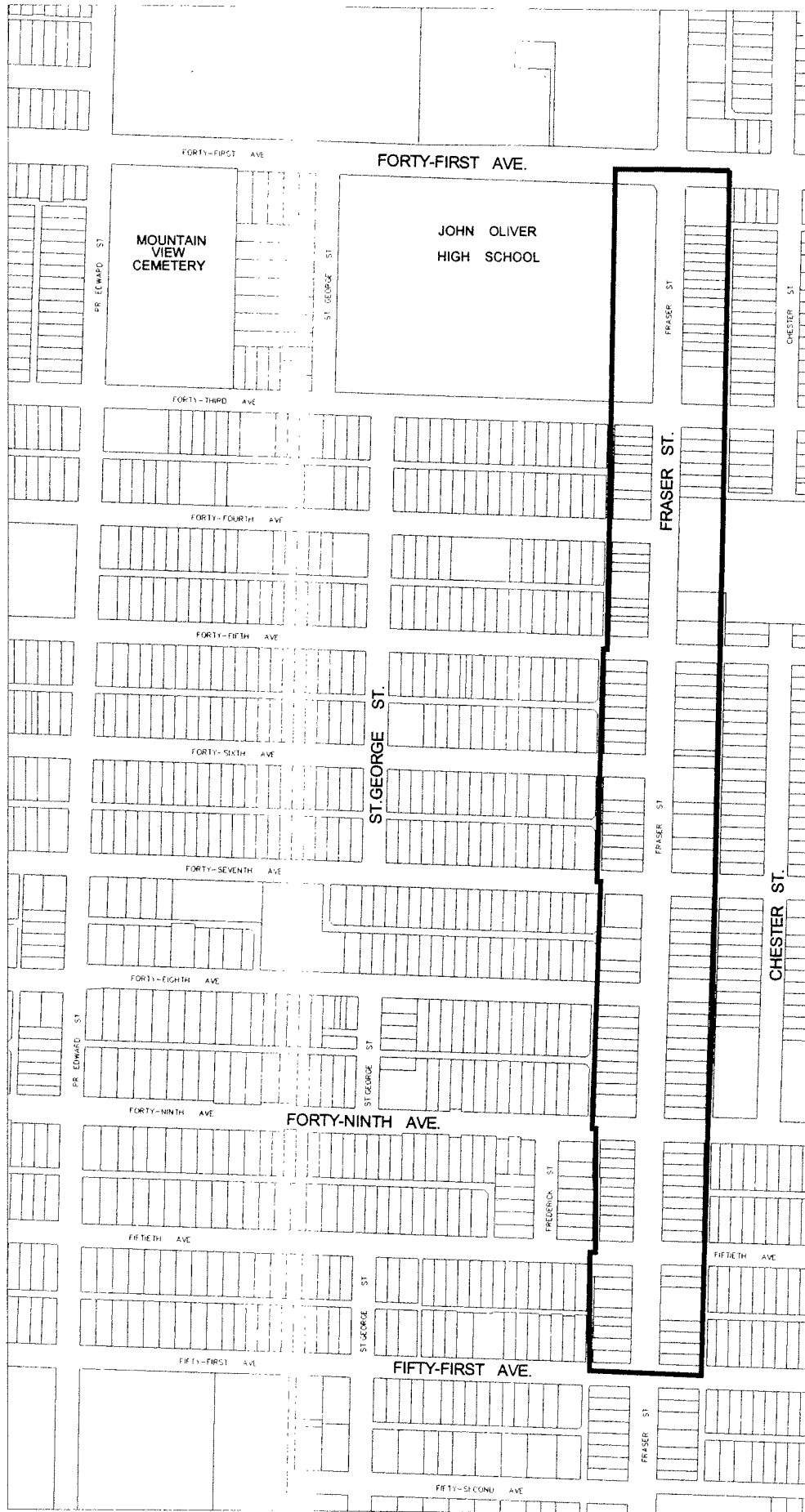
604-327-4131

Or Mail to:

SouthHill(FraserStreet)MerchantsAssociation
c/oKenMason, 6184 Fraser Street,
Vancouver, B.C. V5W 3A1

If you have questions, you may call Ken Mason at (604)301-2840 or email ken@masonsewingmachine.com

Note: We will present this form and the others we receive to City Council to support our request to proceed to the next step in our BIA application.



Proposed Fraser St. B.I.A.



EXIT SURVEY RESULTS SUMMARY

Exit Survey - Business Tenant Results

(41 Returned)

36 respondents (88%) support the application to the City of Vancouver to create a BIA for Fraser Street, 5 respondents (12%) do not support.

Exit Survey – Property Owner Results

(6 Returned)

6 respondents (100%) support the application to the City of Vancouver to create a BIA for Fraser Street, 0 respondents (0%) do not support.