



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: November 28, 2006
Author: Peter Vaisbord
Phone No.: 604.871.6304
RTS No.: 6221
VanRIMS No.: 11-2000-10
Meeting Date: December 12, 2006

TO: Vancouver City Council

FROM: Director of Planning

SUBJECT: Approval of Council Initiative - Davie Village BIA Expansion and Mid-term Funding Ceiling Increase

RECOMMENDATION

- A. THAT Council approve the Davie Village Business Improvement Association as sponsor for the expanded Davie Village BIA to be known as the West End BIA.
- B1. THAT Council approve commencement of a Council Initiative to expand the Davie Village BIA, AND THAT Council forward the application of the Davie Village Business Improvement Association to a hearing of the Court of Revision.
- B2. THAT, should Council approve Recommendation B1, Council forward as part of the Council Initiative, the application of the Davie Village Business Improvement Association to increase the Davie Village BIA funding ceiling from \$800,000 to \$1,600,000 to a hearing of the Court of Revision, AND THAT approval of the amended funding ceiling be subject to Council approval of BIA expansion at the Court of Revision.
- C1. THAT the City notify property owners and tenants within the expansion area (shaded properties in Appendix A) of the proposed BIA expansion and levy.
- C2. THAT the City notify property owners and tenants within the existing BIA (unshaded properties in Appendix A) of the proposed funding-ceiling increase.
- D. THAT the expanded BIA be re-named the West End BIA.

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 and expansion of a BIA was approved on October 14, 1997 as follows:

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

PURPOSE

The Davie Village Business Improvement Association (DViBIA) has completed the first step in the process of expanding an existing BIA in mid-term, and establishing a new funding ceiling. The purpose of this report is to commence the second step, which is to approve the DViBIA as sponsor of, and to commence a Council Initiative for, the proposed Davie Village BIA expansion and funding ceiling increase, and to forward the BIA application to the Court of Revision.

BACKGROUND

BIA expansions follow a process identical to BIA formation, except that the City solicits responses only from the proposed *expansion-area* property owners and commercial tenants. This is because owners and tenants in the existing BIA area already contribute to the BIA levy, and may vote on the issue of expansion at BIA general meetings. However, if a mid-term expansion also requires an increase in a BIA's funding ceiling (to augment annual budgets to support the larger BIA area), responses are solicited from property owners and commercial tenants in the *existing BIA area*. This is because existing property owners and tenants approved the original funding ceiling.

The Davie Village BIA was established under the Council Initiative process in 1999, and was renewed for a second five-year term in 2004. The BIA is currently in the third year of its renewal term.

In 1998, when the Davie Village BIA was first considered, survey recipients were asked to choose one of three alternative options for the geographic scope of the proposed BIA: 1) 'Village' only - 3 ½ blocks of Davie Street between Burrard and Broughton; 2) All of Davie Street between Burrard and Denman - includes two blocks of lower Davie at Denman; 3) West End, including Davie, Denman and lower Robson. The majority of responses indicated that the

BIA proposal should centre initially on the smaller Village area. This choice has had its limitations; while the small BIA area permits focused branding and area identification, the small number of properties generate insufficient levy revenue to permit the BIA to operate effectively, without financially overburdening its member businesses.

In 2004, the DViBIA approached the City with the idea of expanding its boundaries to include the two lower blocks of Davie between Cardero and Denman. Staff indicated concern that such a proposal might not be well-received by the existing West End Business Association (WEBA) which, until recently, had been active and had taken initial steps to pursue a BIA for Denman Street. Staff suggested that the DViBIA approach WEBA representatives about how the preferences of lower Davie businesses might jointly be canvassed.

A Business Association has existed on Denman Street for some time, but its activities have been sporadic, dependent largely on the efforts of energetic merchants who have come and gone over time. Businesses and property owners have worked with the City to implement streetscape improvements, pedestrian lighting and the distinctive blue poles. In 2001-02, WEBA negotiated an agreement with Pride Vision TV to permit installation of street banners which alternated corporate branding with 'West End Business Association' banners.

As early as 1987 (a year before the introduction of BIA provisions in the *Vancouver Charter*), efforts were made to organize a BIA for Denman Street. These early attempts did not proceed. In 2002, a temporarily revitalized WEBA conducted a business survey and membership campaign as a first step toward a possible BIA formation process. In January 2003, after a hiatus in leadership, WEBA held an open meeting inviting Denman Street businesses to discuss issues and concerns, and to gauge support for pursuing a BIA. This meeting was well-attended, there was overwhelming support to start a BIA-formation process, but due to a further hiatus in leadership the momentum was lost.

Subsequent discussions between DViBIA and WEBA representatives, initiated by the DViBIA, led to identification of a complementary interest in creating a BIA for the greater West End neighbourhood: A larger area would generate the resources and economies of scale necessary for an effective BIA, while the leadership and staff resources of the Davie Village Business Improvement Association would provide the impetus necessary to complete a BIA Outreach process for Denman Street, something WEBA had been unable to do. The inclusion of lower Robson Street, between Denman and Jervis (western end of the existing Robson Street BIA) would bring all commercial areas in the West End within a BIA. Finally, sub-area branding would permit enhancement of the unique identities of each area, including preservation of Davie Village's own unique identity.

Although technically an expansion of the existing Davie Village BIA, the expanded and re-named BIA would effectively be a new BIA. The idea of creating a West End BIA through expansion of the Davie Village BIA is supported both by WEBA representatives and the DViBIA Board of Directors. At the DViBIA AGM in September, expansion was unanimously endorsed by the membership of the existing BIA.

DISCUSSION

The proposed Davie Village BIA expansion comprises fourteen commercial blocks of Davie, Denman and Robson streets between the existing Davie Village BIA and the existing Robson Street BIA. The proposed expansion area is the grey-shaded area in the map attached as Appendix A. The resultant West End BIA, including the existing Davie Village BIA, would extend 17 blocks from Davie & Burrard to Robson & Jervis.

The DVIBIA proposes a Year 1 expansion budget of \$500,000.00, representing an annual levy rate of \$1.07 per \$1,000.00 of assessed property value, or approximately 3.8% of commercial property taxes. A copy of the proposed budget is attached for information as Appendix B. If Council approves the BIA expansion at the Court of Revision, staff will report back for approval of the expansion (West End BIA) budget along with all of the other BIAs' 2007 - 2008 budget requests.

The proposed funding-ceiling of \$1,600,000 is the maximum amount that may be levied over the expanded Davie Village BIA 5-year term. This provides up to \$800,000 additional funding for the remaining two years of the BIA's mandate.

Outreach Activities

In October 2004, the Davie Village BIA organised a preliminary meeting of Denman and Robson Street merchants. The purpose of the meeting was to gauge merchant preference for several options, including a) Davie Village BIA expansion to include lower Davie Street, b) Davie Village BIA expanding to include lower Davie, Denman and lower Robson (to create a 'West End' BIA), or c) leaving West End businesses to form their own BIA in future, if desired. A small group of business owners attended. The idea of a West End BIA created through DVIBIA expansion was generally supported, although among the comments was a concern that only Davie Village would benefit, and that the West End's unique identity might be subsumed within an expanded Davie Village BIA.

In February 2005, the DVIBIA formed an Ad Hoc Expansion Committee, and in mid-April 2005 distributed an invitation to all 497 expansion-area property owners and business tenants (116 owners and 381 businesses) to attend an expansion Outreach meeting. The invitation included background information on BIAs, copies of the City's BIA Program brochure, and an issues survey. The survey asked respondents to mark their priorities for the West End, and to indicate whether or not they were interested in the expansion proposal. Forty-one responses were received (8.2% return rate), of which 34 (83%) were in favour of the idea of expansion, and 7 (27%) were not in favour.

On April 26 2005, the DVIBIA held its initial expansion Outreach meeting. Fourteen business tenants, including Ad Hoc Committee members, were in attendance. The City's BIA Coordinator provided background on BIAs and BIA expansion. The Ad Hoc Committee provided background information on the expansion proposal, reported survey results, and led discussion on the general merits of the proposed expansion. There was general agreement that the Ad Hoc Committee have the mandate to pursue the expansion process.

In June 2005, the DViBIA Board of Directors, unsure about support both in the expansion area and in the existing Davie Village BIA, directed the Ad Hoc Committee to conduct further survey work. A key issue was concern about retaining the unique identity of Davie Village in a larger West End BIA. The additional time required for further surveys would delay a Council Initiative to 2006. In July 2005, the DViBIA retained the services of a consultant to conduct a professional survey of Davie Village and expansion-area businesses. The survey was conducted in August and September 2005, and asked questions on a range of issues, including the issue of expansion. Two-thirds of all respondents were 'strongly' or 'somewhat' supportive of BIA expansion, while most expansion-area businesses were supportive of expansion.

At its AGM in September 2005, resolutions were adopted a) to move forward with the proposed expansion process, and b) endorsing 'statements of intent' to create a governance structure that would protect the identity of the existing Davie Village area, while empowering the expansion area to determine its identity as if it were an independent BIA.

Outreach activities recommenced in spring 2006. In late March, packages were distributed to all property owners and business tenants. The packages included background information on BIAs, a recap of the previous year's expansion Outreach, the City's BIA Program brochure, and a notice to attend the first of three final BIA outreach meetings. All three meetings were attended by the City's BIA Coordinator, who explained the BIA expansion process, answered questions, and monitored the proceedings.

The first meeting was convened on April 12, 2006. Six owners and business tenants attended the initial meeting, including Ad Hoc Committee members. Also in attendance were three owners/businesses from the Coal Harbour area, who at that time were interested in becoming part of the proposed BIA expansion. The DViBIA summarized the results of the two 2005 surveys, explained how the results would be used to develop the BIA expansion proposal, and invited discussion. There was general agreement to further develop the expansion proposal.

In early June, the DViBIA engaged a marketing consultant to deliver meeting materials door-to-door to merchants, conducting personal outreach, and encouraging business owners to attend a further Outreach meeting scheduled for late June. The Outreach material was similar to that distributed prior to the first meeting, except that the levy rate based on a proposed \$450,000 budget was also provided. The actual draft budget was not included with the materials.

The subsequent Outreach meeting - attended by a total of 18 property owners and businesses - was held on June 29, 2006. This outreach event was held as an all-day open house, commencing with a morning and an evening Outreach meeting to facilitate attendee's schedules. Survey results were summarized, and a draft BIA budget was presented for discussion. Levy estimates were available on request, with generally favourable responses, and general approval of an expansion proposal and budget at \$450,000.

Proposed BIA budget line items and budget allocations were refined on the basis of input at the June 29 meeting. A package was distributed in mid-September containing background materials, a summary of the process to date, the proposed \$450,000 expansion budget, and a meeting notice. In addition to the levy rate, the materials contained information for calculation of individual business cost. A final BIA outreach meeting was held on September 12, 2006. Unfortunately, only three property owners / business tenants attended. At that meeting, a revised budget was presented, proposing a \$500,000 total expenditure. BIA

Program staff advised that, because the meeting notices used cost calculations based on the previous \$450,000 budget, and because few people were on hand to discuss the proposed \$500,000 budget, the steering committee would need to survey property owner and business support for the BIA on the basis of the increased budget.

At its AGM on September 28 2006, the DViBIA membership approved the proposed \$500,000 expansion budget and a revised funding ceiling of \$1,600,000, and voted unanimously to proceed with the proposed expansion. The membership also voted to expand the society's geographic mandate to match the expansion-area boundaries, subject to approval of the expansion at Court of Revision. If the expansion is approved, the society will also be re-named. Only seven of twelve possible Board positions were filled by election at the meeting, to allow the remaining five positions to be filled by expansion area owners or business tenants, should the expansion be approved. This will provide interim representation on the DViBIA Board until elections at the 2007 AGM.

In October and November, an expansion exit survey was distributed to all property owners and business tenants. The survey was headed with information about the proposed expansion, including the estimated annual cost to owners and businesses. However, in error, the cost estimates were based on the earlier \$450,000 budget rather than the revised \$500,000 budget. The survey asked respondents whether or not they supported the BIA expansion proposal. Twenty-four completed surveys (4.9% of owners and tenants) were returned. The respondents included 3 property owners (2.6% of owners) and 21 tenants (5.6% of tenants). Of the property owner responses, none of the respondents supported the BIA proposal. Of the tenant responses, 16 (76.2%) supported the BIA proposal, with 3 tenants (14.3%) opposed, and 2 tenants (9.5%) needing more information.

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

The Davie Village Business Improvement Association formally applied to the City for consideration of BIA expansion on November 3, 2006. A copy of their application letter and documentation of their outreach activities is attached as Appendix C (*Limited distribution to Council members only*).

Staff Comments - Outreach and Support

Staff are satisfied that the Davie Village Business Improvement Association has notified all property owners and tenants within the proposed BIA boundaries. The DViBIA has expended considerable effort to engage expansion area property owners and businesses, including three owner / business surveys, and door-to-door visitations. Staff attended four expansion Outreach meetings held on April 26 2005, and on April 12, June 29, and September 12 2006, respectively. Between three and 18 owners / businesses attended the four meetings. The numbers in attendance represent a moderate to very low participation rate in the Outreach process. Although participants seemed supportive of the expansion proposal, it is difficult to assess whether the low participation is a sign of general support, lack of awareness, or underlying opposition.

Staff have some concern regarding the amendment (increase) to the proposed budget just prior to the final Outreach meeting. The increase (from \$450,000 to \$500,000) was not reflected in the advance meeting materials, and only a handful of businesses present at the

final Outreach meeting would have been aware of it. To compound matters, the cost estimates provided on the exit survey were based on the original \$450,000 budget. It is unclear what difference the correct estimates would have made to the results of the survey. Negative responses from property owners and tenants were 100% and 14.3% respectively. The tenant responses are significantly below Council's 'one-third' policy, but this figure is not a very reliable measure of actual opposition due to the low return rate (5.6%). As there were only 3 property-owner responses, the sample is too small to draw any conclusions.

To address the discrepancy between the \$450,000 budget referenced in the expansion Outreach materials, and the \$500,000 current proposal, the DViBIA has been asked to provide explanatory material and revised cost estimates as part of the BIA sponsor-insert that normally accompanies the Council Initiative notifications sent by the City to the affected property owners and business tenants. The City's notification material will be based on the revised budget figure.

At the instruction of staff, the DViBIA notices contained the name and telephone number of the City's BIA Coordinator. As of the date of this report, the Coordinator has had direct communication with a major property owner who has indicated they will not be supporting the proposed expansion because of the cost, and because many of their business tenants have expressed opposition.

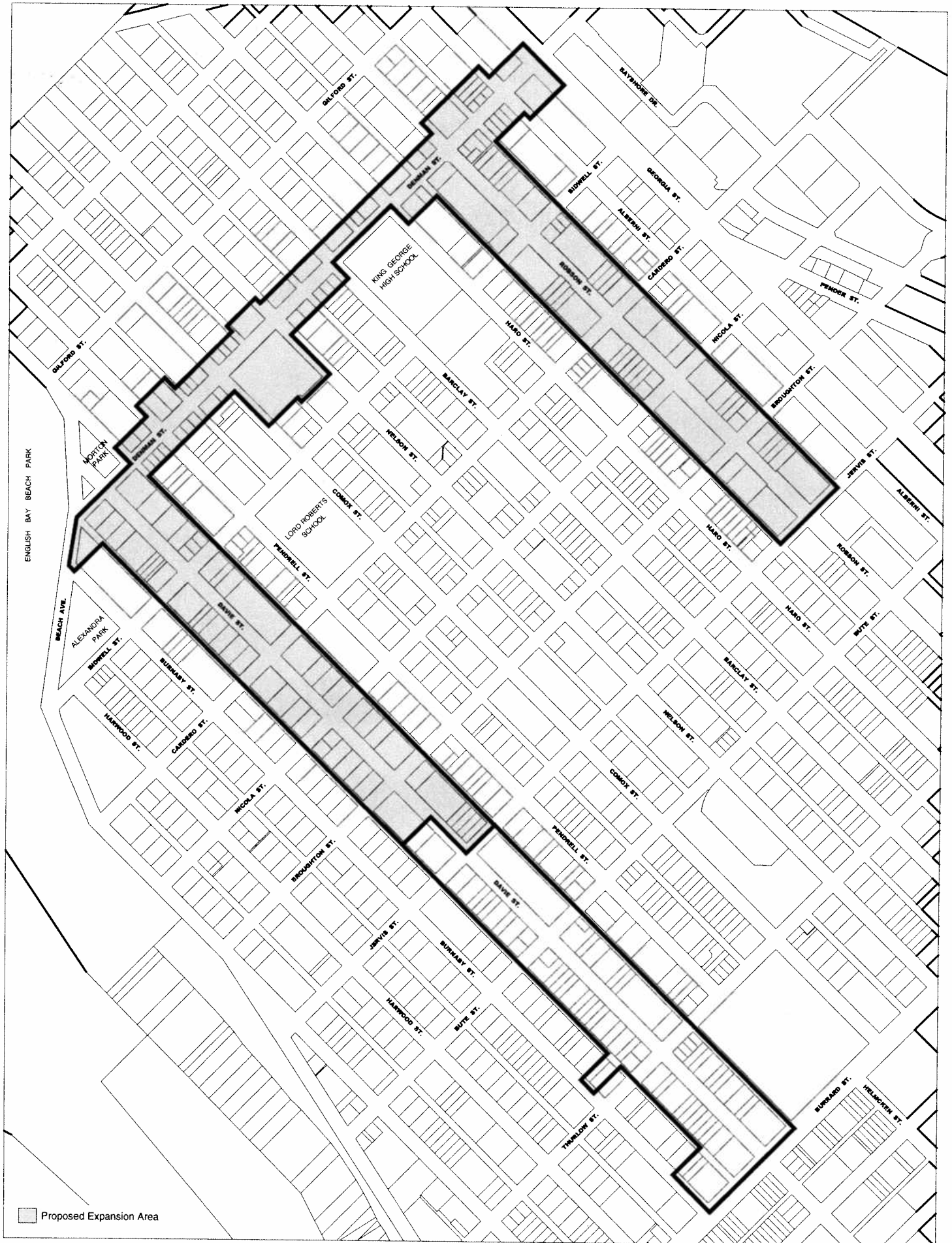
FINANCIAL IMPLICATIONS

There are no financial implications.

CONCLUSION

The Davie Village Business Improvement Association (DViBIA), with the concurrence of the West End Business Association (WEBA), is requesting that Council consider a mid-term expansion of the existing Davie Village BIA to include lower Davie, Denman, and lower Robson Street. Although nominally an expansion, the intention is to create, in effect, a new 'West End BIA'. As part of the expansion Initiative, the DViBIA is requesting that Council approve increasing the BIA funding-ceiling from \$800,000 to \$1,600,000, to permit significantly increased annual budgets for the larger area during the remaining two years of the current 5-year term. The DViBIA has asked that their expansion application be forwarded by way of Council Initiative, to a Court of Revision, in order that the enlarged BIA may be effective April 2007. Despite considerable efforts on the part of the DViBIA, the results of their Outreach activities are inconclusive due to low participation and sparse survey return rates. Low participation can be an indication of general support, lack of awareness, or underlying opposition. However, there has been little overt opposition at this stage in the process. If Council approves the Davie Village BIA expansion at the Court of Revision, staff will report back for approval of the Year 4 budget along with all of the other BIAs' 2007 - 2008 budget requests.

* * * * *



Proposed West End BIA (Davie Village BIA Expansion)



Davie Village Business Improvement Association Draft Budget for the Proposed West End BIA For the year April 01, 2007 to March 31, 2008	
Income	
Levy - City of Vancouver	\$500,000
Non levied funds	
Interest	1800
	501,800
Operating Expenses (administration)	
Audit/ Bookkeeping	3,200
Bank Charges	300
Honourariums	1,000
Insurance	1,920
Legal	1,200
Rent	15,000
Office, postage & Miscellaneous	3,000
Sub-contract labour	117,000
Telephone and fax line	4,000
	146,620
Beautification:	
Banners, installation & removal	45,000
Custodian and janitorial supplies	60,000
Streetscape Improvements	5,200
Marketing and Promotions:	
Advertising	14,000
Meetings and Conferences	5,000
Memberships	2,480
Newsletter	12,000
Website	2,500
Safety and Security:	
Biz Patrol	35,000
Other Initiatives	38,000
Special Events	70,000
Other/Miscellaneous	60,000
Office Furniture	2,000
	355,180
Total Expenses	501,800
Surplus/Deficit	0



Davie Village

Business Improvement Association

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

November 3, 2006

Dear Mr. Vaisbord,

Re: Proposed Expansion of the Davie Village BIA

On behalf of the Davie Village BIA, I hereby request City Council to consider our application to expand the Davie Village BIA (see attached map). This letter, accompanied by my executive summary and a Presentation Binder, is our formal BIA application as required by the BIA program.

Our Board of Directors has been working on the proposed expansion since February 25, 2005. We have held 4 outreach information sessions as outlined in the presentation document hand delivered to you today. All feedback to date has led us to believe that the majority in the suggested expanded area are in favour of expanding our BIA boundary. In fact, even our own membership voted unanimously in favour, and as well unanimously voted for the proposed budget and increased ceiling cap at our recent Annual General Meeting.

We are concurrently applying for an increase in our present 5-year funding ceiling to provide annual funding commensurate with our expanded boundaries. The current funding ceiling is \$800,000.00 and the proposed ceiling is \$1,600,000.00 effective the remaining two years of our current 5-year mandate.

Thank you in advance for consideration of the Davie Village BIA request.

Respectfully Yours,

A handwritten signature in cursive script that reads "Lyn Hellyar".

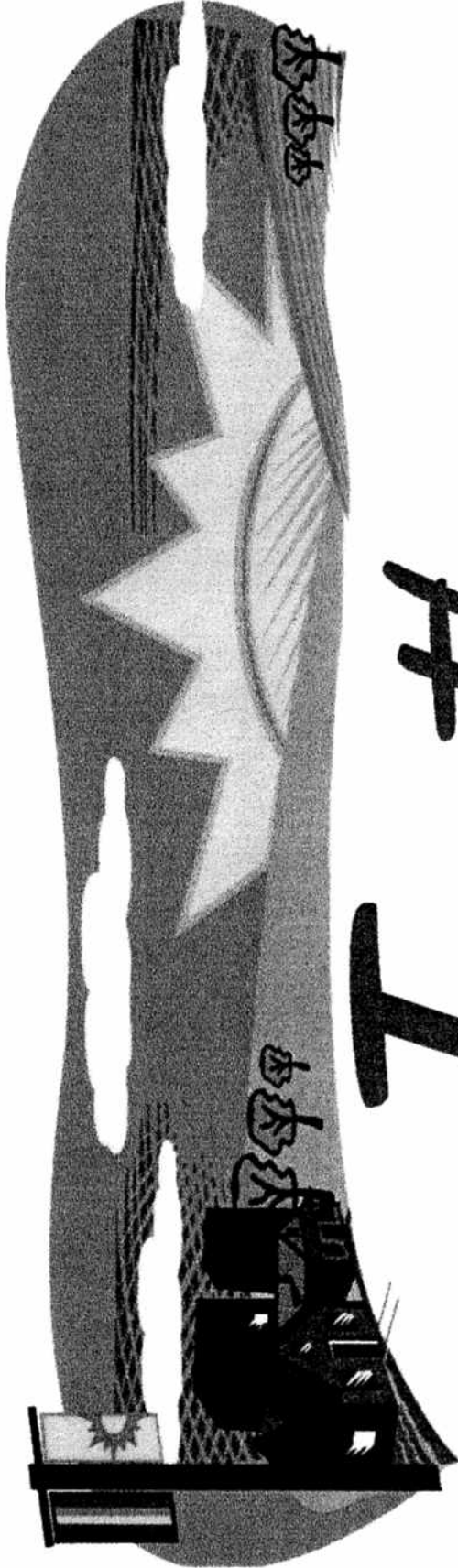
Lyn Hellyar
Executive Director

/lh

cc. Mayor and Council

DViBIA

*Presentation to
the City of Vancouver
Proposed Expansion
of the
Davie Village BIA
November 3, 2006*



Together

*We Will Create
A Thriving, Vibrant Business
Community!*



Executive Summary

Introduction

“Together we will create a thriving, vibrant business community.” This theme was derived out of the myriads of meetings that I attended . Early in my tenure with the Davie Village BIA (DVIBIA) I had time on my hands so to speak. I was working 10 hours per week, filling in for a co-ordinator who’d taken a short leave of absence. Before long I was asked to stay, and 10 hours turned into 20 hours per week.

In an effort to form positive partnerships and get to know the West End and what really made it tick, I started attending meetings. Meetings galore - community meetings, DVA meetings, Board of Trade meetings, City Council meetings, Mayor’s forums, Justice Review Task Force matters - the list goes on. The meetings were relating to all sorts of issues - street disorder, policing issues, theft, armed robberies, homelessness, inequitable taxes, panhandling, graffiti challenges, drug problems - and this list goes on. It became more clear by the day that no one was interested in the Davie Village. The talk was all about the “West End”. Many would ask, “Why isn’t there a BIA for the West End?”

Good question!

The Need

Following a meeting with a handful of merchants and business people from Denman and lower Robson Streets, it became obvious that this was a problem worth doing something about. After realizing that these folk were not about to take on the initiative, our BIA started serious dialogue, an Ad Hoc committee was created, and on April 13, 2005, a questionnaire was circulated to the ‘would be’ membership in the proposed expanded area. This would identify their needs and priorities.

The Solution

The startling results from the survey were shared at the first Outreach meeting April 26, 2005. The recommendation now to the Board from the Ad Hoc committee was to proceed. The notion was that we were creating a BIA for the West End, using expansion of the Davie Village as the vehicle for this to happen. It was also decided that the dialogue would be more about creating a BIA for the West End, rather than expanding the DVIBIA. (Davie Village BIA)

“Individually, we are one drop. Together, we are an ocean.”

Ryunosuke Satoro

We are starting now, to build an exciting economic future for the West End. This West End BIA proposal was an inclusive initiative spearheaded by the DViBIA. Using our mission statement, “to champion the business success and diversity of its members”, we moved forward recognizing the value of the characteristics of the various retail regions within the West End and seeking to preserve and enhance the unique elements that make the West End such an inclusive and vibrant business community.

Why a Business Improvement Area?

We talked about how a West End BIA would make a difference in the community. We shared that BIA’s are busy organizations with many initiatives and projects underway that would benefit merchants and building owners. We shared some of what we do for them. A BIA:

- Collectively markets and promotes the whole business area, increasing consumer traffic and benefitting all businesses.
- Addresses safety and security concerns that keep customers and other businesses away from the area.
- Liaises with health and other agencies to deal with social issues such as homelessness, panhandling and graffiti removal.
- Lobbies government to work with and for the benefit of area businesses .
- Allocates its budget and resources based on the individual needs of its area and members’ priorities.
- Allows businesses to resolve community issues collectively.

Substantiation of our Journey

The phrase “Individually we are one drop. Together we are an ocean!” clearly pointed us in the right direction. It was obvious that the DViBIA was the right group to make this happen. We recognized the strength that we would have together - with one administration and an established office. In place already was a registered Society with a constitution and By-laws, an established relationship with the City of Vancouver, and a BIA whose current membership was satisfied with performance over the first seven years.

It seemed that expansion was the obvious next progression.

Conclusion

We are working towards building an exciting economic future for the West End.

Respectfully submitted,
Lyn Hellyar Executive Director



**Summary - Timeline on Activities
for Expansion Proposal
Davie Village BIA**

Date	Activity
October 21, 2004	Peter Vaisbord and Lyn Hellyar, Executive Director for the Davie Village meet with a small interested group of merchants from Denman and Robson Streets
November through January, 2005	Further discussion with the Board regarding ceating a BIA for the West End
February 25, 2005	Initial Meeting of the Ad Hoc committee for Expansion
April 13, 2005	Invitation to the Outreach meeting scheduled for April 26, 2005 and a survey circulated
April 26, 2005	Initial Outreach Meeting complete package circulated to all property owners and merchants viewed Power Point Presentation outlining the proposal survey sheets and results from 1 st questionnaire reviewed motion to the Ad Hoc committee to 'mandate the Ad Hoc committee to createa BIA for the Wset Er
June 8, 2005	The Board of Directors response not positive decided that they wanted more people surveyed gave the ED direction to have the Ad Hoc committee do more work although the Board was advised that this would delay by another year the process due to the requirements of the City of Vancouver, they still wanted to get more information
July 7, 2005	An update letter to property owners and merchants in the proposed expanded area was sent. The Ad Hoc committee had determined that these people would be involved in all DViBIA initiatives in order that they may have a better understanding of the workings of the BIA . They were apprized of the issue of property taxes, and took part with great interest in the write in campaign
August 2005	Consideration was given to a further survey project and it began - at great expense to the BIA.
September through Novermber 2005	Further survey project continues. It was delayed due to lack of resources, staffing, and as well to the apathy in the proposed expanded area.
September 29, 2005	Statement of Intent at the AGM Verbatim comments are useful and shared with the membership generally the membership is happy with the performance of the BIA 'Rainbow reluctance' persisted, and there were two resolutions made at this meeting with specific respect to concerns about losing the identity of the 'gay village'.
December 2005	Results tabulated for the survey
April 12, 2006	The next outreach meeting - April 12 th , 2006
April 28, 2006	Meeting with Coal Harbour regarding expansion
April 2006 through June 29, 2006	There was a great deal of outreach activity including: personal visits to many merchants a campaign involving a marketing consultant personal presentation the marketing expert visited every business in the proposed expanded area, personally hand delivering outreach material and a pamphlet
June 29, 2006	In light of reasons that merchants were providing for not being able to attend we decided to have

	a morning and an evening session with an Open House in between. There was still very poor attendance.
July 2006	The report and recommendations from Market Navigators on the West End BIA Campaign were provided and reviewed in depth by the Board.
June through September 2006	Canvassing and outreach continue.
September 2006	Final survey to determine interest and support circulated.
September 12, 2006	Despite a request and discussion about not having a September meeting, the City still insists that the Final Outreach meeting takes place. Two persons attended this meeting
September 28, 2006	Annual AGM and its Outcome the membership voted unanimously to move forward with the proposal to the City of Vancouver The membership also voted unanimously to move forward with the proposed expanded budget and as well with the revised ceiling cap
October and November 2006	Continuing: still meeting with folk about expansion responding to questions continues education still continues collection of final survey to determine interest and support continues until



Davie Village

Business Improvement Association

Creating a BIA for the West End- Introduction

This initiative actually started on October 21, 2004.

Mr. Vaisbord and I attended, by invitation, a meeting of what turned out to be a very small group of interested merchants. The meeting was called by Mary Phelps of VanCity, who in years past had attended meetings regarding the creation of a BIA on Denman Street. Prior to taking a position at VanCity, Mary had been the co-owner of a business called CrankPots on Denman Street.

Past history indicated that since approximately 1987, when Leonard Schein made efforts to form a BIA, there had been interest in a BIA for Denman Street. For whatever reasons, unknown to us, they never moved forward. Mary told the group that there had been several attempts made since that time, but that no one ever had followed through.

Attached are notes from Mary that were emailed to the group in attendance, and as well to those that had apparently indicated that they would be interested. These notes are representative of how she viewed the meeting.....

and the mis-information was pointed out to Mary and the others by Mr. Vaisbord.
(see copy of his email - also attached)

There were great questions from those in attendance, and certainly a genuine interest in a BIA for the West End. There was, as well, a little apprehension felt by both Peter and myself at that time, that they didn't really want to be a part of the "pink" village.

Thus the project was set aside. Some discussion came forward to our Board. At the direction of the Board of Directors, by February 25th, 2005, an Ad Hoc committee had been formed, and an initial meeting was held with the following members present:

Peter Vaisbord
Vince Marino (Chair of the Ad Hoc Committee)
Janine Davies and myself

Respectfully submitted,

Lyn Hellyar

DVIBIA

Suite 411, 1033 Davie Street, Vancouver, B.C. V6E 1M7 Phone (604) 696-0144 Fax (604) 669-3323
davievillagebia@telus.net www.davievillagebia.com

I AM Davie Village

Davie Village BIA

From: "Mary Phelps" <Mary_Phelps@vancity.ca>
To: <badams@shaw.ca>; "Janine Davies" <Janine_Davies@vancity.ca>;
<davievillagebia@telus.net>; "Vaisbord, Peter" <peter_vaisbord@city.vancouver.bc.ca>;
<gborgs@shaw.ca>; <quicknickel@shaw.ca>; <sj@donnellyhospitality.ca>;
<jonny@hotdogjonnys.com>; <kimprints@shaw.ca>; <art@devongallery.com>;
<cupcakes@telus.net>; <hilaryschultz@shaw.ca>; <christolhurst@shaw.ca>
Sent: Thursday, November 04, 2004 2:26 PM
Subject: West End BIA

Forming a BIA

- Choices:
1. Allow the Davie Village BIA to expand and incorporate the businesses from Cardero to Denman and include Milestones & The Boathouse
 2. Merge with Davie Village BIA forming 1 BIA
 - 1 BIA By-law
 - 1 Society Act
 - 1 levy bodyThe area would be re-branded incorporating two geographic committees
Individual branding & marketing of each area
 - 3- Denman merchants form their own BIA.

Benefits: Forming a BIA gives the merchants one voice at City Hall
Invited to the Mayor's Forum keeping up to date on changes to our city
Graffiti removal and street cleaning
Full time co-ordinator to keep merchants up to date on important events and Seminars that effect business
With the pooled funds street events can take place with the cooperation of City Hall.
Each business pays a levy which is a very small amount giving the BIA a Budget for banners, street lights, and special events like closing off the street

Process: This is a six month process.

- 1- Open meeting to discuss whether to join Davie Village or create our own
- 2- Survey each business, a consensus of more than 2/3 of the businesses will Be required to go ahead
- 3 - Request to City Council to commence initiative
- 4 - City delivers formal BIA notification to all affected property owners and Businesses with instructions on filing objections
- 5 – When approved Council enacts by-laws to establish the BIA, boundaries And terms

Should we start now we would have a BIA in place or be part of the Davie Village BIA by the Spring of 2006

Some comments presented at the meeting of Oct.21 2004 were as follows:

Justus of Denman Bike Shop : We have a uniqueness on Denman that should become our brand " At Stanley Park". Starting our own BIA will preserve our uniqueness. We have diversity and vitality with a strong community spirit. The focus would be to the benefit of each business not just those near English

Bay. Events would be planned with all in mind. We need more support from the Denman businesses by showing a bigger turnout at our meetings.

Page 2.....

Brandon of Tango's Gourmet Meats: Concerned an expansion with Davie Village BIA will only benefit Davie Village. How can we be sure we will get fair representation. He suggested we focus on Denman and expand to include the Coal Harbour merchants

Rai of Dairy Queen: Would like to establish the Denman Street BIA and agrees with the statements of Justus on the unique quality of Stanley Park and agrees with Brandon on including Coal Harbour. Davie Village already has their branding and marketing in place and is concerned Denman would become just an extension of Davie Village BIA

Jennifer of Infuze Teahouse: Would be supportive of forming a core group to move forward in establishing a BIA

Janine Davies of VanCity: It would be beneficial in joining the Davie Village BIA because they already have the experience of several years. Knowing most of the merchants on Davie Street she was confident the inclusion of the Denman merchants' uniqueness will be an important consideration to them. The Davie Merchants are taking an inclusive approach that ties in the diversity of Davie Street. It is important that all business on Denman Street be included in the process no matter how small to ensure everyone is treated fairly.

Lyn Hellyer Coordinator Davie Village BIA: Outlined her duties as coordinator. Stated the BIAs have a powerful influence with City Hall. The budget of the BIA allows events to take place such as the Davie Day event. City Hall is very supportive of BIA events and will allow street closures. Lyn puts out a newsletter and mentioned the Davie Village BIA has a mission statement. Lyn puts the budget together for Board approval.

Peter Vaisbord BIA Program Coordinator: Should Denman Street decide to be part of Davie Village BIA there would be a new constitution as well as two branding committees. The funds collected through levies would be pooled. The Denman merchants are a big enough number to support their own BIA. We need to establish a core group to start the consensus process. The budget is based on the property values of the street. Davie street levy is close to 4% which equates to approximately \$200 - \$300 per year per merchant. All merchants pay the levy through the tax portion of their monthly payment. We do need to get on with the process right away. He can be available to attend future meetings based on his schedule.

Incoming mail is certified Virus Free.

Checked by AVG Anti-Virus (<http://www.grisoft.com>).

Version: 7.0.280 / Virus Database: 264.12.7 - Release Date: 11/1/2004

Davie Village BIA

From: "Vaisbord, Peter" <peter_vaisbord@city.vancouver.bc.ca>
To: "Mary Phelps" <Mary_Phelps@vancity.ca>; <badams@shaw.ca>; "Janine Davies" <Janine_Davies@vancity.ca>; <davievillagebia@telus.net>; <gborgs@shaw.ca>; <quicknickel@shaw.ca>; <sj@donnellyhospitality.ca>; <jonny@hotdogjonnys.com>; <kimprints@shaw.ca>; <art@devongallery.com>; <cupcakes@telus.net>; <hilaryschultz@shaw.ca>; <christolhurst@shaw.ca>
Sent: Thursday, November 04, 2004 4:04 PM
Subject: RE: West End BIA

Hi all - I am the BIA Program Coordinator at the City of Vancouver. I just have a few minor clarifications /corrections to the summary provided by Mary, mostly in the 'Forming a BIA' section, and some comments at the very bottom (see below - scroll down): By way of background, the Oct 21 meeting was originally precipitated by the request of the Davie Village BIA to expand its area to the two lower blocks of Davie St, (Cardero to Denman) including the Free House, Milestones and the Boathouse. Since then, two additional options have been put forward, as described by Mary.

Feel free to e-mail or call if you have any questions. More information on the BIA formation process is on the City of Vancouver website at www.city.vancouver.bc.ca/biaprogram

Peter Vaisbord, Coordinator

BIA Program / Business District Initiatives

City of Vancouver

Tel: 604.871.6304 Fax: 604.873.7898

e-mail: peter_vaisbord@city.vancouver.bc.ca

-----Original Message-----

From: Mary Phelps [mailto:Mary_Phelps@vancity.ca]
Sent: Thursday, November 04, 2004 2:26 PM
To: badams@shaw.ca; Janine Davies; davievillagebia@telus.net; Vaisbord, Peter; gborgs@shaw.ca; quicknickel@shaw.ca; sj@donnellyhospitality.ca; jonny@hotdogjonnys.com; kimprints@shaw.ca; art@devongallery.com; cupcakes@telus.net; hilaryschultz@shaw.ca; christolhurst@shaw.ca
Subject: West End BIA

Forming a BIA

Choices: 1. Allow (OR OPPOSE) the Davie Village BIA to expand and incorporate the businesses from

Cardero to Denman and include Milestones & The Boathouse

2. Merge with Davie Village BIA forming 1 BIA ('EXPANSION' OF EXISTING 4-BLOCK BIA (Burrard to Broughton) TO COVER LOWER DAVIE, DENMAN, & PERHAPS PART OF ROBSON?)

- 1 BIA By-law
- 1 'BIA' ASSOCIATION UNDER THE Society Act TO GOVERN THE BIA
- 1 levy AREA

The BIA would be re-branded (PERHAPS AS 'WEST END' BIA) incorporating two geographic committees

Individual branding & marketing of each area EG. 1) DAVIE VILLAGE THEME

2) DENMAN AREA THEME

3- Denman merchants form their own BIA.

Benefits: Forming a BIA gives the merchants one voice at City Hall

WERE Invited to the Mayor's Forum ON BIA ISSUES LAST YEAR

Graffiti removal and street cleaning

CITY'S full time co-ordinator keep s merchants up to date on important events and Seminars that effect business (THROUGH BIA OFFICE)

BIAs CAN HIRE FULL OR PART TIME COORDINATOR, LIKE DAVIE VILLAGE, TO DO PROMOTION, IMPLEMENT PROJECTS ETC. 'EXPANDED' BIA COULD USE EXISTING DAVIE VILLAGE COORDINATOR. --DAVIE VILLAGE BIA HAS OFFERED LYN'S SERVICES TO HELP COORDINATE BIA EXPANSION TO DENMAN IF OPTION 2 IS CHOSEN.

With the pooled funds street events can take place with the cooperation of City Hall.

EACH COMMERCIAL PROPERTY OWNER PAYS A BIA TAX LEVY PROPORTIONAL TO THE PROPERTY VALUE

Each business pays THE levy INDIRECTLY THROUGH THEIR LEASE PAYMENTS which is a very small amount giving the BIA a

Budget for banners, street lights, and special events like closing off the street

Process: This is a six month process.

1- Open meeting to discuss whether to join Davie Village or create our own

2- Survey each business REGARDING PRIORITY ISSUES , AND BUILD

consensus AMONG the PROPERTY OWNERS AND businesses

THROUGH MAILOUTS, OPEN MEETINGS AND FURTHER SURVEY. CITY COUNCIL GUIDELINE IS THAT ONE-THIRD OPPOSED WILL GENERALLY DEFEAT THE BIA OR BIA EXPANSION.

3 - Request to City Council to commence initiative

4 - City delivers formal BIA notification to all affected property owners and

Businesses with instructions on filing objections . PROPERTY OWNER AND MERCHANT OBJECTIONS ARE COUNTED SEPARATELY. IF OBJECTIONS ARE FEWER THAN ONE-THIRD IN EACH CATEGORY, THEN BIA OR EXPANSION IS APPROVED.

5 - When approved Council enacts by-laws to establish the BIA, boundaries

And BIA term (USUALLY 5 YEARS)

Should we start now we would have a BIA in place or be part of the Davie Village BIA by the Spring of 2006

Some comments presented at the meeting of Oct.21 2004 were as follows:

Justus of Denman Bike Shop : We have a uniqueness on Denman that should become our brand " At Stanley Park". Starting our own BIA will preserve our uniqueness. We have diversity and vitality with a strong community spirit. The focus would be to the benefit of each business not just those near English Bay. Events would be planned with all in mind. We need more support from the Denman businesses by showing a bigger turnout at our meetings.

Page 2.....

Brandon of Tango's Gourmet Meats: Concerned an expansion with Davie Village BIA will only benefit Davie Village. How can we be sure we will get fair representation. He suggested we focus

on Denman and expand to include the Coal Harbour merchants

Rai of Dairy Queen: Would like to establish the Denman Street BIA and agrees with the statements of Justus on the unique quality of Stanley Park and agrees with Brandon on including Coal Harbour. Davie Village already has their branding and marketing in place and is concerned Denman would become just an extension of Davie Village BIA

Jennifer of Infuze Teahouse: Would be supportive of forming a core group to move forward in establishing a BIA

Janine Davies of VanCity: It would be beneficial in joining the Davie Village BIA because they already have the experience of several years. Knowing most of the merchants on Davie Street she was confident the inclusion of the Denman merchants' uniqueness will be an important consideration to them. The Davie Merchants are taking an inclusive approach that ties in the diversity of Davie Street. It is important that all business on Denman Street be included in the process no matter how small to ensure everyone is treated fairly.

Lyn Hellyer Coordinator Davie Village BIA: Outlined her duties as coordinator. Stated the BIAs have a powerful influence with City Hall. The budget of the BIA allows events to take place such as the Davie Day event. City Hall is very supportive of BIA events and will allow street closures. Lyn puts out a newsletter and mentioned the Davie Village BIA has a mission statement. Lyn puts the budget together for Board approval.

Peter Vaisbord BIA Program Coordinator: Should Denman Street decide to be part of Davie Village BIA there would be a new constitution as well as two branding committees. The funds collected through levies would be pooled. The Denman merchants are a big enough number to support their own BIA. We need to establish a core group to start the consensus process. The budget is based on the property values of the street. Davie street levy is close to 4% which equates to approximately \$200 - \$300 per year per merchant. All merchants pay the levy through the tax portion of their monthly payment. We do need to get on with the process right away, IF YOU WISH TO HAVE A BIA, OR BE PART OF EXPANDED BIA, BY APR 1, 2006. He can be available to attend future meetings based on his schedule. ALSO, IF NEITHER OPTION 2 OR 3 IS CHOSEN, DAVIE VILLAGE WOULD STILL REQUIRE A RESPONSE TO ITS ORIGINAL QUESTION (OPTION 1), WHICH MAY REQUIRE SOME FORM OF JOINT CANVASSING OF PROPERTY OWNERS AND MERCHANTS IN THE LOWER BLOCKS OF DAVIE TO SEE IF THEY FAVOUR INCLUSION IN THE DAVIE VILLAGE BIA.

Incoming mail is certified Virus Free.

Checked by AVG Anti-Virus (<http://www.grisoft.com>).

Version: 7.0.280 / Virus Database: 264.12.7 - Release Date: 11/1/2004



Davie Village

Business Improvement Association

Initial meeting of the Ad Hoc Committee for Expansion - February 25, 2005

At an EGM of the Davie Village BIA on February 15, 2005, the following was recorded in the minutes of the meeting:

“There was discussion about a West End BIA - the City would not oppose if all parties were in favour.

John Clerides suggested that we should have our own house in order before proceeding with a project like this.

Options were looked at and it seemed the general consensus that expansion made sense from a number of perspectives.

The membership agrees in principle with exploration of the idea, but were definite on one thing for certain. They would like to explore options with the proviso that the identity of the Davie Village would be maintained”

Attached are the documents that were reviewed by the Ad Hoc Committee, as well as the agenda for the day.

In attendance were:

Peter Vaisbord

Vince Marino

Janine Davies

Lyn Hellyar

From this meeting, the following recommendations were made to the Board for decision:

- 1) That we proceed with a survey to gauge interest.
- 2) That an initial outreach meeting be held in order to determine interest and verify that moving forward would be beneficial.
- 3) That the suggested boundaries for the expansion encompass the whole West End to Coal Harbour and up to the Robson BIA boundary.
- 4) That this meeting be held prior to the end of April.

The Board agreed to proceed and an outreach meeting took place April 26, 2005

DVIBIA

Suite 411, 1033 Davie Street, Vancouver, B.C. V6E 1M7 Phone (604) 696-0144 Fax (604) 669-3323

davievillagebia@telus.net www.davievillagebia.com

I AM Davie Village

Working Document for Expansion

Initial meeting February 25, 2005

<i>Topic</i>	<i>Attachments / Other</i>	<i>Notes</i>
Present:		
1.) What ? Davie Village BIA expansion	to promote and improve the economic vitality of their business district – so let's first look at what that animal would look like	Some things to talk about: Goals Arguments for Arguments against Advantages / vs. disadvantages
2) Where: What would the area be? - so let's first look at what that animal would look like		
<input type="checkbox"/> Option 1 to end of the road		
<input type="checkbox"/> Option 2 to end of the road and around and down Denman		
<input type="checkbox"/> Option 3 encompass the whole West End to Coal Harbour and up to the Robson BIA boundary		

<p>3.) When</p>	<p><i>time schedule for formation</i></p>	
<p>4.) How</p>	<p><i>process for BIA formation</i></p>	
<ul style="list-style-type: none"> • establish a BIA forming committee 		
<ul style="list-style-type: none"> • identify a working boundary 		
<ul style="list-style-type: none"> • what about the budget? 		
<ul style="list-style-type: none"> • obtain reports from the City of Vancouver 		
<ul style="list-style-type: none"> • 		
<ul style="list-style-type: none"> • 		
<ul style="list-style-type: none"> • 		
<p>Where from here?</p>	<ol style="list-style-type: none"> 1.) Presentation to the Board 2.) Decision to proceed 	



Davie Village

Business Improvement Association

Invitation to the Outreach meeting

The Ad Hoc committee dialogued at length with Mr. Vaisbord regarding whether it would be perceived that we were taking over, if in actual fact the Denman merchants wanted to proceed and create a separate BIA.

We had waited several months since the meeting on October 21, 2004. There was no indication that they were planning to proceed. As a result there was consultation with Mary Phelps, and Janine Davies (committee member) about whether they wished to proceed. They both agreed that it made more sense for us to proceed and create one larger BIA.

As Executive Director of the Davie Village BIA I also spoke to many others. Some being merchants that had initially shown interest at meetings prior to the fall of 2004 with Mr. Vaisbord and Mr. Marino. (Mr. Vaisbord had provided a list of some merchants who had, prior to this, shown an interest in a BIA for Denman Street. I also spoke with all the people that had been in attendance at the meeting on October 21, 2004.

The recommendation now to the Board from the Ad Hoc committee was to proceed. The notion was that we were creating a BIA for the West End, using expansion of the Davie Village as the vehicle for this to happen. It was also decided that the dialogue would be more about creating a BIA for the West End, rather than expanding the DVIBIA. (Davie Village BIA)

Communication also took place with both the Robson Street BIA and the Downtown Vancouver BIA. Neither was opposed to the boundaries, and wished us luck in the venture. We were now ready to proceed with the creation of a BIA for the whole West End to Coal Harbour and up to the Robson BIA.

Now that these tasks were accomplished, it was then time to send out the package for the initial meeting. The following pages contain the material in the initial package.

DVIBIA

Options Explored

End
of
Davie

Davie
and
Denman

Denman
on its
own

The whole
West End to
Coal Harbour
and up to
Robson BIA



April 13, 2005

Vancouver City Savings Credit Union

WEST END COMMUNITY BRANCH
1680 ROBSON STREET, VANCOUVER, B.C. V6G 1C7
TELEPHONE: 604-877-7000 FAX: 604-877-7947
WEB: vancity.com

Dear Property Owners and Merchants,

Re: Proposed West End BIA

Who are we?

Concerned members of the West End business community have joined together with representatives of the Davie Village BIA (Davie Street between Burrard and Broughton) in an Ad Hoc Committee to look at forming a West End BIA to improve business conditions in the area.

What is this about?

We are writing to introduce to you an idea of a large 'West End' BIA that could include Denman Street, lower Davie Street, and possibly part of Robson, in addition to the three blocks of the existing Davie Village BIA area. While technically an 'expansion' of the existing Davie Village BIA, the expanded BIA would be re-named, and would be governed by representatives throughout the larger West End area. However, the new BIA would be structured to ensure self-determination within each sub-area, and preservation and enhancement of their unique character.

What is a BIA?

A Business Improvement Area (BIA) is a self-help mechanism designed to assist local business people and property owners to improve the economic vitality of their business district through promotion, physical improvements and other initiatives.

BIAs obtain funding through a special property 'tax', much like a Local Improvement Levy. Unlike general property taxes, every dollar levied goes back to the BIA to fund its annual budget. Each property owner's share of the budget is proportionate to their share of the total taxable value within the BIA boundaries. In other words, if an owner owns one percent of the total taxable assessed value, their share will be one percent of the BIA budget. In most lease agreements, property owners pass on this cost to the business tenants. The enclosed pamphlet provides additional information regarding BIA's. [For further City of Vancouver information on BIAs, contact Peter Vaisbord, BIA Program Coordinator, at (604) 871-6304]

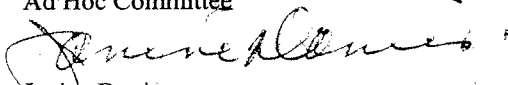
Why do it this way?

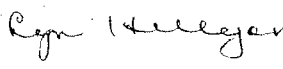
For many years now there has been talk of forming a Denman BIA. Some businesses get fired up - then realize the work involved, and the fire dies - the fire re-kindles and dies again! The time has come to make a huge big bonfire, come together and gather around it to share a vision for the betterment of all in the West End. We are stronger acting together than by trying to 'go it' alone.

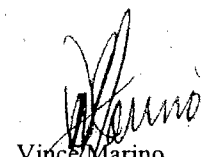
Vancity supports the creation of a West End BIA to respond to the myriad of issues involved with running a business. The cumulative effect of BIA activities will attract and maintain customers, clients, and shoppers to our commercial area as well as attracting new business to the market.

The West End has a unique and diverse culture which should be celebrated. Lets band together to develop, encourage, and promote business in the West End. To help us set priorities, please fill out the attached questionnaire. Then join us for an outreach meeting to be held at the Best Western Sands Hotel, April 26th, at 7:00 pm

Respectfully Yours,
Ad Hoc Committee


Janine Davies,
Community Business Development Manager
Vancity


Lyn Hellyar
Executive Director
Davie Village BIA


Vince Marino
Owner
The Pumpjack Pub

Enclosures: Proposed West End BIA Survey
Brochure entitled *City of Vancouver BIA Program*
Map of proposed West End BIA area

Proposed West End BIA - Questionnaire

Concerned members of the West End business community have joined together with representatives of the Davie Village BIA in an Ad Hoc Committee to look at forming a West End BIA to improve business conditions in the area. To help us set priorities, please fill out the questionnaire below and it will be picked up (in one week's time) between April 20th and 22nd, 2005. You may also return the form in person to the Davie Village BIA office, Suite 411 - 1033 Davie Street, or by fax to (604) 669-3323 **no later than April 22nd, 2005**. Should you have any questions, please call the Davie Village BIA office at (604) 696-0144

Survey		
Please rank in numerical order the priorities and issues of concern to you. #1 would be most important, and so on.		
#	Maintenance	sweeping/cleaning, graffiti removal, street vending, garbage removal
#	Safety and Security	policing, bicycle police unit, crime prevention resources, anti panhandling programme, traffic calming, homelessness
#	Marketing and Promotions	image enhancement, promotions of events and attractions, cooperative retail promotions
#	Liaison to City Hall	City issues and development proposals, property taxes, governmental issues affecting the West End
#	Street Enhancement	street furniture, banners, benches, lighting, store fronts, appearance of the street
#	Special Events	street fairs, buskers, arts fairs, music festivals, holiday promotions
	Other (please specify)	

- Yes, I am interested in a BIA in our area
- No, I am not interested in a BIA in our area
- I'm not sure - need more information
- I would like to get involved with the project

I am a

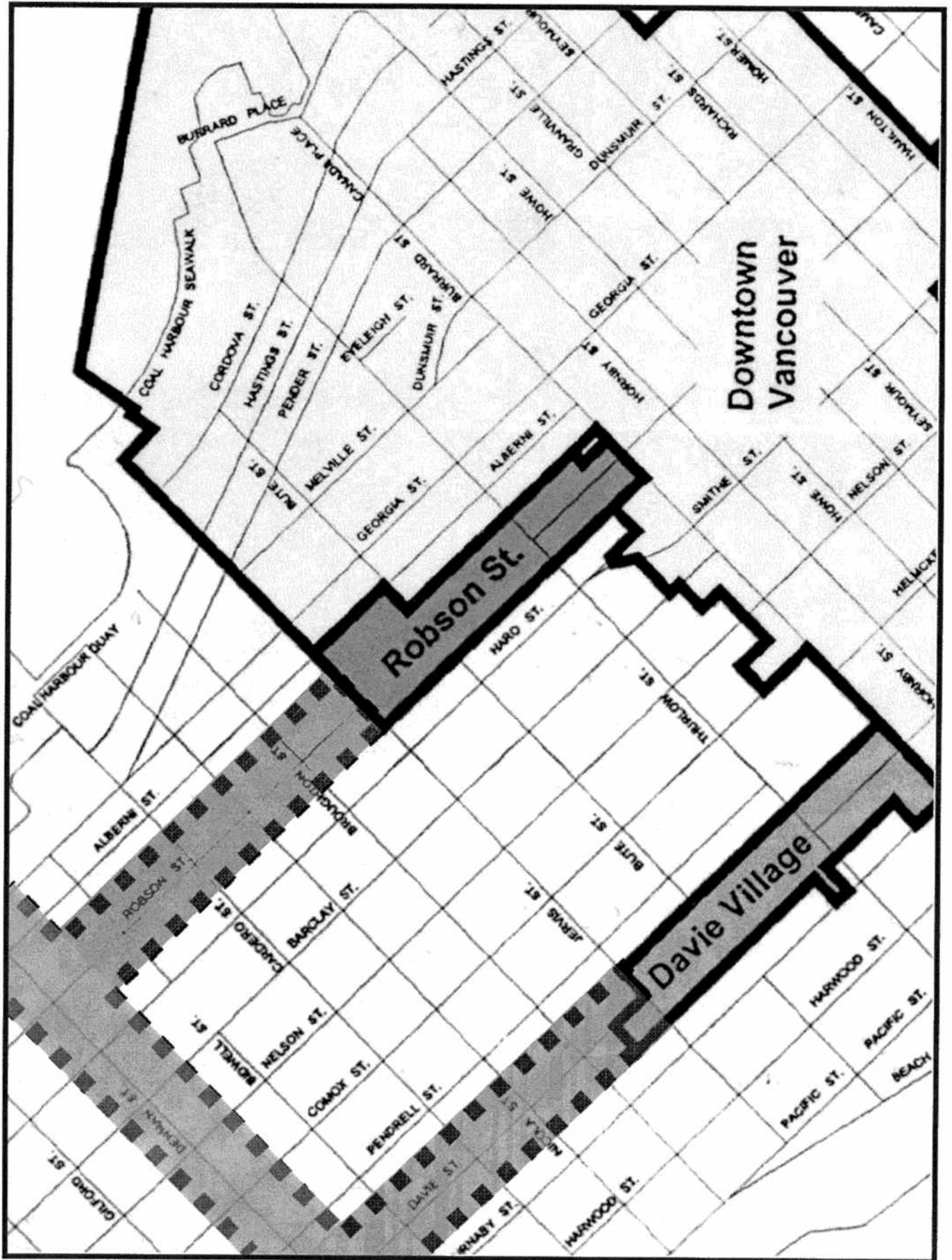
- Business owner/ Manager
- Commercial property owner
- Both

Name: _____ Company: _____

Street address in area: _____

Mailing address (if different): _____

Telephone: _____ Fax: _____ Email: _____



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.vancouver.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

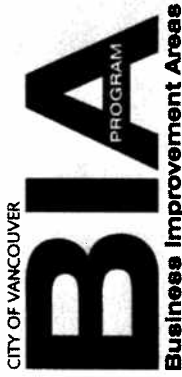


CITY OF VANCOUVER

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

email: peter.vaisbord@vancouver.ca



January 2005



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 \$1.8 million (Downtown Vancouver BIA), and the number of businesses represented ranges from 200 to 8,000.

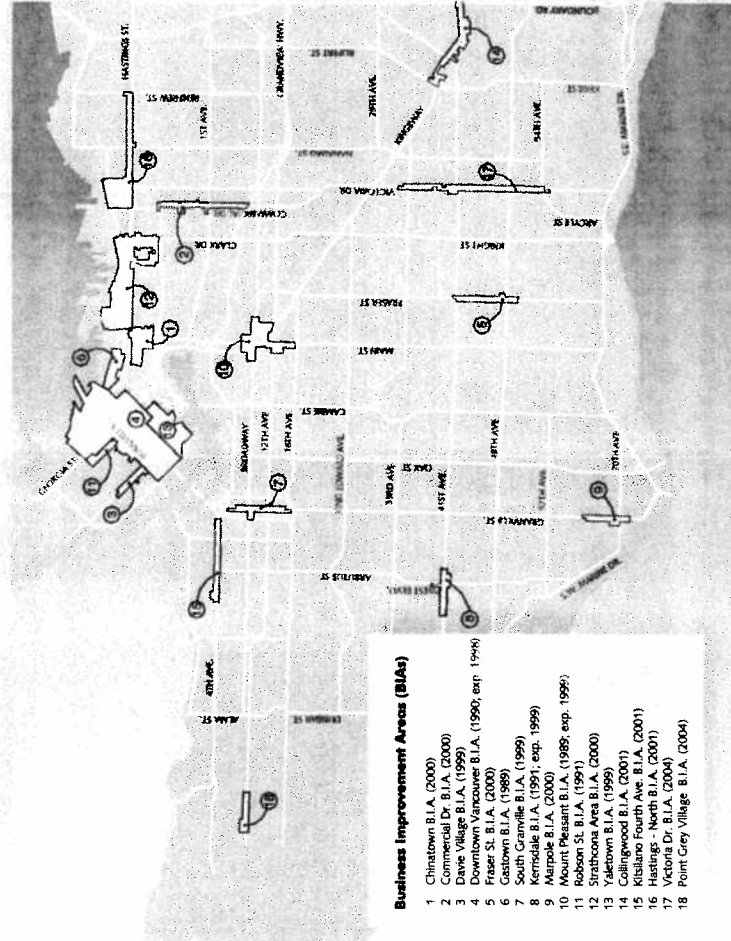
Each property owner's share of the annual BIA budget is proportionate to their share of the total taxable value within the BIA boundaries. In other words, if a property represents one percent of the total taxable assessed value, the owner's share will be one percent of the BIA budget.

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.

The BIA society/association is governed by a volunteer Board of Directors that is elected by its membership. Every year at the BIA's Annual General Meeting, the Board proposes a business promotion plan and a budget that the members must approve before City Council can approve the levy. Most BIAs hire a full or part-time coordinator to help implement and manage the association's activities.



BIAs IN VANCOUVER

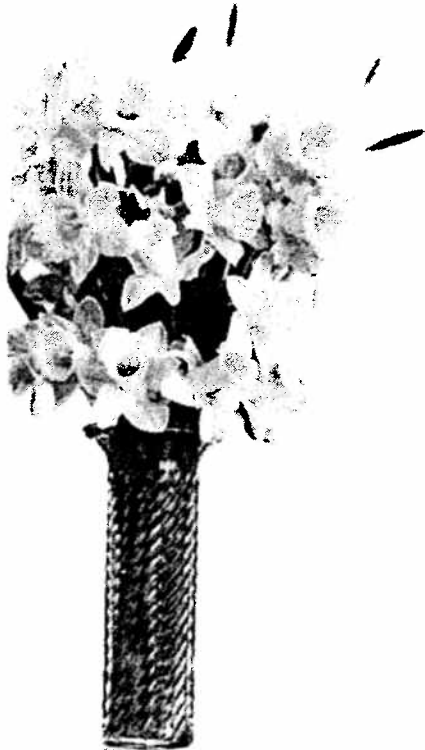
There are currently 18 Business Improvement Areas in the City of Vancouver:

- CHINATOWN
- COLLINGWOOD
- COMMERCIAL DRIVE
- DAVEY VILLAGE
- DOWNTOWN VANCOUVER
- FRASER STREET
- GASTOWN
- HASTINGS NORTH
- KERRISDALE
- KITSILANO FOURTH AVENUE
- MARPOLE
- MOUNT PLEASANT
- POINT GREY VILLAGE
- ROBSON STREET
- SOUTH GRANVILLE
- STRATHCONA
- VICTORIA DRIVE
- YALETOWN

In context, there are approximately 55 BIAs in the Province of British Columbia, 30 of which are located in Vancouver and the Greater Vancouver area.

Agenda

Outreach Meeting - Proposed West End BIA April 26, 2005 Best Western Sands



- 1.) Welcome and Introductions - *Janine Davies*
 - Ad Hoc Committee introductions
 - introductions around the room

- 2.) Proposal for a West End BIA - *Lyn Hellyar*
 - brief history and how we reached this juncture

- 3.) What is a BIA? - *Peter Vaisbord, BIA Coordinator, City of Vancouver*
 - general information on BIAs and how they work
 - steps/process for BIA formation or expansion
 - BIA options for Denman Street area
 - Options for maintaining distinct entities in a larger "West End" BIA

- 4.) Pros and Cons of a 'West End' BIA - *Janine Davies and Lyn Hellyar*
 - a quick look at what options were considered by the Ad Hoc Committee
 - reasons for recommending a 'West End BIA' option
 - branding and visioning
 - possible boundaries for proposed West End BIA
 - possible costs

- 5.) Survey Results - *Lyn Hellyar*

- 6.) Discussion - *facilitated by Lyn Hellyar*
 - questions and answers
 - ideas and/or concerns
 - general discussion - BIA options, priorities, boundaries, costs

- 7.) Where do we go from here? - *Lyn Hellyar*
 - if we support the formation of a BIA, when will it take place?
 - outline of the steps that will follow and timing

- 8.) Concluding Remarks - *Janine Davies*

Sign In Sheet

Outreach Meeting Proposed West End BIA
 April 26, 2005
 Best Western Sands

Name	Business	Address of Business	Please check One	
			Property Owner	Business Owner/ Manager
Bill Greenel	Vanity	Branch 47		✓
VINCE MARINO	Pumpjack			✓
HARM PHILIPS	VAN CITY	BR 47		✓
Roy Wallie	DR	821 DENMAN		✓
Ryan McKinley	Vanity	898 W Pender		✓
Michael Rasht.	Alpha Tobacco	829 Dunman st.		✓
Luis Montalvo	Stalwarts.	1795 DAVIDE street.		manager
PETER WISHLIFF	HSBC BANK CANADA	1010 DENMAN SE.		MGR.
James R. Steach	Sugar Bobby's	1262 DAVIDE		✓
Tim Dera	LETTERS SUTHER	1738 DAVIDE		✓
MARC PINNET	Beauty Mark	941 PLANNON		✓
LINDA HAGBY	Coast Hotels	1763 Cornox St.		✓
Kathne Sperting	Edward Jones	221525 Robson St Vanc.		✓
Peter Vauvord	City Vancouver	453 W. 17th Ave	CITY	✓
SHARINE THAMES	Vanity.	BR 47 1600 Robson St.		✓

Agenda

1. Welcome and Introductions
2. Proposal for a West End BIA
3. What is a BIA
4. Pros and Cons for a 'West End' BIA
5. Survey Results
6. Discussion
7. Where do we go from here?
8. Concluding Remarks

Proposed West End BIA - Questionnaire

Concerned members of the West End business community have joined together with representatives of the Davie Village BIA in an Ad Hoc Committee to look at forming a West End BIA to improve business conditions in the area. To help us set priorities, please fill out the questionnaire below and it will be picked up (in one week's time) between April 20th and 22nd, 2005. You may also return the form in person to the Davie Village BIA office, Suite 411 - 1033 Davie Street, or by fax to (604) 669-3323 **no later than April 22nd, 2005**. Should you have any questions, please call the Davie Village BIA office at (604) 696-0144

Survey		
Please rank in numerical order the priorities and issues of concern to you. #1 would be most important, and so on.		
#	Maintenance	sweeping/cleaning, graffiti removal, street vending, garbage removal
#	Safety and Security	policing, bicycle police unit, crime prevention resources, anti panhandling programme, traffic calming, homelessness
#	Marketing and Promotions	image enhancement, promotions of events and attractions, cooperative retail promotions
#	Liaison to City Hall	City issues and development proposals, property taxes, governmental issues affecting the West End
#	Street Enhancement	street furniture, banners, benches, lighting, store fronts, appearance of the street
#	Special Events	street fairs, buskers, arts fairs, music festivals, holiday promotions
	Other (please specify)	

- Yes, I am interested in a BIA in our area
- No, I am not interested in a BIA in our area
- I'm not sure - need more information
- I would like to get involved with the project

I am a

- Business owner/ Manager
- Commercial property owner
- Both

Name: _____ Company: _____

Street address in area: _____

Mailing address (if different): _____

Telephone: _____ Fax: _____ Email: _____



Davie Village

Business Improvement Association

Survey Results from the Questionnaire circulated April 2005

The attached survey was circulated to 116 property owners, and 381 merchants in the proposed expanded BIA area.

There were 41 in total returned - showing 34 in favour of a BIA and 7 against.
This was a return of 8.25 %

This was disappointing, but the results were interesting in terms of the issues and concerns expressed by those returning the questionnaire.

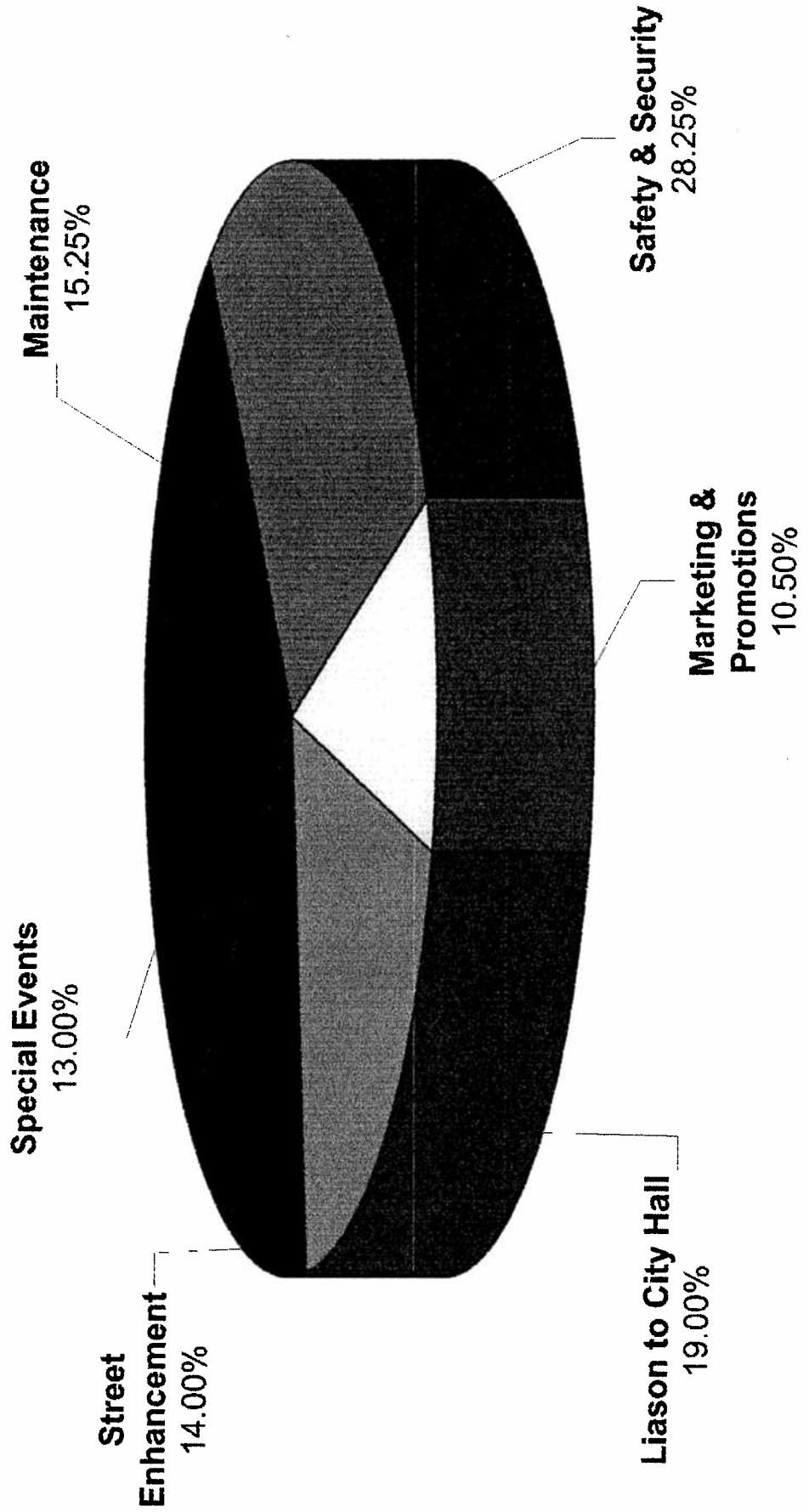
The pie chart on the reverse of this document shows the results.

It is interesting to note, that these results mimick concerns for the Davie Village BIA members as well.

DViBIA

Suite 411, 1033 Davie Street, Vancouver, B.C. V6E 1M7 Phone (604) 696-0144 Fax (604) 669-3323
davievillagebia@telus.net www.davievillagebia.com

Survey Results





Davie Village

Business Improvement Association

Board Response Not Positive

Not all members of the Board attended the Outreach meeting in April. As a result the power point presentation was reviewed at the next Board meeting. Stats were presented as a result of the survey that had been circulated over the proposed expanded area. The Board was clear that they wanted more information, and would also like to survey more people. A motion that came out of the outreach meeting held at the Sands on April 26th, 2005 was presented to the Board. This motion was:

To give mandate to the Ad Hoc Committee to pursue the notion to create a 'West End BIA'.

One Board member in particular was not in favour of the areas defined by the Ad Hoc committee, and wanted more people surveyed. He was not at all favourable to the decision that was made by the Ad Hoc committee to make the boundaries as indicated in the power point. He demanded answers as to why that decision had been made by the committee. (see attached)

After lengthy discussion the Board decided that it did not feel ready for/ and or, committed to the notion of a West End BIA and asked that Ms. Hellyar bring back to the next meeting some idea of what the 'animal' would look like. There is tremendous concern about losing the identity of the Davie Village.

The following report was returned to the Board in June, and it was decided that there should be a statement of intent brought forward to the AGM to maintain the identity of the Davie Village.

DViBIA



Davie Village

Business Improvement Association

July 7, 2005

Dear Property Owners and Merchants,

Many of you have called the office to inquire about the status of the proposed BIA expansion. This letter is meant to serve two purposes. Certainly, if you have queries after reading this letter, please feel free to call me at the office.

The first is to update you on the progress of the outreach regarding an expanded BIA. The project is moving ahead a little slower than we had hoped. As you are aware, the City has a process for the expansion of a BIA. Our BIA would not send a letter to the Mayor and Council formally requesting expansion without strong support for the project.

Although our Board was committed to the project, the board was forced to reconsider its position due to the poor turnout at the first outreach meeting, held April 26th, 2005 this year. The reasons are many, but we would not want to jeopardise the chances for Denman merchants to establish a BIA.

A subsequent follow up meeting, where 'interested volunteer parties' were invited, yielded no turnout or response from those invited, save one call of regrets. The board has since engaged in further discussion. The determination has been made, that before proceeding as planned originally, there needs to be further consultation with the stakeholders in the proposed expanded area. Thus the momentum slowed, as this will take time.

In the near future, you may expect a visit from a representative of our BIA requesting a questionnaire be completed. If you are interested in moving forward, then please take the time to respond to him. He will assist, and not just leave it up to you. Before a decision can be made on how we will proceed at this juncture, our Board wants more information from the stakeholders. Strong support for the project is required before we proceed with the process of expansion and certainly before we can take the request forward to the City of Vancouver.

The second is to invite you to a presentation by Bob Laurie, Vice President of Real Estate Services for CB Richard Ellis Limited. As we indicated in our April 13, 2005 correspondence package to you, one of the functions of a BIA is to liaise with City Hall on city issues, one of which is property taxes. If you read our mission statement, "We actively contribute to the success of our members' businesses by enhancing the overall economic viability of the Davie Village Business Improvement Area by creating, sustaining and actively marketing & promoting a safe, vibrant and attractive commercial entertainment district". As an educational tool, we are providing our members with a free information session, and although you are a member in an only 'proposed West End BIA' we would like to extend the invitation for you to attend this session.

Small business is the lifeblood of the community in the West End. Unfortunately our businesses are under siege due to the inequitable property tax policy of the City of Vancouver. Many business improvement associations have allied with other business associations troubled with the taxation of business properties in the City of Vancouver. The result has been the formation of the Fair Tax Coalition, meant to pursue more equitable civic taxes for commercial properties. Information regarding the Fair Tax Coalition along with your invitation is enclosed in this package.

Respectfully Yours,

A handwritten signature in black ink, appearing to read "Lyn Hellyar".

Lyn Hellyar,
Executive Director,
Davie Village Business Improvement Association

/lh

DViBIA

Suite 411, 1033 Davie Street, Vancouver, B.C. V6E 1M7 Phone (604) 696-0144 Fax (604) 669-3323
davievillagebia@telus.net www.davievillagebia.com



Davie Village

Business Improvement Association

Consideration of further survey project

There was discussion at the Board that they wanted more surveys done. As we were into our second year of the second five year mandate, it was decided to survey both the existing membership, as well as the potential members of the proposed expanded area.

After consulting with several people to carry out this function, it was decided to hire Michael Doucette. (Communitas Social Research and Consulting Group) Michael had not only worked with BIA's (in Toronto), but also was very familiar with the West End merchants and their issues in light of his participation as a volunteer with the Community Policing Office, and his involvement with the WEINN. (West End Integrated Neighbourhood Network)

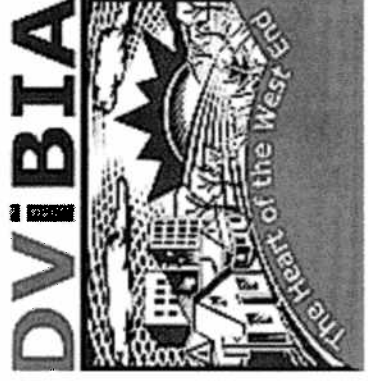
Attached is his presentation to the Board on July 12, 2005, to discuss how we would proceed, and gain feedback on what the Board actually wanted to achieve with this survey.

DViBIA

Suite 411, 1033 Davie Street, Vancouver, B.C. V6E 1M7 Phone (604) 696-0144 Fax (604) 669-3323
davievillagebia@telus.net www.davievillagebia.com

Davie Village Business Improvement Association Member Survey and Expansion Project

**Presented by: Michael Doucette
Tuesday, July 12th, 2005**



Project Goals

- **To conduct a survey of Davie Village BIA members to better understand their levels of participation, interests and satisfaction with the DViBIA**
- **To provide the Davie Village with clear strategic recommendations on what issues are important to members**

Project Goals

- To develop an understanding of the interest among current BIA members and non members in other parts of the West End on expansion of the BIA
- To understand the unique characteristics of the neighbourhoods in which businesses in the West End are located to assist the Davie Village BIA to develop distinct brands which convey the consumer experience and benefits that each business trade area offers

Project Goals

- To provide recommendations to the Davie Village BIA and stakeholders on outreach to potential new members of the BIA**

DViBIA Challenges and Opportunities

- **Changes in the local neighbourhood**
 - **Crime, street disorder, open drug dealing**
 - **Proposed closing and move of ST. Paul's Hospital**
- **Meeting member needs**
 - **Awareness, participation and satisfaction**
- **External relations**
 - **Lobbying with city hall**
 - **Relationship with neighbouring BIAs**
 - **Leveraging partnerships and promotional opportunities with potential partners/sponsors**

DViBIA Challenges and Opportunities

- **DViBIA is too small to leverage large corporate sponsorships**
 - **Second smallest BIA levies out of 7 in Downtown core and adjacent areas in 2005-2006**
 - **Ninth largest levies out of 17 BIAs in city IN 2005-2006**
- **2005-2006 budget was exceptional and 2006-2007 budget will be smaller**

One BIA/Three Brands

- **Expanded West End BIA will share:**
 - Common infrastructure (office, staff)
 - Common programs such as graffiti removal, street/lane cleaning, security
- **Have three unique, authentic and distinctive brands**
 - **Davie Village**
 - “The heart of the Gay Community in the West End”
 - **Spectacular English Bay**
 - “ Beautiful English Bay and the beaches”
 - **Gateway to Stanley Park**
 - “The gateway to the natural splendours of Stanley Park”

Methodology

- Self-completion questionnaire
- Sample frame
 - All business located in:
 - Davie Village BIA area
 - Proposed expansion area
- Population size 700-800 organizations
- Response rate will depend on survey length, respondent interest and efforts to encourage completion
 - Pre-survey mailing, email, telephone calls
 - Post-survey call-backs, emails

Questionnaire

- Demographics - business type, size, number of employees, location, years at location, etc.**
- Rate importance of neighbourhood problems and issues**
- Assess support for St. Paul's hospital move and develop financial estimate of potential impact of move**
- Determine importance/performance of attributes of local neighbourhood/trade area**
- Determine support for BIA expansion**
- Determine DViBIA priorities & rate member satisfaction (Current DViBIA members only)**

Benefits

- Establish performance benchmarks to track progress over time
 - Awareness
 - Participation
 - Satisfaction ratings
- Refine Davie Village brand
- Assist BIA expansion
 - One BIA/three brands
 - Provide direction on other brands/outreach
- Help determine strategic priorities



Davie Village

Business Improvement Association

Further Survey Project

At the request of the Board, a further survey was conducted. The decision was made that this survey would go out to both current BIA members, and as well to the members in the proposed expanded area.

The objectives for this project included:

- to conduct a survey of the Davie Village BIA members to better understand their levels of participation, interests and satisfaction with the DVIBIA
- to provide the Davie Village with clear strategic recommendations on what issues are important to businesses and how the local business trade area performs in meeting those needs
- to develop an understanding of the interest among current BIA members and non-members in other parts of the West End on expansion of the BIA
- to understand the unique characteristics of the neighbourhoods in which businesses in the West End are located
- to assist the Davie Village in developing distinct brands which convey the consumer experience and benefits that each trade area offers
- to provide recommendations to the Davie Village BIA and stakeholders on outreach to potential new members of the BIA

The final results of this project are attached for your perusal. The actual survey document is contained in the final results document provided.

Despite the fact that there was an incentive offered for completion of the survey in the form of three GIC's through VanCity, there was still poor return on the surveys.

Of a possible 163 property owners, and 603 merchants, there were only 24 returned from the proposed area and 35 from the current DVIBIA members. Interesting to note here that no property owners returned the survey!

DVIBIA

Suite 411, 1033 Davie Street, Vancouver, B.C. V6E 1M7 Phone (604) 696-0144 Fax (604) 669-3323
davievillagebia@telus.net www.davievillagebia.com



Davie Village

Business Improvement Association

July 25, 2005

Dear Merchant,

Shortly after the Pride festivities that will culminate this upcoming weekend, we will be conducting a survey of our current business improvement area. The results of this survey will be provided to the membership at this years AGM, scheduled for Thursday, September 29th, 2005.

You may expect a visit from Dane Oliver, or another representative of our BIA who will be asking that you complete our survey. It is my hope that you will cooperate with us in this important project. Your opinion is very important to us and will assist both the BIA and the City of Vancouver in improving the services that they provide to you.

We would like to find out what you think about the neighbourhood in which you operate your business and what sort of services that your organization might want a local business association to provide. ***Your opinion is very important to us.*** The information you provide will help the Davie Village Business Improvement Association (DViBIA) assure that it is providing the best service possible, help access interest among business in expanding the BIA to other areas of the West End that are not currently served by a BIA and help government better understand local business related issues.

I look forward to working with you on this very important project.

Respectfully Yours,

A handwritten signature in cursive script that reads "Lyn Hellyar".

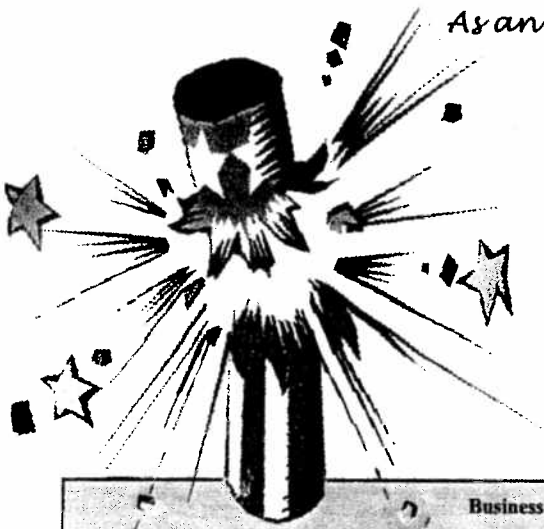
Lyn Hellyar
Executive Director,
Davie Village Business Improvement Association

/lh

DViBIA

Suite 411, 1033 Davie Street, Vancouver, B.C. V6E 1M7 Phone (604) 696-0144 Fax (604) 669-3323
davievillagebia@telus.net www.davievillagebia.com

As an incentive to complete this questionnaire



Vancity

has generously donated three
\$500 - 1 year non-redeemable GIC's

The winners of these GIC's will be drawn at the Davie Village BIA annual general meeting, Thursday, September 29, 2005. The GIC's may be claimed after the AGM, at the West End Community Branch of Vancity.

Business Improvement Association Survey

The Davie Village Business Improvement Association (BIA) provides a number of services to businesses and property owners in the three block area of Davie and Burnaby Streets between Burrard and Broughton Streets. The Davie Village BIA promotes the business area through their marketing programme and events such as Davie Day. The Davie Village BIA also helps keep the business area clean and litter free and works with the City of Vancouver and other community associations to help enhance the Davie Village community in the interests of both businesses and residents alike. We are conducting this survey to help determine how we might help serve our community better, determine how we are doing in meeting your needs, identify areas where we might improve, and as well explore expansion of the BIA to serve other areas of the West End.

Communitas Social Research & Consulting Group is working with the Davie Village Business Improvement Association. We would like to find out what you think about the neighbourhood in which you operate your business and what sort of services that your organization might want a local business association to provide. *Your opinion is very important to us.* The information you provide will help the Davie Village Business Improvement Association (DVIBIA) assure that it is providing the best service possible, help access interest among business in expanding the BIA to other areas of the West End that are not currently served by a BIA, and help government better understand local business related issues.

All information you provide will be kept *strictly confidential*. You or your business will not be personally identified from the information you give and your results will only be used in combination with those given by others.

YOUR OPINION IS VERY IMPORTANT TO US AND WILL ASSIST THE DAVIE VILLAGE BIA

RESPONDENT INSTRUCTIONS:

Please have the questionnaire completed by the person in your organization who would be most responsible for representing your organization to a BIA or other business association.

There are some open-ended questions in which you should write your responses. Please try to make your comments as short and as legible as possible. *Please circle one response only, except where noted.*

Please answer all the questions. Don't worry if you need several days to complete the entire questionnaire. Please call the Davie Village BIA (DVIBIA) office or Michael at Communitas if you have any questions about the survey.

To arrange for pickup of your completed questionnaire.....please call the BIA office.

Lyn Hellyar, Executive Director, Davie Village BIA
or Dane Oliver, Davie Village BIA
Phone (604) 696-0144
email davievillagebia@telus.net

Michael Doucette
Communitas Social Research and Consulting Group
Phone (604) 817-6782
email Michael.Doucette@telus.net

Date survey completed _____

Survey No. _____

In an effort to keep you informed about events, issues related to business in the West End, programmes that may be of interest to you, or workshops and meetings sponsored by the Davie Village BIA, we would appreciate your information.

What is the best way to communicate with you?

- Email
- Fax
- Mail

Name of Business: _____ Contact person: _____

Email _____ Fax: _____

Telephone _____ Other phone _____

Mailing Information: _____

please include your postal code

1. As stated in the introduction, this survey is being conducted by the Davie Village Business Improvement Association. **Are you...**

- 1 Currently a Davie Village BIA member
- 2 Currently **not** a Davie Village BIA member
- 3 Not previously aware of this organization
- 9 Don't know/Not stated

2. How many **years** has your business or organization been established **at its present location**?

- 1 One year or less
- 2 One to three years
- 4 Three to five years
- 5 Five to ten years
- 6 Ten to 20 years
- 7 More than 20 years
- 9 Don't know/Not stated

3. Does your **business or organization** have **just this one location**, or are you part of a **large chain or corporation** with many locations, or would you say your business falls somewhere in between?

- 1 Just this one location
- 2 In between
- 3 Part of a large chain or corporation
- 9 Don't know/Not stated

4. On **average**, at this location, **how many employees** do you have during operating hours?

- 1 Up to four
- 2 Five to nine
- 3 Ten to 15
- 2 16 to 20
- 3 21 to 25
- 4 26 to 50
- 5 More than 50
- 9 Don't know/Not stated

5. What **type of business or organization** are you? Are you a(n)...

- | | |
|--|---|
| 1 Restaurant/Dining Lounge | 11 Auto Parking Lot/Parkade |
| 2 Limited Service Food Establishment
(take out food) | 12 Adult Entertainment Store |
| 3 Personal Service (hair salon, tanning studio
etc.) | 13 Business Service |
| 4 Retail store (clothing, bookstore, house
wares, eye glasses, jewellery, etc.) | 14 Community Association |
| 5 Apartment House/Strata/Dwelling | 15 Gasoline Station |
| 6 Small Food Retailer (convenience store, fruit
and vegetable store, health food store) | 16 Grocery Store |
| 7 Business and Personal Service (professional
office, lawyer, accountant) | 17 Bakery or other food manufacturer or food
processor |
| 8 Office | 18 Hotel |
| 9 Health Service | 19 Private School |
| 10 Cabaret/Neighbourhood Pub | 20 Church |
| | 99. Don't know/Not stated |

6. What is the **best language to use with you for business purposes**?

- | | |
|-------------|--------------------------|
| 1 English | 7 Farsi |
| 2 French | 8 Arabic |
| 3 Cantonese | 9 Other [WRITE IN] |
| 4 Mandarin | _____ |
| 5 Japanese | |
| 6 Korean | 99 Don't know/Not stated |

7. Which of these groups of customers are the most important to your business and which are the least important? Please rank each of these groups of customers from 1 to 9 where 1 is the most important and 9 is the least important.

[RANK EACH GROUP FROM 1 MOST IMPORTANT TO 9 LEAST IMPORTANT]

- _____ Local residents
- _____ People who work nearby
- _____ Lesbian, Gay, Bi-sexual, Transgender (LGBT) community
- _____ People from other parts of Vancouver or the Lower Mainland
- _____ Visitors from other parts of British Columbia
- _____ Visitors from other parts of Canada
- _____ Tourists and visitors from the United States
- _____ International tourists and visitors
- _____ Other businesses

8. What do you think is the **most important single problem** as far as your organization is concerned in the area where you are located? What is the **second most important problem**? Are there any other important problems?

(a) Most important problem [CIRCLE 1 RESPONSE ONLY]	(b) 2 nd most important problem [CIRCLE 1 RESPONSE ONLY]	(c) All other important problems [CIRCLE AS MANY RESPONSES AS APPLY]
1 Cleanliness and litter in back lanes and alleys	1 Cleanliness and litter in back lanes and alleys	1 Cleanliness and litter in back lanes and alleys
2 Property taxes	2 Property taxes	1 Property taxes
3 Sidewalk clutter (sandwich boards, newspaper boxes, etc.)	3 Sidewalk clutter (sandwich boards, newspaper boxes, etc.)	1 Sidewalk clutter (sandwich boards, newspaper boxes, etc.)
4 Improperly disposed of needles/syringes	4 Improperly disposed of needles/syringes	1 Improperly disposed of needles/syringes
5 Open drug dealing	5 Open drug dealing	1 Open drug dealing
6 Safety and security	6 Safety and security	1 Safety and security
7 Sidewalk maintenance	7 Sidewalk maintenance	1 Sidewalk maintenance
8 Appearance of the street	8 Appearance of the street	1 Appearance of the street
9 Graffiti	9 Graffiti	1 Graffiti
10 Shoplifting	10 Shoplifting	1 Shoplifting
11 Robberies and break-ins	11 Robberies and break-ins	1 Robberies and break-ins
12 Homeless people	12 Homeless people	1 Homeless people
13 Panhandling	13 Panhandling	1 Panhandling
14 Unlicensed street vending	14 Unlicensed street vending	1 Unlicensed street vending
15 Street cleanliness and litter	15 Street cleanliness and litter	1 Street cleanliness and litter
16 Physical condition of back lanes and alleys	16 Physical condition of back lanes and alleys	1 Physical condition of back lanes and alleys
17 Lack of police presence on street (walking the beat)	16 Lack of police presence on street (walking the beat)	1 Lack of police presence on street (walking the beat)
18 Other [SPECIFY]	18 Other [SPECIFY]	1 Other [SPECIFY]
99 Don't know/Not stated	99 Don't know/Not stated	99 Don't know/Not stated

9. Are there any other **problems** or **local neighbourhood issues** in the West End that you think should be **priorities** for the Davie Village BIA or some other business association? Why do you say that?

10. St. Paul's Hospital staff, patients and other visitors to St. Paul's, use local businesses and services. What **PERCENT** of your organization's revenue would you estimate is from St. Paul's staff, patients or visitors?

a) **Percent of revenue** from *St. Paul's staff, patients and visitors* _____ %

PLEASE PROVIDE A ROUGH ESTIMATE USING THE CATEGORY THAT BEST DESCRIBES YOUR BUSINESS REVENUE. THIS DATA WILL ONLY BE USED IN COMBINATION WITH OTHERS TO DEVELOP A TOTAL ESTIMATE OF THE POTENTIAL FINANCIAL IMPACT OF THE PROPOSED ST. PAUL'S HOSPITAL MOVE ON THE AFFECTED COMMUNITY

b) How much is your **total annual** business revenue?

- | | | | |
|---|---------------------------|----|-----------------------------|
| 1 | Less than \$100,000 | 6 | \$2,000,001 - \$5,000,000 |
| 2 | \$100,001 - \$250,000 | 7 | \$5,000,001 - \$10,000,000 |
| 3 | \$250,001 - \$500,000 | 8 | \$10,000,001 - \$15,000,000 |
| 4 | \$500,001 - \$1,000,000 | 9 | \$15,000,001 - \$20,000,000 |
| 5 | \$1,000,001 - \$2,000,000 | 10 | \$20,000,001 or more |

99 Don't know/Not stated

11. Do you think Providence Health Care should **close St. Paul's Hospital** and move it to another part of the city?

- 1 Yes
- 2 No
- 9 Don't know/Not stated

12. Do you think **closing St. Paul's Hospital** and moving it to another part of the city **will affect your business...** ?

- 1 Very negatively
- 2 Somewhat negatively
- 3 Not at all
- 9 Don't know/Not stated

13. Do you think the decision making process for the proposed St. Paul's hospital move should be more **open and transparent** and include **public consultation** with affected **local residents, businesses** and other **neighbourhood groups**?

- 1 Yes
- 2 No
- 9 Don't know/Not stated

14. Do you think the **Mayor of Vancouver** and **City Councillors** should **oppose** the proposed **move of St. Paul's Hospital** from its current location to another part of the city?

- 1 Yes
- 2 Maybe
- 3 No
- 9 Don't know/Not stated

15. Many downtown business areas are **considering removing garbage dumpsters** in order to reduce noise, litter and other associated problems. Would you **support removing garbage dumpsters** and **replacing them with a multi-material recycling and waste removal service** that would remove your garbage and recyclable materials several times a day and provide **low threshold employment services to those in need**?

- 1 Yes
- 2 Maybe
- 3 No
- 9 Don't know/Not stated

16. How much do you currently spend on **waste removal services** on a weekly or monthly basis?

Average weekly waste removal expenses \$ _____

OR

Average monthly waste removal expenses \$ _____

PART A - IMPORTANCE OF NEIGHBOURHOOD ATTRIBUTES

17. People want many things from the local area or neighbourhood where they operate their business or organization. Please **rate how important** the following neighbourhood characteristics are to **your business or organization** in contributing to a good place for you to locate or operate. On a scale of 1 to 5 where 1 is **NOT IMPORTANT** and 5 is **VERY IMPORTANT**, how **important** would you say that each of these **neighbourhood characteristics** are in providing a good place for you to do business.

IMPORTANCE OF THE FOLLOWING ATTRIBUTES IN SELECTING A PLACE TO OPERATE YOUR BUSINESS OR ORGANIZATION	Not important				Very important	Don't know/Not stated
	1	2	3	4	5	
1. Is a good place for customers who are seniors	1	2	3	4	5	9
2. Provides community based employment programs for disadvantaged people	1	2	3	4	5	9
3. Provides a lesbian and gay (LGBT) friendly environment	1	2	3	4	5	9
4. Provides an efficient and fast way for commuters and drivers to get through to other destinations	1	2	3	4	5	9
5. Has parks and open spaces that are safe for all people to use, even at night	1	2	3	4	5	9
6. Has adequate community and social services	1	2	3	4	5	9
7. Has special events that appeal to my type of customers	1	2	3	4	5	9
8. Is a business area that attracts people because there are lots of different things to do	1	2	3	4	5	9
9. Is a vibrant and diverse neighbourhood	1	2	3	4	5	9
10. Is a good area for local residents to shop	1	2	3	4	5	9
11. Has adequate police presence on the street	1	2	3	4	5	9
12. Is a good place for international visitors to come	1	2	3	4	5	9
13. Is near Stanley Park	1	2	3	4	5	9
14. Is easy to get to by public transit	1	2	3	4	5	9
15. Has many specialty stores	1	2	3	4	5	9
16. Has safe and secure streets for all kinds of people to use during the day	1	2	3	4	5	9
17. Has lots of sidewalk patios and places outside for customers to enjoy	1	2	3	4	5	9
18. Is free from illegal street behaviour such as street level drug dealing or aggressive panhandling	1	2	3	4	5	9
19. Is a good place for customers who are youth or teenagers	1	2	3	4	5	9
20. Is graffiti free	1	2	3	4	5	9
21. Is near English Bay	1	2	3	4	5	9
22. Is a good place for visitors from other parts of the Lower Mainland and BC to come	1	2	3	4	5	9
23. Is a great place to get around without needing a car	1	2	3	4	5	9
24. Is near the beach	1	2	3	4	5	9
25. Has an attractive streetscape	1	2	3	4	5	9
26. Is a community that accepts people from diverse cultural and ethnic backgrounds	1	2	3	4	5	9
27. Is a place with inexpensive stores and restaurants that appeal to value-conscious customers	1	2	3	4	5	9
28. Has clean, litter free and well maintained streets	1	2	3	4	5	9
29. Has many exclusive or designer stores that appeal to the trendy or fashion conscious customers who can afford to spend a little more	1	2	3	4	5	9
30. Has safe uncluttered sidewalks that are easy to walk along	1	2	3	4	5	9
31. Is a good place for customers who have families	1	2	3	4	5	9
32. Has a wide variety of stores and services that appeal to the average customer	1	2	3	4	5	9
33. Provides everything a person could need in terms of shopping, entertainment and services	1	2	3	4	5	9
34. Is free from street people, panhandlers or homeless people	1	2	3	4	5	9
35. Has attractive parks and open spaces	1	2	3	4	5	9
36. Is safe and easy for people to cross the street	1	2	3	4	5	9
37. Is the destination in Vancouver for lesbian and gay (LGBT) people for shopping and entertainment	1	2	3	4	5	9
38. Is safe from robberies and break-ins	1	2	3	4	5	9
39. Is a community that accepts people regardless of their social status or background	1	2	3	4	5	9
40. Has dedicated lanes for bicycles on major streets and thoroughfares	1	2	3	4	5	9
41. Has clean, litter free and well-maintained alleys	1	2	3	4	5	9
42. Has safe and secure streets for all kinds of people to use at night	1	2	3	4	5	9
43. Has an exciting and vibrant night life	1	2	3	4	5	9
44. Is close to natural attractions	1	2	3	4	5	9
45. Has ample parking	1	2	3	4	5	9
46. Is a good place for customers who are young and single	1	2	3	4	5	9
47. Is a community that accepts people regardless of their sexual orientation	1	2	3	4	5	9

NOTE: This is a different question!!

PART B - PERFORMANCE OF LOCAL AREA OR NEIGHBOURHOOD

18. Now, thinking of the location where you are currently located in the West End, please rate how well your local area or neighbourhood **performs** in providing the following **neighbourhood characteristics**. On a scale of 1 to 5 where 1 is **NOT WELL SERVED** and 5 is **VERY WELL-SERVED**, how would you **rate the performance** of the local area or neighbourhood in providing the following...

PERFORMANCE OF YOUR LOCAL NEIGHBOURHOOD IN PROVIDING THE FOLLOWING ATTRIBUTES	Not well served				Very well served	Don't know/Not stated
1. Is a good place for customers who are seniors	1	2	3	4	5	9
2. Provides community based employment programs for disadvantaged people	1	2	3	4	5	9
3. Provides a lesbian and gay (LGBT) friendly environment	1	2	3	4	5	9
4. Provides an efficient and fast way for commuters and drivers to get through to other destinations	1	2	3	4	5	9
5. Has parks and open spaces that are safe for all people to use, even at night	1	2	3	4	5	9
6. Has adequate community and social services	1	2	3	4	5	9
7. Has special events that appeal to my type of customers	1	2	3	4	5	9
8. Is a business area that attracts people because there are lots of different things to do	1	2	3	4	5	9
9. Is a vibrant and diverse neighbourhood	1	2	3	4	5	9
10. Is a good area for local residents to shop	1	2	3	4	5	9
11. Has adequate police presence on the street	1	2	3	4	5	9
12. Is a good place for international visitors to come	1	2	3	4	5	9
13. Is near Stanley Park	1	2	3	4	5	9
14. Is easy to get to by public transit	1	2	3	4	5	9
15. Has many specialty stores	1	2	3	4	5	9
16. Has safe and secure streets for all kinds of people to use during the day	1	2	3	4	5	9
17. Has lots of sidewalk patios and places outside for customers to enjoy	1	2	3	4	5	9
18. Is free from illegal street behaviour such as street level drug dealing or aggressive panhandling	1	2	3	4	5	9
19. Is a good place for customers who are youth or teenagers	1	2	3	4	5	9
20. Is graffiti free	1	2	3	4	5	9
21. Is near English Bay	1	2	3	4	5	9
22. Is a good place for visitors from other parts of the Lower Mainland and BC to come	1	2	3	4	5	9
23. Is a great place to get around without needing a car	1	2	3	4	5	9
24. Is near the beach	1	2	3	4	5	9
25. Has an attractive streetscape	1	2	3	4	5	9
26. Is a community that accepts people from diverse cultural and ethnic backgrounds	1	2	3	4	5	9
27. Is a place with inexpensive stores and restaurants that appeal to value conscious customers	1	2	3	4	5	9
28. Has clean, litter free and well maintained streets	1	2	3	4	5	9
29. Has many exclusive or designer stores that appeal to the trendy or fashion conscious customers who can afford to spend a little more	1	2	3	4	5	9
30. Has safe uncluttered sidewalks that are easy to walk along	1	2	3	4	5	9
31. Is a good place for customers who have families	1	2	3	4	5	9
32. Has many a wide variety of stores and services that appeal to the average customer	1	2	3	4	5	9
33. Provides everything a person could need in terms of shopping, entertainment and services	1	2	3	4	5	9
34. Is free from street people, panhandlers or homeless people	1	2	3	4	5	9
35. Has attractive parks and open spaces	1	2	3	4	5	9
36. Is safe and easy for people to cross the street	1	2	3	4	5	9
37. Is the destination in Vancouver for lesbian and gay (LGBT) people for shopping and entertainment	1	2	3	4	5	9
38. Is safe from robberies and break-ins	1	2	3	4	5	9
39. Is a community that accepts people regardless of their social status or background	1	2	3	4	5	9
40. Has dedicated lanes for bicycles on major streets and thoroughfares	1	2	3	4	5	9
41. Has clean, litter free and well maintained alleys	1	2	3	4	5	9
42. Has safe and secure streets for all kinds of people to use at night	1	2	3	4	5	9
43. Has an exciting and vibrant night life	1	2	3	4	5	9
44. Is close to natural attractions	1	2	3	4	5	9
45. Has ample parking	1	2	3	4	5	9
46. Is a good place for customers who are young and single	1	2	3	4	5	9
47. Is a community that accepts people regardless of their sexual orientation	1	2	3	4	5	9

19. In three to five years, what is your *personal vision* of how you would like to see your local area or neighbourhood? What changes, if any, would you like to see? Are there any changes you would not like to see?
[USE THE BACK OF THIS PAGE IF YOU NEED MORE SPACE]

[CURRENT DAVIE VILLAGE BIA (DVIBIA) MEMBERS ONLY]

Last year during Davie Day there was a public planning session to discuss possible ideas for the future development of Davie Street. We would like to find out your support for the following suggestions.

	Strongly support	Somewhat support	Neutral	Somewhat not support	Strongly not support	Don't know/Not stated
	1	2	3	4	5	9
20. <i>Improving</i> the area on Bute Street on the north side of Davie by <i>closing the street to vehicles</i>	1	2	3	4	5	9
21. <i>Improving</i> the area on Bute Street on the north side of Davie by <i>creating additional public space</i> which could be used for seasonal events, a place for public art, or licensed street vendors	1	2	3	4	5	9
22. <i>Improving</i> the area on Bute Street on the north side of Davie by <i>creating a mini park and fountain</i>	1	2	3	4	5	9
23. <i>Improving the back alleys</i> by removing <i>dumpsters</i>	1	2	3	4	5	9
24. <i>Improving the back alleys</i> by adding more <i>patios</i>	1	2	3	4	5	9
25. <i>Improving the back alleys</i> by adding more <i>greenery, landscaping and community garden spaces</i> similar to the Mole Hill lane project	1	2	3	4	5	9
26. <i>Adding mid-block pedestrian crossings</i> along Davie Street in the blocks between Burrard and Jervis Streets	1	2	3	4	5	9
27. <i>Narrowing Davie Street</i> to two lanes of vehicular traffic and <i>widening the space for sidewalks, patios and greenery and landscaping</i> along Davie Street	1	2	3	4	5	9
28. <i>Re-zoning Davie Street</i> for street level retail with several levels of housing above	1	2	3	4	5	9
29. Taking advantage of redevelopment opportunities to add more non-market social and seniors housing	1	2	3	4	5	9
30. Creating a <i>distinct heritage feel</i> for Davie Street	1	2	3	4	5	9
31. Do you have any other <i>specific suggestions</i> you think would improve the Davie Village?						

32. Are you aware of the following Davie Village BIA programs? Which of these do you or your business participate in?

(a) Aware Of	(b) Participate In
[CIRCLE AS MANY RESPONSES AS APPLY]	[CIRCLE AS MANY RESPONSES AS APPLY]
1 Davie Day	1 Davie Day
1 Street enhancement committee	1 Street enhancement committee
1 Marketing and promotions committee	1 Marketing and promotions committee
1 Safety and security committee	1 Safety and security committee
1 Annual General Meeting	1 Annual General Meeting
1 Other	1 Other
[SPECIFY] _____	[SPECIFY] _____

Now we would like to ask you a number of questions about your satisfaction with various aspects of the Davie Village BIA and its services. For each question we would like you to tell us how **SATISFIED** you are using the following scale:

	1 Very Satisfied	2 Satisfied	3 Neutral	4 Dissatisfied	5 Very dissatisfied	9 Don't know/Not stated
33. How would you rate the <i>Davie Village BIA in conducting business in an open, transparent and accountable manner?</i>	1	2	3	4	5	9
34. How would you rate the <i>Davie Village BIA in providing responsible financial management?</i>	1	2	3	4	5	9
35. How would you rate the <i>Davie Village BIA in establishing strategic partnerships, with government, government-funded agencies, other community non-profit organizations and businesses?</i>	1	2	3	4	5	9
36. How would you rate your <i>overall satisfaction with the Davie Village BIA</i>	1	2	3	4	5	9

37. Do you have any comments about your satisfaction with the Davie Village BIA or suggestions for improvement?
[USE THE BACK OF THIS PAGE IF YOU NEED MORE SPACE]

38. Do you receive the *Davie Village BIA* quarterly *newsletter*?

- 1 Yes
- 2 Sometimes
- 3 No
- 9 Don't know/not stated

39. How would you **rate** the **Davie Village BIA quarterly newsletter**? Would you say that it is....?

- 1 Excellent
- 2 Very good
- 3 Fair
- 4 Poor
- 9 Don't know/not stated

40. Do you think the **Davie Village BIA newsletter** should be published...

- 1 Monthly
- 2 Quarterly (four times a year)
- 3 Semi-annually (twice a year)
- 4 Annually (once a year)
- 5 Not at all
- 9 Don't know/not stated

41. Do you think the **Davie Village BIA newsletter** should be distributed by...

- 1 Mail
- 2 Electronically by email
- 3 Website for people to read when if they want
- 4 Distributed by hand
- 9 Don't know/not stated

42. Were you aware that a Business Improvement Area **is funded by members** and that this money is collected through the municipal property tax assessment?

- 1 Yes
- 2 No
- 9 Don't know/Not stated

43. How much **priority** should the Davie Village Business Improvement Association give to **raising funds** from corporate sponsors, grants from the city, senior levels of government and other organizations? Should leveraging funds to help support the business improvement associations programs and services be a...

- 1 High priority
- 2 Somewhat a priority
- 3 Not a priority
- 9 Don't know/Not stated

44. Are there any **comments or suggestions** you would like to offer the Davie Village Business Improvement Association that could **help improve its services to you**? Is there anything else you would like to add?
[USE THE BACK OF THIS PAGE IF YOU NEED MORE SPACE]

Thank you for taking the time to complete this survey. If you have any comments or suggestions please don't hesitate to contact the Davie Village BIA. We are always open to and look forward to your comments and suggestions.

SEE YOU AT THE DAVIE VILLAGE BIA ANNUAL GENERAL MEETING ON SEPTEMBER 29th, 2005 at 9:00 AM.



Davie Village

Business Improvement Association

September 29, 2005 AGM of the Davie Village BIA

There were two resolutions come out of the AGM that were significant regarding expansion.

<p>10. (i) Resolution - statement of intent for proposed expansion</p>		<p>Motion to move forward with the proposed expansion as presented at the outreach meeting on April 25, 2005. Carried.</p>
<p>10. (iii) Resolution - statement of intent for protection of the identity for 'the Davie Village'.</p>	<p>The attached statement of intent was presented with a map attached of the proposed boundaries. There was discussion regarding the importance of retaining the identity of the Village. It was noted that there had been a lot of work go into establishing this identity, and many merchants want to be certain this is preserved .</p>	<p>Motion to accept the attached statement of intent to protect the identity of 'the Davie Village' as we move forward with the proposed expansion as presented at the outreach meeting on April 25, 2005. Carried.</p>

DVIBIA

Suite 411, 1033 Davie Street, Vancouver, B.C. V6E 1M7 Phone (604) 696-0144 Fax (604) 669-3323

davievillagebia@telus.net www.davievillagebia.com

LAM Davie Village

Statement of Intent (for AGM September 29, 2005)

We wish to engage and consult the merchants and commercial property owners within the geographical area in the attached map, for the purpose of exploring formation of a possible West End BIA (actual boundaries to be determined). The proposed West End BIA would include the existing Davie Village BIA, and would technically be accomplished through 'expansion' of the current BIA boundaries. However, the intent is not to enlarge the existing Davie Village BIA at the expense of other West End business areas, but rather to effectively create a new BIA with a mandate to promote and improve a much larger area to be known as the 'West End BIA'.

We recognize that the existing Davie Village BIA, with an already established administration, physical office, established constitution and bylaws, and model of Board governance is best positioned to act as the catalyst for formation of a larger West End BIA.

The following principles must be guaranteed as a condition of expansion:

- 1) The governance structure will empower representatives of the existing Davie Village area to determine the identity of the Village as is the case under the existing BIA structure.
- 2) The governance structure will empower representatives of the 'expansion' area(s) to determine the identity of that area as would have been the case under an independent BIA.

Legal advice will be consulted to determine the best way to ensure that the foregoing principles can be assured, consistent with applicable City requirements.



Davie Village

Business Improvement Association

Verbatim comments are useful

The comments made by merchants are very interesting. Many merchants on Denman Street, and lower Robson are commenting on some of the problems identified by the original surveys done when the Davie Village BIA first started.

Many of our current merchants are happy with the changes that the BIA has made concerning these issues. This is generally indicative of what results areas see with the presence of a BIA.

Please see attached.

DViBIA

Suite 411, 1033 Davie Street, Vancouver, B.C. V6E 1M7 Phone (604) 696-0144 Fax (604) 669-3323
davievillagebia@telus.net www.davievillagebia.com

Appendix B - Davie Village Member and Expansion Survey Verbatim Comments

Davie Village BIA priorities (Q9 – DVIBIA Members)

"Get the police to do a beat... and more people to phone in about drug dealing... visitors see this as their first impression and then don't come back"

Retail Store, Davie Street

"When somebody makes trouble in my store who can I call? The police (911) come to late and it's useless."

Retail Store, Davie Street

"Property taxes, condition of alleys, unlicensed street vending, lack of police presence"

Small Food Retailer, Davie Street

"Remove public phone booths at Bute and Davie"

Small Food Retailer, Davie Street

"Not at this time I think the Davie Village BIA is making the appropriate first steps at building community"

Community Association, Davie Street

"People sleeping outside and in public spaces such as Nelson Park"

Personal Service, Davie Street

"Cleanliness and litter in the back lanes and alleys are a big problem"

Restaurant, Davie Street

"High taxes are becoming a problem but no where nears as much a problem as cleanliness and litter in the back lanes, improperly disposed of needles and syringes, open drug dealing, shoplifting, homeless people and panhandling"

Adult Entertainment Store, Davie Street

"Homeless people!!"

Personal Service, Davie Street

"Homeless, drug dealing on Bute Street... it's scary, it's intimidating and it's sad"

Restaurant, Davie Street

"Sidewalks are old and in poor condition and consequently cannot be cleaned very well... it's looks messy all the time..."

Restaurant, Davie Street

"Panhandlers... They are often rude, intrusive and give visitors a bad impression"

Business Service, Davie Street

"The issues of the neighbour hood have to dovetail with those of the BIA, yet some of them are in direct conflict with the long term prospects of the merchants and property owners. This needs to be addressed"

Retail Store, Davie Street

"Lyn has contacted us and I really appreciate that... it was difficult to contact anyone before..."

Health Service, Davie Street

"Cleanliness and litter in the back lanes and alleys and parking are big problems."

Restaurant/Dining Lounge, Davie Street

"Keep up the great work and keep encouraging new members of the BIA to get involved... new ideas opens new doors and new mindsets."

Restaurant, Davie Street

West End Priorities (Q9 – West End Businesses)

"The overall appearance, health and maintenance of our area are in serious decline. In the last two years I have seen a drop in business... the West End is forgotten and out marketed by other business districts. Who wants to come here and spend dollars when local don't?"

Retailer, Denman Street

"We need a street light at Denman and Alberni or move the crosswalk to the south side of the intersection farther away for the traffic congestion caused by traffic backing up from intersection at Georgia Street".

Retailer, Denman Street

"Traffic congestion on Denman between 2- 6 pm on weekdays is a real problem. Traffic turning left onto the Lion's Gate bridge backs ups all the way along Denman. Incidents of road rage are increasing."

Limited Service Food Establishment, Denman Street

"Review parking restrictions."

Retailer, Davie Street

Personal Vision/Suggestions for the Davie Village BIA and West End (Q19, Q31 & Q44)

"No drug dealing, no homeless, no panhandling... lower property taxes and more police on the streets"

Small Food Retailer, Davie Street

"Beautify the street, more plants, no litter, police on bikes, bike racks and dedicated bike lanes. Create more green space at the entrance of the village at Davie and Burrard and add more lights to the streetscape"

Small Food Retailer, Davie Street

"More diverse selection of retailers and less 'loonie' stores"

Retail Store, Davie Street

"The area needs to become more pedestrian friendly, parking on Davie should be limited, and sidewalks larger and we need more patio and outdoors space and space to patios and outdoors entertainment... I don't want to see the Davie Village become like Robson Street and just for tourists to pass through and shop..."

Community Association, Davie Street

"The Davie Village BIA is doing excellent!!"

Restaurant, Davie Street

"I have been impressed with the use of Coast Foundation... Lyn's presence in the area is definitely noticed – good job!!"

Limited Food Establishment, Davie Street

"As a new business owner in the DVIBIA I have not had a great deal of involvement in the BIA yet. I have been very pleased with the response I have received from the executive of the BIA and very much look forward to growing along with the BIA."

Retail Store, Davie Street

"Increase the trees, add more floral displays, hanging baskets, planters.... increase the frequency of garbage pickups so that bins are empty"

Cabaret/Neighbourhood Pub, Davie Street

"My vision of the Davie Village is an area that is vibrant, clean, safe and attracts people from all areas of the city."

Retail Store, Davie Street

"I would like to see small family owned businesses to stay in the area..."

Employment Service, Davie Street

"I would like to see changes in two main areas, the removal of street people and drug dealers from the area and an emphasis on improving and beautifying the streetscape and back alleys."

Limited Service Food establishment, Davie Street

"No street people, no open drug dealing, safer and cleaner... more different variety of businesses..."

Restaurant/Dining Lounge

"High taxes are becoming a bit of a problem but nowhere as near as much of a problem as cleanliness and litter in the back alleys, improperly disposed of needles and syringes, open drug dealing, shoplifting and homeless people panhandling."

Adult Entertainment Store, Davie Street

"Inform local businesses if there are any construction or other traffic disruptions that might affect local businesses."

Personal Service, Davie Street

"The Davie Village BIA is doing an excellent job."

Restaurant/Dining Lounge, Davie Street

"Davie Street needs to become more of a family friendly area with no street kids, no open drug dealing and a greater police presence on the street".

Limited Service Food Establishment, Davie Street

"I would like to see the Burrard/Davie Street streetscape changed to provide more life on the street... that would become the "Gateway" to the Davie Village and the West End."

Retail Store, Davie Street

"It is important for Davie Village to remain an area for everyday services, groceries, cleaners, etc. The people who live here don't need another Robson street".

Retail Store, Davie Street

"It is very important that St. Paul's or equivalent stays as the community needs its services and the shops needs the customers that they get from St. Paul's staff, patients and visitors".

Retail Store, Davie Street

"I would like to see a free public transportation service linking Davie, Denman and Robson streets in a loop with Granville Street being the most eastern street."

Cabaret/neighbourhood Pub, Davie Street

"I would like to see a cleaner brighter more orderly neighbourhood with fewer street people, more police presence on the street"

Health Service, Davie Street

"When I first set up business here I had an optimistic vision of what the area could be. I believe the area has been drained of people with dollars to new areas of the city and locals don't use or care about there community. Frankly I don't know what I think this area could be anymore."

Retailer, Denman Street

"I don't understand how such a great naturally occurring neighbourhood (not artificially created like 'buzz' of Gastown or Yaletown) with one of the most beautiful beaches in Canada next to one of the most internationally well know great parks could be such a disappointing place to do business."

Retailer Denman Street

"The West End needs a committed group of business owners, landlords and community support to find a clear vision of what this neighbourhood should look like. It makes no sense that the West End is not the 4th avenue of the downtown peninsula."

Retailer, Denman Street

"Depending on what is the final decision that is made in regards to branding the West End, I would suggest that we develop separate marketing and promotions committees for each various areas. I would happy to get involved."

Retailer, Denman Street

"The West End needs to be more like areas in other great Canadian cities, like MontrealY more vibrant and free, with an active late night life."

Restaurant, Davie Street

"There are areas in the West End where there are too many empty stores."

Health Service, Robson Street

"Parking, parking, and parking."

Business Service, Denman Street

"Revitalise the area, clean up empty storefronts and entrances. Break-ins and petty crime need to be radically reduced. Create some local events, attract more visitors, and add to the mix and diversity of shopping on Denman."

Business Service, Denman Street

"Add parking facilities for visitors from other parts of Vancouver. Sidewalks and alleys need to be cleaned up."

Business Service, Denman Street

"The West End needs to become more like neighbourhoods in big cities in the U.S. or Toronto."

Business and Personal Service, Robson Street

"My vision for the West End clean the alleys and sidewalks giving homeless people a jobno open drug dealingmake the neighbourhood enjoyable for everyone stop robberies and break-ins."

Retailer, West End

"The homeless people need to be taken care of."

Business and Personal Service, Denman Street

"In three to five years I would like to see all the shops and restaurants that base their appeal on low price have closed or changed."

Restaurant, Denman Street

"This is a great neighbourhood more diverse shops, more parks, more fun and entertainment, more street décor and less commuter car traffic would improve the area."

Business and Personal Service, Denman Street

*Xtra West concerned about diluting the queer identity
of the Davie Village*

The following article appeared in Xtra on September 13, 2006. Despite all efforts to convey our intentions, the newspaper and some of it's following still worry about dilution of the 'Gay' village. It is our intention at the AGM to continue to talk about branding three distinct areas within the expanded BIA, and again to reaffirm the intention to preserve the Davie Village.

(please refer to section regarding branding - section 21)

Davie BIA on verge of expansion

Lori Kittelberg / Xtra West / Wednesday, September 13, 2006

The Davie Village Business Improvement Association (DViBIA) will be one step closer to the creation of a larger West End BIA after a Sep 28 DViBIA board vote.

The proposed West End BIA would include the Davie Village, plus businesses on lower Davie, Denman and lower Robson streets, which aren't currently covered by existing BIAs.

The DViBIA had its fifth outreach meeting with merchants on Sep 12, exceeding the minimum three meetings required by the city. It also held an open house, and a series of breakfast and dinner meetings in June.

"For the most part we've had a very positive response from stakeholders and the community," says Davie Village BIA executive director Lyn Hellyar.

If all goes as planned, after reviewing the BIA proposal, the city will hold a vote and the expansion will proceed if at least 30 percent of landowners and businesses support the plan. The city will consider any abstentions as votes in favour of expansion.

Some Davie Village merchants have expressed concerns that a larger BIA could dilute the queer identity of the Davie Village. But the DViBIA has reassured its current members that the queer character of the Village will be preserved and encouraged.

"We recognize the value of the characteristics of the various retail regions within the West End and seek to preserve and enhance the unique elements that make the West End such an inclusive and vibrant business community," reads a pamphlet sent to merchants in the proposed BIA region.

As well as a larger operating budget, an enlarged BIA may carry the benefits of a louder voice with the city on issues like safety and security, tourism, and zoning, say supporters of the plan.



Vancouver City Savings Credit Union

WEST END COMMUNITY BRANCH
1680 ROBSON STREET, VANCOUVER, B.C. V6G 1C7
TELEPHONE: 604-877-7000 FAX: 604-877-7947
WEB: vancity.com

April 13, 2005

Dear Property Owners and Merchants,

Re: Proposed West End BIA

Who are we?

Concerned members of the West End business community have joined together with representatives of the Davie Village BIA (Davie Street between Burrard and Broughton) in an Ad Hoc Committee to look at forming a West End BIA to improve business conditions in the area.

What is this about?

We are writing to introduce to you an idea of a large 'West End' BIA that could include Denman Street, lower Davie Street, and possibly part of Robson, in addition to the three blocks of the existing Davie Village BIA area. While technically an 'expansion' of the existing Davie Village BIA, the expanded BIA would be re-named, and would be governed by representatives throughout the larger West End area. However, the new BIA would be structured to ensure self-determination within each sub-area, and preservation and enhancement of their unique character.

What is a BIA?

A Business Improvement Area (BIA) is a self-help mechanism designed to assist local business people and property owners to improve the economic vitality of their business district through promotion, physical improvements and other initiatives.

BIAs obtain funding through a special property 'tax', much like a Local Improvement Levy. Unlike general property taxes, every dollar levied goes back to the BIA to fund its annual budget. Each property owner's share of the budget is proportionate to their share of the total taxable value within the BIA boundaries. In other words, if an owner owns one percent of the total taxable assessed value, their share will be one percent of the BIA budget. In most lease agreements, property owners pass on this cost to the business tenants. The enclosed pamphlet provides additional information regarding BIA's. [For further City of Vancouver information on BIAs, contact Peter Vaisbord, BIA Program Coordinator, at (604) 871-6304]


Why do it this way?

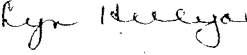
For many years now there has been talk of forming a Denman BIA. Some businesses get fired up - then realize the work involved, and the fire dies - the fire re-kindles and dies again! The time has come to make a huge big bonfire, come together and gather around it to share a vision for the betterment of all in the West End. We are stronger acting together than by trying to 'go it' alone.


Vancity supports the creation of a West End BIA to respond to the myriad of issues involved with running a business. The cumulative effect of BIA activities will attract and maintain customers, clients, and shoppers to our commercial area as well as attracting new business to the market.

The West End has a unique and diverse culture which should be celebrated. Let's band together to develop, encourage, and promote business in the West End. To help us set priorities, please fill out the attached questionnaire. Then join us for an outreach meeting to be held at the Best Western Sands Hotel, April 26th, at 7:00 pm

Respectfully Yours,
Ad Hoc Committee


Janine Davies,
Community Business Development Manager
Vancity


Lyn Hellyar
Executive Director
Davie Village BIA


Vince Marino
Owner
The Pumpjack Pub

Enclosures: Proposed West End BIA Survey
Brochure entitled *City of Vancouver BIA Program*
Map of proposed West End BIA area



Davie Village

Business Improvement Association

Outreach Meeting Regarding Expansion April 12, 2006 Agenda

- Welcome and Introductions - Lyn Hellyar
Executive Director, Davie Village BIA
- Message from Vince Marino - President, Davie Village BIA
- Guest Speaker - Liz Gaige Marketing Cartographer
from Market Navigators
Creating a successful business improvement association supports the success
of each and every BIA member.
- Peter Vaisbord - Business Improvement Area Programme Coordinator
City of Vancouver
 - Background on BIA's
 - The process for Expansion
- Survey Results - Michael Doucette
Communitas Research and Consulting Group
- Discussion
 - concerns
 - questions
 - answers
- Next Steps
 - Block Captains
 - Timeline
- Concluding Remarks

The mission of the DVIBIA is to champion the business
success and diversity of its members.

DVIBIA

Suite 411, 1033 Davie Street, Vancouver, B.C. V6E 1M7 Phone (604) 696-0144 Fax (604) 669-3323
davievillagebia@telus.net www.davievillagebia.com

I AM Davie Village

Some Important Points from the Survey - Summer and Fall 2005 - Summarized

The Goal -

These were many, but not limited to:

- develop an understanding of the interest among businesses in other parts of the West End towards expansion of the BIA.
- assist later in the development of distinct brands which convey the consumer experience and benefits that each business trade area offers.
- provide recommendations to the DViBIA and stakeholders on outreach to potential new members of the BIA

Some of the survey topics were:

- DViBIA membership
- business characteristics
- BIA awareness
- membership satisfaction
- BIA expansion
- neighbourhood priorities
- West End neighbourhood attributes
- partnerships
- marketing
- communication priorities

The methodology - a self completion questionnaire with two sample frames - Davie Village BIA area, and the proposed expansion area. (Population size - approximately 750 with both property owners and merchants)

Business characteristics:

- half of those surveyed were small business with just one location
- about 30% had more than one location
- about 20% were part of large chain or corporation
- slightly more than ½ had up to four employees

BIA awareness (see slide attached)

Awareness is a big challenge






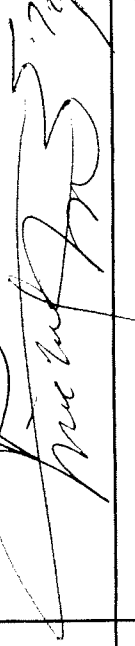
Neighbourhood problems - (see slide attached)

BIA Expansion



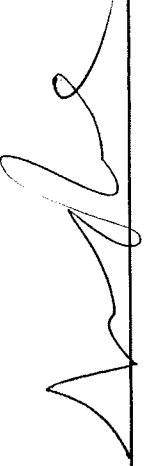

2/3's of businesses said that they strongly, or somewhat supported expanding the BIA into other areas of the West End where there is currently no BIA.

Most businesses outside the DViBIA in other parts of the West End that responded to the survey supported an expanded BIA.

Davie Village BIA Outreach Meeting regarding Expansion April 12, 2006

Name (Please print)	Business	Property Owner	Mailing Address/ Contact Information	Signature
MONICA MCNETY	✓		50 - 323 Jeevi's St V6C 3P8	
KAM SHERLS	✓		1680 ROBSON ST VANCOUVER BC V6E 1C7	
JUSTIS MORGINN	✓		710 DENMAN ST. VANCOUVER BC V6G 2L5	
Dore Helmer	✓			
Alf Halley	✓		1615 Robson St Vancouver	
MICHEL MORIN	✓	volunteer observer		

Davie Village BIA Outreach Meeting regarding Expansion April 12, 2006

Name (Please print)	Business	Property Owner	Mailing Address/ Contact Information	Signature
Gabriel Monty	Madie Corner			
CHRIS MATHISEN	ARPEC HOLDINGS	✓	200 1575 West Georgia Platinum, DC 30603	
Greg Bakeman	Zing			
VINCE MARINO	DVIBIA			
Peter Vaisbory	COV	-	453- W. 12th Ave	



Davie Village

Business Improvement Association

Frustration and what comes next

A great deal of expense and work went into preparation and planning for the April 12th outreach meeting. We tried to entice folk as well with a light meal. As you can see by the sign in sheets, there was again poor attendance. There were more folk from Coal Harbour than from the proposed expanded area. A comment made to me by Craig Norris-Jones from the Coast Hotel: "Lyn, I am not coming to any meetings. I know about BIA's. We want the BIA. I am tired of talking about it. They have been getting together for years and talking. When it is going to happen, just show me the dotted line and I will sign."

We had a special guest speaker planned, who spoke to the already converted. Liz Gaige spoke about what a unique area we had, with so much potential for branding. Following this poorly attended meeting, we actually hired Liz to help with our campaign, as I, being only one person was running out of steam.

Our BIA was concerned at this point about attendance, as Mr. Vaisbord insisted that we should have better turn out. So the planning for the already scheduled date in June started.

In the meantime, we met with the folk from Coal Harbour....again - poorly attended. Aside from Monica Monty and Chris Matheson, (and the usual trio of Peter, Vince, and myself) there was one other attendee - a developer. (see attached) Following that meeting, Peter, Vince and I met with Mr. Matheson, to discuss the possibility of including Coal Harbour. The decision was made that we would not be able to bring those folk up to speed in time, so that may be a consideration, and our current campaign became Phase One. If we were to move forward with Coal Harbour - that would become Phase 2.

Our Executive Director also had a meeting with Mr. Gauthier (DVBIA) regarding the possibility of including Coal Harbour. He got back to us stating that there would be no objection from the Downtown Vancouver BIA should we proceed to include Coal Harbour.

Prior to the next outreach meeting, Liz visited all the merchants in the proposed newly expanded area, and invited them, by special invitation to the next outreach meeting. In light of the poor attendance, and hearing excuses why people were not available, we scheduled two meetings, with an Open House to take place between the morning and evening meetings. Again - very poor attendance. However, there was good dialogue and positive exchange.

DViBIA



Davie Village

Business Improvement Association

June 19, 2006

Dear Property or Business Owner,

Re: Creation of a BIA for the West End

We think that this is a great idea and something that could be really important to you. We are taking the leadership on this initiative and think that it is a dynamite idea!

As you know from previous communication, we are working on the creation of a BIA for the West End. Previous surveys and meetings with property owners and businesses to discuss expansion and our idea to create a BIA for the West End have been favourable. The majority in attendance have encouraged the DViBIA to proceed with the expansion.

Establishing a BIA for the West End demonstrates our commitment to the business community to improving the area. The activities of the BIA raise the profile of the area, which in turn attract new businesses. "Business Improvement Areas allow property owners and merchants to make their own decisions and to have control over their own marketing ---- and that's something that's never been available to them in the past. It's self determination for downtown merchants and property owners"
(Allison Habrick - Administration Assistant to the Nanaimo City Administrator.)

Please join us at our next outreach meeting to discuss the proposed budget and how it might affect you. At that meeting we will also discuss what you want to see happen in your area, and as well some ideas on branding and naming the West End BIA. Please come and find out how working together can do great things for your community. Small participation will give you great results. I look forward to seeing you on June the 29th at the Sylvia.

Respectfully Yours,

A handwritten signature in black ink that reads "Lyn Hellyar".

Lyn Hellyar
Executive Director

/lh

Enclosures: Information Sheet - BIA 101
City of Vancouver BIA Program brochure
Invitation brochure to the meeting on the 29th

DViBIA

Information Sheet - BIA 101

First, what is a BIA?

A Business Improvement Association is designed to assist business and property owners with the maintenance, development and promotion of their commercial district to further trade and commerce in the area.

BIA's are active all across the country. We are part of the Business Improvement Association of British Columbia (BIABC), an organization formed in 1991 to facilitate networking among BIA members. There are currently 53 BIAs in the Province, with twenty-five more in the process of formation. This represents over 40,000 businesses, and \$16.5 billion in land value. In Vancouver alone there are 18 active associations. Each BIA reflects the needs and wants of the individual areas. They are not another level of government. A BIA provides a way for the business owner to have a voice in the development and promotion of their own neighbourhood.

The Davie Village Business Improvement Association (DViBIA) obtains its revenue from a levy that is collected on our behalf by the City of Vancouver. The DViBIA has a mandate that runs in 5-year terms and each year its membership approves an annual budget. The budget then gets divided amongst the BIA properties based on their assessed property value. The City of Vancouver collects these funds together with the standard property taxes and then turns this money over to the Association to administer on a semi-annual basis. For most tenants, the levy is included in the property tax total portion of the triple net costs of their lease. In actuality, the BIA portion of your property tax is approximately 4%.

We are legislated under the Vancouver Charter and are fiscally responsible to the City's Director of Finance. Our Board consists of business owners like yourself who have volunteered their time to make a vibrant economic community.

Where is the proposed BIA for the West End?

The physical boundaries of the proposed BIA would be Davie Street from Burrard to Denman, across Denman Street to Georgia, and Robson Street to Jervis. (The Robson Street BIA boundary comes to Jervis Street.)

What is the Process?

Because this invitation involves City of Vancouver Charter amendments, there is a formal process that we must follow to expand our BIA boundaries to include your businesses. Please refer to the City of Vancouver BIA Program brochure included in this package.

The first formal activity is that the current BIA passed a motion at our September AGM that approved our desire to expand our boundaries. We are confident that our plan will be met with unanimous approval.

Simultaneously, we must be in dialogue with both the property owners and business tenants in the proposed expansion area. Because it involves money, the City of Vancouver requires a 66% approval from property owners and 66% approvals of tenants, before the new boundaries can be drawn.

This process takes several months. We must prepare a report of our initial discussions with both property owners and the tenants showing an acceptable level of interest. Once that is done, the City sends all relevant parties notification of our intentions (December of this year - 2006), and gives you one more opportunity to either endorse or oppose your inclusion into the proposed (not yet named) BIA.

The final proclamation into law does not happen until February 2007. As you can see, it is a long and drawn out process to insure that all parties are aware and in agreement with the proposal.

Pertinent Details

Obviously, the question of cost and benefit is the pivotal factor for you to consider. It is important to remember that 99% of all property owners pass the BIA levy on to the tenants. After all, they are the primary benefactors.

In 2006/2007, the newly created BIA is proposing to operate with a \$450,000 levy. Based on the current assessed property values, this works out to be about 93 cents per \$1,000.00 assessed value. The City of Vancouver has provided us with data showing how this would be applied to your specific property during this fiscal year. It is important to note that residential property is exempt. The levy is assessed on class 5 and 6 commercial properties only. At the meeting we can show you what amount your portion would cost you. An example:

Coordinate key	Tax Control #	General Taxable total (assessed value)	Owner Share	2005 BIA Contribution	Property Address
612-118-50-0000	197-9939	\$12,008,000	.105494468	\$25,844.88	Undisclosed large property in the Davie Village
That same property, based on our proposed expansion draft budget - is projected at				2007-08 BIA Contribution	
612-118-50-0000	197-9939	not available	.105494468	Less than \$5,000.00	

Return on Investment

The BIA provides many services to its members. It manages beautification projects such as banners, decorative lighting, summer hanging baskets. With an adequate budget we might contract daytime security patrols. We contract custodial services. A large portion of our budget is devoted to advertising and promotion. Our advertising program is open to merchant participation and it has provided significant cost benefits to our membership. We also provide representation for our community in civic matters. The BIAs have become a strong voice at City Hall and our voice is being heard and considered in many aspects of civil policy. We do what no merchant can do independently. You will notice our streets are safer, cleaner and friendlier and major re-development investments are being made in and around the BIA. We are proud of these efforts and projects, and would like you to share in our future success.

Establishing a BIA for the West End demonstrates our commitment to the business community to improving the area. Although not yet formed, we included your area in our fight with the City against the inequitable tax situation. Without a doubt our members would have seen no relief whatsoever had there not been a collective push from our BIA communities and the Vancouver Fair Tax Coalition. This Coalition is still alive and well, working on a strategic plan to continue to fight the City. The 1% tax shift achieved this year was a great beginning.

Your properties are at a distinct advantage in our area. Because of how your assessments are calculated, your proportionate share of the BIA budget is significantly less than the actual services and amenities provided! Costs alone for banners, lights, electricity and hanging baskets exceed what your proportionate share of the levy would be. You are getting exceptional value for your investment and participation.

What we know! There are benefits!

Establishing a BIA will benefit individual property owners and businesses, the entire area, and potentially the whole community. The benefits include:

- **Coordinated efforts.**
Working together, property owners and businesses can achieve more than by working alone. By planning, marketing, making improvements, and seeking funds as a group, the efforts of BIA participants will have more impact and more profile in the community.
- **Sustained funding.**
By providing for ongoing funding of management and marketing tasks, the BIA allows the participants to plan programmes in advance. This will produce better results than can be achieved by ad hoc projects launched on short notice, for which funds must be collected "door to door". Participants spend more time doing productive work because they do not have to spend as much time collecting donations.
- **Self-reliance.**
The BIA uses funds generated from within the BIA boundary. Participants decide how much money to raise and then decide how to allocate it. The BIA provides the mechanism for participants to collect money from within their area and then spend it on useful projects in their area.
- **Access to professionals.**
The BIA can use some of its funds for professional staff or consultants.
- **Strong public image.**
Establishing a BIA demonstrates the commitment of the business community to improving the area. The activities of the BIA raise the profile of the area.
- **Community benefits.**
A BIA can help build a business area that is physically attractive, well-marketed, and economically successful. This can help enhance the image and economy of the entire community.

What has happened to date.

- As early as 1987, merchant groups on Denman have tried to establish a BIA. The volunteers have found the effort far too daunting and expensive to do it on their own.
- In November of 2004, the Davie Village BIA, together with Mr. Peter Vaisbord, (BIA Program Coordinator for the City of Vancouver) was invited to speak to a group of merchants from Denman and lower Robson Street - the outcome of that meeting was that they were interested, but who would do the work? As there was no move by that group of people to move forward on their own, the Davie Village BIA asked those individuals if they would consider working with us to create a BIA for the West End.
- In the late spring of 2005, the Davie Village BIA surveyed the area to determine interest in forming a BIA for that particular area. The results were positive, and merchants indicated the issues that they were facing.
- On April 26, 2005, we held our first outreach meeting. The meeting was poorly attended.
- Discussion continued at the Board level, and as we were due to survey our members, it was decided to conduct an in-depth survey of both the current area, and as well the proposed area. That took place in August and September of 2005.
- The Board of the DViBIA revisited the possibility of creating a BIA for the West End using the City process of expansion. The subject was lively debated, and at the AGM in September of 2005, it was decided to proceed with the project.
- A second outreach meeting was held in April of this year. Again, attendance was very poor. *It is now beginning to appear that there is not enough interest.*

So - What now?

The next step is yours. I am sure that you are left with questions. Please join us at our next outreach meeting to discuss the proposed budget and how it might affect you. **If you want a BIA you must show your support!** (Your invitation is included in this package)

You Are Invited!

We are holding an outreach meeting and you are invited!

Previous surveys and meetings to discuss the creation of a West End Business Improvement Area have met with a very favourable response.

We want to ensure you have every opportunity to learn how the West End BIA will work, what it can do for you, and to get your feedback on the proposal.

Outreach Meeting

Thursday, June 29, 2006
Sylvia Hotel
1154 Gifford Street

Morning: 8:30am - 10:30 am
Includes light continental breakfast

Open House: 10:30am - 5:00pm
Evening: 5:00pm - 7:00 pm
Includes light evening meal

If you want to support the creation of the West End BIA and help this initiative be a success, we must hear from you.

*Please RSVP
for which session you will attend.*

phone 604 696 0144
davievillagebia@telus.net

Please note: if commitments to your business do not enable you to attend either the morning or the evening session, please come by the Open House from 10:30am - 5:00pm to show your support.

Diverse Regions in One Area

The proposed West End BIA is a large geographic area and contains a variety of retail regions.

Under this proposal, the area would be divided into several segments, each maintaining its own unique flavour.

Come see how great diversity can work together, beautifully.



A Rose is Still a Rose

We need creative and descriptive names for each of the unique and diverse retail regions within the West End BIA area. Come see our ideas and suggestions and contribute yours.

*We are working towards
building an exciting
economic future
for the West End.*

Outreach Meeting

Thursday, June 29, 2006
Sylvia Hotel

Morning: 8:30am - 10:30 am

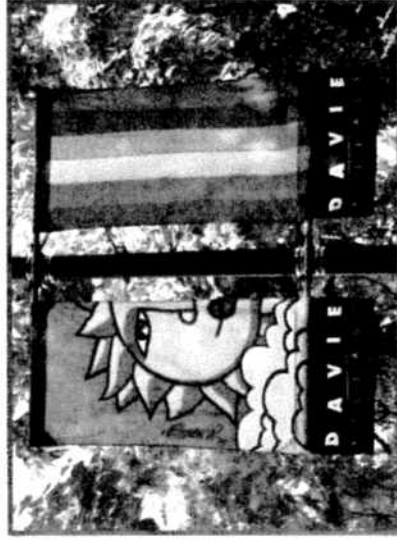
Open House: 10:30am - 5:00pm

Evening: 5:00pm - 7:00 pm

please contact us to RSVP

Together

*We Will Create
A Thriving, Vibrant Business
Community!*



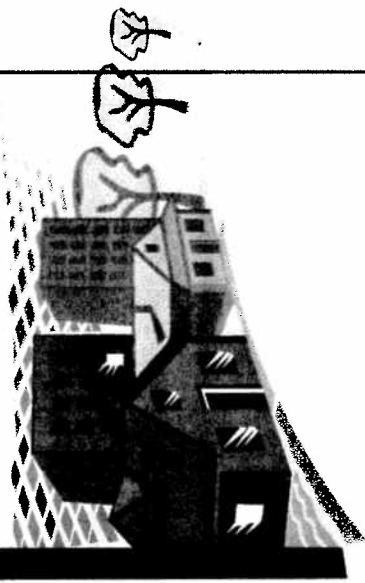
Join us on

Thursday, June 29, 2006

to learn more about
increasing consumer traffic,
making improvements to
our neighbourhood and
creating a strong, vibrant
business community.

*We are working towards
building an exciting
economic future
for the West End.*

Thank you for shopping the West End!



Our Vision



The West End BIA proposal is an inclusive initiative spearheaded by the Davie Village BIA.

We recognize the value of the characteristics of the various retail regions within the West End and seek to preserve and enhance the unique elements that make the West End such an inclusive and vibrant business community.

Mission Statement

The Mission of the BIA is to champion the business success and diversity of its members.

We are working towards building an exciting economic future for the West End.

Why a Business Improvement Area?

Why a Business Improvement Area?



How will a West End BIA make a difference in this community? BIA's work hard to create initiatives and projects which directly benefit merchants and building owners. A BIA:

- Collectively markets and promotes the whole business area, increasing consumer traffic and benefiting all businesses
- Addresses safety and security concerns that keep customers and other businesses away from the area
- Liaises with health and other agencies to deal with social issues such as homelessness, panhandling and graffiti removal
- Lobbies government to work with and for the benefit of area businesses
- Allocates its budget and resources based on the individual needs of its area and members' priorities
- Allows businesses to resolve community issues collectively

"Individually, we are one drop. Together, we are an ocean."

Ryousuke Saito

Outreach Meeting

We care about our community and want to make it stronger. We need your help to succeed.

The Info

Discover the many tangible ways a BIA can support you as a merchant and/or property owner and why having one helps build your business.

The Picture

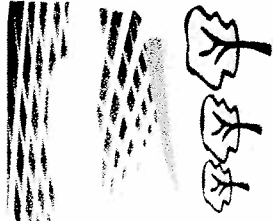
Learn what the structure of the proposed West End BIA looks like and where its boundaries will be set.

The Cash

Assess the proposed West End BIA budget, learn how it is established and how contributions are calculated.

The Chat

We need your input! A BIA is for you, about you. Come, ask questions, offer your perspective and help set the focus and priorities for the proposed West End BIA.



West End BIA Outreach
June 29/06 - Sylvia Hotel

8:30 am session - 10 in attendance

- 6 "other" (8 observers) - Roger Chalk BVA / Quantum Ideas
- Kathi Thompson (observer)
- ~~Jim Jones~~ West End CC
- ~~Bethie Williams - Exhbit by Oppose~~
- ~~Rep. Williams in Denton~~
- ~~Carol. Emma Price (driver)~~
- ~~Brian Scott, always coffee~~

Q - How does budget compare w/ Davis?

Q - Do you have a copy of the survey?

(17 to PB + BUS
in spreadsheet)

- engage people around the
character & diversity of the area(s)

20% return
if survey used
80 yes
14 no

Q. How do you get to the landlords?

Landlord City's website

- Add: your story about the history
of BIA's and the positive
impacts.

5 pm session

- 9 in att.
- 5 'other' not part of meeting
5 PV.

Davie Village Business Improvement Association

West End BIA Campaign Report and Recommendations July 2006

1. Goals

The goals of the West End BIA campaign were to:

- A. Invite merchants and building owners to two June community outreach meetings
- B. Ensure that merchants and building owners are educated about the proposed West End BIA
- C. Address any concerns or misinformation merchants or building owners may have regarding the proposed West End BIA
- D. Meet the requirements of the City of Vancouver process to expand the Davie Village BIA into a West End BIA

2. Communications Campaign

A brochure was prepared and inserted in a mailing to merchants and owners with a cover letter and information required by the City of Vancouver BIA Program. Subsequent to the mailing, the brochure was hand delivered to a large number of businesses within the proposed West End BIA area. The brochure was carefully prepared to ensure that readers would quickly and easily grasp both the intent and content of the upcoming outreach meetings.

3. Proposed Brand Concepts

Proposed logos were drafted for each of the sub-areas included within the proposed West End BIA. Design and naming recommendations were provided, including naming the overall area the "West End BIA" for logistic simplicity, and concisely naming each sub-area for ease of use in promotional materials and for individuals' easy recognition and recollection.



4. Meeting Strategy

The June community outreach meetings were structured to ensure that relevant key messages around the BIA expansion project would be clearly and concisely delivered to the merchants and property owners who attended. Topics covered included:

- A. Description and history of the BIA concept
- B. Outline of BIA benefits to the business community
- C. Overview of proposed budget and individual merchant costs
- D. Feedback and questions from attendees

5. Outcomes

A variety of positive outcomes and learning resulted from the proactive communications campaign.

- A. The hand delivered brochure and personal invitation to the outreach meetings were very well received. Many merchants indicated they had not seen the initial mailing, had seen it but not yet read it, or that it would have been forwarded to head office. A small percentage of merchants were aware of the upcoming meetings.
- B. The brochure, which combined graphic elements with point form, high level information, was highly successful in capturing attention and providing succinct and at-a-glance information for time-crunched merchants and building owners.
- C. Face-to-face feedback from merchants about the proposed West End BIA was mostly highly positive, positive or neutral (99%). Several merchants were highly positive and only three individuals (1%) provided somewhat negative feedback.
- D. Of the somewhat negative feedback, one individual felt that the BIA was a good idea, but that costs could escalate without control. The second simply stated that "A BIA is very difficult to get started." This individual was from within the area that has tried unsuccessfully three times to start a BIA. The third individual asked if a BIA would cost money.
- E. The outreach meetings were not as well attended as hoped. Some merchants who had indicated they would attend did not. In face-to-face conversations, a number of merchants indicated that they would like to come, but that schedules did not permit.
- F. Of those merchants who did attend, support was positive with very few questions and no apparent concerns raised, including with respect to discussions regarding the proposed budget. Overall there was strong support as well as recognition of the value to businesses within the area for the relative cost. There was also some interest in learning what costs would be to individual businesses.



- G. Among meeting attendees, cost was not indicated as a deterrent for proceeding with the proposed BIA expansion. The actual name of the BIA or the name and/or brands for each of the sub-areas also did not raise any concerns or questions among attendees.

6. Challenges

It appears that the primary challenge with the proposed West End BIA is not that merchants are not in favour of a West End BIA, but rather that the process presumes that merchants are not in favour unless it is proven otherwise. Challenges identified include:

- A. Reaching merchants and building owners with information
- B. Clearly communicating key and relevant information to merchants and building owners
- C. Overcoming the perception that lack of attendance at meetings indicates lack of support
- D. Meeting the City of Vancouver's extensive expansion process requirements

7. Recommendations

A. Communication Channels

The outreach meeting campaign was successful in getting information to merchants and building owners, however, the process was time consuming and costly. The following recommendations will build a successful, cost-effective communications network and information resource centre for the West End BIA.

- a. Develop and support an ongoing block captain program where individuals within each block of the proposed BIA area are responsible to disseminate information to merchants within their block on behalf of the BIA office
- b. Provide a non-public area within the West End BIA Web site where merchants can go for information and updates
- c. Utilize additional cost-effective options such as email, postcards and online for ongoing communications with merchants and building owners



B. Clear, Concise Communication

As part of the expansion process, the Davie Village BIA has been required to provide highly detailed information to merchants and building owners. Feedback indicates that recipients often do not read the information, already embrace the concept, are not concerned with lengthy process specifics, and, in some cases may not understand or be interested in the information provided.

- a. Ensure that all information to merchants and building owners is presented in ways that will be easy to read and understand
- b. Keep details clear and concise with the option for merchants and building owners to obtain more detail through the BIA office or online

C. Document Support

While it may appear that low attendance to the outreach meetings shows a lack of support, anecdotal evidence suggests that the lack of attendance may in fact indicate a willingness for the West End BIA to proceed without resistance or need for further community input. It is important to ensure that the silence of merchants and building owners not be misconstrued as opposition.

- a. Focus resources on documenting the positive support that has already known
- b. Follow up with merchants who intended to attend the outreach meeting but did not
- c. Personally contact businesses that support the West End BIA but are not willing or able to attend meetings
- d. Prioritize resources to counter potential resistance according to the merchant or building owner's ability to impede the expansion (i.e. Safeway would be nice but may not be necessary to have on board)

D. Expansion Process Requirements

The City of Vancouver BIA Program requires the demonstration of due process and these requirements should strive to be met within reasonable communication and financial constraints, and while balancing the needs of merchants and building owners.

- a. Provide the following documentation to the City of Vancouver BIA Program:
 - Copies of each of the two surveys report as conducted by the Davie Village BIA to date
 - Copies of each of the individual survey feedback forms from merchants within the proposed West End BIA area
 - Copies of all correspondence sent to merchants to date regarding the expansion project
 - A list of all businesses that received previous correspondence



- A list of all businesses that were sent the June outreach meetings information package
 - A list of all businesses contacted face-to-face regarding the outreach meetings
- b. Work with the City of Vancouver BIA Program to define reasonable “burden of proof” documentation requirements
 - c. Obtain a list of specific documentation required by the City of Vancouver BIA Program to support due process of the West End BIA expansion
 - d. Provide the specific documentation as required by the City of Vancouver BIA Program
 - e. Submit letters of support from area businesses collected in support of the West End BIA expansion (see section C above)



Davie Village

Business Improvement Association

Throughout the summer and beyond

Throughout the summer we continued visiting merchants, doing small presentations to individuals who showed an interest, and dialoguing. A very interesting point to make is the numbers of residents who were showing interest in the BIA, and expressing their vote in favour - although they don't vote. One woman expressed the comment in an email, as she left for vacation. "Good luck with your expansion project. When I came here ten years ago, I looked for a BIA on Denman Street and was very surprised there wasn't one!"

We continued as best we could, engaging merchants in the proposed expanded area. Some visited the office, and had a personal power point presentation. And more questions were answered. A separate presentation was done for the Denman Mall Merchant's Association.

We also continued with the development of some, again - broad brush stroke - ideas about how to brand the area, should the City approve the expansion of our BIA.

Despite a request, based on our findings throughout the campaign, to not be required to have another outreach meeting, we were told that it must take place. The invitations were hand delivered for the final outreach meeting, and mailed to property owners. In that package was the same information as previously distributed, along with the proposed budget. (see attached)

An observation that I think really significant in the process through which we have been is to raise the issue - How many property owners actually see the information that goes in the mail? It has become increasingly evident that management companies are intercepting mail, and not communicating with the actual property owner. An example would be in the proposed expansion area - 57 out of the 116 property owners are actually people. It is very difficult to even get the name of the actual owner. This is just one of the frustrations that we are feeling in this process.

In a letter sent August 26, 2006 to my property owners in the Davie Village, among various other items there was the following paragraph:

"Finally, in the interest of making communication with you easier, would you kindly provide me with an email address, telephone number and the name of the person to whom I should be speaking regarding BIA matters. I really would prefer to address these letters more personally. Should you have any queries, please do not hesitate to call me. I look forward to hearing from you soon."

I did not hear back from one person, either management or otherwise.

So what is the BIA - ours or any other - to do about the apathy or lack of merchant buy-in? It is certainly not for the lack of trying. This topic is being debated at the BIABC level as well at the present time.

DViBIA



Davie Village

Business Improvement Association

September 1, 2006

Dear Property or Business Owner,

Re: Creation of a BIA for the West End

As you know from previous communication, we are working on the creation of a BIA for the West End. Previous surveys and meetings with property owners and businesses to discuss expansion and our idea to create a BIA for the West End have been favourable. The majority in attendance have encouraged the DViBIA to proceed with the expansion.

Establishing a BIA for the West End demonstrates our commitment to the business community to improving the area. The activities of the BIA raise the profile of the area, which in turn attract new businesses. " Business Improvement Areas allow property owners and merchants to make their own decisions and to have control over their own marketing --- and that's something that's never been available to them in the past. It's self determination for downtown merchants and property owners"
(Allison Habrick - Administration Assistant to the Nanaimo City Administrator.)

Please join us at our final outreach meeting to discuss the proposed budget and how it might affect you. At that meeting we will also discuss what you want to see happen in your area, and as well some ideas on branding and naming the West End BIA. Please come and find out how working together can do great things for your community. Small participation will give you great results. I look forward to seeing you on September 12th at the Best Western Sands by the Sea..

Respectfully Yours,

A handwritten signature in cursive script that reads "Lyn Hellyar".

Lyn Hellyar
Executive Director

/lh

Enclosures: Information Sheet - September 2006
City of Vancouver BIA Program brochure
Invitation brochure to the meeting on the 12th

DViBIA

Suite 411, 1033 Davie Street, Vancouver, B.C. V6E 1M7 Phone (604) 696-0144 Fax (604) 669-3323
davievillagebia@telus.net www.davievillagebia.com

Information Sheet - September 2006

First, what is a BIA?

A Business Improvement Association is designed to assist business and property owners with the maintenance, development and promotion of their commercial district to further trade and commerce in the area.

BIA's are active all across the country. We are part of the Business Improvement Association of British Columbia (BIABC), an organization formed in 1991 to facilitate networking among BIA members. There are currently 55 BIAs in the Province, with twenty-five more in the process of formation. This represents over 40,000 businesses, and \$16.5 billion in land value. In Vancouver alone there are 18 active associations. Each BIA reflects the needs and wants of the individual areas. They are not another level of government. A BIA provides a way for businesses and property owners to have an influence in the development and promotion of their own shopping area.

The Davie Village Business Improvement Association (DViBIA) obtains its revenue from a levy that is collected on our behalf by the City of Vancouver. The DViBIA has a mandate that runs in 5-year terms and each year its membership approves an annual budget. The budget then gets divided amongst the BIA properties based on their assessed commercial property value. The City of Vancouver collects these funds together with the standard property taxes and then turns this money over to the Association on a semi-annual basis to administer on behalf of the membership. For most tenants, the levy is included in the property tax total portion of the triple net costs of their lease. In actuality, the BIA portion of your property tax is approximately 3.4%. We are legislated under the Vancouver Charter and are fiscally responsible to the City's Director of Finance. Our Board consists of business owners like yourself who have volunteered their time to make a vibrant economic community.

The physical boundaries of the proposed BIA would be Davie Street from Burrard to Denman, all of Denman Street from Beach Avenue to Georgia, and Robson Street from Denman to Jervis. (The existing Robson Street BIA boundary comes to Jervis Street)

What is the Process?

Because this initiative involves by-laws that would be enacted under City of Vancouver Charter, there is a formal process that we must follow to expand the existing Davie Village BIA boundaries to include your business or property. Please refer to the City of Vancouver BIA Program brochure included in this package.

The first formal activity took place a year ago at our 2005 AGM, where the current BIA passed a motion approving our desire to expand our boundaries. The next formal activity is that the current BIA must pass a motion at our September AGM that approves the proposed budget for the expanded BIA, if the City of Vancouver approves the expanded BIA. We are confident that our plan will be met with unanimous approval.

Prior to that, we have needed to be in dialogue with both the property owners and business tenants in the proposed expansion area. Because it involves a mandatory levy, City of Vancouver will establish the new boundaries only if fewer than one-third of either the property owners or the tenants (counted separately) object to the proposal.

This process takes several months. We must prepare a report of our initial discussions with both property owners and the tenants showing an acceptable level of interest. Once that is done, the City sends all relevant parties an official notification of our intentions (December of this year - 2006), and gives you one more opportunity to either endorse or oppose your inclusion into the BIA proposal for the West End.

The final City Council decision does not happen until February 2007. As you can see, it is a long process to build consensus and ensure that all parties are aware and in agreement with the proposal.

Pertinent Details

Obviously, the question of cost and benefit is the pivotal factor for you to consider. The majority of property owners pass the BIA levy on to their tenants.

For discussion purposes, we have prepared a draft 2006/2007 budget that contemplates the newly created BIA operating with a \$450,000 levy. The City of Vancouver has provided us with data showing how this would be applied to your specific property during this fiscal year. It is important to note that residential property is exempt. The levy is assessed on class 5 and 6 commercial properties only. At the meeting we can show you what amount your portion would cost you based on the \$450,000 budget scenario. In the meantime, property owners can estimate their contribution by dividing their commercial assessed property value by 1,000 and multiplying by \$0.96. This should work out to about 3.4% of your total commercial taxes. For business tenants, your share would work out to be around \$450.00 to \$10.00 per year for a standard 16' storefront.

Return on Investment

The BIA provides many services to its members. It manages beautification projects such as banners, decorative summer hanging baskets. With an adequate budget we might contract daytime security patrols. We contract custodial services. A large portion of our budget is devoted to advertising and promotion. Our advertising program is open to merchant participation and it has provided significant cost benefits to our membership. We also provide representation for our community in civic matters. The BIAs have become a strong voice at City Hall and our voice is being heard and considered in many aspects of civil policy. We do what no merchant can do independently. You will notice our streets are safer, cleaner and friendlier and major re-development investments are being made in and around the BIA. We are proud of these efforts and projects, and would like you to share in our future success.

Establishing a BIA for the West End demonstrates our commitment to the business community to improving the area. Although not yet formed, we included your area in our fight with the City against the inequitable tax situation. Without a doubt our members would have seen no relief whatsoever had there not been a collective push from our BIA communities and the Vancouver Fair Tax Coalition. This Coalition is still alive and well, working on a strategic plan to continue to fight the City. The 1% tax shift achieved this year was a great beginning.

What we know! There are benefits!

Establishing a BIA will benefit individual property owners and businesses, the entire area, and potentially the whole community. The benefits include:

- **Coordinated efforts.**

Working together, property owners and businesses can achieve more than by working alone. By planning, marketing, making improvements, and seeking funds as a group, the efforts of BIA participants will have more impact and more profile in the community.

- **Sustained funding.**

By providing for ongoing funding of management and marketing tasks, the BIA allows the participants to plan programmes in advance. This will produce better results than can be achieved by ad hoc projects launched on short notice, for which funds must be collected "door to door". Participants spend more time doing productive work because they do not have to spend as much time collecting donations.

- **Self-reliance.**

The BIA uses funds generated from within the BIA boundary. Participants decide how much money to raise and then decide how to allocate it. The BIA provides the mechanism for participants to collect money from within their area and then spend it on useful projects in their area.

- **Access to professionals.**

The BIA can use some of its funds for professional staff or consultants.

- **Strong public image.**

Establishing a BIA demonstrates the commitment of the business community to improving the area. The activities of the BIA raise the profile of the area.

- **Community benefits.**

A BIA can help build a business area that is physically attractive, well-marketed, and economically successful. This can help enhance the image and economy of the entire community.

What has happened to date.

- As early as 1987, merchant groups on Denman have tried to establish a BIA. The volunteers have found the effort far too daunting and expensive to do it on their own.
- In November of 2004, the Davie Village BIA, together with Mr. Peter Vaisbord, (BIA Program Coordinator for the City of Vancouver) was invited to speak to a group of merchants from Denman and lower Robson Street - the outcome of that meeting was that they were interested, but who would do the work? As there was no move by that group of people to move forward on their own, the Davie Village BIA asked those individuals if they would consider working with us to create a BIA for the West End.
- In the late spring of 2005, the Davie Village BIA surveyed the area to determine interest in forming a BIA for that particular area. The results were positive, and merchants indicated the issues that they were facing and what their priorities were.
- On April 26, 2005, we held our first outreach meeting. Those in attendance discussed the survey results, and possible BIA activities. We were encouraged to continue the BIA process, but as the meeting was poorly attended, we do not yet have a solid mandate.
- Discussion continued at the Board level, and as we were due to survey our members, it was decided to conduct an in-depth survey of both the current area, and as well the proposed area. That took place in August and September of 2005.
- The Board of the DViBIA revisited the possibility of creating a BIA for the West End using the City process of expansion. The subject was lively debated, and at the AGM in September of 2005, it was decided to proceed with the project.
- A second outreach meeting was held in April of this year. Again, attendance was very poor. *It is now beginning to appear that there is not enough interest.* A third meeting was held (three offerings on the same day) June 29th
- Based on the survey results and outreach meetings, we have prepared a draft BIA budget for discussion purposes. We now need a strong turn out at the next meeting to discuss this budget and move forward.

So - What now?

The next step is yours. I am sure that you are left with questions. Please join us at our final outreach meeting to discuss the proposed budget and how it might affect you. **If you want a BIA you must show your support!** (Your invitation is included in this package)

You Are Invited!

We are holding our final outreach meeting and you are invited!

Previous surveys and meetings to discuss the creation of a West End Business Improvement Area have met with a very favourable response.

We want to ensure you have every opportunity to learn how the West End BIA will work and what it can do for you. This is your final chance to provide feedback on the proposal prior to our AGM.

Come Celebrate!

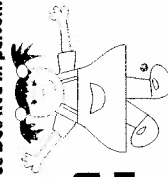
DAVIE Days

The 3rd Annual

A Community Celebration
in the Davie Village presented by



Meet Dee Dee live in person!



Saturday September 9th 9AM to 8PM

Super Valu Kidzone

Dance Lessons in the Street

Davie Village Scavenger Hunt

featuring Dee Dee

Big Kids Games Area

Art Show

Snapshot Photo Contest

Prize Giveaways

from Harmony Airways, Fitness

World, Sandman Suites and more

MLA's Community BBQ

... and more!

TD Canada Trust Music
Concert Stage featuring



Kim Muzama

Ari Gold

Samuel Sisto

Tracey Bell

Taylor James

Jam's Falling

Benjamin Keith

Norine Braun

...and more!

Davie Day is an initiative of the Davie Village Business Improvement Association.

Diverse Regions in One Area

The proposed West End BIA is a large geographic area and contains a variety of retail regions.

Under this proposal, the area would be divided into several segments, each maintaining its own unique flavour.

Come see how great diversity can work together, beautifully.



A Rose is Still a Rose

We need creative and descriptive names for each of the unique and diverse retail regions within the West End BIA area.

Come see our ideas and suggestions and contribute yours.

*We are working towards
building an exciting
economic future
for the West End.*

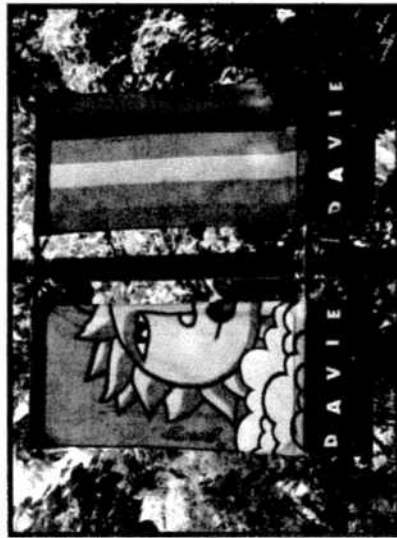
Final Outreach Meeting

Sands By the Sea
1755 Davie Street
Vancouver, BC

Tuesday, September 12, 2006
6:30pm to 8:30pm

Together

*We Will Create
A Thriving, Vibrant Business
Community!*



Join us on
Tuesday, Sept. 12, 2006
Sands By the Sea
1755 Davie Street
Vancouver, BC
6:30pm to 8:30pm

*We are working towards
building an exciting
economic future
for the West End.*

Thank you



Our Vision

The West End BIA proposal is an inclusive initiative spearheaded by the Davie Village BIA.

We recognize the value of the characteristics of the various retail regions within the West End and seek to preserve and enhance the unique elements that make the West End such an inclusive and vibrant business community.

Mission Statement

The Mission of the BIA is to champion the business success and diversity of its members.

*We are working towards
building an exciting
economic future
for the West End.*

for shopping the West End!

Why a Business Improvement Area?

How will a West End BIA make a difference in this community? BIA's work hard to create initiatives and projects which directly benefit merchants and building owners. A BIA:

- Collectively markets and promotes the whole business area, increasing consumer traffic and benefiting all businesses
- Addresses safety and security concerns that keep customers and other businesses away from the area
- Liaises with health and other agencies to deal with social issues such as homelessness, panhandling and graffiti removal
- Lobbies government to work with and for the benefit of area businesses
- Allocates its budget and resources based on the individual needs of its area and members' priorities
- Allows businesses to resolve community issues collectively

*"Individually, we are one drop.
Together, we are an ocean."*

Ryousuke Satono

Outreach Meeting

We care about our community and want to make it stronger. We need your help to succeed.

The Info: Discover the many tangible ways a BIA can support you as a merchant and/or property owner and why having one helps build your business.

The Picture: Learn what the structure of the proposed West End BIA looks like and where its boundaries will be set.

The Cash: Assess the proposed West End BIA budget, learn how it is established and how contributions are calculated.

The Chat: We need your input! A BIA is for **you**, about **you**. Come, ask questions, offer your perspective and help set the focus and priorities for the proposed West End BIA.

Contact Info

Suite 411 - 1033 Davie Street
Vancouver, BC V6E 1M7
phone: 604 696 0144
fax: 604 669 3323
email: davievillagebia@telus.net

Our Vision 

The West End BIA proposal is an inclusive initiative spearheaded by the Davie Village BIA.

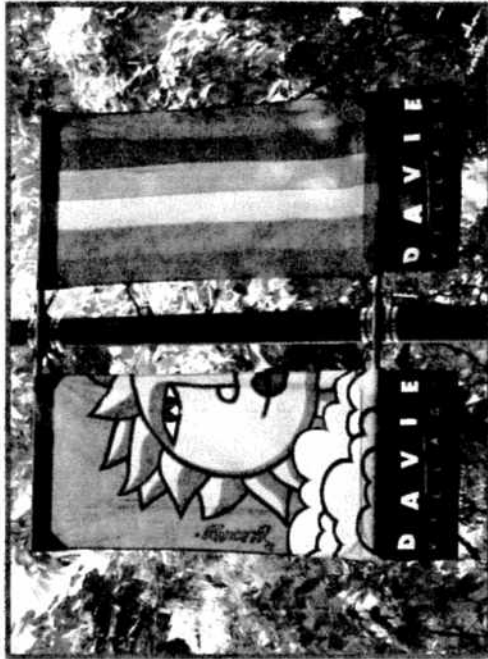
We recognize the value of the characteristics of the various retail regions within the West End and seek to preserve and enhance the unique elements that make the West End such an inclusive and vibrant business community.

Mission Statement

The Mission of the BIA is to champion the business success and diversity of its members.

*We are working towards
building an exciting
economic future
for the West End.*

Together
We Will Create
A Thriving, Vibrant Business
Community!



Tuesday, September 12, 2006

*We are working towards
building an exciting
economic future
for the West End.*

Thank you for shopping the West End!



Outreach Meeting Agenda

Focused on What Matters Most

The Info

- Welcome and Introductions
- Purpose of the meeting

The Picture

- West End BIA concept
- Value of one large West End BIA
- Area branding
- What is a BIA
- How is a BIA created or expanded?
- Q&A / Open discussion

The Cash

- Proposed Business Plan and Budget
- Estimated Cost to you
- Q&A / Open discussion / Mandate to continue?

The Chat

- Governance
- Next steps
- Questions and Answers

*"Individually, we are one drop.
Together, we are an ocean."*

Ronnie Sabin

Davie Village Business Improvement Association
Proposed Draft Budget for the New West End BIA
For the year April 01, 2007 to March 31, 2008

DRAFT

Income

Levy - City of Vancouver	\$450,000	
GST rebate	\$2,000	
Non levied funds		Please note no amount included
Interest	<u>1800</u>	
	<u>453,800</u>	

**Operating Expenses
(administration)**

Audit/ Bookkeeping	3,200	
Bank Charges	300	
Honourariums	1,000	
Insurance	1,920	
Legal	1,200	
Rent	15,000	
Office, postage & Miscellaneous	3,000	
Sub-contract labour	117,000	
Telephone and fax line	<u>4,000</u>	
	<u>146,620</u>	146,620

Beautification:

Banners, installation & removal	45,000
Custodian and janitorial supplies	60,000
Pole painting	
Powerwashing and grafitti removal	
Streetscape Improvements	5,200

Marketing and Promotions:

Advertising	4,000
Meetings and Conferences	5,000
Memberships	2,480
Newsletter	12,000
Website	2,500

Safety and Security:

Biz Patrol	35,000
------------	--------

Other Initiatives

Special Events	80,000
----------------	--------

Other/Miscellaneous	10,000
---------------------	--------

Office Furniture	<u>2,000</u>
------------------	--------------

307,180 307,180

Total Expenses	<u>453,800</u>	453,800
-----------------------	----------------	---------

Surplus/Deficit 0

**Davie Village Business Improvement Association
Proposed Draft Budget**

Income

Levy - City of Vancouver	\$450,000
GST rebate	\$2,000
Non levied funds (Please note no amount included)	
Interest	\$1800
	<hr/> \$453,800

Operating Expenses (administration)

Audit/Bookkeeping	\$3,200
Bank Charges	\$300
Honourariums	\$1,000
Insurance	\$1,920
Legal	\$1,200
Rent	\$15,000
Office, postage & Miscellaneous	\$3,000
Sub-contract labour	\$117,000
Telephone and fax line	\$4,000
	<hr/> 146,620

DRAFT

**Davie Village Business Improvement Association
Proposed Draft Budget**

Beautification:

Banners, installation & removal	\$45,000
Custodian and janitorial supplies	\$60,000
Pole painting	
Powerwashing and grafitti removal	
Streetscape Improvements	\$5,200

Marketing and Promotions:

Advertising	\$4,000
Meetings and Conferences	\$5,000
Memberships	\$2,480
Newsletter	\$12,000
Website	\$2,500

DRAFT

**Davie Village Business Improvement Association
Proposed Draft Budget**

Safety and Security:

Biz Patrol	\$4,000
	\$35,000
Other Initiatives	\$40,000
Special Events	\$80,000
Other/Miscellaneous	\$10,000
Office Furniture	\$2,000
	<hr/> \$307,180

Total Expenses

\$453,800 \$453,800

DRAFT

FROM SEPT 12/06 POWERPOINT

Please sign in!

Name	Business	property owner	merchant
MAMM PHILERS	VANCITY		X
AFIYA WILSON	VANCITY		X
Pete Vaisbord	CITY OF VAN.	Investing	
VINCE MARINO	PUMPJACK		X
Kym Heston	Executive Director - DVIBIA		



Davie Village

Business Improvement Association

Final Survey

A final survey document was also circulated so that the proposed members could show their support, or have the ability to get more information if they so required.

(An interesting note to date - one of the merchants, who had rsvp'd to the June 29th meeting - and did not show up, actually had the nerve to fax the document back stating that she needed more information! Can you imagine!?)

The results from this survey are:

	P.O.	Bus.
<input type="checkbox"/> support	-	16
<input type="checkbox"/> do not support	3	3
<input type="checkbox"/> don't know	-	-
<input type="checkbox"/> need more information	-	2

This is based on 116 property owners and 381 merchants. Thus the return was 4.9 %

DViBIA



Davie Village

Business Improvement Association

Expansion Support Survey

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

the Davie Village Business Improvement Association's application to the City of Vancouver to create a West End BIA by expanding its legal boundaries to include Class 5/6 parcels: from Broughton to Denman Streets and to the lanes on either side of Davie Street; fronting Denman Street from Pacific Boulevard to West Georgia Street; and, Robson Street from the west side of Jervis to Denman Street and to the lanes on either side of Robson Street. A map outlining the proposed BIA area is attached.

I understand that the funding for the DViBIA's programmes are derived from a levy assessed on all commercial and industrial properties within the DViBIA's boundaries, and that this amount will equal approximately .96 per \$1,000 of assessed value per property in each of the 2 remaining years of the 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 3.4 % of the tax portion of a tenant's rental payments. This would be, for a standard 16 foot frontage, between \$450.00 and \$510.00 per year.

Please complete the following:

Your name: _____

Company Name: _____

Mailing address: _____

Telephone: _____ Fax: _____

Signature: _____ Date: _____

I am a:, property owner tenant

I am/ represent the retail / office tenant at (please provide address)

We need your support! **PLEASE RETURN**

By fax to:
the DViBIA Office
at 604-669-3323

Or Mail to:

Davie Village Business Improvement Association,
Suite 411, 1033 Davie Street,
Vancouver, B.C. V6E 1M7

If you have a question, you may call the office at (604) 696-0144 or email dvibia@telus.net

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



Davie Village

Business Improvement Association

Our AGM - Is this it?

The Ad Hoc committee and Board discussed the whole process of expansion that we had just walked our way through. Although the issue of attendance was *still an issue*, we felt that based on feedback and the recommendation of Market Navigators, that we should proceed.

Notification was given for our AGM to be held September 28, 2006. At that AGM our membership was to vote on the proposed budget for the expanded BIA and as well for a new ceiling cap.

Both were voted unanimously without question from the membership. We now felt that again we had a vote of confidence. The statement of intent was also re-affirmed addressing the identity of the Davie Village.

Finally, the Constitution and By-laws were changed and a new Schedule A was accepted should the City of Vancouver approve our application.

Mission Statement
The Mission of the BIA is to champion the business success and diversity of its members.

Join us on
Thursday, Sept. 28, 2006

for a
Dinner Reception and Guest Speaker
Cocktails at 6:30pm
Dinner at 7:00pm
cash bar

"Great Streetscapes from around the World"
an illustrated presentation by **Lance Berelowitz**,
Principal of **URBAN FORUM ASSOCIATES**
and author of **Dream City: Vancouver and the Global Imagination**

Tickets: \$5 members \$10 non-members

We are working towards building an exciting economic future for the West End.

Following the AGM a fun time was had by all, a lovely meal enjoyed by more than 100 people, and we were left with 'food for thought' about the future vision of the West End, as Lance Berelowitz showed some great streetscapes from around the world.

DV/BIA

Suite 411, 1033 Davie Street, Vancouver, B.C. V6E 1M7 Phone (604) 696-0144 Fax (604) 669-3323
davievillagebia@telus.net www.davievillagebia.com



Davie Village

Business Improvement Association

Re: Notification of Annual General Meeting

WHEN: **September 28, 2006 @ 6:30 pm**
 Come early (6:00 pm) for appetizers
 and networking opportunities.
AGM starts promptly at 6:30 pm

WHERE: **Central Presbyterian Church**
 1155 Thurlow Street, in Vancouver
(Enter from the rear parking lot)

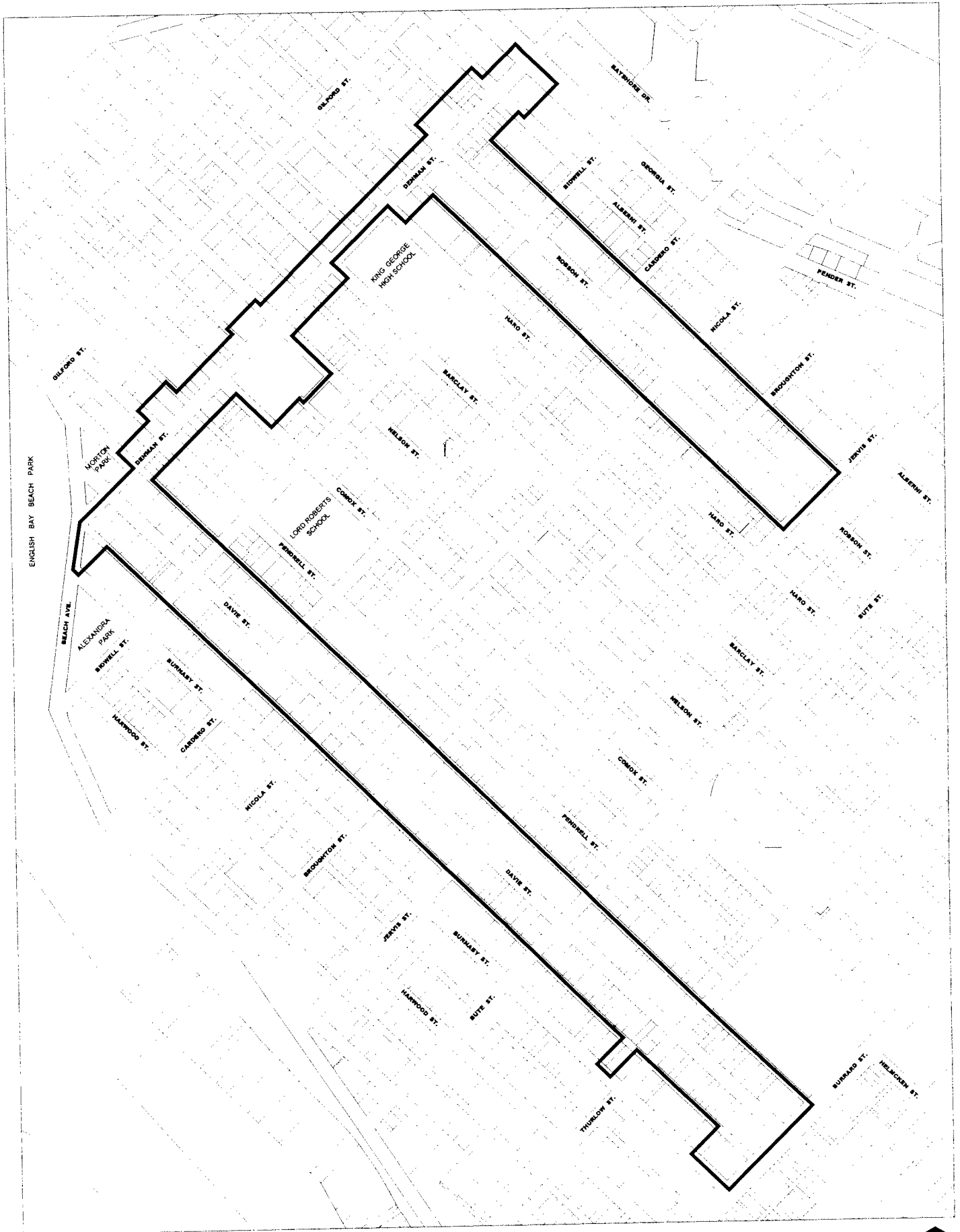
Please join us this year following the AGM for a presentation and dinner.
Lance Berelowitz, author of Dream City will join for a presentation about the West End.
Dinner and presentation at 7:00 pm
Tickets are available at Priape, Little Sister's, Momentum, or the BIA office.
Tickets cost - \$5.00 for members \$10.00 non-members

You have received this notice because you are a Property Owner, Landlord, Business Owner, Tenant, Agent or Representative of a Business, Organization or Society located in the 1000 thru to the 1300 blocks of Davie Street and therefore are eligible for membership in the Davie Village BIA. The accompanying material provides information about the Society and becoming a voting member.

Other important information follows:

1.	According to By-law 4(2), "a person becomes a member in good standing after receipt of that person's membership application and membership fee by the Secretary of the Society, and provided that person: a) is a Property Owner, or b) is a Tenant." However, regardless of the number of properties owned by a Property Owner, or of the number of properties leased, subleased or rented by a Tenant in the Davie Village area, Property Owners and Tenants are entitled to only <i>one membership</i> in the Society. [By-law 4(6)] Please note there is no membership fee.
2.	By-Law 6. (1) states that " Each member shall annually renew its membership in the Society. -----" Therefore, in order to be eligible to vote at the AGM , you must renew your membership by signing, and returning your renewal form, no later than Thursday, September 21, 2006. Please note: This is the pink form
3.	*DVIBIA By-law 20 states: If within 30 minutes of the time appointed for a general meeting a quorum is not present, the meeting, if convened on the requisition of members, shall be terminated, but in any other case it shall stand adjourned to the same day in the next week, at the same time and place. Please help us by attending this important AGM.
4.	According to By-Law 23.(3), "a voting member shall be entitled to appoint a proxy holder ——" If you are unable to attend the AGM - you may vote by proxy. This proxy vote must be submitted to the office no later than Tuesday, September 26th at 6:00 pm Please note: This is the green form
5.	As noted in the Agenda: Full documents are available on the website. If for some reason you are unable to access the website, and require a copy of any of these documents, please call the office, and we will be happy to provide copies. 1) Minutes from the AGM September 29, 2005 - posted on the website. 2) There are some changes being suggested to the Constitution of the DVIBIA. The draft document is posted on the website 3) There are some changes being suggested to the By-Laws of the DVIBIA. The draft document is posted on the website 4) Full financial statements as at March 31, 2006 - posted on the website.

Please, if you have queries, do not hesitate to contact the office.





Davie Village

Business Improvement Association

Slate of Officers for the September 28, 2006 AGM

- Vince Marino, President
(2nd Year)
- Wayne Pires, Vice-President
(new two year term)
- Barry Piersdorff, Secretary-Treasurer
(2nd Year)
- Donal Hebner, Director
(2nd Year)
- Renata Aebi, Director
second two year term
- Robert Graham and James Steck, Directors
(new two year term)

Regarding the ceiling cap

current five year ceiling cap is \$800,000.00 which completes on March 31, 2009	
DViBIA	new BIA
year 4 balance \$136,000.00	proposed \$500,000.00
year 4 balance \$136,000.00	proposed \$500,000.00
Difference at \$364,000.00 (\$500,00.00 - \$136,000.00) means at a minimum an additional \$728,000.00 needs to be added to the cap (\$800,00.00 + \$728,000.00 = \$1,528,000) suggested ceiling is \$1,600,000.00	

Village merchants say area needs more attention from city

Davie businesses want more bang for tax buck

By Sandra Thomas
Staff writer

SOME BUSINESS owners in Davie Village are complaining their taxes increase each year even as conditions in their neighbourhood slide downward.

Graham Bingham, co-owner of Momentum Advanced Grooming Solutions near the corner of Burrard and Davie, said he and his business partner chose a location just off Davie Street to avoid the increasing proliferation of street people, graffiti and vandalism plaguing the neighbourhood.

"Davie Street is looking pretty tired and run-down," he said, "and I don't know why some of the taxes we're paying aren't going to help clean it up."

Bingham and his business partner pay \$5,000 a month to rent their 1,200-square-foot space, including \$15 per square foot annually for taxes.

"Our taxes are built into the lease so if they go up so will our rent," he said. "We haven't been here long enough to see an increase, but we're waiting."

Further west on Davie Street, Darren Dudar, owner of Booster Juice, said rising business property taxes have increased the rent on his store each year in the four years he's been open.

"And considering there are a lot of drug users in the neighbourhood now, I can't believe

they charge this much. I wish [the city] would spend some of the money we're paying to clean up the neighbourhood," he said. "There are cops outside right now. It looks like the Money Mart just got robbed."

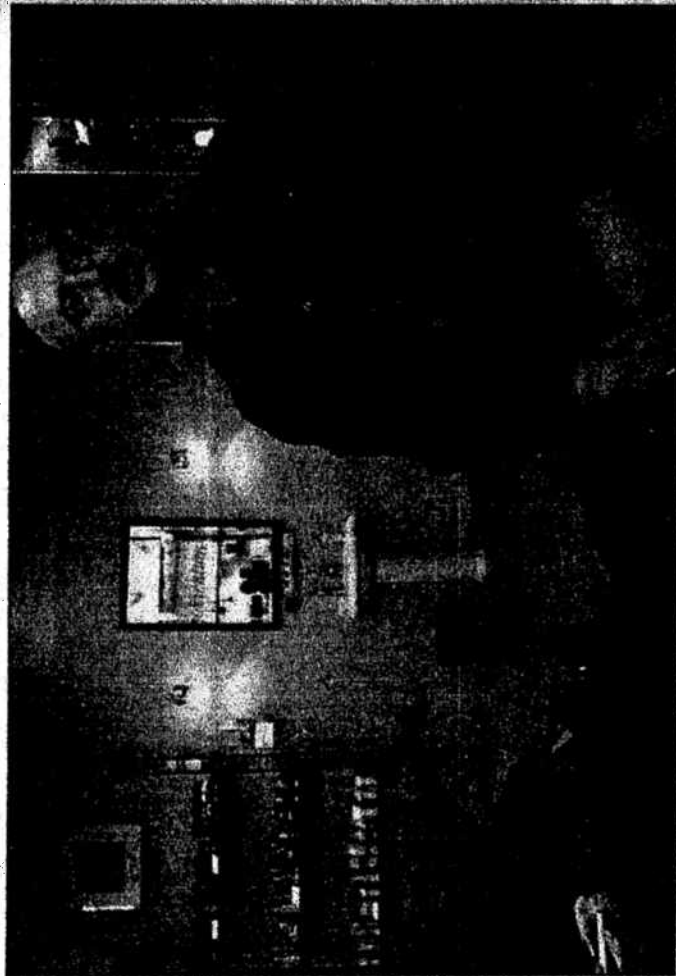
Dudar said there were two other Booster Juice stores in the West End, but both closed due to rising property taxes. And while Dudar has survived, he'd like to see some return for his high rent and taxes in the way of more policing.

Lyn Hellyar, executive director of the Davie Village Business Improvement Association, said the group has heard from business owners in the area about their concerns. In response, the BIA joined the Vancouver Fair Tax Coalition, a group that represents thousands of local businesses and affiliate associations concerned about municipal property tax rates in Vancouver.

Last week the Davie Village BIA sent out a letter on behalf of the coalition to every business owner and merchant in both the Davie Village BIA, which sits between Burrard and Broughton streets and the two lane ways on each side of Davie.

The letter asks the merchants and business owners to fill out a survey about their taxes and return it as soon as possible. The information gathered from the survey will be tabulated and presented to the city. (A copy of the survey is available at www.zoomerang.com.)

"We sent the letter out last night and we've



Davie Village business owner Graham Bingham wonders why the city doesn't devote some of the money collected from Davie Village property taxes to clean up the area. photo: Dan Young

had quite a few responses already," Hellyar told the *Courier* Wednesday afternoon.

She said the BIA, which is concerned with issues like taxes and the state of the community, wants to expand. If approved, it will encompass an area between Davie, Denman and Robson streets.

"A lot of people think we're just all putting up banners and making things pretty, but we're at lot more than that," said. "We're watching small businesses closer 30 years and we're going to try and something about it. It's just not right. It's not right."

Downtown retailers push for expansion of Davie Village BIA

By Sean Condon

When Graham Ling opened his clothing boutique, You and Whose Army?, on Denman Street last year, one of the first things he did was contact the city about joining the Denman Business Improvement Association. But, to his surprise, he was told that unlike many downtown shopping districts, Denman has no such representation.

Ling says the street needs a Business Improvement Association (BIA) to help organize festivals and to lobby the city on the more mundane problems of its community, such as street parking and cleaning. "When it's just me as one store, I don't have much power," he says, "but when you have 50 to 100 stores, then you have something to say."

Although Denman won't be getting its own BIA anytime soon, Ling is in favour of the Davie Village BIA's recent proposal to expand along South Denman and west Robson in order to create a much larger West End BIA. But while the proposal has strong support from many West End businesses, its inevitability is far from guaranteed.

A number of businesses along Denman and Robson say a BIA will simply mean higher property taxes without many benefits in return, except perhaps some new street banners. If one-third of the Denman and Robson property owners or businesses reject the proposal, the West End BIA will die on paper.

However, last Thursday (Sept. 28), the Davie Village BIA took an important next step in planning expansion at its Annual General Meeting, where it voted to approve a new budget for the proposed West End BIA that will see a revenue jump from \$160,000 to \$500,000. Last year's AGM, despite concerns from some businesses that a West End BIA would dilute Davie Village's gay voice, the expansion was approved in principle.

Lyn Hellyar, executive director of the Davie Village BIA, says the new budget may seem a bit larger, but once it gets divided among new businesses, the individual costs will actually be lower than what Davie Village businesses are

"A lot of people are saying, 'You just want more money,' and that's not the issue at all," says Hellyar. "With a bigger budget we can certainly deal with a lot of problems in a more profound way... Collectively, we have a better voice if we're representing a larger number of businesses, especially when we're dealing with social issues like homelessness, panhandling and graffiti."

If the expanded BIA is approved by the city and the new businesses, the Davie Village BIA will grow from 47 property owners and 222 merchants to 163 property owners and roughly 600 merchants. Currently the only other business representation in the West End is the Robson Street BIA, which runs from Burrard to Jervis.

But not every business is convinced that a BIA will mean an end to their problems. Mosi Alvand, owner of Olympia Pizza & Pasta Restaurant on Denman, says he doesn't believe that a West End BIA will have any real influence with the city. "The city does nothing to help with my problems] and a BIA is just more bureaucracy," he says. "If the [city] doesn't do much, then I can't expect more from [the BIA]."

According to Peter Vaisbord, coordinator of the city's BIA program, the proposed West End BIA will mean an additional 3.4 per cent tax levy on a tenant's tax portion of its total rent. He says this will translate to approximately \$450-\$500 a year for a store with a standard 16-foot frontage.

Alvand says his business is already burdened with high property taxes (\$2,100 a month), and it isn't worth it to pay an organization a few hundred dollars a year to take care of small duties he can do on his own. But if the BIA expansion is approved by more than two-thirds of the area's businesses, Olympia will have no choice but to pay.

Hellyar says she gets frustrated when she

hears such complaints, going on to explain that BIAs have been lobbying city hall to lower property taxes. In this year's municipal budget, the city agreed to shift one per cent of property taxes from businesses to residents, which Hellyar says saved Davie Village merchants a combined \$47,000.

"We have one merchant who is against having a BIA," Hellyar says. "He doesn't want to spend money, but I told him that if he has to sell just one more [item in his store] every week worth \$20, he can have a cleaner street, less theft [and] panhandling, and have all these other benefits."

The Davie Village BIA will

send out forms to property owners and merchants at the end of October to vote on the expansion. If it receives more than two-thirds approval, it will be taken to city council in February for formal ratification.

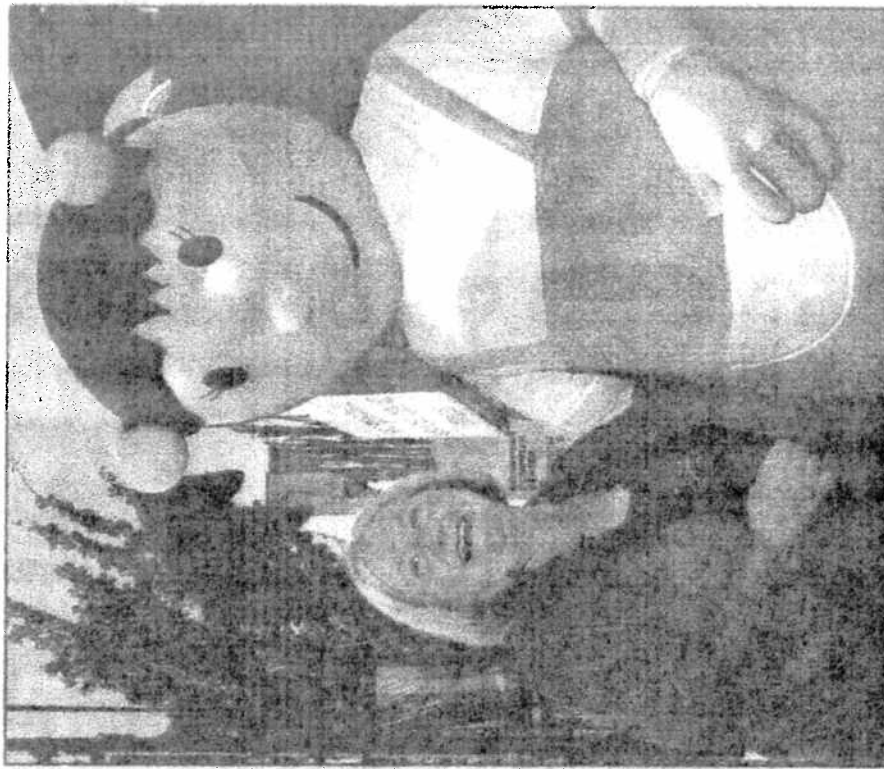


PHOTO: DOUG S. WANG

Davie Village Business Improvement Association executive director Lyn Hellyar, with BIA mascot Dee Dee.

Davie BIA expansion likely

Members reiterate commitment to gay Village



THE CAZPACOS IS GETTING WARM: Davie Village BIA president Vince Marino (right) and executive director Lyn Hellyar pose for a hurried picture at the annual general meeting, Sep 28, en route to their post-AGM reception. Both say the Village's gay character is not in jeopardy.

Natasha Barsotti

THE DAVIE VILLAGE Business Improvement Association (BIA) is in a holding pattern now,

having all but dotted the Is and crossed the Ts in its bid to join forces with the business and property owners of Denman, Lower Davie and Lower Robson Sts in an expanded BIA, provisionally titled the West End BIA.

At the Davie BIA's annual general meeting (AGM) Sep 28, the membership approved a provisional budget of half-a-million dollars for the proposed, expanded organization.

It then elected only seven out of a constitutionally-allowed 12 directors to sit on its board of directors in anticipation of Vancouver city council's green light to the proposed expansion.

If council approves the expansion, the new BIA will seek to fill the remaining positions with members from the new districts, giving those new areas five out of 12 votes on an expanded board.

The membership also reaffirmed its commitment to two resolutions passed at last year's AGM: To "empower the representatives

community here and I would hate to see the rainbow banners disappear because someone didn't like them," he told Xtra West at the time. Steck has now returned to the board, joining fellow queers Vince Marino, Barry Piersdorff, Donal Hebner and Renata Aebi.

BIA president Marino has always maintained that the Village's gay character is not in question. He dismisses suggestions that the BIAs revised website downplays the area's gay character.

"I'm sure there are lots of opinions out there, but we haven't seen anything come in by e-mail expressing any concerns" about the site, he says. "If there is feedback, we'd love to hear about it," he adds.

BIA executive director Lyn Hellyar has consistently promised that the Pride flags will keep flying in the Village, whether the other districts of an expanded BIA choose to fly them or not. The West End BIA will be more of an umbrella organization, she explains, bringing together four distinct areas, each with their own distinct personalities.

In March, Xtra West reported some reluctance among some Denman St merchants to hoist the gay rainbow in their area.

Peter Vaisbord, BIA coordinator for the city of Vancouver, says after a two and a half year survey-and-consultation process with the residents and business and property owners of the proposed expansion area, the project now hinges on the results of an informal notification exercise to determine the level of support for expansion. The results, due in a few

weeks, will give the BIA and Vaisbord a clear idea of whether the expansion is a go or not.

If the results look positive, Vaisbord will present the findings to city council, which is then expected to send out formal notification to property and business owners in the expansion area with a deadline to register their official support or opposition by the end of January 2007.

"If one-third of the property owners or business owners oppose the BIA expansion, then the expansion does not move forward and the existing BIA continues. If there is support for the expansion then the new BIA (will start) Apr 1, 2007," explains Vaisbord, who says the information he's getting shows anti-expansion feedback below the all-important one-third level.

Hellyar says the surveys she's conducted have similarly yielded little negative feedback.

According to Vaisbord, once area property owners and merchants became familiar with the BIA's rationale for a larger entity—increased clout before city council, a bigger budget with greater financial tools to handle common concerns such as safety and security, and reduced levies to the city—they tend to see it as a "win-win situation for their areas while still preserving their [respective] areas."

All that and a new spending ceiling cap of \$1.6 million if the plan becomes a reality. The current spending cap for the existing BIA is \$800,000.

"We will be paying a lot less for a lot more," Hellyar concludes.

Conclusions and Comments

Today, November 3, 2006, I think about how long we have been at this. **744 days! What an incredible journey!** For me this initiative actually started on October 21, 2004. But when did the initiative to create a BIA for the West End really start?

I say our initiative actually started on this date, as Mr. Vaisbord and I attended, by invitation, a meeting of what turned out to be a very small group of interested merchants. The meeting was called by Mary Phelps of VanCity, who in years past had attended meetings regarding the creation of a BIA on Denman Street. Prior to taking a position at VanCity, Mary had been the co-owner of a business called CrankPots on Denman Street.

Past history indicated that since approximately 1987, when Leonard Schein made efforts to form a BIA, there had been interest in a BIA for Denman Street. For whatever reasons, unknown to us, they never moved forward. Mary told the group that there had been several attempts made since that time, but that no one ever had followed through.

I think at this point I should say that I know now why it was not successful! It is a daunting, lengthy, and very costly endeavour. Very few small business owners would have the capacity - neither physical, mental, nor perhaps even financial - to complete such an arduous task. Expectations placed in front of you by the City of Vancouver are what we feel are unrealistic, particularly in light of the fact that they want to 'grow the BIA programme'.

My concern at this juncture, as I get ready to drive to City Hall with a letter making a request to expand our boundaries, is that we may still not be able to convince Council about how important this really is! It is very important -not just in the light of 2010 on the horizon, but for the sake of sustaining small business in the West End.

If, as Mr. Vaisbord contends, that stakeholders have to vote with their feet, then I suppose that one might wonder that it is not a supported initiative. However, I have been in the trenches the whole way along this journey, and in my heart of hearts, I know that it is very much supported! The hours that I have spent myself visiting these merchants, leads me to believe that it is supported. So why then are they not getting out top meetings?

The little boy that cried wolf!

In this initiative, every merchant is reminded of the story of the little boy who cried wolf! What do I mean by this? It is reflected well in the comments of Mr. Craig Norris-Jones, cited earlier in this presentation document. People (merchants) are tired of hearing about a possible BIA. They have been hearing about it, not just for the past seven hundred and forty days, but for close to 20 years now! So, when the wolf finally showed up - a serious >wolf= known as the Davie Village BIA - no one was paying attention. This may sound very simplistic, but it is one clear reason why the merchants are not coming out to the meetings. They already know about BIA=s and just >>want it to happen=. So in some ways, this initiative didn=t just begin on October 21, 2004. It has been going on for almost 20 years!

Despite

- the fact that there was an incentive offered for completion of the survey in the form of three GIC=s through VanCity, there was still poor return on the surveys.
- a possible 163 property owners, and 603 merchants, being potential stakeholders, there were only 24 surveys returned when we visited each person. (Less than the return from the initial survey)
- the benefit to property owners - do they return the survey?
- a letter sent August 26, 2006 to my property owners in the Davie Village, among various other items there was the following paragraph: "Finally, in the interest of making communication with you easier, would you kindly provide me with an email address, telephone number and the name of the person to whom I should be speaking regarding BIA matters. I really would prefer to address these letters more personally. Should you have any queries, please do not hesitate to call me. I look forward to hearing from you soon." I did not hear back from one person, either management or otherwise.

- being visited individually ~
- and the list of despites goes on

My point in this regard is that it is time to look at the reasons for the apathy. Are merchants just not interested, not in support, or is there another reason they are not responding and attending meetings. My argument would be that they are in support - and not coming out for some very significant reasons.

One observation that I think really significant in the process through which we have been is to raise the issue -

How many property owners actually see the information that goes in the mail? It has become increasingly evident that management companies are intercepting mail, and not communicating with the actual property owner. An example would be in the proposed expansion area - 57 out of the 116 property owners are actually represented by a person. For most properties they are no people - just simply a management company with, when contacted - no person who can tell you who is responsible. It is impossible to even get the name of the actual owner. This is just one of the frustrations that we are feeling in this process. Who really is making the decisions about BIA support?

So what is the BIA - ours or any other - to do about the apathy or lack of merchant buy-in? It is certainly not for the lack of trying. This is a topic that I, for one, would like to discuss with City Council.

I know there is support for a West End BIA. It is just difficult to show it on paper. We have support from other levels of government. On May 10th 2005, Dr. Hedy Fry wrote to us in support of this initiative. An excerpt for her letter states: "As an MP for Vancouver Centre with a Constituency office in the Denman Mall, I have heard from many businesses in the neighbourhood about the need for a West End BIA. This important step will go a long way towards bringing the Denman business community into the fold of the initiative. I have always felt that the Davie Street fairs could benefit the Denman commercial area by shuttle to have a continuum of the celebration" MLA Mr. Lorne Mayencourt is fully in support of our expanded BIA. As a concerned resident of the West End, and not as an MLA, he is working closely with us as a member of an Ad Hoc committee to address street disorder. He fully supports the work of the BIA and wishes to see a BIA in the West End.

There are very unique characteristics of the neighbourhoods in which businesses in the West End are located. We all recognize this and wish to celebrate this fact. But - despite what anyone says, the West End exists like a small town attached as an appendage to the side of a huge city. This in and of itself creates great challenges. So, in conclusion, please help us to be able to address these challenges together. We want to see support from all levels of government. I thus implore you to support our application to have a BIA in the West End.