



ADMINISTRATIVE REPORT

Report Date: November 16, 2010
Contact: Peter Vaisbord
Contact No.: 604.871.6304
RTS No.: 08888
VanRIMS No.: 08-2000-20
Meeting Date: November 30, 2010

TO: Vancouver City Council
FROM: Director of Planning
SUBJECT: Approval of Council Initiatives - BIA Renewals

RECOMMENDATIONS

Cambie Village BIA Renewal:

- A1. THAT Council re-confirm the Cambie Village Business Association as sponsor for the Cambie Village BIA.
- A2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Cambie Village BIA, for a further term (7 years) commencing April 1, 2011; AND THAT Council forward the application of the Cambie Village Business Association to a hearing of the Court of Revision.
- A3. THAT the City notify property owners and tenants within the area (outlined in Appendix A1) of the proposed BIA renewal and levy.
- A4. THAT Council approve a 7-year (2011 - 2018) funding-ceiling of \$1,500,000 for the Cambie Village BIA, subject to Council approval of the renewal at the Court of Revision.

Collingwood BIA Renewal:

- B1. THAT Council re-confirm the Collingwood Business Improvement Association as sponsor for the Collingwood BIA.
- B2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Collingwood BIA for a further term (7 years) commencing April 1, 2011; AND THAT Council forward the application of the Collingwood Business Improvement Association to a hearing of the Court of Revision.

- B3. THAT the City notify property owners and tenants within the area (outlined in Appendix B1) of the proposed BIA renewal and levy.
- B4. THAT Council approve a 7-year (2011-2018) funding-ceiling of \$1,389,776 for the Collingwood BIA, subject to Council approval of the renewal at the Court of Revision.

Hastings North BIA Renewal:

- C1. THAT Council re-confirm the Hastings North Business Improvement Association as sponsor for the Hastings North BIA.
- C2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Hastings North BIA, for a further term (7 years) commencing April 1, 2011; AND THAT Council forward the application of the Hastings North Business Improvement Association to a hearing of the Court of Revision.
- C3. THAT the City notify property owners and tenants within the area (outlined in Appendix C1) of the proposed BIA renewal and levy.
- C4. THAT Council approve a 7-year (2011-2018) funding-ceiling of \$2,420,000 for the Hastings North BIA, subject to Council approval of the renewal at the Court of Revision.

Kerrisdale BIA Renewal:

- D1. THAT Council re-confirm the Kerrisdale Business Association as sponsor for the Kerrisdale BIA.
- D2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Kerrisdale BIA, for a fifth 5-year term commencing April 1, 2011; AND THAT Council forward the application of the Kerrisdale Business Association to a hearing of the Court of Revision.
- D3. THAT the City notify property owners and tenants within the area (outlined in Appendix D1) of the proposed BIA renewal and levy.
- D4. THAT Council approve a 5-year (2011-2016) funding-ceiling of \$1,763,000 for the Kerrisdale BIA, subject to Council approval of the renewal at the Court of Revision.

Kitsilano Fourth Avenue BIA Renewal:

- E1. THAT Council re-confirm the Kitsilano 4th Avenue Business Association as sponsor for the Kitsilano Fourth Avenue BIA.
- E2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Kitsilano Fourth Avenue BIA, for a third 5-year term commencing April 1, 2011; AND THAT Council forward the application of the Kitsilano 4th Avenue Business Association to a hearing of the Court of Revision.

- E3. THAT the City notify property owners and tenants within the area (outlined in Appendix E1) of the proposed BIA renewal and levy.
- E4. THAT Council approve a 5-year (2011-2016) funding-ceiling of \$2,007,650 for the Kitsilano Fourth Avenue BIA, subject to Council approval of the renewal at the Court of Revision.

GENERAL MANAGER'S COMMENTS

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

CITY MANAGER'S COMMENTS

The City Manager recommends APPROVAL of the foregoing.

COUNCIL POLICY

Council policy for the renewal of a BIA was approved on July 30 1992, and for the establishment and expansion of a BIA on October 14, 1997, as follows:

A BIA is established, renewed, and/or expanded by Council Initiative process; under a Council Initiative, affected property owners and commercial tenants receive a notification that sets out a description of the Initiative, the designated area, and the estimated annual charge and rate. The notification includes instructions for filing objections to the Initiative, which are reported to Council at a Court of Revision. Council also hears delegations as to whether or not the Initiative should proceed. The Initiative generally will not be approved if one third or more of the owners, representing one third of the assessed property value, *or* one third of the tenants, counted separately, submit objections.

Section 462 of the Vancouver Charter was amended on September 23, 1998, to permit BIA terms of up to 20 years, as opposed to the previous 5-year limitation. Council has exercised its authority under the amendment by previously approving ten year renewal terms for the Mount Pleasant and Downtown Vancouver BIAs, and seven year renewal terms for the Chinatown, Marpole, Robson Street, Strathcona and West End BIAs. As some BIAs have continued to apply for 5-year renewal terms, the range of BIA terms varies from 5 to 10 years.

Section 458 of the Vancouver Charter permits Council to alter (reduce or expand) BIA boundaries, or to merge two or more BIA areas, in the same manner as that provided to establish a BIA. Council exercised its authority under this section by merging the Downtown Vancouver BIA and Downtown Vancouver Expansion Area BIA in 2000, and the Commercial Drive BIA and Commercial Drive Expansion Area BIA in 2009.

PURPOSE

The following BIA terms will expire March 31, 2011:

| BIA | Date BIA established or last renewed | Current Term |
|--------------------|--------------------------------------|--------------|
| Cambie Village BIA | April 1, 2006 (established) | 5 years |

| | | |
|-----------------------------|-------------------------|---------|
| Collingwood BIA | April 1, 2006 (renewed) | 5 years |
| Hastings North BIA | April 1, 2006 (renewed) | 5 years |
| Kerrisdale BIA | April 1, 2006 (renewed) | 5 years |
| Kitsilano Fourth Avenue BIA | April 1, 2006 (renewed) | 5 years |

The Business Improvement Areas must now be re-established (renewed) for a further term to continue to operate. The purpose of this report is to advance the renewal process by approving Council Initiatives to renew each of the BIAs.

BACKGROUND

BIA Renewal Process Overview

The renewal process has two basic steps as described below - the first is the BIA's role and the second is the City's role:

Step 1

The BIA sponsor societies have completed the first step in the BIA renewal process which involves consultation with all of the BIAs' property- and business owners regarding BIA renewal and cost ("renewal outreach") culminating in membership approval of renewal resolutions at a BIA Annual General Meeting. Those resolutions include a) formally requesting the City to consider BIA renewal; b) stipulating a renewal term and funding-ceiling* for Council approval and c) approving a first-year renewal budget (levy). Each BIAs' renewal outreach is summarized in the Report based on an outline provided by the BIAs (Appendix A3 - E3). Detailed documentation is maintained on file by each BIA and is available at the City's request.

* Vancouver Charter section 456(2)(b) stipulates that Council, by by-law, must establish the maximum amount of money to be granted to a BIA applicant. A 'funding ceiling' is the cumulative maximum amount, over the current BIA term, which may be granted and then recovered by way of a levy on parcels of real property within a BIA.

Step 2

Renewal Step 2 requires Council approval of the recommendations in this report as follows: a) to re-confirm the sponsor societies as sponsors of their respective BIAs; b) to approve a Council Initiative to renew the BIAs, which means the City will notify the affected property owners and tenants prior to a Court of Revision; c) to forward the renewal applications to Court of Revision for final approval and; d) subject to the Court of Revision, to approve the proposed funding ceilings for their respective terms.

If Council approves the BIA renewals at the Court of Revision, staff will report back for approval of the renewal year-1 budgets along with all of the other BIAs' 2011 - 2012 budget requests. Although Council does not approve the proposed year-1 budgets at this stage in the BIA renewal process, copies of the proposed budgets are attached to this Report for reference, to indicate the anticipated respective cost of the proposed renewals. This addresses Vancouver Charter section 506(2), which requires the City's formal notifications to include an estimate of each property owner's estimated contribution.

BIA Renewal Outreach - Background

In this section, additional information is provided on the overall approach to renewal outreach and reporting outlined as Step 1 and, in particular, how the approach has changed in

recent years. This is the third year of the new approach described. The sections that follow provide background and discussion individually for each of the five BIAs.

As part of the renewal process, BIAs are required to conduct outreach to the commercial property owners and business tenants within their respective BIA renewal areas, culminating in renewal resolutions at their Annual General Meeting, or at a General Meeting specifically held for the purpose.

Staff's previous practice was to set minimum requirements for renewal outreach, including the requirement to hold outreach meetings and conduct post-outreach surveys. In addition, Council reports regarding BIA renewals would typically offer staff's evaluation of the adequacy of outreach, and the level of membership support, based on indicators such as meeting attendance and survey response rates.

BIA representatives have expressed dissatisfaction with the previous practice, noting that prescriptive outreach requirements fail to recognize significant differences among BIAs and among BIAs' memberships. They assert that the BIAs, being familiar with their members' attributes, are better positioned than the City to determine and evaluate strategies for successful member engagement. Moreover, the BIAs point out that low member participation or response rates, previously cited by staff to caution Council about potentially low member awareness or support, could equally indicate satisfaction with BIA activities.

BIAs and staff have agreed on revised expectations for renewal outreach. Instead of prescriptive outreach requirements set by City staff, BIAs determine how they fulfill their requirement to conduct outreach. Also, participation or survey response rates are not used to infer the possibility of support or opposition to a BIA renewal proposal. However, BIAs accept a new requirement to include, with their AGM notification (sent to all property- and business owners), a letter from the City about business improvement areas. The letter includes information about how BIAs are funded through a special tax levy, how the BIA and levy are renewed for a further term, and how proceedings at the upcoming BIA AGM set directions about continuance of the BIA levy and its cost to owners.

In addition, Council Report appendices no longer include a full compilation of outreach materials generated by each BIA, although BIAs agree to retain and produce their materials on demand. Instead, each BIA provides a point-form outline of outreach materials and activities. Outreach-outlines from all five renewing BIAs are attached to this Report as appendices. Discussion in this Report is limited to a factual summary of each BIA's outreach activities, except where staff receive information from the BIAs or third-parties indicating concerns about the outreach, or otherwise indicating potential opposition to the BIA renewal. Such information could include calls, correspondence, or petitions.

The above is the first step of BIA renewal. Subsequently, as part of the Council Initiative (Step 2), all BIA property owners and business tenants will receive a notification from the City, if approved in the Recommendations in this report, to which they can respond before a final decision on BIA renewal is made by Council at a Court of Revision.

Cambie Village BIA Renewal

BACKGROUND

The Cambie Village BIA was established in 2000 for a 5-year term which expires at the end of March 2011. The Cambie Village Business Association (CVBA) wishes to renew the BIA for a further (7-year) term (April 1, 2011 - March 31, 2018).

DISCUSSION

BIA Renewal Proposal

The BIA boundary roughly comprises fifteen commercial blocks of Cambie Street between West 6th and 25th Avenues, not counting the four residential blocks between West 19th and 24th Avenues. (See map in Appendix A1).

When approved by Council, the proposed funding-ceiling of \$1,500,000 will define the maximum amount that may be levied over the 7-year Cambie Village BIA renewal term, and reflects an increase of 93% over the previous *5-year* ceiling, corrected for length of term. As a ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA expenditure increases.

The CVBA proposes a Year 1 renewal budget of \$175,000, representing an annual levy rate of \$0.40 per \$1,000.00 of assessed property value. If Council approves the Cambie Village BIA renewal at the Court of Revision, staff will report back for approval of the Year 1 budget along with all of the other BIAs' 2011 - 2012 budget requests. (See budget in Appendix A2.)

Renewal Outreach Activities

Renewal outreach activities extended from January to September 2010, and included:

- Retaining a marketing consultant firm that, in January 2010, engaged businesses on new concepts for re-branding and marketing Cambie Village
- Distribution of a member survey to all members in May 2010, with in-person follow-up to enhance survey returns. Survey results provided input toward drafting the CVBA's proposed 7-year renewal budget
- A renewal outreach meeting held in June 2010 for all property owners and businesses. The proposed 7-year renewal and budget and potential costs were reviewed and supported by members in attendance
- Annual General Meeting (AGM) notifications including a renewal information package distributed to all owners and businesses in August 2010
- The CVBA's AGM held in September 2010, at which the proposed renewal and 7-year budget were unanimously approved.

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

Staff Comments

Staff are satisfied that the CVBA has notified all commercial property owners and tenants within the proposed renewal area. As required, the CVBA has provided a summary of their outreach process, and has included the City's information letter with their AGM notification.

Staff have received no telephone calls or correspondence from individuals expressing opposition or concern regarding the renewal proposal.

Staff attend and observe BIA Annual General Meetings (AGMs). On September 17, 2010, at a duly constituted AGM, the CVBA membership approved BIA renewal, a 7-year funding ceiling, and the 2011-2012 budget.

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

Collingwood BIA Renewal

BACKGROUND

The Collingwood BIA was one of three BIAs established in 2001, along with the Hastings North and Kitsilano Fourth Avenue BIAs. The BIA was renewed in 2006 for a second 5-year term which expires at the end of March 2011. The Collingwood Business Improvement Association (CBIA) wishes to renew the BIA for a further (7-year) term (April 1, 2011 - March 31, 2018).

DISCUSSION

BIA Renewal Proposal

The BIA boundary roughly comprises 14 linear blocks of Kingsway between Rupert and Boundary. (See map in Appendix B1.)

When approved by Council, the proposed funding-ceiling of \$1,389,776 will define the maximum amount that may be levied over the Collingwood BIA 7-year renewal term, and reflects an increase of 39% over the previous 5-year ceiling, corrected for length of term. As the ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA annual expenditure increases.

The CBIA proposes a Year 1 renewal budget of \$188,411, representing an annual levy rate of \$1.11 per \$1,000.00 of assessed property value. If Council approves the Collingwood BIA renewal at the Court of Revision, staff will report back for approval of the Year 1 budget along with all of the other BIAs' 2011 - 2012 budget requests. (See budget in Appendix B2.)

Renewal Outreach Activities

Renewal outreach activities extended from May 2009 to September 2010, and included:

- Renewal information and feedback from newsletters, e-blasts, website and other media

- A membership survey
- Three membership meetings
- Preparation of draft 5-year and 7-year plans and budgets
- Discussion and plan approval at September 2010 AGM

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

Staff Comments

Staff are satisfied that the CBIA has notified all commercial property owners and tenants within the proposed renewal area. As required, the CBIA has provided a summary of their outreach process, and has included the City's information letter with their AGM notification.

Staff have received no telephone calls or correspondence from individuals expressing opposition or concern regarding the renewal proposal.

Staff attend and observe BIA Annual General Meetings (AGMs). On September 16, 2010, at a duly constituted AGM, the CBIA membership approved BIA renewal, a new 7-year funding ceiling, and the 2011-2012 budget.

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

Hastings North BIA Renewal

BACKGROUND

The Hastings North BIA was one of three BIAs established in 2001, along with the Collingwood and Kitsilano Fourth Avenue BIAs. The BIA was renewed in 2006 for a second 5-year term which expires at the end of March 2011. The Hastings North Business Improvement Association (HNBIA) wishes to renew the BIA for a further (7-year) term (April 1, 2011 - March 31, 2018).

DISCUSSION

BIA Renewal Proposal

The BIA boundary comprises a 12 linear blocks of East Hastings Street between Commercial Drive and Renfrew Street, and a 10-block area to the north of Hastings roughly bounded by Commercial Drive, Powell Street, and Semlin Drive. (See map in Appendix C1).

When approved by Council, the proposed funding-ceiling of \$2,420,000 will define the maximum amount that may be levied over the Hastings North BIA 7-year renewal term and reflects an increase of 67% over the previous 5-year ceiling, corrected for length of term. As the ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA annual expenditure increases.

The HNBIA proposes a Year 1 renewal budget of \$325,000, representing an annual levy rate of \$0.96 per \$1,000.00 of assessed property value. If Council approves the Hastings North BIA renewal at the Court of Revision, staff will report back for approval of the Year 1 budget along with all of the other BIAs' 2011 - 2012 budget requests. (See budget in Appendix C2).

Renewal Outreach Activities

Renewal outreach activities extended from September 2009 to November 2010, and included:

- A membership survey conducted in February 2010
- A strategic planning workshop in March 2010, followed by a draft strategic plan and budget
- A membership meeting in June 2010
- Mailings in Spring and Summer 2010 regarding the renewal proposal and meeting
- Renewal discussion and membership approval at September 2010 AGM
- Reporting AGM results in CBIA November newsletter.

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

Staff Comments

Staff are satisfied that the HNBIA has notified all commercial property owners and tenants within the proposed renewal area. As required, the HNBIA has provided a summary of their outreach process, and has included the City's information letter with their AGM notification.

Staff have received no telephone calls or correspondence from individuals expressing opposition or concern regarding the renewal proposal.

Staff attend and observe BIA Annual General Meetings (AGMs). On September 22, 2010, at a duly constituted AGM, the HNBIA membership unanimously approved BIA renewal, a new 7-year funding ceiling, and the 2011-2012 budget.

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

Kerrisdale BIA Renewal

BACKGROUND

The Kerrisdale BIA was one of two BIAs established in 1991, along with the Robson Street BIA. The BIA was renewed in 1996, 2001 and 2006, with the current 5-year term expiring at the end of March 2011. The Kerrisdale Business Association (KBA) wishes to renew the BIA for a further 5-year term (April 1, 2011 - March 31, 2016).

DISCUSSION

BIA Renewal Proposal

The BIA boundary roughly comprises five linear blocks of West 41st Avenue between Maple and Larch Streets, and three blocks of West Boulevard between West 39th and 42nd Avenues. (See map in Appendix D1).

When approved by Council, the proposed funding-ceiling of \$1,763,000 will define the maximum amount that may be levied over the Kerrisdale BIA 5-year renewal term, and reflects an increase of 21% over the previous 5-year ceiling. As a ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA annual expenditure increases.

The KBA proposes a Year 1 renewal budget of \$357,000, representing an annual levy rate of \$1.27 per \$1,000.00 of assessed property value. If Council approves the Kerrisdale BIA renewal at the Court of Revision, staff will report back for approval of the Year 1 budget along with all of the other BIAs' 2011 - 2012 budget requests. (See budget in Appendix D2).

Renewal Outreach Activities

Renewal outreach activities extended from Fall 2009 to September 2010, and included:

- Renewal updates and notifications carried in the KBA's member newsletter, which is mailed and hand-delivered to all KBA members, and also posted on the KBA website
- Distribution of a full colour publication specific to BIA renewal to all members in Spring 2010. The publication contained a survey soliciting member input regarding future BIA directions, strategies and apportionment of funds
- Survey response rate was enhanced through a sampling of one-on-one interviews. The KBA reports a response rate of over 50% as a result of this strategy, which replaced the usual outreach meetings or open houses which, in previous renewals, had been poorly attended. A summary of survey responses was published in the KBA's member newsletter.
- Development of an eight page BIA Renewal Plan and Budget distributed to the membership in August 2010 as part of the KBA's AGM notification. The BIA Renewal Plan was based on input from the member survey, and outlined the services and programs to be delivered under the proposed 5-year budget
- The Renewal Plan and Budget were discussed and voted at the KBA AGM. Following the AGM, the membership received an e-mail directing them to a comments page on the KBA website. The KBA reports that no comments were received.

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

Staff Comments

Staff are satisfied that the KBA has notified all commercial property owners and tenants within the proposed renewal area. As required, the KBA has provided a summary of their outreach process, and has included the City's information letter with their AGM notification.

Staff have received no telephone calls or correspondence from individuals expressing opposition or concern regarding the renewal proposal.

Staff attend and observe BIA Annual General Meetings (AGMs). On September 9, 2010, at a duly constituted AGM, the KBA membership approved BIA renewal, a 5-year funding ceiling, and the 2011-2012 budget.

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

Kitsilano Fourth Avenue BIA Renewal

BACKGROUND

The Kitsilano Fourth Avenue BIA was one of three BIAs established in 2001, along with the Collingwood and Hastings North BIAs. The BIA was renewed in 2006 for a second 5-year term which expires at the end of March 2011. The Kitsilano 4th Avenue Business Association (K4BA) wishes to renew the BIA for a further (5-year) term (April 1, 2011 - March 31, 2016).

DISCUSSION

BIA Renewal Proposal

The BIA boundary roughly comprises 8 linear blocks of West 4th Avenue between Balsam and Fir. (See map in Appendix E1).

When approved by Council, the proposed funding-ceiling of \$2,007,650 will define the maximum amount that may be levied over the Kitsilano Fourth Avenue BIA 5-year renewal term, and reflects an increase of 177% over the previous 5-year ceiling. As a ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA annual expenditure increases.

The K4BA proposes a Year 1 renewal budget of \$400,500, representing an annual levy rate of \$1.10 per \$1,000.00 of assessed property value. If Council approves the Kitsilano Fourth Avenue BIA renewal at the Court of Revision, staff will report back for approval of the Year 1 budget along with all of the other BIAs' 2011 - 2012 budget requests. (See budget in Appendix E2).

Renewal Outreach Activities

Renewal outreach activities extended from March to November 2010, and included:

- Communication of BIA renewal information by way of meeting notifications, content in issues of the K4BA Newsletter, and face-to-face contact
- An early feature on BIA renewal in the March 2010 newsletter
- Discussion about renewal at the K4BA AGM in June 2010
- An informal membership meeting in August 2010 to discuss marketing, branding and other member priorities in the context of possible renewal budgets

- Two renewal Open Houses held in October and November, 2010. The first Open House provided information about the renewal process, an opportunity to discuss ideas, concerns and priorities, and a preview of possible branding designs. The second Open House provided an opportunity for member input on a proposed budget to implement desired programs for the renewal term
- A BIA renewal survey distributed in October at the first open house, and then by mail and hand delivery. The purpose of the survey was to solicit member responses to help determine renewal priorities, a renewal budget and allocations, and a funding ceiling for renewal. The K4BA reports that all respondents agreed to a 5-year BIA renewal
- Member notification of a Special General Meeting (SGM) scheduled for November 16, 2010 to review and approve the proposed 5-year renewal and programs, and the proposed budget and funding ceiling
- Follow-up visits to business owners from BIA Manager and President.

The K4BA's renewal request letter and an outline of their outreach process are attached as Appendix E3.

Staff Comments

Staff are satisfied that the K4BA has notified all commercial property owners and tenants within the proposed renewal area. As required, the K4BA has provided a summary of their outreach process, and has included the City's information letter with their AGM notification.

Staff have received no telephone calls or correspondence from individuals expressing opposition or concern regarding the renewal proposal.

Staff attend and observe BIA General Meetings. The K4BA has scheduled a Special General Meeting (SGM) to be held November 23, 2010 for membership approval of the proposed BIA renewal, 5-year funding ceiling, and 2011-2012 budget. As their SGM will be held after the date of this Report, staff will inform Council by memorandum if there is any change to the information provided.

Based on the member input received to date, the K4BA believes that the BIA renewal, the proposed 5-year funding ceiling, and the Year-1 budget are generally supported.

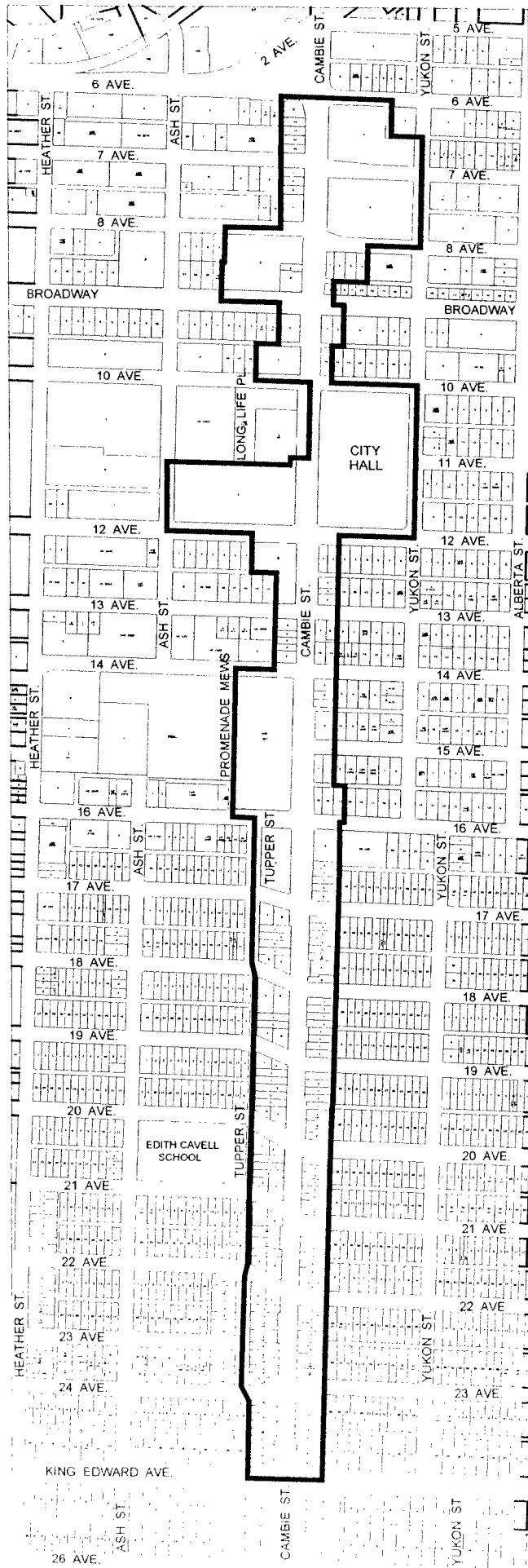
FINANCIAL IMPLICATIONS

There are no financial implications.

CONCLUSION

The by-laws for five Business Improvement Areas are set to expire the end of March 2011, and the respective BIA societies have asked that their renewal applications be forwarded by way of Council Initiative to a Court of Revision. The results of the various BIA outreach activities indicate little or no opposition at this stage in the process. Staff recommend that all applications be forwarded to Court of Revision. If Council approves the BIA renewals at the Court of Revision, staff will report back for approval of the Year 1 budgets along with all of the other BIAs' 2011 - 2012 budget requests.

* * * * *



Cambie Village B.I.A.



| | Cambie Village BIA | 2011/12 |
|-------------------------------------|---------------------------------------|----------------|
| REVENUE | City Levy | 175,000 |
| | Directory Advertising Sales | 15,000 |
| | Banners and Sponsorships | 30,000 |
| | | 220,000 |
| EXPENSES | | |
| Administration | | |
| | Audit / Insurance / Legal * | 55,000 |
| | AGM, Annual Report | 1,000 |
| | Administration / Human Resources | 22,000 |
| | Supplies | 1,200 |
| | Meetings / Workshops / Conferences | 2,500 |
| | Memberships / Associations | 1,500 |
| | Internal Newsletters to Members | 1,000 |
| | | 84,200 |
| Marketing and Promotion | | |
| | Advertising | 15,000 |
| | Business Directory | 10,000 |
| | Website | 2,500 |
| | Trade Shows - Food/Restaurant | 5,000 |
| | Trade Shows - Hair and Beauty | 0 |
| | Branding and Graphic Design | 1,200 |
| | External Newsletter to Community | 2,000 |
| | Project administration | 10,000 |
| | | 45,700 |
| Special Events and Street Festivals | | |
| | (Summer, Easter, Halloween) | 33,000 |
| | | 33,000 |
| Crime Prevention | | |
| | Security and Other Safety Initiatives | 16,000 |
| | Equipment / Administration | 1,000 |
| | | 17,000 |
| Street Enhancements | | |
| | Anti-graffiti program | 5,500 |
| | Banners - design, production | 12,000 |
| | Decorative Winter Lights | 7,000 |
| | Sidewalk cleanup | 6,000 |
| | Hanging Flowers / Planters | 8,000 |
| | | 38,500 |
| contingency | | 1,600 |
| Total Expenses | | 220,000 |
| SUMMARY | | |
| Administration | | 84,200 |
| Marketing and Promotion | | 42,700 |
| Special Events and Street Festivals | | 33,000 |
| Crime Prevention | | 17,000 |
| Street Enhancements | | 41,500 |
| contingency | | 1,600 |
| TOTAL EXPENSES | | 220,000 |

Note *: none of the city levy will go for the Cambie Village Class Action Law Suit on Canada Line, only the money raised from advertising sales, sponsorships, and donations.



November 12th, 2010

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

RE: Proposed Renewal of the Cambie Village Business Association

Dear Mayor and Council,

On behalf of the Cambie Village Board of Directors who represent the merchants and property owners of the Cambie Village Business Association, I hereby request that Vancouver City Council consider our application to renew the Cambie Village Business Association for a seven year term beginning April 1st, 2011.

Cambie Village Business Association encompasses the properties and businesses along Cambie Street from the Cambie Bridge to West King Edward. This area was hit hard during the Canada Line construction. With so much uncertainty and confusion on Cambie Street, the merchants and property owners came together to form the Cambie Village Business Association (CVBA). With a united voice, the CVBA was able to actively participate in the discussions about the look of Cambie to follow the Canada Line construction.

With construction over now, Cambie Village has a new look, three new stations, and whole new traffic flow. The CVBA wants to look forward now to the possibilities. Three annual events have pulled together the residents of the area for a celebration five years in a row. The CVBA wishes to continue these events, and the build upon them.

With the end of construction, Cambie Village is rebranding itself as a desirable family shopping and dining destination. Attractions such as City Hall and City Square provide a nice transition from the small businesses of the south end of the CVBA to the box stores on the north end. It has been a delightful learning experience for the smaller stores and restaurants to sit at the same table as major chain stores and come up with creative ways to work together and market this unique area of Vancouver.

The CVBA has consulted with its membership on the direction it will take in the next seven years. Feedback was collected and potential budgets were discussed. At our Annual General Meeting in September 2010, members in attendance voted unanimously to proceed with the 2011-2018 plan.

Please consider this our formal application for renewal of the CVBA as required by the City. Peter Vaisbord has attended our outreach meetings and our AGM and is aware of the work we have done to consult our members and reach an agreed-upon budget.

If any outstanding business remains, or if you have any questions or concerns, please do not hesitate to contact me or any members of the Cambie Village Business Association.

Regards,

Rania Hatz, Executive Director
Cambie Village Business Association
604-618-7557

Cambie Village Business Association – steps to Renewal 2011

December 9th, 2009

The Cambie Village Board of Directors met with Toolbox Design to work on a new look for Cambie Village and marketing materials.

January 2010 – March 2010

Toolbox Design consulted with merchants in Cambie Village.

April 2010

Toolbox made a presentation to the Board of Directors about the findings from the research done with face-to-face interviews with CVBA merchants. The Board of Directors approved the preliminary designs for re-branding Cambie Village. The Board approved these designs to move Cambie Village forward from the Canada Line construction to an actual shopping/dining area.

April 2010

The Renewal Committee met to discuss the process and timeline for the Cambie Village Business Association Renewal. The Renewal Committee approved a decision to put forward a survey for all members to complete.

May 5th 2010

A survey was presented to the Board of Directors on May 5th for approval. The approved survey was then printed and posted on line for all members to complete.

May 2010

The approved survey is circulated to all members. The Renewal Committee members visited property owners and merchants in person to encourage the completion of the survey.

June 3rd, 2010

The Renewal Committee met to consider the survey results. With these results in mind, the Renewal Committee drafted a seven year budget. This budget was fine-tuned by the Treasurer taking into consideration past spending experiences of the CVBA.

June 2010

The Renewal Committee presented the draft seven year budget to the Board of Directors. Minor adjustments were made and the seven year budget was approved unanimously by the Board of the CVBA.

June 16th, 2010

A public forum open to all CVBA members is held on June 16th, 2010. The proposed seven year renewal and seven year budget are presented to those in attendance. Presentation boards and handouts include information about the costs of goods and services, comparison budgets from other BIAs and past budgets of the CVBA. City staff are present to observe and answer any questions from members. The seven year budget and the concept of a seven year renewal are unanimously approved by all in attendance.

July 2010

The Board of Directors of the Cambie Village Business Association approves a seven year budget to present at the AGM in September.

August 2010

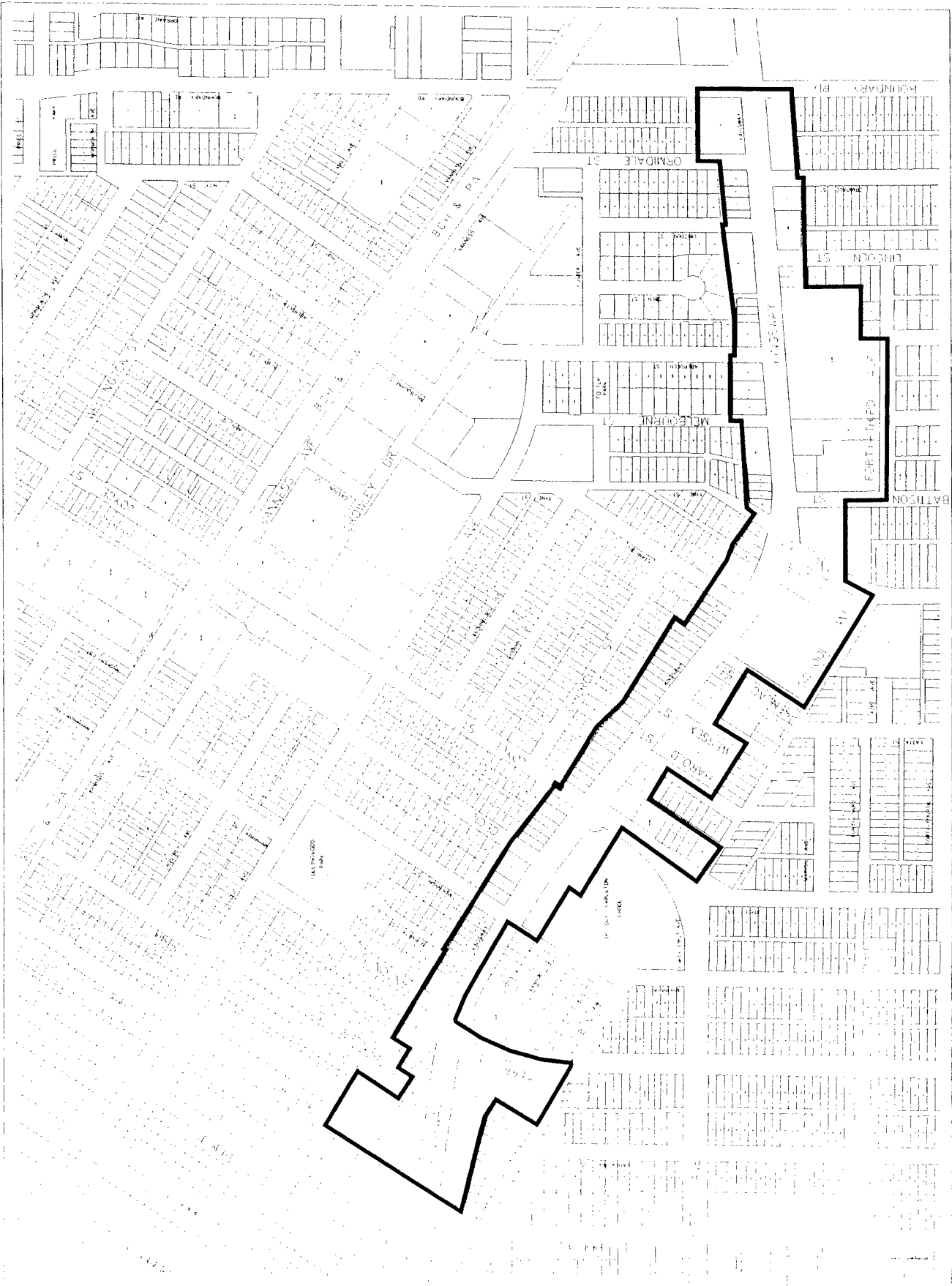
A Renewal package and AGM information are sent out to all property owners in August 2010. The same package is distributed by hand to all Cambie Village merchants.

September 23rd, 2010

The Annual General Meeting of the Cambie Village Business Association is held on September 23rd, 2010. City staff are present to observe and answer any questions. The seven year budget and the Renewal are presented to the members. The membership in attendance gave unanimous support to the seven year budget and the Renewal of the Cambie Village Business Association for another seven years.


November 2010

A summary of all steps taken to ensure an inclusive process for the Cambie Village Business Association's seven year renewal sent to Peter Vaisbord.



Collingwood B.I.A.

| Collingwood Business Improvement Association | | |
|---|---------------------|-------------|
| Proposed 2011 - 2012 | | |
| | BUDGET | % |
| REVENUE: | | |
| BIA Levy 2010 | \$188,410.00 | 100% |
| Interest Earned | | |
| Other Term Deposit Redeemed | | |
| TOTAL REVENUE | \$188,410.00 | 100% |
| EXPENSES: | | |
| Crime Prevention | \$44,390.00 | 24% |
| Bike & Foot Safety Patrols | \$12,120.00 | |
| Anti-Graffiti Program | \$15,302.00 | |
| Guardian Program | \$16,968.00 | |
| Street Enhancements | \$44,440.00 | 24% |
| Clean Team - 3 times weekly | \$16,362.00 | |
| New Banners/Community Events | \$8,585.00 | |
| Banner Installation/Maintenance | \$5,050.00 | |
| Public Art/Murals/Signage | \$3,030.00 | |
| Tree Lighting/Planters | \$9,898.00 | |
| Garden/Baskets (Joyce & Kingsway) | \$1,515.00 | |
| Marketing & Promotion | \$23,633.00 | 13% |
| Business Directory/Calendar | \$1,010.00 | |
| Collingwood Days | \$2,020.00 | |
| Other Events/Shopping Dollars | \$2,020.00 | |
| Tree Lighting Celebration | \$3,535.00 | |
| Web Site Hosting Fee | \$1,515.00 | |
| Promotional Items | \$1,515.00 | |
| Newsletters: 4 issues | \$2,020.00 | |
| Area Marketing/Who's Who Program | \$7,473.00 | |
| Business Recruitment/Renewal | \$2,525.00 | |
| Membership | \$2,020.00 | 0% |
| Annual General Meeting (AGM) | \$2,020.00 | |
| Administration | \$23,730.00 | 13% |
| Office Expenses | \$12,726.00 | |
| Rent/Parking | | |
| Tel/Fax | | |
| Photocopies/Supplies | | |
| Courier | | |
| Postage | | |
| BIABC Dues | | |
| Audit | \$4,545.00 | |
| Insurance | \$1,212.00 | |
| Meeting Expenses | \$808.00 | |
| Miscellaneous Costs | \$904.00 | |
| BIABC/IDA Conference | \$3,535.00 | |
| Staff | \$50,197.00 | 26% |
| Regular/Part-time/Project specific | \$50,197.00 | |
| TOTAL EXPENSES | \$188,410.00 | 100% |



**Historical
Collingwood**
Gateway into Vancouver

Collingwood
Business
Improvement
Association

November 6, 2010

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

Re: Collingwood Business Improvement Association Renewal

Dear Mayor Robertson and Members of Council:

This letter is to request Council's consideration to renew the Collingwood Business Improvement Association (CBIA) mandate for a further seven (7) year period beginning April 1, 2011 – March 31, 2018.


The CBIA Board of Director's and staff have been successfully carrying out the goals and objectives of the Association for the past 5 years. Throughout this time we've engaged with our members; the commercial property owners and businesses located on Kingsway between Boundary Road and Rupert Street in Vancouver, by encouraging their input, participation, concurrence and support of the many community based and business building programs administered by the CBIA board and staff on their behalf.

In preparation for the conclusion of the CBIA's current mandate, the board gathered feedback through surveys, on-site visits, and membership meetings and from responses to other communications, i.e. Newsletters, E-Blasts, Website, Post Cards and monthly Newspaper features. This collection of data assisted board members and staff in the establishment of new goals and objectives that will see the continuation of many current programs, and allow for expansion and development of new programs during the next 7 years.

Through this letter the Board formally asks for Council's consideration of the Collingwood Business Improvement Associations application to renew for a further 7 year period.

Sincerely,

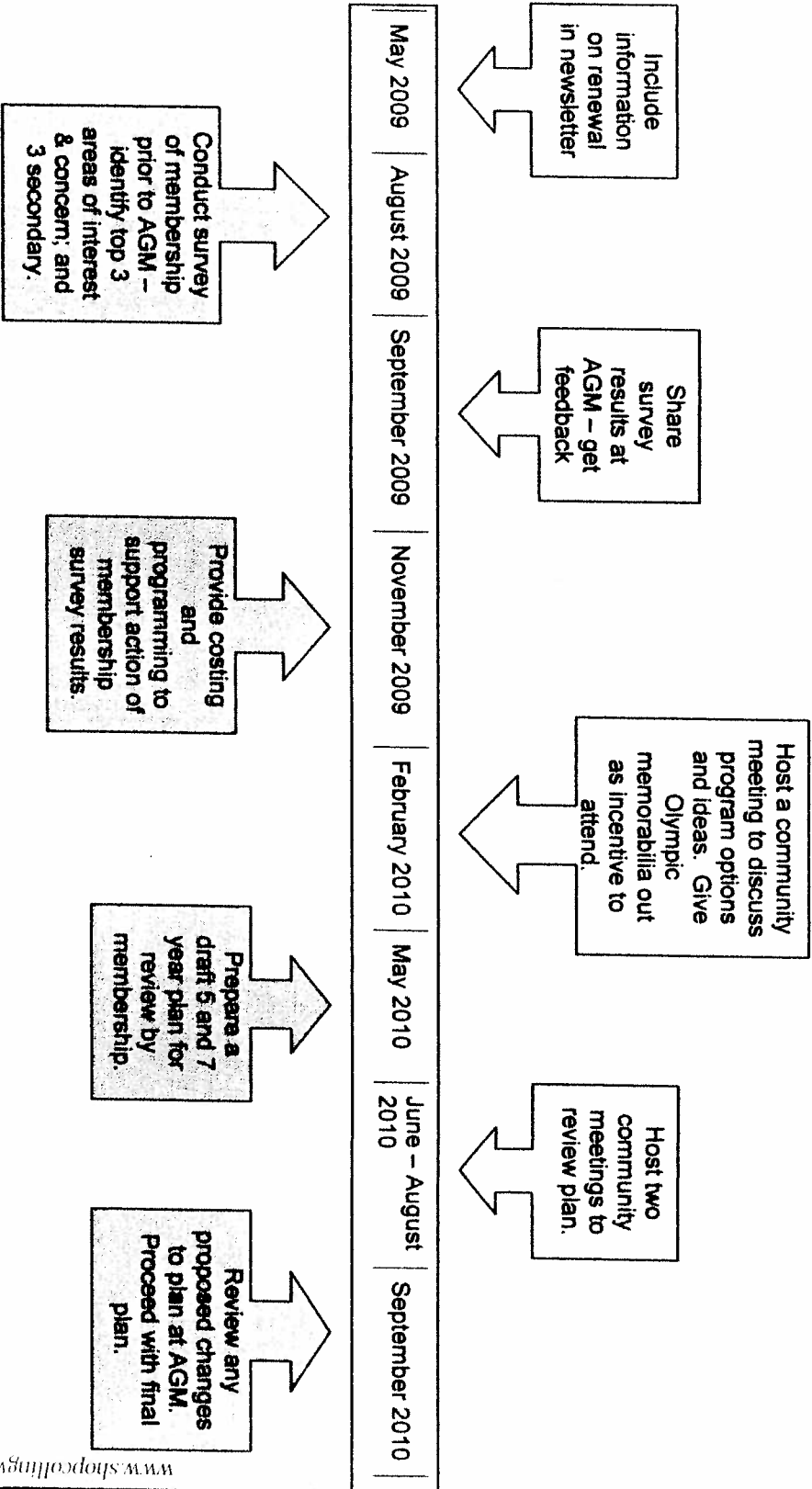


 Diana L. Cousins
Collingwood BIA Board

Attachment: CBIA Renewal Summary & Support Materials

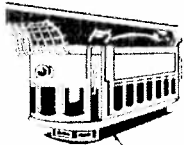
cc: Mr. Peter Vaisbord, Coordinator, Business District Initiatives City of Vancouver
Mr. Ernie Culley, President, Collingwood Business Improvement Association

CBIA Renewal - Outreach Timeline



www.shipcollingwood.ca

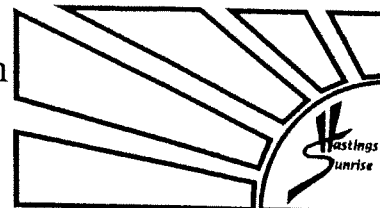
Historical Collingwood



Hastings North Business Improvement Association

Tel: 604-215-2401

Fax: 604-216-0991

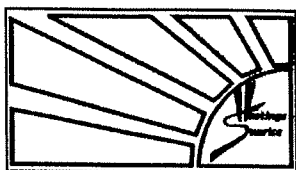
E-mail: hastingsnorthbia@telus.net

2010 Annual General Meeting

PROPOSED BUDGET 2011/2012

April 1, 2011 to March 31, 2012

| | |
|---------------------------------------|-------------------------|
| REVENUE: | DOLLAR |
| Tax Levy | \$325,000 |
| Associate Member | 5,500 |
| TOTAL REVENUE | <u>\$330,500</u> |
| EXPENSES: | |
| Community Resource Centre | |
| <u>Administration</u> | |
| Staff Allocation | \$27,000 |
| Operations | <u>43,400</u> |
| Sub Total | \$70,400 |
| Community Improvement Programs | |
| <u>Clean & Safe</u> | |
| CPC Grant | \$20,000 |
| CPC Patrols | 40,000 |
| Coast Foundation Society | 40,000 |
| Landscaping | 1,000 |
| Anti-Graffiti Program | 24,000 |
| Staff Allocation | <u>22,500</u> |
| Sub Total | \$147,500 |
| <u>Marketing & Communications</u> | |
| Communications | 21,500 |
| Events | 33,600 |
| Staff Allocation | <u>31,500</u> |
| Sub Total | \$86,600 |
| <u>Revitalization</u> | |
| Public Realm Enhancements | 17,000 |
| Staff Allocation | <u>9,000</u> |
| Sub Total | \$26,000 |
| TOTAL EXPENSES | \$330,500 |



Hastings North Business Improvement Association

November 4, 2010

Mayor Gregor Robertson and Member of Council
c/o Peter Vaisbord, BIA Program Coordinator
City of Vancouver
453 West 12th Ave
Vancouver, BC, V5Y 1V4

Re: Proposed Renewal of the Hastings North Business Improvement Association

Dear Mayor Robertson and Council,

On behalf of the membership and Directors of the Hastings North Business Improvement Association, I am requesting that Vancouver City Council consider our application to renew the HNBIA mandate for a seven year term effective April 1, 2011.

The HNBIA encompasses the area from Renfrew Street west on Hastings Street to Commercial Drive, North on Commercial Drive to the CNN right of way, east to Semlin Drive and South to Hastings Street. It is a unique area as we combine both a vibrant retail district and a portion of the Powell Street Light Industrial Area an important manufacturing and light industrial district within the City.

The HNBIA was formed by the businesses and the City in 2001 and has overseen a change in the neighbourhood over the last ten years. It has had a positive impact in the area as graffiti is consistently being removed, the sidewalks and landscaping is maintained, the area is promoted and beautification projects have been undertaken.

The HNBIA is pleased to have become an integral community member of the area and is part of many successful partnerships both with community members and other community organizations. We have worked on many different projects with other neighbourhood members and look forward to continuing these partnerships and programs in the community. It will be exciting the positive changes that have been initiated continue into the future in this vibrant, eclectic important neighbourhood in east Vancouver.

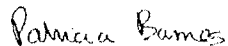
Our renewal process commenced in 2009 and the Board of Directors have undertaken a number of outreach activities over the past year to inform and enable our members to have input into the renewal process. We undertook a strategic planning process to enable us to move forward with new actions for the next stage of the BIA and to inform the budget process. The renewal mandate, budget and strategic plan were unanimously passed at our Annual General Meeting in September 2010 by our membership.

Please accept this letter as our formal BIA application as required by the City's BIA program. The City's BIA Program Coordinator is aware of this proposal and will be copied on this letter.

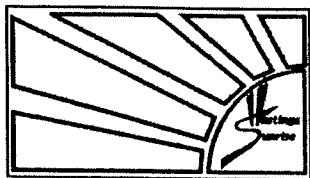
If you have any questions regarding the HNBIA or the work we have achieved to date, please do not hesitate to contact Patricia Barnes, the Executive Director of the HNBIA.

Sincerely,

HASTINGS NORTH BUSINESS IMPORVEMENT ASSOCIATION



Patricia Barnes
Executive Director



Hastings North Business Improvement Association

November 4, 2010

Peter Vaisbord
Coordinator, BIA Program
City of Vancouver
453 West 12th Ave.
Vancouver, BC, V5Y 1V4

Re: Renewal outreach activities

Dear Mr. Vaisbord;

The purpose of this letter is to outline the renewal outreach activities undertaken by the Hastings North Business Improvement Association over the last year.

The renewal process was announced and explained at the September 2009 Annual General Meeting to the membership of the HNBIA. At that point we outlined the process and the various mechanisms that we would put in place to allow the membership to inform the process. Membership surveys were conducted in February 2010 to allow the membership to comment on the BIA's activities to date, where we as an area need to improve, what opportunities we could explore and the challenges we will be facing.

Based on this survey the Board of Directors entered into a strategic planning process with an independent facilitator in March, 2010. From this strategic plan a draft budget was proposed. The strategic plan and budget were both brought to the Board of Directors for their approval and then sent to the membership through our newsletter dedicated to the plan and budget. A public meeting was held in June 2010 to go through the budget, the seven year mandate and the strategic plan.

Over the Spring and Summer of 2010 a number of mailings were undertaken to ensure that our membership was fully informed of the proposals and the public meeting with respect to renewal. After the public meeting the drafts were finalized to include additional membership input and then again forwarded to the businesses and property owners.

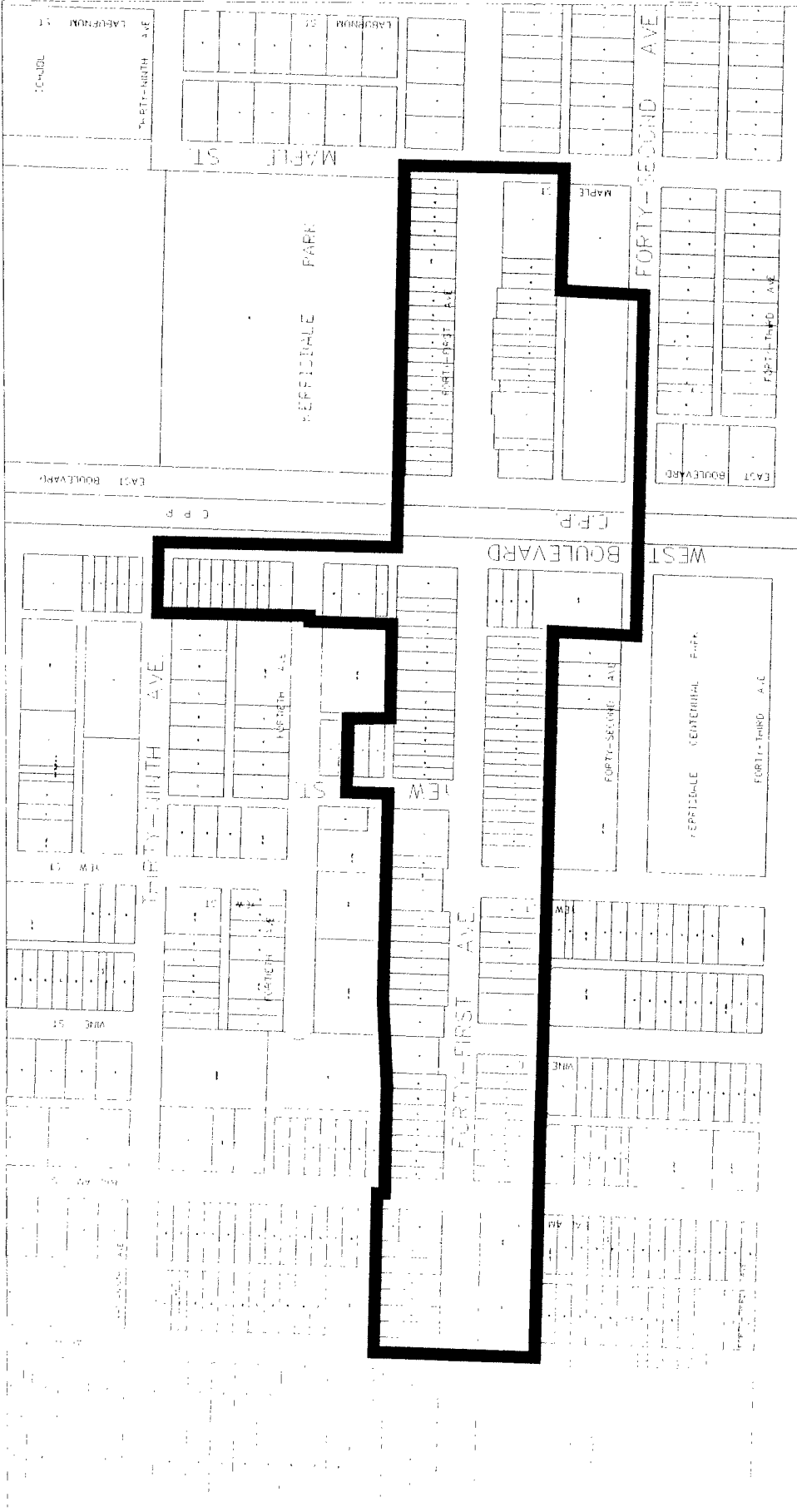
Given the support for moving forward the BIA put the mandate, budget and plan motions before the Annual General Meeting in September, 2010. At the AGM the seven year mandate with a budget capped at \$2.42 million was unanimously approved. This news was communicated to the membership through our Fall newsletter in November 2010.

If you have any questions, please contact me at 604-215-2401.

Sincerely,

HASTINGS NORTH BUSINESS IMPROVEMENT ASSOCIATION

Patricia Barnes
Executive Director



Kerrisdale B.I.A.

| Kerrisdale Business Association | |
|--|----------------|
| Budget 2011-2012 | |
| REVENUE: | |
| Operating Income | |
| Business Improvement Ass'n Levy | 357,000 |
| Parkade Management Fee | 0 |
| Interest Income | 0 |
| Total Operating Income | 357,000 |
| Fundraising Income | |
| Carnival Days | 2,500 |
| Kerrisdale Days | 2,500 |
| Olympic poster reimbursements | |
| Other Donations/movies | 2,000 |
| Total Fundraising Income | 7,000 |
| Total Revenue | 364,000 |
| EXPENSES: | |
| Promotion | |
| Advertising | 58,000 |
| Banners | 25,000 |
| Signage | 2,000 |
| Posters | 7,500 |
| Newsletter | 3,800 |
| Strategic Planning - Website | 3,500 |
| Strategic Planning - Other | |
| Total Promotion Expense | 99,800 |
| Events | |
| Carnival Days | 22,500 |
| Kerrisdale Days | 25,000 |
| Music Under the Clock | 7,000 |
| Christmas | 27,000 |
| Free Skate | 3,600 |
| Farmers Market | 5,000 |
| New Event Development - Olympics | |
| Total Event Expense | 90,100 |
| Beautification | |
| Cleanup & Maintenance | 5,000 |
| Graffiti Removal | 1,000 |
| Landscaping and Gardens | 27,000 |
| Water and energy | 2,000 |
| Total Beautification Expense | 35,000 |
| Security - Provident Security | 78,540 |
| Administration | |
| Coordinator | 26,000 |
| Clerical Support | 3,000 |
| Accounting | 3,650 |
| Audit | 4,000 |
| Meetings | 5,600 |
| Insurance | 2,000 |
| Telephone | 2,600 |
| Office & Supplies | 1,500 |
| WorkSafe (WCB) | 150 |
| BIA Renewal (Contingency) | |
| Total Administration Expense | 48,500 |
| Total Expense | 351,940 |
| Net Income (loss) before Capital Projects | 12,060 |
| Less: Improvement Projects: | |
| Welcome sign replacements | (10,000) |
| Garbage can surrounds | (1,000) |
| Rubberized track project | |
| Landscaping W.41st | |
| Lighting for bus shelter | |
| LED lights and Christmas décor | |
| Street blade signs | |
| Newspaper boxes, can stands, railings | |
| Net Income (Loss) after Improvements | 1,060 |



October 27, 2010

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

Re: Proposed Renewal of the Kerrisdale Village BIA

Dear Mayor and Council:

On behalf of the membership and Directors of the Kerrisdale Business Association, I hereby request that the Vancouver City Council consider our application to renew the Kerrisdale BIA for a further five year term beginning April 1st, 2011.

The Kerrisdale Business Association was one of the first officially recognized BIAs within the COV having been initially formed in 1990. Previous to that, its Merchant's Association had nourished the business community for over 50 years creating a long and venerable history of community partnership and village enhancement.

The KBA's boundaries stretch along busy West 41st Avenue from Larch to Maple streets, along West Boulevard from West 39th to the south lane of West 41st Avenue, just north of West 41st Street at Yew Street to the lane and the London Drugs complex of stores on West 42nd Street just east of East Boulevard.

The Village of Kerrisdale is renowned for its beautification program encompassing large potted trees and perennials, dozens of sidewalk based teak benches and in-house designed refuse receptacles and newspaper box surrounds. The thrice annually changed street banners add art, colour and a festive ambience to the Village while nightly security patrols along with afternoon and emergency call-out programs, help keep Kerrisdale safe and sound.

Kerrisdale Village special events have become seasonal traditions enjoyed by residents and visitors alike throughout the MetroVancouver area. Kerrisdale Days, Carnival Days, Music Under the Clock and December festivities highlight shopping, sidewalk sales, the opening of the Little League season along with a cacophony of music, singing, free horse & carriage rides and a multiplicity of other entertainment. In addition, Kerrisdale Village has recently helped sponsor the new rubberized track at Point Grey Secondary School and offers three free Skating events at the Kerrisdale Arena at Halloween, Christmas and Spring Break while also donating free rentals, entertainment and refreshments. In short, there is a strong and longstanding relationship between KerrisdaleVillage and the Kerrisdale neighbourhood.

Our KBA Board of Directors has been working on the new 5 Year BIA Renewal Plan and budgets since the autumn of 2009 while keeping the membership informed and engaged along the way. As a result, our recent AGM held on September 9th, 2010, saw the 2011-2016 plan overwhelmingly approved by the attending membership.

Please consider this letter our formal application for renewal as required by the BIA program. Peter Vaisbord, COV BIA Coordinator, has followed our renewal process along the way and has been sent all the appropriate documentation.

Please feel free to contact me at anytime regarding any questions or queries regarding the Kerrisdale Business Association.

Sincerely,

Terri Clark
Coordinator
Kerrisdale Business Association

Cc Peter Vaisbord, COV BIA Program Coordinator
Colin Holyk, President, Kerrisdale Business Association

Executive Summary Kerrisdale BIA Renewal 2011-2016

The Kerrisdale Business Association conducted a comprehensive campaign to inform the business operators and property owners about the BIA Renewal process. From autumn of 2009 through September 2010. KBA newsletters carried updates and meeting notifications (hand delivered, posted and on the web site) about the upcoming important 5 Year BIA Renewal, surveys and board meetings leading up to the Annual General Meeting at the Arbutus Club on September 9, 2010.

In spring of 2010 a four page, full colour publication specifically geared to the KBA Renewal, was distributed to businesses and mailed to all property owners (twice) for their information about the process and their engagement in same. A survey was included within the document with crucial questions pertaining to the future directions and strategies of the KBA and the apportionment of future funds.

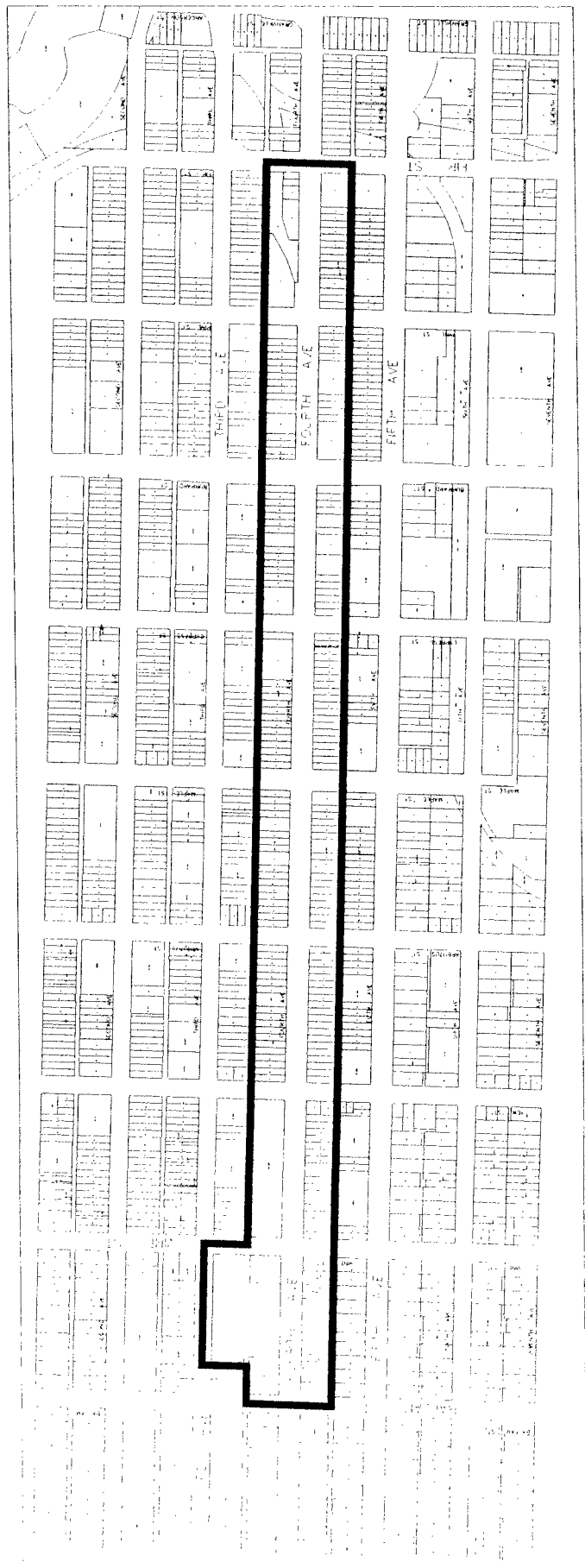
In mid-May, the KBA coordinator also did a sampling of one-on-one interviews to complete the same comprehensive member survey too enhance return numbers. This method of engagement proved very successful and over 50% of the membership filled out the forms that would form the basis of the KBA's next 5 Year Plan and Budget Renewal.

In mid-June, having reviewed and assessed the survey comments, the KBA Executive met to develop a conservative budget for the next five years. This budget was subsequently approved by the Kerrisdale Business Association Board of Directors. An eight page BIA Renewal Document was then created outlining the important services and events provided by the KBA with focus on a proposed 5 Year Budget for 2011-2016. The traditional Open House at the Kerrisdale Community Centre was not convened this time as previous meetings, though well advertised, had been costly but poorly attended

A summary of the member survey was published in the KBA newsletter and distributed to members and property owners. Members were made aware that the KBA Executive would base their 5 Year BIA Renewal Budget Plan on the feedback received from said member survey.

In mid-August the BIA Renewal Plan was distributed to all members and property owners along with notice of the Annual General Meeting set for September 9. This notice was sent again the week before the AGM.

Following the AGM, which was well attended, where the KBA 5 Year BIA Renewal Plan was overwhelmingly approved, a mass email was sent directing all members to a special AGM Renewal Page on the KBA web site for further comment. None was received.



Kitsilano Fourth Avenue B.I.A.



KITSILANO 4th AVENUE BUSINESS IMPROVEMENT ASSOCIATION Proposed 2011-2012 Budget Allocation

ADMINISTRATION

| | |
|---|----------------|
| Audit/Bookkeeping | 6,500 |
| Insurance | 2,000 |
| AGM/Board Meetings | 2,500 |
| Office Expenses | 2,500 |
| Newsletter | 1,500 |
| Strategic Plan (2011-2016) | 15,000 |
| Retail Needs Assessment & Recruitment Strategy | 15,000 |
| Salary/Benefits (1 F/T; 1 P/T) | 78,000 |
| Contingency Fund | 10,000 |
| | <hr/> |
| | 133,000 |

| | |
|---------------------|----------------|
| Category Promotions | |
| • Fashion | 12,500 |
| • Outdoor/Active | 12,500 |
| • Restaurants | 12,500 |
| • Specialty | 12,500 |
| Newsprint | 20,000 |
| Buses | 20,000 |
| Radio | 20,000 |
| Website (new) | 10,000 |
| Social/Mobile Media | 10,000 |
| Brand Development | 3,000 |
| | <hr/> |
| | 170,500 |

STREET ENHANCEMENTS

| | |
|--------------------------------|---------------|
| Graffiti Removal Program | 16,000 |
| Safety Initiative(s) | 10,000 |
| Banner Design/Production (1 x) | 12,000 |
| Banner Installation (1 x) | 8,000 |
| Clean Team | 15,000 |
| Seasonal Décor (lease to own) | 15,000 |
| | <hr/> |
| | 76,000 |

TOURISM MARKETING

| | |
|----------------------------------|--------------|
| Merchant Directory book 2x | 2,000 |
| Additional Brochure Distribution | 3,500 |
| Tourism Vancouver Membership | 500 |
| | <hr/> |
| | 6,000 |

PROMOTION/MARKETING

| | |
|--------------------------------|--------|
| Special Event Day | 25,000 |
| Christmas Promotion | 7,500 |
| West 4 th Gift Card | 5,000 |

ADVOCACY & BUSINESS NETWORKING

| | |
|-------------------------------|---------------|
| Education/Conferences | 1,500 |
| Merchant Networking Mtgs (12) | 12,000 |
| Member Communication Strategy | 1,500 |
| | <hr/> |
| | 15,000 |

Proposed 2011/2012 Levy 400,500



Kitsilano 4th Avenue Business Association
202-1857 West 4th Avenue, Vancouver, British Columbia
V6J 1M4 Canada • phone 604-263-6443 • shopwest4th.com

November 1, 2010

Mayor Gregor Robertson and Members of Council

c/o Peter Vaisbord, BIA Program Coordinator
City of Vancouver
453 West 12th Avenue
Vancouver, BC
V5Y 1V4

Dear Mayor Robertson and Council:

Re: Proposed Renewal of the Kitsilano 4th Avenue Business Association

On behalf of the membership and Directors of the Kitsilano 4th Avenue Business Association, I herby request that Vancouver City Council consider our application to renew the Kitsilano 4th Avenue BIA for a further five year term, commencing April 1, 2011.

The Kitsilano 4th Avenue BIA encompasses West 4th Avenue from Fir Street to the east through to Balsam Street to the west. Over the course of our pervious mandates, our BIA has made significant promotional impact on the success of our business area, and has allowed the merchants and property owners to jointly participate in building the strength and vitality of our unique retail precinct.

The Board of Directors has been working on the proposed renewal since Spring 2010, informing membership through regular outreach meetings and internal communication to garner member support. At present, we are placing the five-year renewal option, 2011 budget and five-year funding cap before our entire membership at an Extraordinary General Meeting, which is scheduled to occur on Tuesday, November 23, 2010.

In the mean time, please allow this letter to stand as our formal BIA application as required by the BIA program. The City's BIA Coordinator, Peter Vaisbord, has been extremely supportive in assisting our BIA through the renewal process, and as such, he is very aware of this renewal request.

Should you have any questions about the BIA, our new proposed mandate, or the work we have achieved to date, please do not hesitate to contact me personally.

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

Regards,

Russ Davies
BIA Manager
Kitsilano 4th Avenue Business Association

cc: Peter Vaisbord – BIA Program Coordinator
Kitsilano 4th Avenue Business Association Board of Directors



Kitsilano 4th Avenue Business Association
202-1857 West 4th Avenue, Vancouver, British Columbia
V6J 1M4 Canada • phone 604-263-6443 • shopwest4th.com

West 4th Renewal Outreach Summary 2010.

- March 2010 Newsletter delivered to membership offered detailed information announcing that Kitsilano 4th Avenue Business Association is proceeding into renewal of its society in 2010. It discussed many facets of the process, from budgetary cap comparisons and overall specific successes to general information and an overview of the BIA movement.
- June 26, 2010 At the Annual General Meeting, the membership was engaged in a thorough discussion about the necessities of renewal, and the potential that the BIA has to continue its work in the coming five years to meet the needs of the business members. All assembled were instructed to watch for the process to being in the Fall of 2010. Peter Vaisbord and Tom Pierce were in attendance.
- July 2010 BIA Manager met with Peter Vaisbord to discuss renewal requirements and best practices
- August 24, 2010 The BIA had an open membership meeting to discuss marketing and budgetary concepts for the present year, and to initiate discussion regarding the needs of the membership in 2011 and beyond. Budgets of other BIAs in Vancouver were reviewed and discussed at length, and budgetary suggestions and initiatives were offered by those in attendance. The BIA's first branding concepts were revealed and the members gave constructive feedback.
- September 17, 2010 Notification of BIA Renewal Open House meeting on October 4, 2010 was mailed to commercial property owners utilizing the addresses supplied to the BIA by the City of Vancouver. It was hand delivered the very same day to all business owners on West 4th.

- September 21, 2010 BIA Manager reviewed the Renewal Open House schedule with Peter Vaisbord
- September 29, 2010 Newsletter delivered to the membership announced that the renewal consultative process had begun. The periodical, which was hand-delivered to all business owners on West 4th, informed members of the BIA's Renewal strategy and included open house meeting and extraordinary general meeting dates. The newsletter also contained a reprinted Renewal Open House notice.
- October 4, 2010 The BIA held its first BIA Renewal Open House at Lululemon Upstairs Meeting Room on West 4th. The Renewal process was thoroughly explained through a series of 8 display boards, including the reasons why we must renew through to the petition process and final adoption of the bylaws. The members attending had another opportunity to examine the funding comparisons of other BIAs in Vancouver. The members attending had an opportunity to discuss any and all their ideas and concerns regarding their BIA, and offered opinion on what their directional priorities were. All members attending were given a survey to complete and return to the BIA Office to help inform budget decisions for 2011 and beyond. BIA branding was further discussed and members had a chance to share their thoughts and make constructive comments to improve the designs. The meeting was attended by Peter Vaisbord, who was an excellent resource at the meeting and gave valuable historical perspective as well as insight into BIA's many initiatives and services.
- October 5, 2010 BIA Renewal Survey was mailed to all commercial property owners and hand delivered to all business owners. Results from this survey would be used to determine budgetary allocations and priorities, the proposed 2011 budget as well as the proposed new 5-year funding cap.
- October 16, 2010 All BIA Renewal Surveys were received and compiled. The survey found that 100% of those responding

wished the BIA to renew for a further five year term. Utilizing the results gleaned from the membership feedback, the BIA Manager and Board prepared three five-year budgets for overall Board evaluation based completely on the membership priorities from this survey and from expressions from previous membership meetings.

- October 20, 2010 The Board of Directors electronically reviewed all three budgetary options for 2011 and the 5-year funding cap and agreed that they will present a 2011 budget of \$400,500 to the membership, which reflected all of the enhanced initiatives that the membership asked for. A 5-year funding cap of \$2,007,650 was recommended for membership vote.
- October 29, 2010 Official notification of an Extraordinary General Meeting to allow all members in good standing to vote on the BIA's renewal, it's 2011 budget and 5-year funding cap was mailed to commercial property owners and hand delivered to the business owners on West 4th. The meeting is scheduled for November 23 at 6:30pm at Kits Coffee on West 4th. The notification contained a letter from Peter Vaisbord, official notification and agenda, a 2011 budget and 5 year funding cap, as well as explanation of the budget and proposed activities. The notice also included a membership application and proxy voting form.
- November 1-8, 2010 BIA Manager met with many West 4th member merchants individually face-to-face to discuss the Renewal and 2011 budget.
- November 8, 2010 Official notification of a second informational Renewal Open House scheduled for November 16 at Lululemon Upstairs Meeting Room from 5pm to 7pm was mailed to all commercial property owners and hand delivered to business owners on West 4th Avenue. The purpose of this meeting is another opportunity for commercial property and business owners to meet with the Board and have any questions or queries answered about the Renewal, the budgeting process and the funding cap prior to

the Extraordinary General Meeting on November 23. The new West 4th BIA branding will also be revealed.

- November 12, 2010 BIA Manager Russ Davies and BIA President Susan Braverman are scheduled to visit all West 4th businesses to remind them of the Open House on November 16 and the Extraordinary General Meeting on November 23. This will also be a further opportunity to answer any questions about the Renewal or the 2011 budget.
- November 16, 2010 BIA Renewal Open House II - scheduled for November 16 at Lululemon Upstairs Meeting Room from 5pm to 7pm. All members are welcome to attend.
- November 18, 2010 Last day to complete and forward BIA membership application to the BIA Office; last day to complete proxy voting form and submit to the BIA Office. Deadline is 5:00pm.
- November 23, 2010 Kitsilano 4th Avenue Extraordinary General Meeting schedule as follows: 6:00pm to 6:30pm – sign in and networking; 6:30pm to 7:30pm – meeting (openings; overview of the renewal process; vote on renewal of the BIA, vote to accept the 2011 budget and 5-year funding cap; closure)
- November 24, 2010 The City of Vancouver will be officially notified of the results of the Kitsilano 4th Avenue Business Association Extraordinary General Meeting through Peter Vaisbord.