



ADMINISTRATIVE REPORT

Report Date: November 16, 2010
Contact: Peter Vaisbord
Contact No.: 604.871.6304
RTS No.: 08890
VanRIMS No.: 08-2000-20
Meeting Date: November 30, 2010

TO: Vancouver City Council
FROM: Director of Planning
SUBJECT: Approval of Council Initiative - Proposed West Broadway BIA

RECOMMENDATION

- A. THAT Council approve the West Broadway Business Improvement Association as sponsor for the proposed West Broadway BIA.
- B. THAT Council approve commencement of a Council Initiative to establish the proposed West Broadway BIA, AND THAT Council forward the application of the West Broadway Business Improvement Association to a hearing of the Court of Revision.
- C. THAT the City notify the property owners and tenants in the area (outlined in Appendix A) of the proposed BIA and BIA levy.
- D. THAT Council approve a 5 year (2011 -2016) funding-ceiling of \$650,000 for the proposed West Broadway BIA, subject to Council approval of the BIA at the Court of Revision.

GENERAL MANAGER'S COMMENTS

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

CITY MANAGER'S COMMENTS

The City Manager recommends APPROVAL of the foregoing.

COUNCIL POLICY

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

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

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

PURPOSE

The West Broadway Business Association (WBBA) has completed the first step in the process of establishing a new Business Improvement Area (BIA). The purpose of this report is to commence the second step, which is to approve the WBBA's successor - the West Broadway Business *Improvement* Association - as sponsor of, and to commence a Council Initiative for, the proposed West Broadway BIA, and to forward the BIA application to Court of Revision.

BACKGROUND

A business association, the Kitsilano Chamber of Commerce, has operated in this neighbourhood since 1934. In 2000-01, the Chamber sponsored a successful BIA proposal for nearby West 4th Avenue as part of a general strategy to strengthen Kitsilano's shopping areas. In 2002, the Chamber sponsored a similar BIA proposal for West Broadway between Collingwood and Larch. That proposal was discontinued due to significant opposition from property and business owners. However, members of the BIA steering committee regrouped as a committee of the Chamber (the West Broadway Business Committee) in order to continue supporting the street and its businesses. In 2008, the group incorporated the West Broadway Business Association (WBBA) as an independent not-for-profit society.

Since 2002, the West Broadway Business Committee and successor WBBA have engaged in a number of activities to promote West Broadway businesses. The WBBA has been active in securing a Community Policing Centre for the neighbourhood, advocated successfully for replacement of ageing sidewalks, contributed to workshops on street trees and pavement design, implemented a sidewalk public art program (etched medallions with First Nations and Greek themes), provided input on the UBC line rapid transit study, participated in the annual Greek Day street festival, published a regular newsletter and maintained a website.

The WBBA now believes it has approached the limits achievable by an association reliant on membership dues and volunteer effort, and those efforts are no longer sustainable. Therefore, in 2009, the WBBA decided to re-attempt establishment of a BIA, and contacted the City about starting the formation process. In December 2009, staff met with the group, explained the BIA formation process, and suggested they form a BIA steering committee as an initial step. If approved, the BIA will be governed by a new society (the West Broadway Business Improvement Association).

DISCUSSION

The proposed West Broadway BIA comprises 10 linear blocks of West Broadway between Collingwood and Larch Streets. A map of the proposed boundary is attached as Appendix A.

The West Broadway Business Improvement Association proposes a Year 1 budget of \$120,000 representing an annual levy rate of \$0.37 per \$1,000.00 of assessed property value, or approximately 2.0% of commercial property taxes. A copy of the proposed budget is attached

for information as Appendix B. If Council approves the BIA at the Court of Revision, staff will report back for approval of the Year 1 budget along with all of the other BIAs' 2011 - 2012 budget requests.

The proposed funding-ceiling of \$650,000 is the maximum amount that may be levied over the proposed West Broadway BIA 5-year term.

Outreach Activities

Outreach Process Overview

The City requires groups wishing to establish a BIA to first conduct an 'Outreach' process designed to inform potentially affected commercial property owners and business tenants about the proposed BIA and possible costs, to engage owners and tenants in development of the proposal, to build consensus regarding BIA priorities and expenditures, and to gauge level of support. City staff participate by guiding and monitoring the process, and by explaining the BIA process at public meetings.

BIA Outreach follows a fairly standard chronology, beginning with distribution of an 'issues' survey to determine owner and business priorities, and to scope local interest in the idea of a BIA. The survey is generally followed by several Outreach meetings open to all owners and businesses. The meetings take place over the course of several months, building towards a finalized BIA proposal. At the first meeting, the BIA concept is introduced, along with a review and discussion of business-area priorities. A draft budget is generally introduced and discussed at second or successive meetings, and a revised, completed budget is presented for informal assent at a final meeting. The Outreach process generally concludes with a follow-up survey to gauge owner and tenant support or opposition, and to determine whether to proceed to Council.

The Outreach process for the proposed West Broadway BIA generally parallels the standard chronology as follows:

Issues Survey

In April 2010, the WBBA developed a survey of business issues for distribution to all 375 property owners and business tenants within the proposed BIA area (101 owners and 275 businesses). The survey asked respondents to mark their priorities for West Broadway, and to indicate whether or not they were interested in formation of a BIA.

Fifty-four completed survey responses were received, 52 from businesses (19% of businesses), one from a property owner (1% of owners) and one unspecified. Nineteen businesses and the one property owner responded specifically about interest in a BIA. Of the business responses, 17 businesses (90%) responded 'yes', with one 'no' (5%) and one 'maybe' (5%). The one property-owner responded 'maybe'.

Special General Meeting of the West Broadway Business Association

The WBBA leadership felt that prior to pursuing a BIA it should obtain a mandate to do so from the existing business association membership, which numbered about seventy-five members, including 70 business tenants (25% of total businesses) and 5 property owners (5% of owners).

To secure the desired mandate, a WBBA General Meeting was held late April 2010. Association members in good standing received formal notification of the meeting, but all businesses in the proposed BIA were invited to attend as observers. Because the invitation was broader than the WBBA membership base, the WBBA believes the General Meeting in essence constituted an initial meeting for BIA Outreach. WBBA directors presented the results of the issues survey, fielded questions, and led a discussion about the desirability of a BIA. As member feedback was favourable, the WBBA concluded that it had the membership mandate it needed to pursue the BIA formation process.

Open-invitation Outreach Meetings

In addition to the WBBA General Meeting, informal open-invitation Outreach meetings for property-owners and businesses were held in early June and late October 2010 at Kitsilano Community Centre and St James Community Square respectively. Prior to each date, meeting invitations and flyers, background information, and the City's BIA Program brochure were mailed to all affected property-owners, and hand-delivered by WBBA members to all business tenants, in the proposed BIA area. The meetings were attended by the City's BIA Coordinator, who explained the BIA formation process, answered questions, and observed the proceedings.

First Outreach Meeting

On June 8, 2010, the WBBA convened the first BIA Outreach meeting. Twenty-eight business tenants and property owners attended the meeting, including WBBA directors. The directors summarized the results of the April survey, explained how the results would be used to develop a BIA proposal, and invited discussion. An informal show of hands indicated general support for continuing the BIA process, which was outlined.

Final Outreach Meeting

Sixteen business tenants and property owners, including WBBA directors, attended the second BIA Outreach meeting held on October 21, 2010. Although the numbers were significantly lower than the first meeting, the invitation attracted several new participants. Meeting invitation materials included a draft BIA budget for discussion. At the meeting, WBBA directors reviewed the process to date, outlined the budget and rationale, and fielded questions. Individual levy estimates were available on request, with generally favourable responses. An informal show of hands indicated support for the proposed BIA and budget (levy) of \$120,000, a 5-year funding ceiling of \$650,000, and proceeding with a BIA application.

The Association (now the West Broadway Business Improvement Association) formally applied to the City for consideration of a BIA on November 12, 2010. A copy of their application letter and documentation of their outreach activities is attached as Appendix C.

Staff Comments - Outreach and Support

Staff are satisfied that the West Broadway Business Association has notified all property owners and tenants within the proposed BIA boundaries. Staff attended the open-invitation Outreach meetings held on June 8 and October 21, 2010, respectively. The initial Outreach meeting was well-attended, with 28 owners/business tenants at the meeting. Attendance at the final meeting was moderate by comparison, with only 16 persons at the meeting.

Maintaining strong participation throughout a BIA Outreach process can be challenging. It is difficult to schedule meeting dates and times that work for all property owners and businesses, and most property owners reside outside proposed BIA areas. Business tenants may also live outside the area in which their business is located, and may find it difficult to spend additional time away from home. In the present case, staff attribute higher attendance at the first meeting as an indication that people were sufficiently interested in, or concerned about, the prospect of a BIA in their area and wanted more information. WBBA directors are confident that diminished attendance at the later meeting does not reflect diminished support for the proposed BIA. Having hand-delivered meeting materials to every business, the WBBA reports virtually unanimous support for, and excitement about the BIA.

Due to the apparent positive interest in the BIA proposal at this time, the WBBA elected not to conduct a follow-up survey to gauge levels of support or opposition.

At the instruction of staff, the Steering Committee notices contained the name and telephone number of the City's BIA Coordinator. As of the date of this report, the Coordinator has received correspondence opposing the BIA from a manager representing several properties. There has been no other communication from property owners or businesses regarding the BIA proposal.

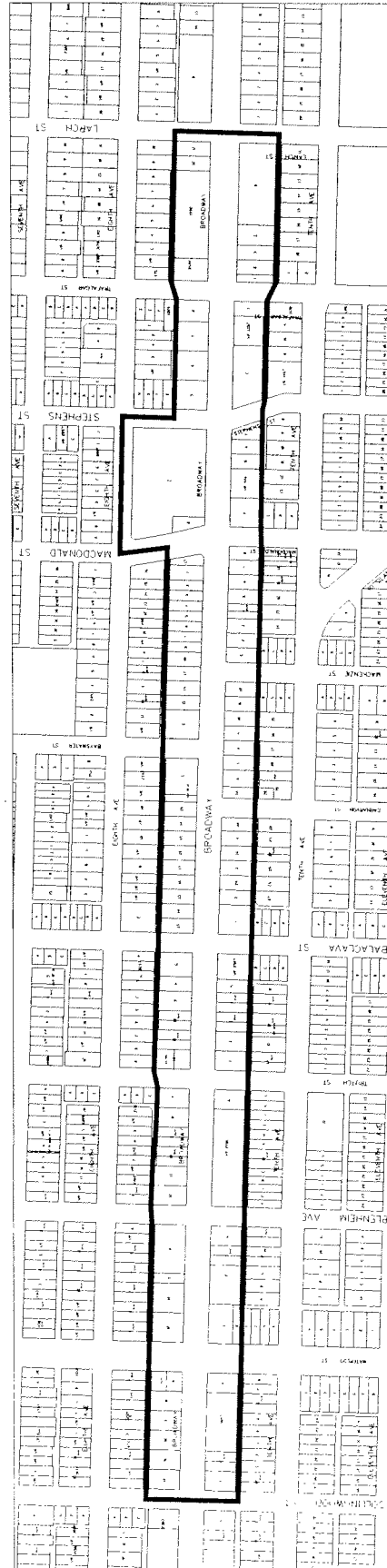
FINANCIAL IMPLICATIONS

There are no financial implications.

CONCLUSION

The West Broadway Business Improvement Association is requesting that Council consider approval of the proposed West Broadway BIA and 5-year funding ceiling of \$650,000, and has asked that their application be forwarded by way of Council Initiative, to a Court of Revision, in order that the BIA may commence operations in April 2011. As the results of the WBBA's outreach activities demonstrate general support and minimal opposition to date, staff recommend Council proceed with the Initiative. If Council approves the West Broadway BIA 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.

* * * * *



Proposed West Broadway BIA

Proposed West Broadway Business Improvement Area Draft Budget

(April 1, 2011 - March 31, 2012)

Revenue		
BIA Levy	\$120,000.00	
Advertising Revenue	\$3,000.00	
Total Revenue (see note 1)		\$123,000.00
Expenses		
Administration		\$35,000.00
Audit	\$3,000.00	
Liability Insurance	\$1,500.00	
AGM Event (see note 2)	\$2,000.00	
Miscellaneous Office (see note 3)	\$2,000.00	
Association Newsletters	\$500.00	
BIA Coordinator (see note 4)	\$26,000.00	
Promotion & Community Marketing		\$56,000.00
Marketing Strategy & Branding * one time only	\$10,000.00	
Promotions/Events (see note 5)	\$20,000.00	
General Advertising	\$10,000.00	
Co-op Advertising Program	\$3,000.00	
Website Build (Business Directory)	\$5,000.00	
Website Maintenance/Upgrades	\$1,500.00	
Brochure Distribution	\$3,000.00	
Tourism Vancouver Membership	\$500.00	
Brochure Design/Reprint	\$3,000.00	
Street Enhancements		\$10,000.00
Clean Team (see note 6)	\$5,000.00	
Graffiti Removal	\$5,000.00	
Safety & Security		\$12,000.00
Street Security (see note 7)	\$12,000.00	
Business Networking		\$1,300.00
Education / Conferences	\$1,000.00	
BIA BC Membership	\$300.00	
Contingency (Additional Expenses; Inflation)		\$8,700.00
Total Expenses		\$123,000.00

Note 1 Other possible sources of income may be available such as outside funding, grants, promotional product sales

Note 2 includes hall rental, notices/flyers, food/refreshments, etc.

Note 3 Includes phone/fax, internet, postage, photocopies, postbox rental, etc.

Note 4 20 hrs/wk (52 wks) @ \$25/hr = \$26,000.00

Note 5 Greek Day, Christmas Market, other events as funding is available

Note 6 2 persons, \$10/hr, 2 hrs/day, 2 days/week plus supplies

Note 7 Possible options: paid security company vs. VPD/CPC volunteer patrol support

West Broadway Business Improvement Association
Society: 3230 West Broadway, Vancouver BC V6K 2H4
Tel 604.738.7161 Fax 604.738.7101 www.wbba.ca

November 12, 2010

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

Re: Proposed West Broadway Business Improvement Area (BIA)

Dear Mayor Robertson and Council,

On behalf of the West Broadway Business Improvement Association, I hereby request Council to consider our application to establish a BIA for the West Broadway corridor, between Larch and Collingwood Streets. Please accept this proposal letter as our formal application to the BIA program.

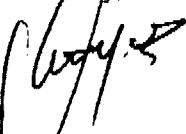
During the past year, we conducted an in-depth survey to determine the concerns and needs of the businesses in the proposed BIA area. Results of this survey supported the move forward to follow through with a plan to establish a BIA.

All businesses and property owners were invited to attend our first outreach meeting for discussion on a BIA. We again reached out to property and business owners by mail and hand delivery to attend our second outreach meeting, with an invitation and a BIA information newsletter, to discuss the proposed budget.

Overall, throughout the door to door deliveries for the survey and both outreach meetings, and general contact with our retail and business neighbours we were able to gauge the positive sentiment of the businesses. We are confident that a majority of both the businesses and the property owners would like to see a BIA in our area.

The West Broadway Business Improvement Association would like to thank you for your time and consideration on this most important matter.

Sincerely,



Nick Panos
Committee Chair

West Broadway Business Improvement Association

cc: Peter Vaisbord, BIA Program Coordinator

In 2008, the West Broadway Business Association was established as a community based organization for the maintenance of interests and issues facing merchants, business and property owners along the West Broadway corridor. Originally, the group was a business committee with the Kitsilano Chamber of Commerce, and as such were only involved in small events. Forming into a non-profit society allowed the WBBA to have a greater impact in the community.

Although an earlier attempt in the late 1990's to introduce a business improvement association in the area was unsuccessful, the members of the West Broadway commercial and business community remained active with projects, information, and outreach events. However, the WBBA has come to accept they can no longer continue in their present capacity and still have a purposeful presence.

Informal discussions were begun in 2009 regarding the implementation of a Business Improvement Area along the West Broadway Corridor. WBBA Directors spoke with select merchants and determined there was a favourable interest in a business improvement area.

Upon the recommendation of BIA Coordinator, Peter Vaisbord, the WBBA prepared a business area survey and distributed this to a specific area suggested as a possible BIA catchment along West Broadway, between Larch and Collingwood Streets. Data was compiled and it was decided to present this information at a Special General Meeting of the WBBA, held April 27, 2010. All members of the public were invited to learn of the results which were presented on a Power Point slideshow, and discussions were held with attendees regarding the sustainability of the WBBA and an option to form a BIA for West Broadway. (see handouts 1-4)

Feedback was favourable, and the Directors of the WBBA decided to formally pursue the formation of a proposed BIA for West Broadway. The first Outreach meeting was held on June 8, 2010 and following a comprehensive presentation along with question and answer period, an informal show of hands indicated a widely favourable support of a proposed BIA by all those in attendance. (see handouts 5-10)

The WBBA newsletter, the Broadway Bulletin was prepared and distributed to all property and business owners within the proposed BIA catchment. Along with an invitation and the draft of the 2011 Budget for the proposed WBBIA (see handout 11-13)

The second Outreach meeting was held on October, 21, 2010, to discuss the planned budget for the first year beginning in 2011. Information was shown in a Power Point slide along with the duplicates of the handouts mailed earlier with the Broadway Bulletin. A vote was called for the budget and acceptance was unanimous. An informal show of hands indicated a further support to proceed with further steps to form the proposed West Broadway Business Improvement Area.

Application has been submitted to the Ministry, reserving the name of a society, the "West Broadway Business Improvement Association," and work is currently being done to write the Constitution and Bylaws in order to formally register the society for incorporation as the official sponsor of the proposed West Broadway BIA.

In addition, a promo insert which will be made available for distribution to accompany the legalistic city notice.

1. SGM 2010 WBBA Member Survey
2. SGM 2010 Member Survey Results
3. SGM Agenda 100427
4. SGM pp.slideshow 100427
5. Outreach-1 Notice Flyer 100608
6. Outreach-1 Invitation 100608
7. Outreach-1 Agenda 100608
8. Outreach-1 Committee Chair Stmt 100608

9. Outreach-1 BIA FAQ 100608
10. Outreach-1 sign-in sheets
11. Broadway Bulletin 2010-Fall
12. Outreach-2 Invitation 101021
13. Outreach-2 WBBIA Draft Budget 101021.pdf
14. Outreach-2 Agenda 101021
15. Outreach-2 pp.slideshow 101021
16. Outreach-2 Mtg Minutes101021
17. Outreach-2 sign-in sheets



3230 W Broadway, Vancouver BC V6K 2H4
604-738-7161 - wbba.ca - admin@wbba.ca

Friday, April 9, 2010

Dear West Broadway merchant,

The West Broadway Business Association is holding a special General Assembly for all members on Tuesday, April 27, 2010 to discuss the survival of West Broadway businesses. We invite all West Broadway merchants and business owners to attend this important meeting that among many issues will address the proposed UBC Rapid Transit Line along the West Broadway corridor.

- Tuesday, April 27, 2010 6–9 pm
St. James Community Square
3214 West 10th Avenue, Vancouver

All WBBA members, their staff and business neighbours are welcome to participate. However, only WBBA members will be entitled to vote. If you wish to exercise your right to vote, you must register as a paid member with the WBBA, which can be done at any time leading up to the General Assembly.

We need to hear from you at this crucial time. Please fill out the attached survey and return it immediately. It will help develop the strategies to ensure a viable and attractive business environment for the success of all. Your privacy will be protected when we reveal the results at the General Assembly.

The members of the WBBA have completed a number of highly visible projects including:

- Refurbished sidewalks, street paving, painted light poles
- Granite sidewalk medallions commemorating the Greek and First Nations heritage of West Broadway
- A new community policing centre open at Broadway & Pine Streets
- Greek Days returned, highly acclaimed as the best street festival in the City.
- The WBBA attended stakeholders meetings with Translink and the City for the proposed UBC Rapid Transit Line

The WBBA values your ideas and suggestions, and this survey guarantees your views are considered as we make plans for the future. Thank you for your support.

Your presence at this General Assembly will be integral to the future of the WBBA. Kindly RSVP your availability for this important meeting. If you have any questions, please contact me directly.

Sincerely,

Bill Stott
WBBA President
604-266-9546



WEST BROADWAY BUSINESS ASSOCIATION MEMBER SURVEY

Please fill out the following survey and return it immediately. It will help develop the strategies to ensure a viable and attractive business environment for the success of all. Your privacy will be protected when we reveal the results at the General Assembly of **April 27th**.

The survey will only take you a few minutes to complete. The WBBA values your ideas and suggestions, and this survey guarantees your views are considered as we make plans for the future. Thank you for your support

If you have any questions, please contact **Bill Stott, WBBA President at 604-266-9546.**

Personal Name: _____
Business Name: _____
Business Address/Postal Code: _____
Telephone: _____ Email: _____
I am a: _____ Business Tenant _____ Property Owner <i>(Please check which one applies to you)</i>
I also live within 10 blocks of West Broadway, between Larch & Collingwood Streets _____

1. How long have you been a property owner/business owner along West Broadway? _____
2. What is the most important concern to your property/business? _____
3. In the last 12 months have you considered moving your business into another area? If Yes, to what area/why?

4. How would you prefer to be contacted? Email _____ Call _____ Person _____
5. How would you prefer to receive our newsletters? Email _____ Delivery _____ Both _____
6. In the past 12 months have you been a victim of any of the following? *(Please check all that apply)*
 - Commercial B&E
 - Theft
 - Robbery
 - Fraudulent Transactions
 - Vandalism (graffiti or damage to property)
 - Aggressive Panhandling
 - Squatters
7. How often did you report incidents to 9-1-1? _____ How often did you call the VPD non-emergency? _____
8. Please write any other concerns and suggestions on a separate sheet and attach to the survey.

Once you have completed the survey, you may fax it to: 604-738-7101	
Or drop it off during business hours at either location:	
◆ CIBC branch of Broadway/McKenzie – attn Paul Cheng	◆ Omega Travel at Broadway/Trutch – attn Nick Panos

THIS SURVEY MUST BE COMPLETED AND SUBMITTED BY APRIL 20, 2010

WEST BROADWAY BUSINESS ASSOCIATION MEMBER SURVEY

PLEASE RANK BELOW YOUR TOP 5 PRIORITIES FOR YOUR BUSINESSES ON WEST BROADWAY.

- _____ **Marketing & Advertising**
{e.g. Subsidized Ads, Web & Email Marketing, Business Directory, Promoting Day/Evening Destinations...}
- _____ **Area Maintenance**
{e.g. Power Washing Sidewalks, Street & Alley Cleaners, Removing Graffiti, Back Lane Improvements}
- _____ **Beautification & Street Enhancement & Street Atmosphere**
{e.g. Street Banners, Bicycle Railings & Park Benches, Store Front & Building Improvements}
- _____ **Safety & Security**
{e.g. Shoplifting/Theft, Crime Prevention Seminars, Street Patrols, Anti-panhandling initiatives}
- _____ **Business Recruitment & Retention**
{e.g. Keeping Units Rented, Promotions to Attract & Keep Customers along Broadway}
- _____ **Policy/Advocacy & Liaison with City Hall, Translink and other entities**
{e.g. Traffic Issues, By-Law Enforcement & Business Licensing, Zoning Issues, UBC Line}
- _____ **Special Events**
{e.g. Greek Day, Christmas on Broadway, Canada Day, etc.}

ADDITIONAL COMMENTS _____

WOULD YOU BE INTERESTED IN EXPLORING THE FORMATION OF A BUSINESS IMPROVEMENT AREA? YES OR NO, AND WHY?

PROPOSED UBC LINE & DISRUPTION DURING CONSTRUCTION

In the event of UBC line construction, have you made any sort of strategic plan or given any thoughts as to ensuring successful business during this time? **YES** or **NO**

If Yes, what have you planned? _____

Once you have completed the survey, you may fax it to: 604-738-7101
Or drop it off during business hours at either location:
◆ CIBC branch of Broadway/McKenzie – attn Paul Cheng ◆ Omega Travel at Broadway/Trutch – attn Nick Panos

THIS SURVEY MUST BE COMPLETED AND SUBMITTED BY APRIL 20, 2010



WEST BROADWAY BUSINESS ASSOCIATION MEMBER SURVEY DATA RESULTS

Questions Survey #	1 – Additional Comments re. to Moving to Other Area	2 – Additional Comments related to Crime	3 – Additional Comments related to Rankings	4 – Additional Comments related to BIA	5 – Additional Comments related to UBC Line
2	rent fees		(emphasis: business directory; back lane improvements; shoplifting.) business owners should keep areas around their building clean!		I do not agree this plane
3					
4	high rent, high theft; Fraser Valley		No Skytrain on Broadway!!		
5			Property owner should dropping down the rent. Helping the small business to survive. (emphasis: Promoting Day; shoplifting/theft; promotions to attract and keep customers along Broadway; traffic issues; Christmas on Broadway.)		
6				it may help to draw more people to this area.	
7				Need more business	
8	Main Street - more book buyers				move
9	I want to buy a property rather than lease but want to stay here in this area.				
10	I'm currently looking for a larger retail space in Kitsilano				
12				not a lot of time as of now	informing customer to help then d/o of clients
13			I am tried to have paper deliver every day	I am selling my business	

14				more marketing & advertising and safety/security, special events on West Broadway	
19	West 4th Ave			we need this type of thing	move!
20			extend special events to Larch Street to benefit businesses between Larch and MacDonald	depends on how much this will increase ppty taxes	
21		(Aggressive Panhandling: I don't know if my store staff enforce aggressively enough)	Key issue here is unhealthy retail mix. Lots of militant socialistic people or immigrants who don't want to form business alliances of associations. Need for more legitimate retail & intersting mix.; (Business Recruitment & Retention: "Misleading question business or customer recruitment & retention?; Policy/Advocacy & Liaison with City Hall, Translink and other entities: "This is futile Bulls---. They'll always do what (city) they feel like. BIAs are puppets.)	Yes	When is the construction?
25				retail/business working together to report crime.	
26			marketing and special events are of course important as well, since they help promote the business	Yes, if it help bring nore people.	development of wholesale and web activities
27			I would like to see Special Events not using gas powered generators. I don't think they reflect the image of the neighbourhood		Yes and No: open a second location.
29				absolutely necessary to remain competitive with other BIA's	<u>Get the hell out.</u>

30			more special events		moving away or sell our business.
31	Skytrain				in progress (moving)
33					Thought about it and am concerned but haven't concluded a solution. I don't believe this is a good one.
35					highlight our delivery option more
36		Squatters: setting up in back & side of building)		I think this would give better recognition and provide Marketing & Advertising for all business along West Broadway	I will not renew my lease as an option if I'm not clear on the disruption & compensation on new proposed line.
38	Dunbar area			Yes to attract & keep customers along Broadway	will relocate to another area
39				duties with shop is my priority and working alone causes no time for other activities.	
40	to 4th Avenue or Yaletown near Canada Line.			Yes of course. But it's decided by head office.	
43	not sure. It's decided by head office.			Yes, "Branding" our area ("Cambie Village"/"Davie Village" etc.) gives the public a way to refer to us as a preferred destination (that would be the result of a RIA. 22)	Customers trained to use 'backdoor' & alley parking as options.
46		(Theft: back door -> office -> back pack / recovered)			
48				anything that promotes and beautifies Broadway is helpful to all businesses	timed my lease to relocate
49				this was tried and failed	Haven't thought about it yet
50				don't know, need more info	
53					

<p>Any strategic plan or thoughts as to ensuring successful business during UBC line construction?</p>																			
<p>Rank below your top 5 priorities for your businesses on west Broadway.</p>																			
<p>- Marketing & Advertising: Rank</p>																			
<p>- Area Maintenance: Rank</p>																			
<p>- Beauty & Street Enhancement: Rank</p>																			
<p>- Safety & Security: Rank</p>																			
<p>- Biz Recruitment & Retention: Rank</p>																			
<p>- Policy/Advocacy & Liaison: Rank</p>																			
<p>- Special Events: Rank</p>																			



3230 W Broadway, Vancouver BC V6K 2H4
604-738-7161 - wbba.ca - admin@wbba.ca

Special General Meeting Agenda

1. Greetings, Introductions & Opening Remarks
2. WBBAssociation Finances
3. Direction of West Broadway

Guest Speaker on Rapid Transit Options:

- Professor Patrick M. Condon, UBC
James Taylor Chair in Landscape and
Liveable Environments

4. BIA – General Discussion



SPECIAL

GENERAL

MEETING



Meeting Agenda

1. Greetings, Introductions & Opening Remarks
2. WBB Association Finances
3. Direction of West Broadway
 - Guest Speaker on Rapid Transit Options:
 - Professor Patrick M. Condon, UBC
James Taylor Chair in Landscape and
Liveable Environments
4. BIA – General Discussion

West Broadway Business Association Special General Meeting

Opening Remarks

The West Broadway Business Association has successfully completed many projects to date.

However, to continue, we need to explore our options to achieve a continued competitive, independent and successful future.

We want to keep and build upon the character of our street, West Broadway.

WBBA Financial Statement (Unaudited)

Third Fiscal Year – January 1, 2010 to April 27, 2010 (Year to Date)

Assets

Cash.....	\$629.05
Membership Fees.....	1025.00
Accounts Payable.....	50.00 ¹
Interest.....	.01
Total Assets	<u>\$1654.06</u>

Expenses

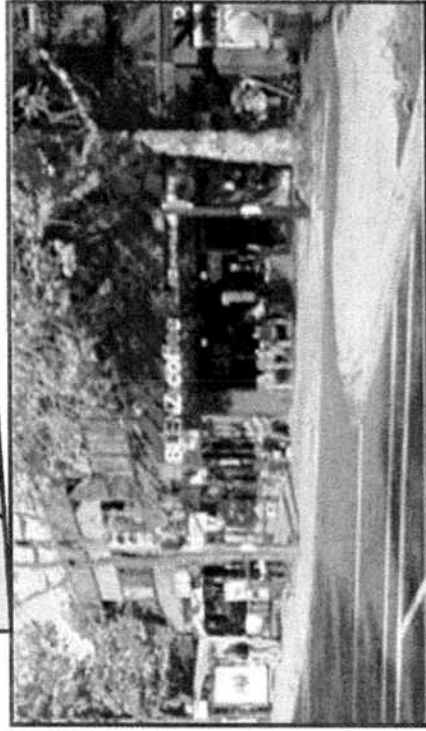
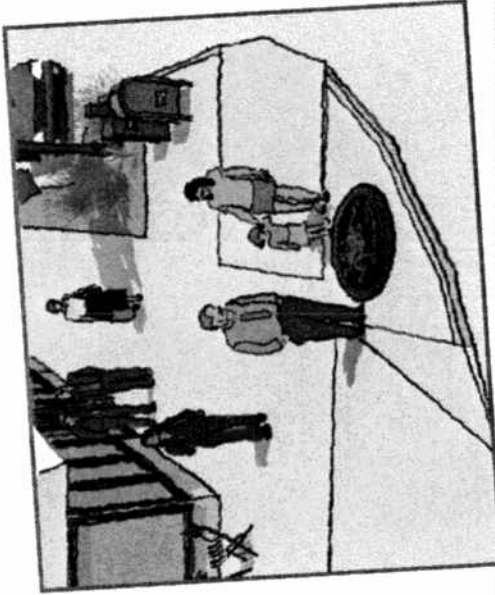
Staff Wages.....	\$1081.25 ²
AGM Hall Rental.....	50.00
Newsletters.....	64.40
Courier Adv.....	242.67
Total Expenses	<u>\$1438.32</u>
Surplus	<u>\$265.74</u>

1. Check issued but not cashed for AGM rental of hall
2. Co-ordinators Wages

The financial statements of the Society have been prepared by management in accordance with Canadian generally accepted accounting principles. The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Actual results could differ from those estimates. The financial statements have, in management's opinion, been properly prepared using careful judgment with reasonable limits of materiality.



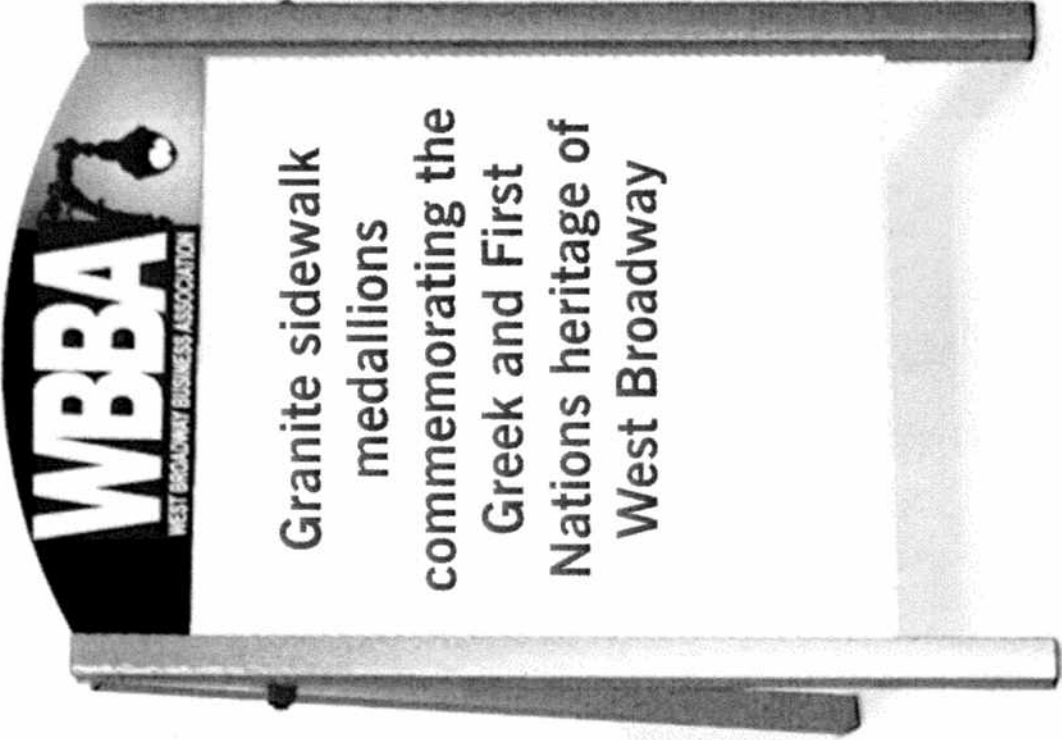
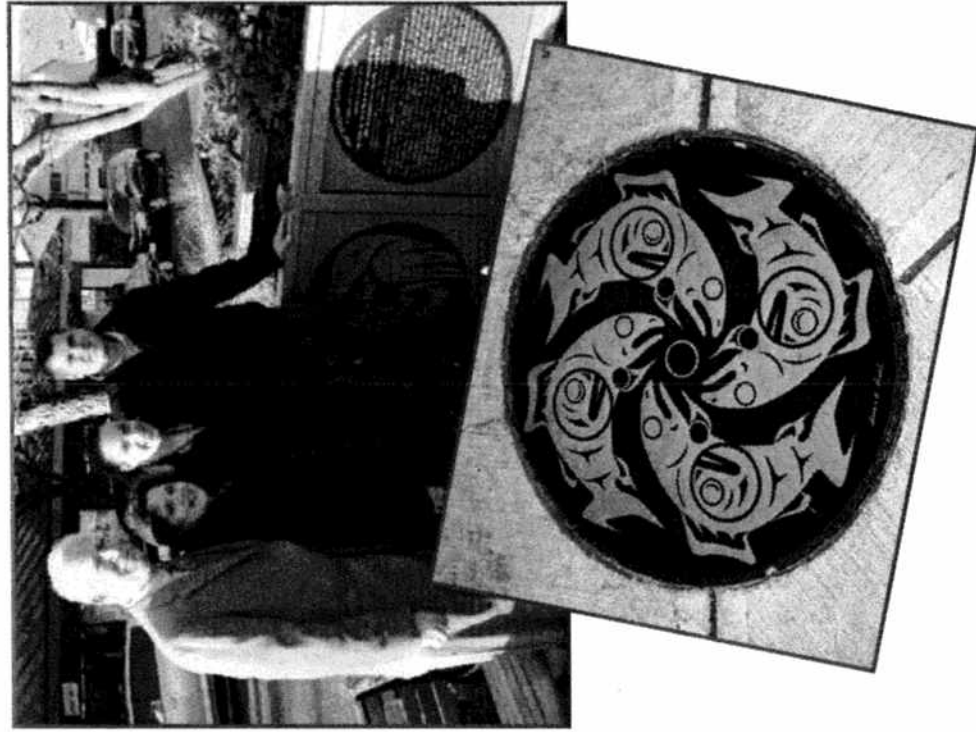
Direction of West Broadway



Refurbished
sidewalks, street
paving, painted light
poles

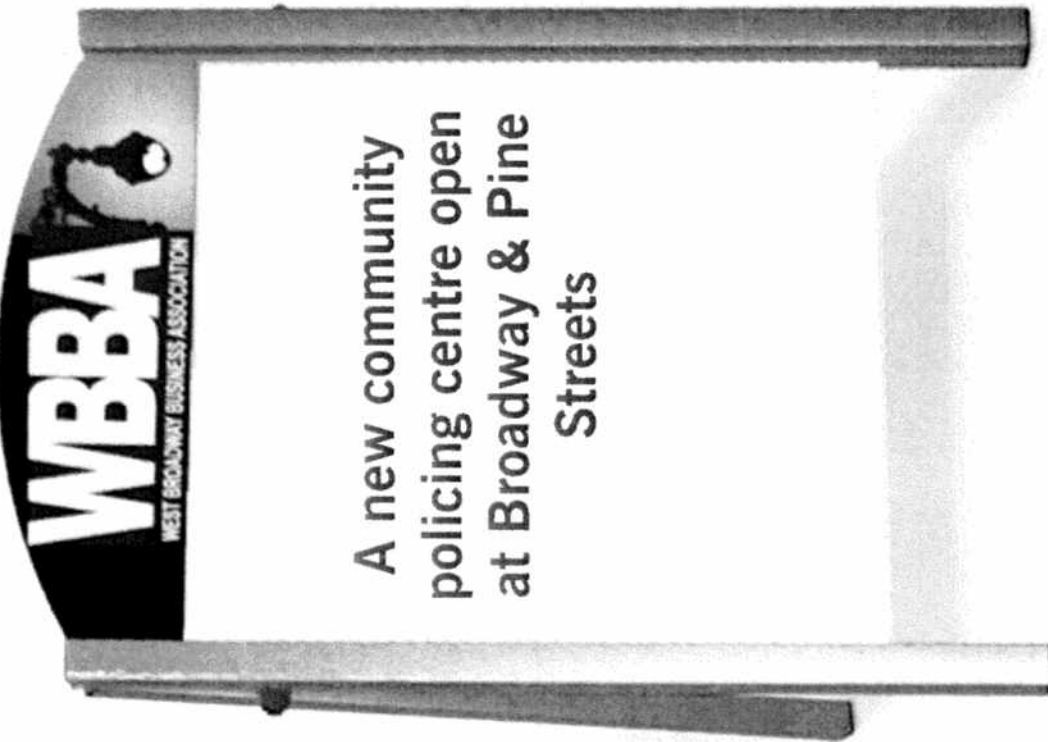


Direction of West Broadway



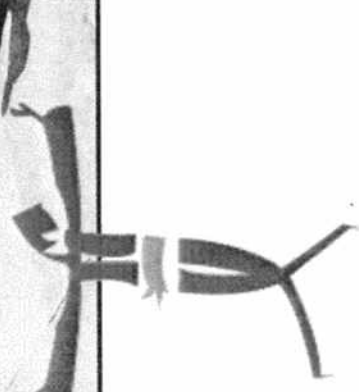
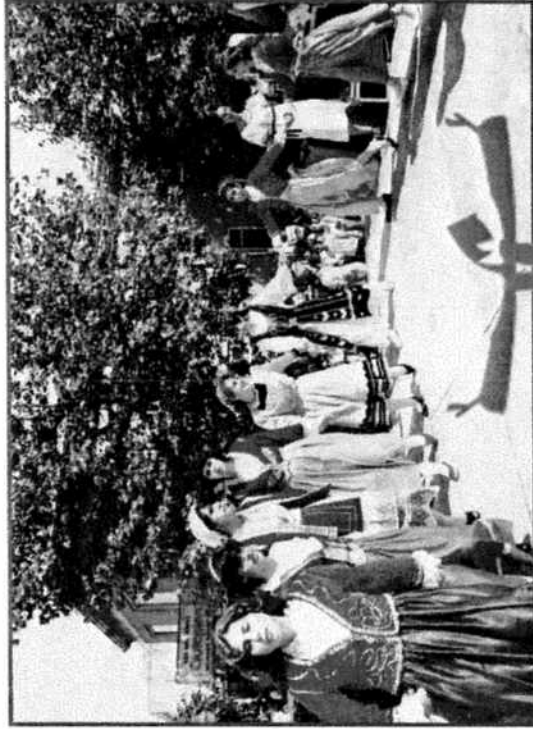
**Granite sidewalk
medallions
commemorating the
Greek and First
Nations heritage of
West Broadway**

Direction of West Broadway

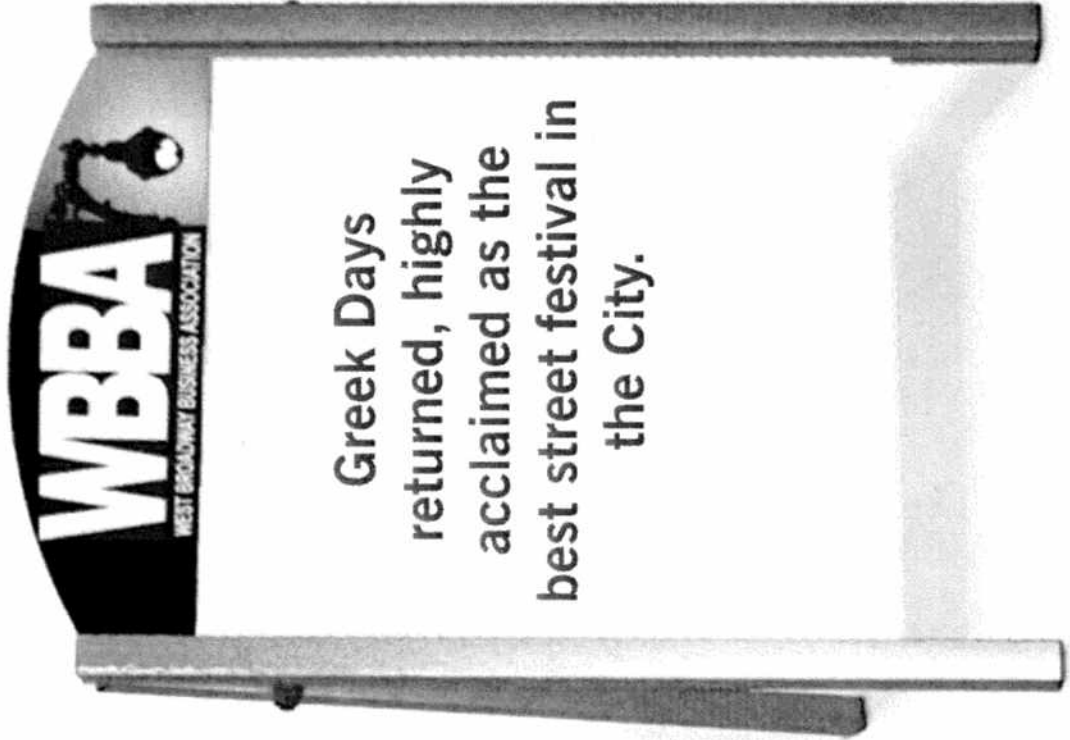


**A new community
policing centre open
at Broadway & Pine
Streets**

Direction of West Broadway



GREEK DAY

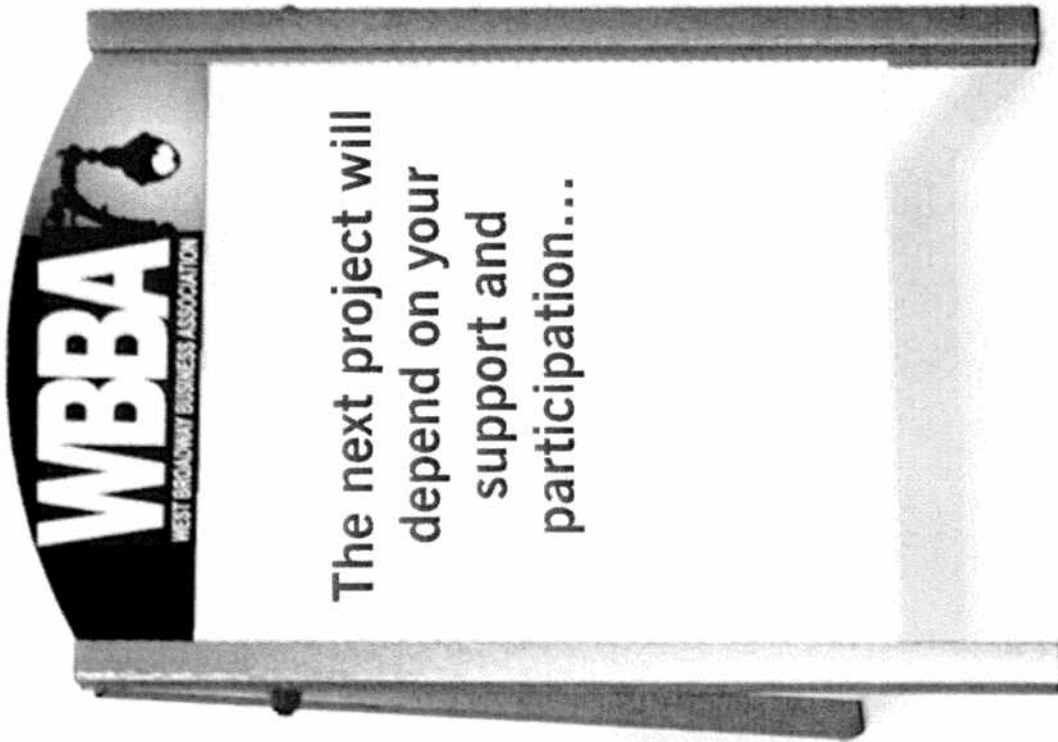
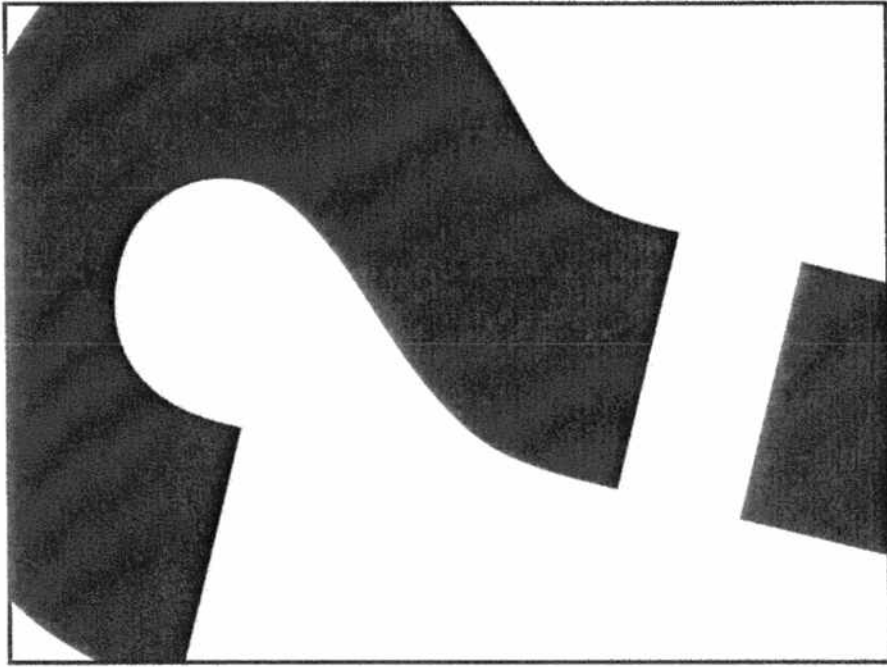


Greek Days
returned, highly
acclaimed as the
best street festival in
the City.



April 2010 - Special
General Meeting

Direction of West Broadway



2010

MEMBER

SURVEY

- Area canvassed: Larch to Waterloo
- Surveys distributed: >200
- Total Surveys returned: 54
- How long Property or Business Owner:
 - < 1 YRS 5.7 %
 - 1-4 YRS 32 %
 - 5-9 YRS 13.2%
 - 9-19 YRS 32.1 %
 - > 20 YRS 17 %
- 90.5 % Owners — 9.5 % Tenants
- 24.5 % live within 10 blocks of West Broadway
- 77.3 % want to remain on West Broadway
- 20.7 % have considered moving from area
- 66 % Victim of crime/other incident

GENERAL INFO

MOST IMPORTANT CONCERN

- 22.6 % Business, advertising, clients & wanting more business
- 18.9 % Disruption from UBC Line, Construction
- 13.2 % Safety & Crime – Theft, Vandalism
- 9.4 % Rent, Expenses, & Fees
- 9.4 % Parking & Traffic (Bike & Foot Access)
- 5.6 % Bottle Depot & Vagrants
- 5.6 % Visibility & shoppers

Based on 70 % answered

TOP PRIORITIES FOR YOUR BUSINESSES ON WEST BROADWAY

- Rank 1st – Marketing & Advertising
- Rank 2nd – Safety & Security
- Rank 3rd – Biz Recruitment & Retention
- Rank 4th – Policy/Advocacy & Liaison
- Rank 5th – Special Events
- Rank 6th – Beautification & Street Enhancement
- Rank 7th – Area Maintenance

Based on 88.7 % answered

INTEREST IN EXPLORING THE FORMATION OF A BIA

- 57.4 % support the formation of a BIA
 - 5.6 % not in favor of a BIA
 - 7.4% undecided
 - 29.6 % not answered
(81.6% in favour based on the 70.4 % answered)
-
- ❖ It may help to draw more people to this area
 - ❖ Need more business
 - ❖ more marketing & advertising and safety/security, special events on West Broadway
 - ❖ we need this type of thing
 - ❖ retail/business working together to report crime
 - ❖ Yes, if it help bring more people.
 - ❖ absolutely necessary to remain competitive with other BIA's
 - ❖ I think this would give better recognition and provide Marketing & Advertising for all business along West Broadway
 - ❖ Yes to attract & keep customers along Broadway
 - ❖ Yes, "Branding" our area ("Cambie Village"/"Davie Village" etc.) gives the public a way to refer to us as a preferred destination (that would be the result of a BIA...??)
 - ❖ anything that helps maintain business that Broadway already has is still good



3230 W Broadway, Vancouver BC V6K 2H4
604-738-7161 - wbba.ca - admin@wbba.ca

Friday, June 4, 2010

Executive

President

Bill Stott

**RJ Stott and Sons Holdings -
retired**

Past President

Paul Cheng

**Canadian Imperial Bank of
Commerce**

Vice-President

Scott Latham

**Semperviva Natural Health &
Body Care Products**

Treasurer/Secretary

Peter Zelis

VanCity Credit Union

Directors

Donna Dobo

Just Imagine Fun Clothing

Nick Panos

Omega Travel Service

Kristen Reffle

Ten Thousand Villages

Lucia Serpa

Dona Lucia Esthetics Salon

Mary Stewart

Planet Mary Travel - retired

Nikki Voutsilakis

Royal Bank of Canada

Re: Proposed West Broadway BIA, Meeting June 8, 2010

Dear West Broadway Business,

The West Broadway Business Association will host the first in a series of Public General Meetings to discuss a proposal to establish a West Broadway BIA. All merchants, professionals and business owners currently operating a business along West Broadway from 2500 to 3400 blks, as well as all commercial property owners along our local corridor are invited to attend this meeting to consider the benefits of a Business Improvement Area (BIA) within our community.

The meeting will be held on **June 8, 2010 at 7 pm**, at the **Kitsilano Community Centre, 2690 Larch Street, in Snowy's Lounge**. Doors open at 6:30 for light refreshments and greetings.

The purpose of the meeting is to have an open discussion on a BIA for our area and to review the results of recent WBBA Survey of West Broadway businesses. The survey responses have given us a detailed understanding of your needs and priorities, and have indicated strong interest in the idea of a BIA for West Broadway. This meeting is an opportunity to further discuss our areas needs and challenges, and a BIA as a possible means of moving forward.

Our Board of Directors have been busy pulling key facts and figures for the proposed Business Improvement Area, which we are looking forward to sharing with you at this first outreach information session.

For reference, a copy of the previously-distributed WBBA survey is enclosed. In order to better gauge support for this initiative, and determine what areas of concern are most important to local businesses, we ask for your valued response. If you have not yet filled out the survey, please use the attached copy and return it as soon as possible to the reply address or fax number as indicated on the survey by June 4, 2010.

A panel of WBBA directors will speak of the work being undertaken, and be available to answer questions from all attendees. In addition, special guest, Peter Vaisbord, the City of Vancouver's BIA Coordinator, will provide detailed information about the BIA process and give general information about the existing 20 BIAs in Vancouver.

What is a BIA?

- A Business Improvement Area (BIA) is a non-profit association of property owners and merchants who have joined together to promote and to improve the commercial vitality of their business district. With the active assistance of the City of Vancouver, the BIA plays a vital role in business development and promotion, safety and security, summer and winter festivals, and street beautification.
- Although there are over two thousand BIAs worldwide, the BIA concept is a Canadian invention. Conceived in the late 1960s, the world's first BIA - Toronto's Bloor West Village BIA - was started as a grassroots self-help mechanism. Bloor West Village, a neighbourhood small-business shopping area along a major arterial, was suffering from proliferation of large suburban shopping malls. The BIA provided the organisation and funding needed to compete in the new retail environment; the experiment was so successful that the model has since been followed by over 60 areas in Toronto alone.
- British Columbia adopted BIA legislation in 1988, and BC's first BIA was established the same year in Salmon Arm. The BIA was formed to help the traditional downtown shopping area compete with all the new retail developing on the Trans-Canada Highway. Twenty-two years later, Salmon Arm's downtown remains a vibrant shopping area.
- Vancouver currently has 20 BIAs throughout the City. They are in areas as diverse as Downtown Vancouver and Commercial Dr. Each BIA meets the needs of its area. BIAs near West Broadway include Kitsilano Fourth Ave., Point Grey Village, Dunbar Village, and South Granville.

If there is general consensus to move forward, the next step in the process is to come back to you with a draft BIA business plan and budget (BIA levy) for discussion. BIAs obtain funding through a special property levy, much like a Local Improvement Levy. The City collects BIA funds along with the property taxes, and forwards 100% of the proceeds to the local non-profit business association. In our case, the West Broadway Business Improvement Association (WBBIA) would receive all the funds collected and jointly we, the merchants, professionals, and property owners would make all decisions at a grass root level on how best to use our own money for our own community.

If you have any questions or inquiries, we urge you to please call:

Nick Panos, *BIA Planning Committee Chair*
604- 738-7126 or, npanos@omega-travel.com

Bill Stott, *WBBA President*
604-266-9546 or, bstott@shaw.ca

For information about the BIA Process and the City's role, please contact:

Peter Vaisbord
City of Vancouver BIA Coordinator
604-871-6304 or, peter.vaisbord@vancouver.ca

We welcome your feedback, and look forward to your participation throughout this process. Thank you.

Sincerely,

Nick Panos,
BIA Planning Committee Chair



Proposed West Broadway BIA Outreach Meeting

**Tuesday, June 8 @ 6:30 pm
Kitsilano Community Centre**

This is a preliminary discussion on the benefits of a Business Improvement Area (BIA) within the West Broadway Community.

All merchants and businesses currently operating a business on West Broadway, as well as all commercial property owners along our local corridor are invited to the outreach meeting to discuss this most important initiative.

The meeting is being held based on our membership feedback and from survey results that indicated a positive support of a BIA.

A BIA can effectively organize and finance area improvement programs that would otherwise be unavailable to area businesses. BIAs are a great vehicle for implementing programs aimed at tourism, promotions, business development, street enhancement, safety and security, research, and more.

For more information, contact Nick Panos at 604-738-7161, or by email: admin@wbba.ca, or Peter Vaisbord, City of Vancouver, at 607-871-6304 or by e-mail: peter.vaisbord@vancouver.ca

Prize Draw & Refreshments too!

Proposed West Broadway BIA Outreach Meeting

Agenda - June 8, 2010

7:00 pm	Welcome & Introductions	Nick Panos
	WBBA Survey <ul style="list-style-type: none">• Results, comments, Q&A	Kristen Reffle All
	UBC Line Update	Donna Dobo
	What is a BIA and how are they created? <ul style="list-style-type: none">• Questions and Answers	Peter Vaisbord, CoV All
	Next steps <ul style="list-style-type: none">• Mandate to continue?• What happens next? If YES	Nick Panos
	Prize Draws	
	Adjournment	

Proposed West Broadway BIA Outreach Meeting

Agenda - June 8, 2010

- | | | |
|----------------|---|--|
| 6:30 pm | Greetings & Refreshments <ul style="list-style-type: none">• Sign-in Table & Business Card Bowl – Draw;• Membership Table, Renewals, & Donations;• Survey Table – late submissions;• Refreshments; | WBBA Directors
Donna & Peter
Bill & Mary
Kristen & Kerry Ann
Lucia & Paul |
| 7:00 pm | Welcome & Introductions <ul style="list-style-type: none">• Welcome message read;• introduction of WBBA directors;• introduction of special guest, Peter Vaisbord, City of Vancouver;• general introductions from property owners and business owners | Nick Panos |
| 7:05 | Purpose of meeting – short speech <ul style="list-style-type: none">• Reason for calling meeting – proposed BIA;• Survey results & feedback from business & property owners;• need for unified voice to speak with Translink in regards to UBC Line | Nick Panos |
| 7:10 | Recap of survey results and conclusions <ul style="list-style-type: none">• Feedback, comments, Q&A | Kristen Reffle |
| 8:00 | UBC Line Update <ul style="list-style-type: none">• Recent Meetings;• Timeline from Translink;• Recommendations put forward by the WBBA; | Donna Dobo |
| 7:20 | What is a BIA and how are they created? <ul style="list-style-type: none">• Questions and Answers | Peter Vaisbord, CoV
All |

Welcome everyone,

We are the **West Broadway Business Association**, and tonight, we are hosting an **Outreach Meeting** to discuss a **Proposed West Broadway BIA**.

There is a **lot of competition** out there today.

We need to move forward, and a **Business Improvement Area** would allow us to become **more proactive** to retain and thrive in the businesses that **we all worked hard** to establish and grow.

There have been **some tough times** recently, and it could be slow to recover still, but it **could also get much better**.

However you look at it, we are all **busy professionals**, and it can be **difficult to manage our time** to bring in new business. We need a **representative to do the job for us**.

Speaking on behalf of the WBBA (West Broadway Business Association) we have put in a **lot of effort** on **past projects and events**, but we **can't continue** unless there's someone to work hard **on our behalf**.

It can't stay the same problem **of a few** individuals working for free **for the many** of the community - **Volunteers burn out**.

With a BIA we would have a **stronger position** and we would have **the ability** to move forward.

There are **financial considerations** that have to be recognized to make this happen. One option is to **cut individual advertising for one year**, contribute to the BIA maintenance instead, and **pool our resources** as a group for **bigger** advertising and marketing opportunities.

We have to address how **good of a neighbourhood** we built up for many years – we need to **further our businesses** and **compete with others** in and around Vancouver.

We can attract shoppers, diners, clients and visitors from everywhere into our community with great success, **if we join together as a BIA.**

Proposed West Broadway BIA Outreach Meeting - June 8, 2010

FACT SHEET Q & A

1. What is a BIA?

A Business Improvement Area (BIA) is a non-profit association of property owners and merchants who have joined together to promote and to improve the commercial vitality of their business district (retail, professional, restaurant, etc.) through the implementation of programs and activities.

The BIA plays an important role in business development and promotion, safety and security, summer and winter festivals, street beautification, or any other business improvement activities members plan for.

2. How is a BIA managed?

The BIA society/association is directed 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 members must approve. Most BIAs hire a full or part-time coordinator to implement and manage the association's activities. For example, the Point Grey Village BIA has a person working 10 hours a week from a home office and, the South Granville BIA has an executive director working a combination of full-time hours from both home and at the BIA office.

3. Who can participate in a BIA?

All commercial property owners and business tenants in a defined BIA area are eligible for membership in the BIA society/association.

4. What is a BIA levy?

Once a BIA is formed, an assessment is made to calculate a special levy, which the City collects annually with the commercial property taxes. Each property owner's share of the total BIA budget is proportionate to their property's share of the area's total taxable commercial value.

Unlike any other taxes, however, the City remits the entire amount to the business association to carry out projects and programs.

5. How is a BIA levy calculated?

BIA levy is:

based on taxable commercial property value relative to all the other commercial properties in the BIA. In other words, if a property's value is 1% of the total, it would contribute 1% of the total levy (BIA budget).

Each property contributes a different annual amount depending on its value, but all properties pay the same rate, expressed as the BIA mil rate \$ / \$1000 of value = mil rate (millage tax — also known as an **ad valorem tax** <Latin for according to value> a tax based on the value of real estate imposed on an annual basis;

- The property owner typically passes the BIA levy to the business tenants, in the same distribution as the rent and other taxes. The BIA component is a small addition to the *tax portion* of the rent payment.

- Pie example: The size of the pie represents the size of the levy/budget, and the different sizes of the slices depend on the value of each property and the number of slices. Each slice is then divided by the number of businesses in each property, proportional to the rents in the building.
- The budget may be small or large, similar to a pie size that is proportional to the BIA size; and each slice represents a business' portion of the pie.

6. How much is paid?

Across the City's 20 BIAs, the average BIA levy in 2010 is 4.9% of the total commercial taxes

- Small size business (ex. 17.5' street front retail unit = ____)
- Medium size business (ex. ____ restaurant unit = ____)
- Large size business (ex. ____ business unit = ____)

7. How is a BIA funded?

The City collects the BIA levy and remits the entire amount to the non-profit business association to carry out projects and programs. As most leases are 'triple net', property owners typically pass this cost on to their business tenants.

Smaller additional funding can sometimes be collected from other sources such as event sponsorships, government job grants, donations, advertising sales, T-shirts and pin sales, bank interest.

Annual budgets for BIAs in Vancouver range from \$80,000 to \$2 million (Downtown Vancouver BIA), and the number of businesses represented ranges from 200 to 8,000.

8. Who is exempt from a BIA levy within the established area?

- home-based businesses (Class 1 residential)
- residential buildings (ex. Apartment house, Strata)
- governmental entities, certain utilities, churches, etc

9. Why implement a BIA?

A BIA can effectively organize and finance area improvement programs that would otherwise be unavailable to area businesses. BIAs are a great vehicle for implementing programs aimed at tourism, promotions, business development, street enhancement, safety and security, research, and more.

Like other property taxes, a BIA levy is mandatory once approved. This helps avoid the "free rider" problem that hampers voluntary organizations like the WBBA, as all businesses in a BIA indirectly contribute to the BIA's budget. But because all businesses contribute, the cost for each business is small.

10. What is the proposed boundary for the BIA?

The WBBA is proposing a BIA boundary that would cover the traditional West Broadway core area as follows:

- from 2900 block West Broadway, at Larch Street
- to 3400 block West Broadway, at Collingwood Street
- including businesses on cross streets up to the laneway (i.e. buildings that front on West Broadway, but may have a civic address on the side street)
- the WBBA welcomes further suggestions/discussion about the area coverage of the BIA

11. How is a Budget determined?

Estimate factors on a 5 year overall basis

- The budget is voted every year by the membership at the BIA's Annual General Meeting. That budget determines the BIA levy and expenditures for the coming year. The sum of budgets over the 5 years must not exceed a 'funding ceiling' approved by City Council and enacted in a by-law. The WBBA invites discussion about an appropriate funding ceiling.

Hiring a Coordinator or Executive Director:

- Experience with BIAs across North America shows that having a skilled coordinator or executive director is an integral part of a BIA's success. The membership/board determines what duties a coordinator will perform, and what skills and abilities will be required of him/her (e.g., Marketing, Strategic Planning, Secretarial, etc.). If a BIA's budget will not allow for a full-time coordinator, hiring a part-time coordinator helps ensure a BIA's activities and programs are properly planned and implemented.

12. What will a BIA help pay for that my business would pay for on its own?

BIAs provide services, such as cleaning sidewalks, providing area-wide security, making capital improvements, and marketing the area. The services provided by BIAs may in some cases be supplemental to those provided by the municipality, but at a level above that normally funded by the municipality.

13. Who is the Sponsor Group?

The WBBA initiated this discussion for a proposed BIA, but any commercial property owner or business tenant in the proposed boundary can participate in the upcoming meetings and discussions about the formation of the BIA.

If it is determined that there is sufficient support for a BIA, the WBBA or a new Non-Profit Society would apply to City Council to initiate the steps to start a BIA.

14. What is the process for starting a BIA in the area?

A BIA proposal must be generally supported by property owners and businesses within the proposed BIA. The following steps must be completed before a BIA can be established:

- **Step 1:** A sponsor group in the form of a Non-Profit Society writes to City Council, advising Council of their intent to establish a BIA.
- **Step 2:** The City then provides the sponsor group with the names of all property owners and tenants, and cost estimates based upon the group's proposed budget.
- **Step 3:** Over a minimum six month outreach period, the sponsor contacts owners and tenants, distributes information, conducts surveys, and holds meetings to determine the boundaries, activities and budget of the proposed BIA. Outreach activities aimed at raising awareness of, and gauging support for the BIA need to be well documented by the Sponsor society. When assured of support, the Sponsor society provides documentation its outreach activities to the City, and requests Council to consider the BIA proposal.

- **Step 4:** Council considers the request and may approve a “Council Initiative”. If the request is approved, it will then be considered by the Court of Revision.
- **Step 5:** City sends a notice to all property owners and tenants, providing information, cost estimates, and details on filing objections to the BIA. Sponsor may also hold further informational meetings for owners and tenants.
- **Step 6:** Level of opposition is tabulated and reported to Council. Court of Revision is held. Property owners and tenants are heard by Council. (Council guideline is that if 1/3 of property owners, or 1/3 of businesses, (counted separately) object to the proposal, the proposed BIA may be defeated.) (The Court of Revision is a special meeting of the City Council that considers applications to collect local improvement property taxes such as the BIA levy.)
- **Step 7:** At the Court of Revision, Council may approve the BIA, and authorize preparation of the appropriate bylaw to establish the BIA boundaries, funding ceiling, and conditions for annual funding. Council enacts these by-laws at a later meeting.
- **Step 8:** If the BIA is approved, the sponsor delivers notices to all property owners and tenants regarding the first general meeting.
- **Step 9:** If majority of society members approve the budget at the general meeting, Council reviews the budget, and if approved will enact a By-law to add a portion of the BIA levy to each commercial property within the BIA boundary.¹

15. Will the WBBA remain the governing society of the BIA?

No. The WBBA will need to reform to a new non-profit society, as the current wording in the Constitution does not include a reference to the City of Vancouver as a party to which the WBBA can transfer funds upon dissolution: “paragraphs 3, 4, 5, 6 and 7 of the Constitution are unalterable in accordance with the Society Act.”

16. What else will the BIA do for us?

In addition to neighbourhood improvements, festivals, and other initiatives, BIAs have also become a powerful advocacy group, lobbying government for improvements such as new sidewalks, trees, park benches and other restorations, reductions to commercial property taxes, and improvements to policing. Or lobbying can be directed towards organizations for transit and transportation needs, such as Translink with the proposed UBC Line, or parking, and traffic related issues with the City of Vancouver.

17. Who to call for more information?

Questions and comments can be directed to the WBBA BIA Committee Chair, Nick Panos, at 604-738-7126, or npanos@omega-travel.com.

You may also contact the City’s BIA Coordinator, Peter Vaisbord at 604.871.6304, or peter.vaisbord@vancouver.ca.

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Proposed West Broadway BIA Meeting
June 8, 2010




	Owner Name	Bus / Prop Own / Mgr	Business	West Broadway Address	Phone Number	Email	Signature
	DA Feynora		CANNY'S EUROPEAN FASHION				
	MIKE LAM		BOE Kumber				
4	Sharon Nazim Shamsi	BUS OWN	OZ Coffee	3066 West Broadway	604.613.7141	regina.t@ozmail.co	
5	Amia Peters + TED	Owner	Kitsilano Stamps Plus	2768 W. Broadway	604.737.1333	kitsilano.stamps.plus@yahoo.ca	
6	MICHAEL GURIN D. M. RILAND	Owner	GURIN Jewelers	2936 W 47th	604.736.5956	m.gurine@shawlink.ca	
7	MIKE MURKIN	HRP	Leads & Sweater	2912 W 48th	604-736-5961	mike@lensandshots.com	
8	Luba Kudriavkova	OWN	Publishing (The combist)	2475 Bayswater	604.422-2724	L.Kudriav@calico.com	
9	JEAN HUNTER	OWNER	INGENUE FASHIONS	2521 W. 48th	604-71-1733	jean@ingenuefashions.com	
10	JEAN HUNTER FATRICK WORTH	OWNER	BNK US.	3295 W. Broadway	604-731-4674		
11	Denise Debo	BUSINESS OWNER	JUST IMAGINE, INC		604.222.3523		
12	Fred Zeis		VANCLY	3395 W. Broadway	604.912.7111		
13	NICE PANOR	BUSINESS PROBABLY	OMEGA TUNA	3730 W 48th	604.738.2126		
14	MARY STEWART	Retired	Resident	2555 W. Broadway	604.418.4104		



Proposed West Broadway BIA Meeting
June 8, 2010

	Owner Name	Bus / Prop OWN / Mgr	Business	West Broadway Address	Phone Number	Email	Signature
	Sol Audia		GWR Insurance	3295 W. Broadway	(604) 731-4684		
	Alex Zbar	OWNER	MLV VENTURES LTD		604-577-8045	mlv-ventures@telus.net	
	Krista Peltre	Manager	Ten Thousand Villages	2909 Broadway	(604) 730-6831	vancouver.broadway@villages.ca	
✓	DARYL SMITH	OWNER	IMAGE WEST	2885 W BRADY	730 2844	IMAGWESTHARD@TELUS.NET	
X	Bruce Shaw	OWNER	Kuna Communications	3911 W. Bonanza	646 4144	bruce@kunacommunications.ca	
✓	Bernard Ho	OWNER	Bagnette & Co Erwin & Co	3273 W. Broadway	604 779 2773	bernard@bcinc.ca	
✓	Laura G. Githel	OWNER	Bagnette & Co Erwin & Co	3273 W. Broadway	604 779 2773	laura@bcinc.ca	
✓	Lucia Serry	OWNER	Dunlop	2113 W. Broadway	604 736 3450	ostepic@travert.com	
✓	Sophia Chym	OWNER	Vita Salon; Spa	2525 W. Broadway	(604) 889 3420	sophiachym@telus.net	
✓	Bill Bonnis	OWNER	C. Bonnis Holdings Ltd	2856 - 2886 W. Broadway	(604) 736-0426	cbonnis@telus.net	
✓	Deirdre Byrne	OWNER	VANILLA OSTEOPATHY CENTRE	201 - 2475 Boulevard St	(604) 722-7375	deirdrebyrne@vanillacentre.com	
✓	Jenni Skora		GREEN DAY CAMBIE VILLAGE				
✓	Rania Hatz						
✓	Sebio Davin	TENANT	ZRC	2470 VANANAS	604 665 5577	Sebio.Davin@zrc.com	

Proposed West Broadway BIA Meeting
June 8, 2010

	Owner Name	Bus / Prop Own / Mgr	Business	West Broadway Address	Phone Number	Email	Signature
32	MARILYNNA GARD	-	PANDORA JEWELRY	MC BIRNEY JUNCTION 20522 FRASER HWY LANGLEY, BC	604-532-7090	marlynn@mcbirneyjunction.com (from Business card)	
	VINCE	OWN.	HOLLYWOOD THEATRE	3100 BLK			
	Paul Caters	MGR	CIBC	2896	604-665-6191	Paul.Caters@ cibc.ca	
	Paul Vauband	-	COV	-	614-971-6304	paul.vauband@vauband.ca	
33							
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Distributed by the
West Broadway
Business
Association
of Kitsilano.

Broadway Bulletin

WBBA Board Meetings
are held monthly on
the second Wednesday
Find out where at:
www.wbba.ca

WBBA Newsletter

Special Fall 2010 issue

Proposed West Broadway BIA – what will it mean for you?



The West Broadway Business Association is proposing the creation of a Business Improvement Area (BIA) that would be widely beneficial to all merchants and businesses along our local community of the West Broadway corridor.

There is a lot of competition out there today. We need to move forward, and a Business Improvement Area would allow us to become more proactive to retain and thrive in the businesses that we all worked hard to establish and grow.

BIA FAQ

What is a BIA?

- a non-profit association of property owners/merchants
- used to promote and improve the commercial vitality of their business district (retail, professional, restaurant) through the implementation of programs and activities
- plays an important role in business development and promotion, safety and security, summer and winter festivals, street beautification, or any other business improvement activities members plan for

What is a BIA levy?

- proportionate to a property's share of the area's total taxable commercial value
- collected annually by the City with the commercial property taxes
- the City remits the entire amount to the business association to carry out projects and programs

How is a BIA levy calculated?

- based on taxable commercial property value relative to all the other commercial properties in the BIA
- if a property's value is 1% of the total, it would contribute 1% of the total levy (based on \$120,000/yr BIA levy) – examples of what it might cost you:
 1. Small business: 17' frontage = \$365 /yr
 2. Medium business: 45' frontage = \$814 /yr
 3. Large business: 100' frontage = \$1470 /yr

There have been some tough times recently, and it could be slow to recover still, but it could also get much better. However you look at it, we are all busy professionals, and it can be difficult to manage our time to bring in new business. We need a representative to do the job for us.

The West Broadway Business Association has put in a lot of effort on past projects and events, but we can't continue unless there's someone to work hard on our behalf.

It can't stay the same problem of a few individuals working for free for the many of the community - Volunteers burn out. With a BIA we would have a stronger position and we would have the ability to move forward.

We recognize that there may be financial considerations for West Broadway Businesses. As an example, rather than one business paying for a half page ad in the local newspaper, we can support the BIA as a group. The actual cost contributing to the BIA levy is quite low for most businesses. We can reduce our individual advertising budgets for one year and pool our resources as a group for bigger advertising and marketing opportunities to strengthen a dynamic community.

We have to address how good a neighbourhood we built up for many years – we need to further our businesses and compete with others in and around Vancouver.

We can attract more shoppers, diners, clients and visitors from everywhere into our community with greater success, if we join together as a BIA.

Nick Panos,
WBBA BIA Committee Chair

What will a BIA help pay for that my business would pay for on its own?

- services: such as cleaning sidewalks, providing area-wide security, making capital improvements, and marketing the area
- BIA services may in some cases be supplemental to those provided by the municipality, but at a level above that normally funded by the municipality

For more information on this and other activities from the West Broadway Business Association, visit our website at www.wbba.ca, or email: admin@wbba.ca. For more information on BIAs and their formation, contact Peter Vaisbord, the City's BIA Coordinator, at 604-871-6304, by email: peter.vaisbord@vancouver.ca, or visit the City's BIA website at www.vancouver.ca/biaprogram.

Survey Results Balanced Out Against BIA Budget Projections

by Kristen Reffle, Ten Thousand Villages

Thank you to everyone who filled out our survey back in the Spring regarding your concerns and needs. The survey results gave the WBBA board a great view of what is important to you and what they can do to help you and your business. Here are some of the survey results*:

Most Important Concerns

- business, advertising, clients and wanting more business
- disruption from UBC line, construction
- safety and crime – theft, vandalism
- rent, expenses and fees
- parking and traffic (bike and foot access)
- bottle depot attracting problems persons
- wider visibility to shoppers

Top Priorities for Businesses on West Broadway

- Marketing and advertising
- Safety and security
- Business recruitment and retention
- Policy/advocacy and liaison
- Special events
- Beautification and Street Enhancement
- Area Maintenance

*based on 87.8% response

65.1% of surveys returned are in favour of pursuing a BIA

Your thoughts around a BIA --

"It might help to draw more people to this area"

"I think it would give better recognition and provided marketing and advertising for all businesses along West Broadway"

"Yes, branding our area gives the public a way to refer to us as a preferred destination"



In the Spring of 2010, the WBBA compiled the results of the survey we sent out to see what your concerns and priorities are as business and property owners on West Broadway. We felt these survey results were a clear indication that you want more done in your neighbourhoods and that a BIA should be formed in order to move forward with these initiatives, and to help make some changes in the area.

In moving forward with the possible formation of a BIA we took great consideration into your feedback as we created a possible budget for a BIA, as outlined below. We look forward to discussing this further with all of you at the upcoming scheduled meeting on October 21st at St. James Community Centre.

Your most important concern for the area was bringing more clients into your stores and businesses through advertising, marketing and business retention. To address this concern we have budgeted what we feel will adequately start a successful BIA branding campaign and bring new customers and businesses to the area:

- Marketing Strategy \$10,000
- Promotions/Events \$20,000
- General Advertising \$10,000
- Co-op Advertising \$3,000
- Website build (business directory) \$5,000
- Website maintenance/upgrades \$1,500
- Tourism Vancouver Membership \$500
- Brochure Design/reprint \$3,000

We have looked into the cost of street enhancement programs, as that was ranked as an important item, but the costs for a full time program is very costly. To start with a basic plan that we feel will get a good base program running, we have budget for the following:

- Clean Team \$5,000
- Graffiti Removal \$5,000
- Street Security \$12,000

Finally, in order to get a BIA up and running and continue the yearly maintenance of the programs we have budgeted for the following costs:

- Audit \$3,000 *
- Liability Insurance \$1,500 *
- AGM Event and Yearly Meetings \$2,000
- Association Newsletters – 2 times/year \$500
- P/T BIA Coordinator \$26,000

* items required by the City

Clothiers seam to know their stuff / Promoting our vibrant community

Finn's on Broadway

Since 1952 Finn's on Broadway has been fitting men in the finest of clothing. Though the brands they carry have changed and evolved over the past 5 decades, two things have remained; their commitment to quality and service.

Shoppers have a quality men's clothing store to select their suits and sport clothes from, and they should know what their talking about: in 2004, the Kitsilano menswear store was awarded Vancouver's West Side Retailer of the Year, by the Kitsilano Chamber of Commerce.

Jim Hodson is the current owner of Finn's, and he's proud of the quality and attention to detail they provide shoppers.

Along with their fine suits such as Jack Victor, they carry a selection of sportswear by Tommy Bahama, Bugatchi, Swiss Army and many others. Their shirts and dress pants range from Lipson and Savoia, to Alberto and Tailors Bench.

But it is from their suits, sportjackets and blazers that brings them the well deserved recognition – Samuelsohn, Bugatti, Copley and Savile Row by Jack Victor.

Stop in to see what's new and maybe you'll walk out a new man!



Finn's on Broadway, 3031 West Broadway

Here for You

Some urban neighbourhoods have successfully transformed over the past few decades, as they bring about newer concentrations of retailing with better access, visibility, parking, security, and retailing environments.

Merchants along West Broadway can benefit greatly from joining a BIA - more than any effort alone.

Combining forces allows business owners to support one another with ideas for the community as a whole on promotions, activities and events. Sales can make shoppers and merchants both happy.

A BIA can effectively organize and finance area improvement programs that would otherwise be unavailable to area businesses. BIAs are a great vehicle for implementing programs aimed at tourism and promotions, business development, safety and security, street enhancement, research, and more.



Bike Racks on Broadway to Help Secure Cyclists Primary Transportation

By Bill Stott

Earlier this year, City Council approved \$100,000 for the installation of 100 additional bike racks in Vancouver. Currently the City is installing racks in commercial districts and public destinations that are in need of bicycle parking.

The following web page explains the bicycle parking program and other programs within the city limits available for parking of bikes: <http://vancouver.ca/engsvcs/streets/furniture/bikerack.htm>

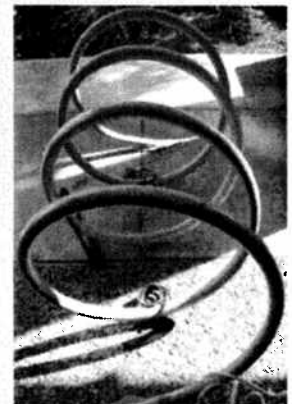
To request a bike rack for the front of your business, email cycling@vancouver.ca with your contact information, the requested bike rack location, your relationship to the location (are you a business owner, customer, employee) and photos or other useful information. Staff will review the request and determine whether or not the location meets program guidelines and ensure that funding is available.

Alternatively, business owners can also purchase their own bike rack and request the City to do the installation on City property. You can obtain an application for a free Street Use

Permits at <http://vancouver.ca/engsvcs/streets/furniture/bikerack-application.htm>.

The applicant, is responsible for all costs associated with the deployment of the bicycle rack, including (but not limited to)

- The purchase of the bicycle rack
- Installation costs
- Any future maintenance costs



The cost of the racks will depend on the particular manufacturer and model that you select, but generally run in the \$300-\$500 range. Please contact a supplier of your choice for more details. A list of local suppliers can be found on the City's Cycling webpage.

UBC line update

By Donna Dobo - Just Imagine...Fun Clothing, Inc.

Broadway merchants have been well represented by volunteers in the WBBA who have attended dozens of transit meetings in the last two years. TransLink's consultation with residents and merchants officially ended May 21, 2010.

There are four transit technologies in the study by the consulting firm, Steer Davies Gleeve. It is being paid jointly by The Provincial Government and TransLink to study the proposed UBC line. Here's their short list:

- * Best Bus – improvements to the current bus system with additional routes.
- * BRT – Bus Rapid Transit on rubber tires in dedicated bus lanes with signal priority at intersections
- * LRT – Electrically powered light rail has a driver and runs on a dedicated right of way with rails embedded in the street. It is separated from other traffic with rigid barriers. It can be elevated, tunneled, or run at street level with signal priority.
- * RRT – Better known as Skytrain, rail rapid transit is completely separated from traffic like the Canada Line. It is a driverless electric system that is either tunneled or elevated.

UBC professor, Dr. Patrick Condon is an internationally respected scholar for sustainable cities. His research shows for the \$2.8 billion price tag for a 12 kilometre tunnel from Commercial to UBC we could have a network of clean, quiet, fast streetcars blanketing Metro Vancouver. Here's the link to that study.

http://www.sxd.sala.ubc.ca/8_research/sxd_FRB07Transport.pdf

Laying rails for streetcars would cause minimal disruption to neighbourhoods; perhaps a few weeks, compared with 4 to 5 years for tunnel construction. For more details on light rail on the Broadway corridor follow this link.

http://www.sxd.sala.ubc.ca/8_research/sxd_FRB06_tram.pdf

A public meeting in June 2010 attracted about 200 concerned people at St James Hall. Kitsilano merchants and residents joined together to demand compensation be built into the budget to avoid another Cambie disaster.

Businesses must be seen to survive transit improvement. Keep transit at grade. If a tunnel is chosen, businesses near stations will see their rents skyrocket. Businesses halfway between the stations will see foot traffic dry up.

And let's not forget the taxpayer. At \$2.8 billion the UBC proposal is the most expensive transit project per KM in all of Canada. Who needs it more? The Evergreen line would serve 200,000 people. And, they're proposing to build the most expensive line in Canada for 50,000 seasonal commuters to UBC? How does that make sense when they're slashing budgets for school boards?

TransLink is promising an announcement on its preferred technology. TransLink has only said it will 'work with local business groups and other stakeholders to manage and mitigate impacts.' <http://www.translink.ca/ubcline>

Looking ahead, as a registered Business Improvement Area the merchants on West Broadway will have an even stronger voice in the plan to improve transit on West Broadway.

Benefits of WBBA Membership on West Broadway

The West Broadway Business Association has been established as a community based organization for the maintenance of interests and issues facing merchants along the West Broadway corridor. All variety of business along West Broadway are eligible for membership in the Association.

- We can be your connection when meeting with Translink.
- We are your link to what's happening in the neighbourhood.
- And we can offer our assistance when you have concerns in the community.

Our accomplishments to date include:

- Street improvements with reburbished sidewalks, decorative medallions, and painted street lamp posts

For more info on the Broadway Bulletin, and sponsorship opportunities contact Bill Stott at (bstott@telus.net), Nick Panos (npanos@omega-travel.com) or Donna Dobo (justimagine@dressups.com) from the West Broadway Business Association.

The Broadway Bulletin – West Broadway Business Association Newsletter – Special Fall 2010 issue

The Broadway Bulletin is published by the West Broadway Business Association to provide the merchant and business community of our thoroughfare with news of our activities and events. It is available online at www.wbba.ca/news-events • Proposed BIA & Communications Committee: Donna Dobo, Scott Latham, Nick Panos, Bill Stott, Kirsten Reffle, Peter Zelis • Editor/Design: Kerry A. Bastien, admin@wbba.ca •



3230 W Broadway, Vancouver BC V6K 2H4
604-738-7161 - wbba.ca - admin@wbba.ca

Wednesday, November 10, 2010

Re: Proposed West Broadway BIA, Budget Meeting Oct. 21, 2010

Executive

President

Bill Stott
**RJ Stott and Sons Holdings -
retired**

Past President

Paul Cheng
**Canadian Imperial Bank of
Commerce**

Vice-President

Scott Latham
**Semperviva Natural Health &
Body Care Products**

Treasurer/Secretary

Peter Zelis
VanCity Credit Union

Directors

Donna Dobo
Just Imagine Fun Clothing

Nick Panos
Omega Travel Service

Kristen Reffle
Ten Thousand Villages

Lucia Serpa
Dona Lucia Esthetics Salon

Mary Stewart
Planet Mary Travel - retired

Nikki Voutsilakis
Royal Bank of Canada

Dear West Broadway Business,

This is our 2nd Outreach meeting to discuss forming a BIA for our area. We hope many of you will attend as we will be discussing the budget for the proposed BIA. If the BIA is formed a BIA tax levy would be assessed to all commercial Property Owners along West Broadway from 2500 to 3400 blks. The levy would be used by the proposed West Broadway BIA to improve conditions on West Broadway and promote business.

As most landlords would pass the cost of the levy to their business tenants, West Broadway merchants and professionals would contribute to the levy. It is very important that you attend this meeting as we will be discussing the draft BIA budget and allocations. (See attached) This is your opportunity to discuss how much money should be raised, what the spending priorities should be, and what your estimated contribution would be. We will also be seeking direction from you as to whether to proceed further.

The meeting will be held on **October 21, 2010 at 7 pm**, at the **St-James Community Square, 3214 West 10th Avenue, in St-James Hall**. Doors open at 5:30 for light refreshments and greetings.

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

Our 1st Outreach meeting was held on June 8 and the results of the Survey were discussed. The majority of responses stated a desire for discussions about forming a BIA to continue. The top issues for West Broadway were identified as follows: 1 – Marketing &; 2 – Safety & Security; 3 – Business Recruitment and Retention; 4 – Policy/Advocacy and Liaison; 5 – Special Events; 6 – Beautification & Street Enhancement; 7 – Area Maintenance.

By show of hands at the last meeting, it was agreed we should proceed further and put together a working budget that would address the top issues identified. Enclosed is a working budget that has been put together for discussion purposes. The draft Budget proposes a total annual expenditure of \$125,000 which would be funded by the BIA levy described above. If you are a property owner, you can estimate your BIA levy contribution based on a \$125,000 budget by dividing your commercial property value by 1,000 and multiplying it by ----- \$1.30 -----(to be verified by Peter Vaisbord). Your estimated amount should work out to be about 4.5% of your property tax -----(to be verified by Peter Vaisbord). If you are a business tenant, your contribution (based on a \$125,000 budget) would be approximately 4.5% of the tax portion of your lease payments. For a typical 16' storefront, this works out to about \$300 per year -----(to be verified by Peter Vaisbord), or less than a dollar a day. A total 5 year plan is estimated at \$660,000, with adjustments for costs of inflation.

We hope you all will attend this very important meeting to discuss the draft budget and give the steering committee a mandate to continue the BIA formation process. Based on the feedback at the upcoming meeting, we will amend the budget and come back with a revised proposal for approval in early Fall. Then, if the final proposal is generally supported, we will ask the City to initiate the official BIA process, which would receive a final decision in November 2010. We will not ask the City to proceed unless there appears to be general agreement on the BIA proposal and budget. We look forward to the formation of a Business Improvement Association for our business district.

If you have any questions about our BIA proposal please contact:

Nick Panos, *BIA Planning Committee Chair*
604- 738-7126 or, npanos@omega-travel.com

Bill Stott, *WBBA President*
604-266-9546 or, bstott@shaw.ca

For information about the BIA Process and the City's role, please contact:

Peter Vaisbord
City of Vancouver BIA Coordinator
604-871-6304 or, peter.vaisbord@vancouver.ca
The City's BIA information brochure is enclosed, or visit the City's BIA website at www.vancouver.ca/biaprogram.

We welcome your feedback, and look forward to your participation throughout this process.
Thank you.

Sincerely,

Nick Panos,
BIA Planning Committee Chair

Proposed West Broadway BIA Budget Meeting St-James Community Square Agenda – October 21, 2010

- | | | |
|----------------|--|-----------------------|
| 6:30 pm | Greetings & Refreshments | |
| 7:00 pm | Welcome & Introductions | Nick Panos |
| 7:05 pm | Recap of proposed BIA to date | Bill Stott |
| 7:10 pm | What is a BIA & how does it work <ul style="list-style-type: none">• Q&A | Peter Vaisbord |
| 7:25 pm | Budget plan presentation <ul style="list-style-type: none">• Outline of proposed budget and funding cap• Discussion• Q&A• Acceptance of budget – vote | Peter Zelis |
| 8:30 pm | Next steps <ul style="list-style-type: none">• Mandate to continue? Informal show of hands<ul style="list-style-type: none">○ If Yes, what happens next?○ If concerns are raised, what next? | Nick Panos |
| 8:45 pm | Adjournment | |

Proposed West Broadway BIA Budget Meeting Agenda - October 21, 2010

- 6:30 pm Greetings & Refreshments**
- Sign-in Table & Business Card Bowl (contact) Donna Dobo
 - Membership Table, Renewals, & Donations; _____
 - Refreshments; _____
- 7:00 pm Welcome & Introductions Nick Panos**
- Welcome message read;
 - introduction of WBBA directors;
 - introduction of special guest, Peter Vaisbord, City of Vancouver;
- 7:05 pm Recap of proposed BIA to date Bill Stott**
- Informal discussions about a BIA
 - Survey of business & property owners within our area
 - Formation of a steering committee
 - 1st Outreach meeting, June 8 discussing survey and proposed BIA
- 7:10 pm What is a BIA & how does it work Peter Vaisbord**
- Q&A
- 7:25 pm Budget plan presentation**
- Reading of proposed budget **Peter Zelis**
 - Explanation of what a funding cap is **Peter Zelis**
 - Discussion **Peter Zelis**
 - BIA Levy: examples of values of each @ mtg Board & All
 - Q&A All
 - Acceptance of budget; or request for revision Peter Vaisbord, CoV
 - Vote on budget
- 8:30 pm Next steps**
- **Mandate to continue?** Informal show of hands
 - **(If YES) What happens next? Nick Panos**
 1. Survey from property & business owners: Yes or No on proposed BIA, and proceeding further
 2. Presentation of proposed BIA plan to City Council
 - **If majority oppose? If concerns are raised? Peter Vaisbord**
 1. Revision of Budget; and / or
 2. Additional meetings with property and business owners to discuss
- 8:45 pm Adjournment**

Proposed West Broadway Business Improvement Area Draft Budget

(April 1, 2011 - March 31, 2012)

Revenue

BIA Levy	\$120,000.00	
Advertising Revenue	\$3,000.00	
Total Revenue <i>(see note 1)</i>		<u><u>\$123,000.00</u></u>

Expenses

Administration		\$35,000.00
Audit	\$3,000.00	
Liability Insurance	\$1,500.00	
AGM Event <i>(see note 2)</i>	\$2,000.00	
Miscellaneous Office <i>(see note 3)</i>	\$2,000.00	
Association Newsletters	\$500.00	
BIA Coordinator <i>(see note 4)</i>	\$26,000.00	
Promotion & Community Marketing		\$56,000.00
Marketing Strategy & Branding <i>* one time only</i>	\$10,000.00	
Promotions/Events <i>(see note 5)</i>	\$20,000.00	
General Advertising	\$10,000.00	
Co-op Advertising Program	\$3,000.00	
Website Build (Business Directory)	\$5,000.00	
Website Maintenance/Upgrades	\$1,500.00	
Brochure Distribution	\$3,000.00	
Tourism Vancouver Membership	\$500.00	
Brochure Design/Reprint	\$3,000.00	
Street Enhancements		\$10,000.00
Clean Team <i>(see note 6)</i>	\$5,000.00	
Grafitti Removal	\$5,000.00	
Safety & Security		\$12,000.00
Street Security <i>(see note 7)</i>	\$12,000.00	
Business Networking		\$1,300.00
Education / Conferences	\$1,000.00	
BIA BC Membership	\$300.00	
Contingency (Additional Expenses; Inflation)		\$8,700.00
Total Expenses		<u><u>\$123,000.00</u></u>

Note 1 Other possible sources of income may be available such as outside funding, grants, promotional product sales

Note 2 includes hall rental, notices/flyers, food/refreshments, etc.

Note 3 Includes phone/fax, internet, postage, photocopies, postbox rental, etc.

Note 4 20 hrs/wk (52 wks) @ \$25/hr = \$26,000.00

Note 5 Greek Day, Christmas Market, other events as funding is available

Note 6 2 persons, \$10/hr, 2 hrs/day, 2 days/week plus supplies

Note 7 Possible options: paid security company vs. VPD/CPC volunteer patrol support

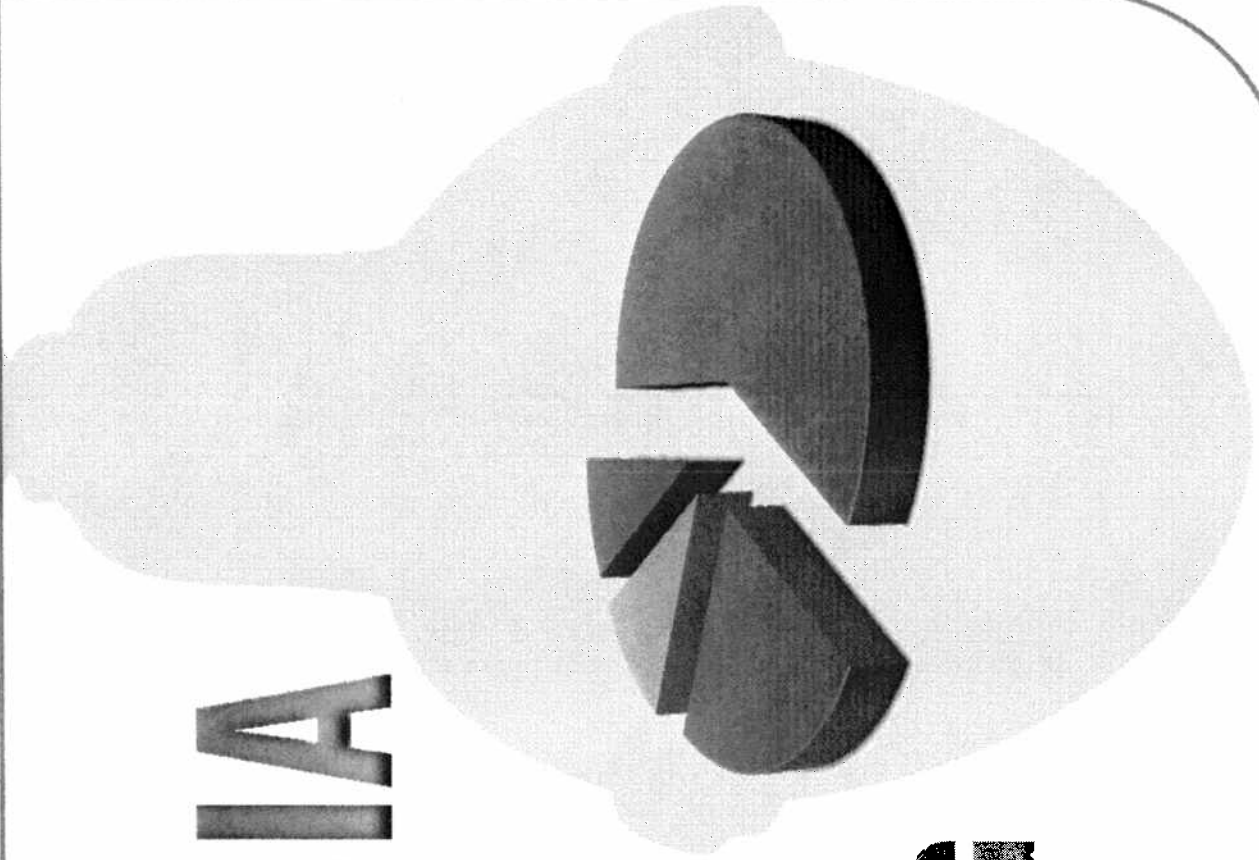
LEVY CAP: IF WE HAVEN'T DISCUSSED THIS PREVIOUSLY, WE NEED TO DETERMINE WHAT THE 5-YEAR FUNDING CEILING (aka LEVY CAP) WILL BE, AS THIS IS ALSO NEEDS TO BE SET BY COUNCIL. So, whichever budget we are selecting, the cap is 5x the 1st year budget (levy) PLUS whatever 'wiggle room' we want to build into the cap. This cap is intended as a protection against runaway spending, rather than an amount that 'must' be spent. In other words, its the maximum cumulative total of all 5 budgets. I mentioned 'wiggle room' -- most BIAs will tell you it was a mistake committing to a flat budget line over the entire term, unless the initial budget was large enough to absorb the cost of future needed programs. As most BIAs start out with relatively small budgets to avoid the 'scary' factor, it is generally advisable to allow for growth to increase staffing hours and expand programs as needed. The cumulative total can be calculated a number of ways - eg. as a percentage increase per year or as a lump sum added to the initial total of (5x year 1) etc. Ideally, the rate of budget increase would be well above inflation - or the result is actually a 'flat' budget. (A truly 'flat' budget is actually a decline when factoring inflation.)

The proposed 5-year cap needs to be publicized in the current set of materials as its an important part of your BIA proposal. An estimated cost for property owners and tenants should also be included. The tax system generates the commercial property owners BIA tax rate, so I can provide that as long as I get the current levy number. We have to include cost estimates for the tenants as well.

PROPOSED BIA

BUDGET

MEETING



Meeting Agenda

6:30 pm	Greetings & Refreshments	Nick Panos
7:00 pm	Welcome & Introductions	Bill Stott
7:05 pm	Recap of proposed BIA to date	Peter Vaisbord
7:10 pm	What is a BIA & how does it work <ul style="list-style-type: none">• Q&A	
7:25 pm	Budget plan presentation <ul style="list-style-type: none">• Outline of proposed budget and funding cap• Discussion• Q&A• Acceptance of budget – vote	Peter Zelis
8:30 pm	Next steps <ul style="list-style-type: none">• Mandate to continue? Informal show of hands<ul style="list-style-type: none">o If Yes, what happens next?o If concerns are raised, what next?	Nick Panos
8:45 pm	Adjournment	

Recap of proposed BIA to date

- **Informal discussions were held about a BIA**
- **A Survey of the business & property owners within our area was conducted to determine feedback on a variety of concerns**
- **Formation of a steering committee resulted from the positive feedback for a proposed BIA initiative**
- **The 1st Outreach meeting was held on June 8, discussing the Survey and the proposed BIA**

What is a BIA?

A Business Improvement Area (BIA) is a non-profit association of property owners and merchants who have joined together to promote and to improve the commercial vitality of their business district (retail, professional, restaurant, etc.) through the implementation of programs and activities.

The BIA plays an important role in business development and promotion, safety and security, summer and winter festivals, street beautification, or any other business improvement activities members plan for.

What is a BIA levy?

Once a BIA is formed, an assessment is made to calculate a special levy, which the City collects annually with the commercial property taxes.

Each property owner's share of the total BIA budget is proportionate to their property's share of the area's total taxable commercial value.

Unlike any other taxes, however, the City remits the entire amount to the business association to carry out projects and programs.

The Mil Rate is a calculation based on the annual budget levy for all properties within the designated commercial area

$$.371118 \div 1000 = \text{decimal mill rate for West Broadway}$$

$$\text{property value} \times \text{decimal mill rate} = \text{levy}$$

How is a BIA managed?

The BIA society/association is directed 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 members must approve.

Most BIAs hire a full or part-time coordinator to implement and manage the association's activities. For example, a person may work ten hours a week from a home office, or work a combination of full-time hours from both a BIA office and at home.

Who is exempt from a BIA levy within the established area?

- **home-based businesses (Class 1 residential)**
- **residential buildings
(ex. Apartment house, Strata)**
- **governmental entities, certain utilities,
churches, etc**

What is the proposed boundary?

The WBBA is proposing a BIA boundary that would cover the traditional West Broadway core area:

- from 2900 block West Broadway, at Larch St
- to 3400 block West Broadway, at Collingwood
- including businesses on cross streets up to the laneway (i.e. buildings that front on West Broadway, but may have a civic address on the side street)

the WBBA welcomes further suggestions/discussion about the area coverage of the BIA.

Proposed West Broadway Business Improvement Area Draft Budget

(April 1, 2011 - March 31, 2012)

Revenue	
BIA Levy	\$120,000.00
Advertising Revenue	\$3,000.00
Total Revenue (see note 1)	<u>\$123,000.00</u>
Expenses	
Administration	
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AGM Event (see note 2)	\$2,000.00
Miscellaneous Office (see note 3)	\$2,000.00
Association Newsletters	\$500.00
BIA Coordinator (see note 4)	\$26,000.00
Promotion & Community Marketing	\$56,000.00
Marketing Strategy & Branding * one time only	\$10,000.00
Promotions/Events (see note 5)	\$20,000.00
General Advertising	\$10,000.00
Co-op Advertising Program	\$3,000.00
Website Build (Business Directory)	\$5,000.00
Website Maintenance/Upgrades	\$1,500.00
Brochure Distribution	\$3,000.00
Tourism Vancouver Membership	\$500.00
Brochure Design/Reprint	\$3,000.00
Street Enhancements	\$10,000.00
Clean Team (see note 6)	\$5,000.00
Graffiti Removal	\$5,000.00
Safety & Security	\$12,000.00
Street Security (see note 7)	\$12,000.00
Business Networking	\$1,300.00
Education / Conferences	\$1,000.00
BIA BC Membership	\$300.00
Contingency (Additional Expenses; Inflation)	<u>\$8,700.00</u>
Total Expenses	<u>\$123,000.00</u>

Note 1 Other possible sources of income may be available such as outside funding, grants, promotional product sales
 Note 2 includes hall rental, notices/flyers, food/refreshments, etc.
 Note 3 includes phone/fax, internet, postage, photocopies, postbox, rental, etc.
 Note 4 20 hrs/week (52 weeks) @ \$23/hr = \$26,000.00
 Note 5 Green Day, Christmas Market, other events as funding is available
 Note 6 2 persons, \$10/hr, 2 hrs/day, 2 days/week plus supplies
 Note 7 Possible options, paid security company vs. VPD/CFR volunteer patrol support

Proposed West Broadway Business Improvement Area Draft Budget

(April 1, 2011 - March 31, 2012)

Revenue	
BIA Levy	\$120,000.00
Advertising Revenue	\$3,000.00
Total Revenue (see note 1)	<u>\$123,000.00</u>

Note 1 Other possible sources of income may be available such as outside funding, grants, promotional product sales

Proposed West Broadway Business Improvement Area Draft Budget (cont'd)

Expenses		\$35,000.00
Administration		
Audit		\$3,000.00
Liability Insurance		\$1,500.00
AGM Event <i>(see note 2)</i>		\$2,000.00
Miscellaneous Office <i>(see note 3)</i>		\$2,000.00
Association Newsletters		\$500.00
BIA Coordinator <i>(see note 4)</i>		\$26,000.00
Promotion & Community Marketing		\$56,000.00
Marketing Strategy & Branding * <i>one time only</i>		\$10,000.00
Promotions/Events <i>(see note 5)</i>		\$20,000.00
General Advertising		\$10,000.00
Co-op Advertising Program		\$3,000.00
Website Build (Business Directory)		\$5,000.00
Website Maintenance/Upgrades		\$1,500.00
Brochure Distribution		\$3,000.00
Tourism Vancouver Membership		\$500.00
Brochure Design/Reprint		\$3,000.00

Note 2 includes hall rental, notices/flyers, food/refreshments, etc.
 Note 3 includes phone/fax, internet, postage, photocopies, postbox rental, etc.
 Note 4 20 hrs/wk (52 wks) @ \$25/hr = \$26,000.00
 Note 5 Greek Day, Christmas Market, other events as funding is available

Proposed West Broadway Business Improvement Area Draft Budget (cont'd)

Expenses		
Street Enhancements		\$10,000.00
Clean Team <i>(see note 6)</i>	\$5,000.00	
Graffiti Removal	\$5,000.00	
Safety & Security		\$12,000.00
Street Security <i>(see note 7)</i>	\$12,000.00	
Business Networking		\$1,300.00
Education / Conferences	\$1,000.00	
BIA BC Membership	\$300.00	
Contingency (Additional Expenses; Inflation)		\$8,700.00
Total Expenses		\$123,000.00

Note 6 2 persons, \$10/hr, 2 hrs/day, 2 days/week plus supplies

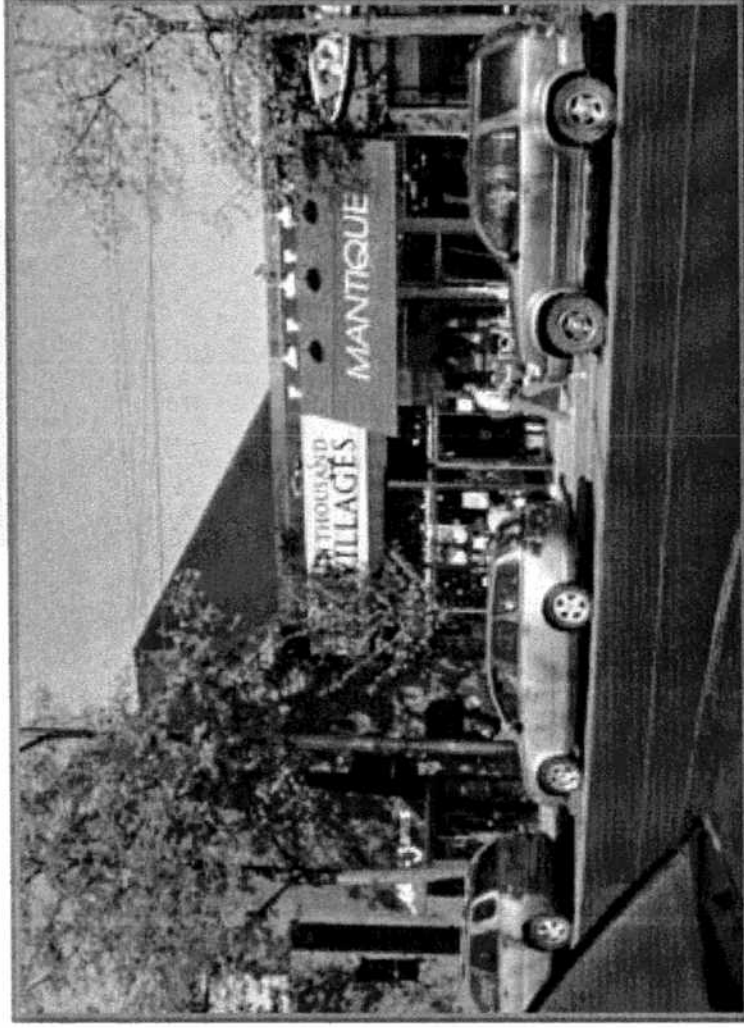
Note 7 Possible options: paid security company vs. VPD/CPC volunteer patrol support

Small Business

The estimate is based on a 17ft of frontage within a 50ft wide lot (the property value includes three tenants)

$$2,950,000 \times 0.000371118 = \$1094.80$$
$$\$1094.80 \div 3 = \underline{\underline{\$365}}$$

* There are no upper floors, strata or additional shared space that would otherwise reduce the levy amount to be paid.



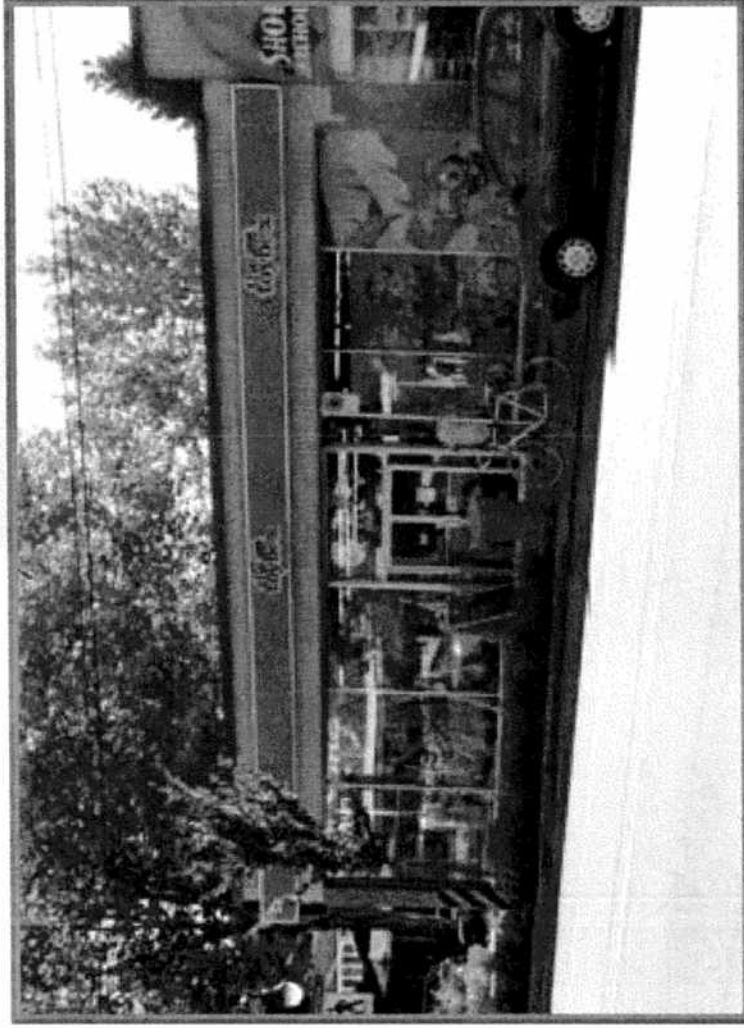
Ten Thousand Villages 2909 West Broadway

Medium Business

The estimate is based
on a 45ft frontage
(the property value
includes one tenant)

$$2,192,967 \times 0.000371118 \\ = \underline{\$813.85}$$

* There are no upper floors, strata or
additional shared space that would
otherwise reduce the levy amount to
be paid.



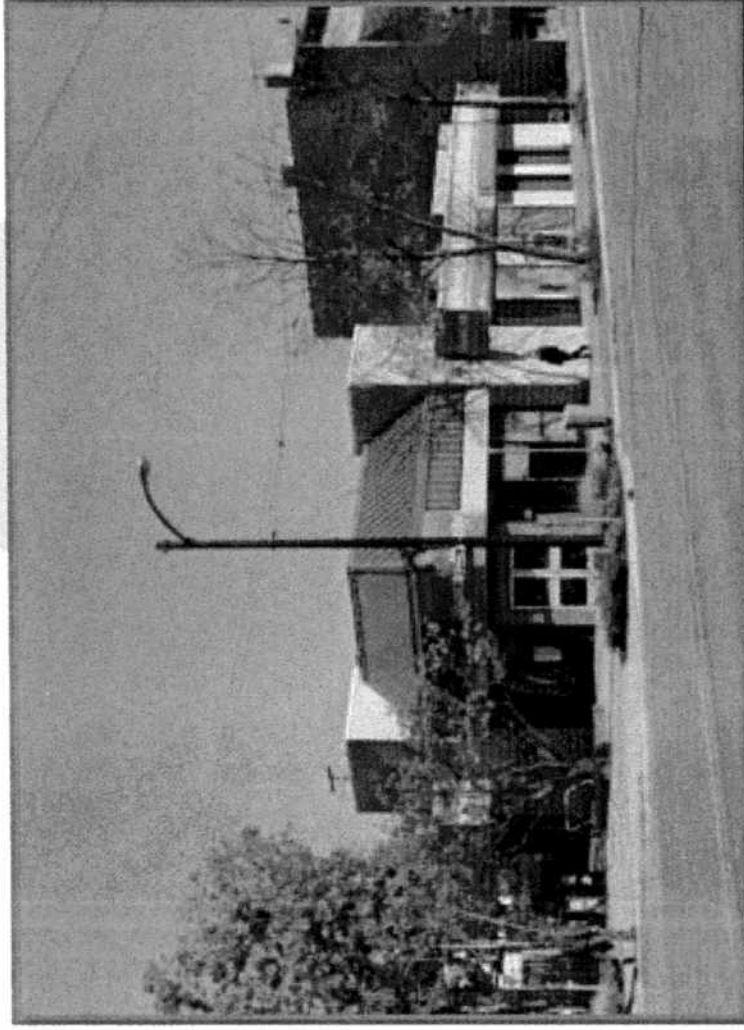
The Toybox 3002 West Broadway

Large Business

The estimate is based
on a 100ft frontage
(the property value
includes one tenant)

$$3,962,000 \times 0.000371118 \\ = \underline{\$1470.37}$$

* There are no upper floors, strata or
additional shared space that would
otherwise reduce the levy amount to
be paid.



The Toybox 3002 West Broadway

Various Newspaper Advertising Costs

- **WHERE Magazine** **\$532/mth**
 - 1/4 page full colour ad
 - 2.625" x 3.25"

- **Vancouver Courier** **\$944.21**
 - full colour
 - all three issue across the city

- **Kits High Yearbook** **\$240.00**
 - 1/2 page ad

- **False Creek Ferries** **\$2300.00**
 - 10" x 10" inside of ferries

- **Green Zebra Coupon** **\$156.50**

West Broadway Business Association
Proposed West Broadway BIA Budget Meeting

October 21, 2010
@ St-James Community Square

In Attendance

- Board
- Nick Panos
 - Bill Stott
 - Peter Zelis
 - Scott Latham
 - Donna Dobo
 - Kristen Reffle
 - Paul Cheng
 - Alex Zbar
- Coordinator • Kerry Ann Bastien
- Guest Speaker • Peter Vaisbord, City of Vancouver, Business Improvement

Absent

- Board
- Mary Stewart
 - Lucia Serpa

Agenda

1. Greetings & Introductions
2. Recap of BIA Process to Date
3. What is a BIA & how does it work?
4. Budget Plan presentation
5. Next steps

Minutes - meeting start at 7:15 p.m.

1. **Greetings & Introductions:** Nick Panos, WBBA member and Chairman of the Proposed BIA Steering Committee introduced West Broadway Business Association board members, and invited guest speaker Peter Vaisbord, COV.
2. **Recap of BIA Process:** Bill Stott, WBBA President presented the work undertaken by the WBBA throughout the proposed BIA process to date.
 - History of WBBA and the need for growth and evolution which led to informal BIA discussions with business owners.
 - A survey created by the WBBA was used to reach out to merchants, business and property owners to gauge concerns that affect West Broadway, and the interest to form a BIA for the area
 - Formation of a Steering Committee from WBBA members to determine support within the whole business community for the proposed BIA.
 - The first outreach meeting was held on June 8, 2010 and the results of the Survey were discussed. The majority of responses stated a desire for discussions about forming a BIA to continue.

3. **What is a BIA & how does it work:** Peter Vaisbord presented information on the process required by associations of property and business owners who have joined to form a BIA for a business area. The City of Vancouver offers support for each step of the process.

An explanation of a property levy and how these are calculated, based on the proposed BIA's planned annual budget. More information can be found through the Business Improvement website, and Peter Vaisbord, or by contacting a WBBA board member.

Information was also provided on who is included or exempt from a levy: all properties within the proposed catchment, with the exclusion of home based businesses, strata and other non-commercial businesses.

BIAs are managed by a coordinator, part or full-time, who is the main point of contact for all business, activities and needs of the property and business owners within the area.

4. **Budget plan presentation:** Peter Zelis, WBBA Treasurer presented the planned budget for the proposed BIA, including revenue and expenses. Peter also explained the need to determine a funding cap for a 5-year budget plan.

No comments or questions were brought up. The question was put to all in attendance for approval of the planned budget as read: the vote was by show of hands and the planned budget was accepted unanimously.

5. **Next steps:** Based on feedback from property and business owners in attendance, as well as feedback from discussions directly with merchants and owners on West Broadway, Peter Vaisbord would determine if support is sound to present a full package to City Council in November of 2010.

A Q&A was opened up with discussion from all in attendance:

- Q: Can budget funding be reallocated?
A: Yes, as need indicates, one area of the budget can be adjusted to help with another following approval of the BIA board.
- Q: Is there going to be a breakdown of individual items?
A: Yes, a more detailed explanation of all expenses will be discussed and voted on by all members at the AGM which would be held in 2011 if the proposed BIA is successful.
Ex.: the Clean Team/Graffiti item: the board decides based on feedback from all businesses, how much funding, and with what needs and expectations the BIA wants.
- Q: Concerns about graffiti plague many businesses, with no help from the City. How will this be dealt with?
A: All graffiti is the responsibility of the property owner, In addition, it may be possible for help through BIA funding of a graffiti removal service should a contract be secured. The BIA has a coordinator who is also the main point of contact between the merchants and property owners, and the City Engineering Dept for clean-up of damaged surfaces on public property, but it is up to each owner to address any graffiti removal on their property individually or through the BIA.
- Q: Does everyone contribute to a BIA?
A: Yes, should the majority of property and business owners agree to the establishment of a business improvement area, all will pay, not only those in favour.
- Q: how was the budget prepared, following what needs, guides?
A: the planned budget was prepared based on feedback from area merchants and business owners, from the survey results, and following recommendations of other BIAs in CoV.

- Merchant and WBBA board member, Kristen Reffle, spoke of her experience with the Commercial Drive BIA and its success with activities and events for businesses. They have a proven track record that speaks to the value of a BIA for a commercial thoroughfare.
- Property owner and WBBA board member, Alex Zbar spoke of his graffiti experience with having a BIA clean is better than paying for it individually as an owner who is responsible for the clean-up.
- Q: what more will be done for security on the street? As victim of theft, merchants want to see more VPD constables on foot patrol. Video and bars on windows not deterring crime.
A; The BIA will look at private security, as well as an alternative option of working with the local Community Policing Centre and its volunteers. The VPD is stretched thin with many calls for service on crime, and the budget will address this to some degree as a start.
- Per Nick Panos, the Neighbourhood Police Officer assigned to the Kitsilano Fairview Community Policing Centre, Cst. John Braithwaite, is a good contact for all matters of criminal concern in our local area. Cst. Braithwaite also wants more police presence on West Broadway and other major thoroughfares.
- Q: who is responsible for the trees, for the pits and tree trimming?
A: The city is responsible, and if a merchant has concerns about low branches, or debris, they can request the BIA coordinator to call Parks staff to attend, or the merchant can call directly with their concern.

Examples were shown (via PowerPoint) of local businesses, small, medium and large, and each estimated cost for their levy as calculated based on their single occupancy size or split for strata, etc.

Also, additional information was provided illustrating example costs of advertising a business might select, and the comparable cost to their BIA levy which has planned benefits of coop advertising, reduced advertising on shared publications, as well as the group benefit of a neighbourhood driven attraction campaign for events or special activities.

Nick Panos requested a second show of hands from those assembled for support of the proposed BIA to date: support was unanimous. A mandate to continue to this next step was favoured. Further preparation will continue to complete a formal presentation to City Council in November.

- Q: what measures are there to insure there is support all round?
A: the WBBA directors have each shared the task of Block Captains to reach out to merchants and businesses, distribute materials as needed, and are the first point of contact from any business to address questions or concerns. But more support from additional merchants, speaking with neighbours would be a welcome effort.
- Business owner and WBBA board member, Donna Dobo, commented that volunteers on the board will no longer be able to provide service to the neighbourhood due to the lack of funds from low revenue of voluntary membership contributions to the existing WBBA. A BIA is needed to best address the needs of the West Broadway business community.



No further discussion, the meeting was wrapped up.

Meeting adjourned at 8:30 p.m.

Proposed West Broadway BIA Budget Meeting
October 21, 2010

#	Owner Name	Bus / Prop Own / Mgr	Business	West Broadway Address	Phone Number	Email	Signature
1	Sabrina Faqs	Bus Own	Bayswater Tea Co.	2966	6047335767		
2	John Kwei	Bus/Prop owner	NOT ON LIST Bellissima	2700	6047337332	john@serenafashions.com	
3	Ann Johansson	owner	Parade Row NOT ON LIST.	2620	6042677463	Annjohansson@shaw.ca	
4	Lomis Kane	Manager	THE SOURCE	2865	604731-2866	lorikane@hotmail.ca	
5	Donna Dabo	owner	JUST Imagine	3060 W BWAY	6042223323	donna@dressups.com	
6	PAUL CUBEN	MANAGER	CUBC	2896 W BROADWAY	604665 6191	PAUL.CUBEN@CUBC.COM	
7	Carl Squemad	owner	FRESH IS BEST	2972 W BROADWAY	778-737-2442	Freshisbestkits.ca	
8	THOMAS HAAS	owner	Thomas Haas Chocolate	2539 W-B	736 1848	info@thomashaas.ca	
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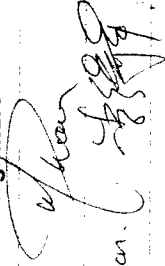
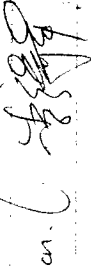
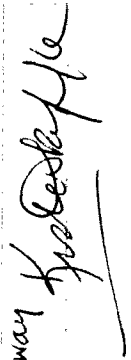

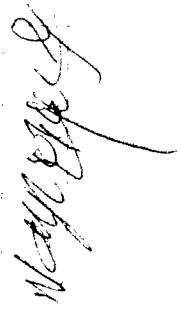
Proposed West Broadway BIA Budget Meeting
 October 21, 2010

#	Owner Name	Business	West Broadway Address	Phone Number	Email	Signature
15	SCOTT Latham	Semper Viva	2608 W Broadway	604 387 3874	slatham@semperviva.com	
16	MAXINE GRAYMAN	ANNE FRESH IS BEST	2912 W. BROADWAY	778.737.2442	freshisbestkits.co	
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28						

Bus Prop
 Own mgr

Proposed West Broadway BIA Budget Meeting

October 21, 2010

#	Owner Name	Bus / Prop Own / Mgr	Business	West Broadway Address	Phone Number	Email	Signature
29	MARK LAM	Bus Own	COE LUMBER	3485 W. BROADWAY	604 731 6178	coelumber@felus.net	
30	Qi Hua Li		The shoe studio	2871 west Broadway	604 527-8871	svshoes@yahoo.com.cn	
31	JOAN FANG				604 474 8111		
32	Kristen Ruffe on behalf of TEN THOUSAND VILLAGES	Manager	Ten Thousand Villages	2909 W. Broadway	604 730-6831	vanconver.broadway@villages.ca	
33							
34	DARCY SMITH	OWNER	IMAGE WEST	2885 W BROADWAY	604 730 2844		
35	MIKE GEORGIPOPOULOS	OWNER	Minnerva	3807 W. BROADWAY	604 733 3954		
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