



ADMINISTRATIVE REPORT

Report Date: October 20, 2015
Contact: Jane Pickering
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Meeting Date: November 17, 2015

TO: Vancouver City Council
FROM: Acting General Manager of Planning and Development
SUBJECT: Approval of Council Initiatives - BIA Renewals and Expansion

RECOMMENDATION

Hastings Crossing BIA Renewal:

- A1. THAT Council confirm the Hastings Crossing Business Improvement Association as sponsor for the Hastings Crossing BIA.
- A2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Hastings Crossing BIA, for a further term (5 years) commencing April 1, 2016;

FURTHER THAT Council forward the application of the Hastings Crossing Business Improvement Association to a hearing of the Court of Revision.
- A3. THAT the City notify property owners and tenants within the area (outlined in Appendix A1) of the proposed BIA renewal and levy.
- A4. THAT Council approve a 5-year (2016-2021) funding-ceiling of \$1,030,000 for the Hastings Crossing BIA, subject to Council approval of the renewal.

Kerrisdale BIA Renewal:

- B1. THAT Council confirm the Kerrisdale Business Association as sponsor for the Kerrisdale BIA.
- B2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Kerrisdale BIA, for a further term (5 years) commencing April 1, 2016;

FURTHER THAT Council forward the application of the Kerrisdale Business Association to a hearing of the Court of Revision.

- B3. THAT the City notify property owners and tenants within the area (outlined in Appendix B1) of the proposed BIA renewal and levy.
- B4. THAT Council approve a 5-year (2016-2021) funding-ceiling of \$1,802,000 for the Kerrisdale BIA, subject to Council approval of the renewal.

Kitsilano 4th Avenue BIA Renewal:

- C1. THAT Council confirm the Kitsilano 4th Avenue Business Association as sponsor for the Kitsilano 4th Avenue BIA.
- C2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Kitsilano 4th Avenue BIA, for a further term (5 years) commencing April 1, 2016;

FURTHER THAT Council forward the application of the Kitsilano 4th Avenue Business Association to a hearing of the Court of Revision.

- C3. THAT the City notify property owners and tenants within the area (outlined in Appendix C1) of the proposed BIA renewal and levy.
- C4. THAT Council approve a 5-year (2016-2021) funding-ceiling of \$2,100,000 for the Kitsilano 4th Avenue BIA, subject to Council approval of the renewal.

West Broadway BIA Renewal:

- D1. THAT Council confirm the West Broadway Business Improvement Association as sponsor for the West Broadway BIA.
- D2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the West Broadway BIA, for a further term (5 years) commencing April 1, 2016;

FURTHER THAT Council forward the application of the West Broadway Business Improvement Association to a hearing of the Court of Revision.

- D3. THAT the City notify property owners and tenants within the area (outlined in Appendix D1) of the proposed BIA renewal and levy.
- D4. THAT Council approve a 5-year (2016-2021) funding-ceiling of \$1,375,000 for the West Broadway BIA, subject to Council approval of the renewal.

West End BIA Renewal:

- E1. THAT Council confirm the Davie Village Business Improvement Association as sponsor for the West End BIA.

- E2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the West End BIA, for a further term (5 years) commencing April 1, 2016;

FURTHER THAT Council forward the application of the Davie Village Business Improvement Association to a hearing of the Court of Revision.

- E3. THAT the City notify property owners and tenants within the area (outlined in Appendix E1) of the proposed BIA renewal and levy.
- E4. THAT Council approve a 5-year (2016-2021) funding-ceiling of \$4,551,115 for the West End BIA, subject to Council approval of the renewal.

Proposed Mount Pleasant BIA Mid-term Expansion

- F1. THAT Council approve the Mount Pleasant Commercial Improvement Society as sponsor for the Mount Pleasant BIA Expansion Area.
- F2. THAT Council approve the commencement of a Council Initiative to expand the Mount Pleasant BIA, (5 year term for expansion area commencing April 1, 2016);

FURTHER THAT Council forward the application of the Mount Pleasant Commercial Improvement Society to a hearing of the Court of Revision.

- F3. THAT the City notify property owners and tenants within the expansion area (shaded properties in Appendix F1) of the proposed BIA expansion and levy.
- F4. THAT Council approve a 5-year (2016-2021) funding-ceiling of \$418,716 for the Mount Pleasant BIA Expansion Area, subject to Council approval of the expansion.

REPORT SUMMARY

BIA RENEWALS

The following BIA terms will expire March 31, 2016:

BIA	Date BIA established or renewed	Current Term
Hastings Crossing BIA	April 1, 2011 (established)	5 years
Kerrisdale BIA	April 1, 2011 (renewed)	5 years
Kitsilano 4 th Avenue BIA	April 1, 2011 (renewed)	5 years
West Broadway BIA	April 1, 2011 (established)	5 years
West End BIA	April 1, 2009 (renewed)	7 years

The five Business Improvement Areas must now be re-established (renewed) for a further term to continue to operate.

MOUNT PLEASANT BIA EXPANSION

The Mt. Pleasant Commercial Improvement Society (MPCIS) has applied to expand the Mt Pleasant BIA in mid-term. The expansion would be accomplished by creation of a separate BIA designation by-law for the proposed expansion area.

The purpose of this report is to advance the renewal and expansion processes by approving Council Initiatives for the proposed renewals and the expansion.

COUNCIL AUTHORITY/PREVIOUS DECISIONS

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

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

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

Section 458 of the Vancouver Charter permits Council to alter (reduce or expand) BIA boundaries, or to merge two or more BIA areas, in the same manner as that provided to establish a BIA. The Charter is silent as to whether or not BIA boundaries may be altered mid-term; however, Section 456(2)(b) of the Vancouver Charter requires that the by-law establishing a BIA must set a cumulative total amount (funding ceiling) over the term of the by-law. But there is no provision to increase a funding ceiling in mid-term if larger budgets are needed to fund BIA expansion. Therefore, in order to generate funding for an expansion, a separate BIA 'expansion-area' by-law must be enacted with its own separate funding ceiling. The expansion by-law can be timed to expire at the same time as the existing BIA by-law so that the two by-laws can be merged at the time of BIA renewal.

In 2007, Council expanded the Commercial Drive BIA by designating the Commercial Drive Expansion BIA for a three-year term timed to expire in 2010 along with the existing BIA, and exercised its authority under Section 458 to merge the two areas on renewal. In March 2015 Council expanded the Hastings North BIA by designating the Hastings North Expansion BIA for a three-year term to expire in 2018, when the existing and expansion areas can then be combined as one by-law.

CITY MANAGER'S/GENERAL MANAGER'S COMMENTS

The Acting City Manager and the Acting General Manager of Planning and Development Services recommend approval of the foregoing.

REPORT

Background/Context

BIA Renewal Process Overview

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

Step 1

The five renewing BIAs have completed the first step in the BIA renewal process which involves consultation with all of the BIA's property and business owners regarding BIA renewal and cost ("renewal outreach") culminating in membership approval of renewal resolutions at the BIAs' Annual General Meetings in September. Those resolutions include a) formally requesting the City to consider BIA renewal; b) stipulating a renewal term and funding-ceiling¹ for Council approval and c) approving a first-year renewal budget (Appendix A2 - E2). Each BIA's renewal outreach is summarized in this report based on an outline provided by the BIAs (Appendix A3 - E3). Detailed documentation is retained by the BIAs and is available at the City's request.

Step 2

Renewal Step 2 requires Council approval of the recommendations in this report as follows: a) to confirm the BIA society as sponsor of the BIA; b) to approve a Council Initiative to renew the BIA, which means the City will notify the affected property owners and tenants prior to Council approval or rejection of the Initiative; c) to forward the renewal application to Court of Revision, and; d) subject to final Council approval, to approve the proposed funding ceiling for the proposed BIA renewal term.

If, after notification of owners and businesses, Council approves the BIA renewals, the renewal year-1 budgets will be reported along with all of the other BIAs' 2016 - 2017 budget requests. Although Council does not approve the proposed year-1 budgets at this stage in the BIA renewal process, copies of the proposed budgets are attached to this report for reference, to indicate the anticipated cost of the proposed renewals. This addresses Vancouver Charter section 506(2), which requires the City's formal notification to include an estimate of each property owner's expected contribution.

¹ Vancouver Charter section 456(2) (b) stipulates that Council, by by-law, must establish the maximum amount of money to be granted to a BIA applicant. A '*funding ceiling*' is the cumulative maximum amount, over the current BIA term, which may be granted and then recovered by way of a levy on parcels of real property within a BIA.

BIA Renewal Outreach Process - Background

In this section, additional information is provided on the overall approach to renewal outreach and reporting outlined as Step 1. The section that follows provides background and strategic analysis for each of the five renewing BIAs.

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

BIAs determine generally how they fulfill their requirement to conduct outreach, and have agreed to include, with their AGM notification (sent to all property and business owners), a letter from the City about business improvement areas. The letter includes information about how BIAs are funded through a special tax levy, how the BIA and levy are renewed for a further term, and how proceedings at the BIA AGM set directions about continuance of the BIA levy and its cost to owners.

BIAs retain all materials generated as part of their renewal outreach and agree to produce their materials for the City on request. In addition, each BIA provides a point-form outline of their outreach materials and activities. Outreach outlines from each BIA society are attached to this Report as Appendix A3 - E3. Council reports related to BIA renewals include a factual summary of each BIA's outreach activities. At the time of this report, no concerns had been raised about BIA outreach, although a property owner in the Hastings Crossing BIA voted against BIA renewal at the society's AGM.

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

BIA Expansion Process Overview

The BIA expansion process is identical to BIA renewal except for the following:

Step 1

- Consultation with expansion-area property-owners and business tenants follows the process required for BIA establishment rather than renewal, recognizing that a proposed BIA expansion is effectively a new BIA for the affected owners and tenants.
- Unlike renewals, certain outreach activities, such as owner'/tenant surveys and open discussion meetings are mandatory.
- As owners and tenants in the proposed expansion-area cannot be members of the existing BIA society until after the expansion is approved by Council, only the members of the society, who are located in the existing BIA, have voted resolutions regarding the proposed expansion. However, those resolutions are put forward by the society's Board of Directors on their recommendation that expansion-area owners

and tenants are generally supportive. A map of the existing BIA and proposed expansion is attached as Appendix F1, and the member-approved first-year expansion budget is attached to this Report as Appendix F2.

- In addition to providing a summary of expansion outreach activities, BIAs submit copies of all materials generated as part of the outreach process, which are attached to this Report as Appendix F3.

Step 2

- If Council approves a Council Initiative to expand a BIA, the City notifies only the property owners and business tenants in the proposed expansion area, because only the expansion-area owners and tenants would pay the new expansion-area levy.

At the time of this report, no concerns had been raised about BIA outreach, although an expansion-area property owner contacted the City in August requesting owner contact information for the purpose of opposing BIA expansion.

Strategic Analysis

Hastings Crossing BIA Renewal

BACKGROUND

The Hastings Crossing BIA was one of two BIAs established in 2011, along with the West Broadway BIA. The BIA's inaugural 5-year term expires at the end of March 2016. The Hastings Crossing Business Improvement Association (HXBIA) wishes to renew the BIA for a further term (5-years) (April 1, 2016 - March 31, 2021).

DISCUSSION

BIA Renewal Proposal

The Hastings Crossing BIA boundary comprises an irregular 14 block area circumscribed, in part, by the boundaries of the adjacent Downtown Vancouver BIA (on the west and south), the Chinatown BIA (on the south), the Gastown BIA (on the north) and the Strathcona BIA (on the east). Boundaries follow Richards, Dunsmuir, Pender, Gore, the CPR right-of-way, and Columbia, and include a three-block section of Main Street between Hastings and Alexander. (See map in Appendix A1.)

When approved by Council, the proposed funding-ceiling of \$1,030,000 will define the maximum amount that may be levied over the Hastings Crossing BIA 5-year renewal term, and reflects an increase of 58% over the previous 5-year ceiling. As the ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA annual expenditure increases. However, it is not uncommon for first-term BIAs to propose significant increases on renewal in order to attain sufficient funding.

The HXBIA proposes a Year 1 renewal budget of \$206,000, representing an annual levy rate of \$0.48 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the Hastings Crossing BIA renewal, the BIA's renewal year-1 budget will be reported along with all of the other BIAs' 2016 - 2017 budget requests. (See budget in Appendix A2.)

Renewal Outreach Activities

Renewal outreach activities extended from January 2014 to September 2015, and included:

- January 2014 distribution of a Downtown Eastside business survey in partnership with the Gastown, Chinatown and Strathcona BIAs as part of Local Area Plan outreach.
- Spring - early summer 2015 development of 5-year renewal budget based on member priorities indicated in 2014 survey and as hoc communication with members.
- July - September 2015 community outreach including
 - In-person meetings with thirty-one community members between July and September
 - Five days on-street canvassing businesses to discuss AGM and BIA renewal; distribution of 5-year Renewal Report
 - Twitter, Facebook and Instagram posts to members about AGM and BIA renewal.
- August 2015 distribution of member notifications for the Annual General Meeting (AGM) by hard-copy mail-outs, by eNewsletter (80 subscribers), and by notices posted on the HXBIA website
- Early September renewal outreach events:
 - September 8 'lunch n' learn' for HiVE member-businesses about BIA renewal
 - September 9 outreach during SFU 50th Anniversary event at SFU Woodward's
- September 2015 distribution of supplementary AGM package including the required City cover letter, the 5-year Renewal Report, and additional information about BIA renewal.
- The HXBIA AGM held on September 23, 2015. The Renewal Report and proposed budget were discussed during the AGM. The proposed 5-year renewal, funding ceiling, and renewal budget were unanimously approved.

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

Comments

The HXBIA confirms it has notified all commercial property owners and tenants within the proposed renewal area. As required, the HXBIA has provided a summary of its outreach process, and has included the City's information letter with supplementary AGM materials.

On September 24, 2015, at a duly constituted AGM, the HXBIA membership approved BIA renewal, a new 5-year funding ceiling, and the 2016-2017 budget.

One property owner has expressed opposition to the BIA by soliciting proxies from his tenants and voting against renewal at the HXBIA AGM. The HXBIA reports that it has not received any other opposition in response to its member outreach.

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

Kerrisdale BIA Renewal

BACKGROUND

The Kerrisdale BIA was one of two BIAs established in 1991, along with the Robson Street BIA. The BIA was last renewed in 2011 for a fourth 5-year term which expires at the end of March 2016. The Kerrisdale Business Association (KBA) wishes to renew the BIA for a further term (5-years) (April 1, 2016 - March 31, 2021).

DISCUSSION

BIA Renewal Proposal

The Kerrisdale BIA boundary roughly comprises five linear blocks of West 41st Avenue between Maple and Larch Streets, and three blocks of West Boulevard between West 39th and 42nd Avenues. (See map in Appendix B1.)

When approved by Council, the proposed funding-ceiling of \$1,802,000 will define the maximum amount that may be levied over the Kerrisdale BIA 5-year renewal term, and reflects an increase of 2% over the previous 5-year ceiling. As the ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA annual expenditure increases.

The KBA proposes a Year 1 renewal budget of \$354,000, representing an annual levy rate of \$0.92 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the Kerrisdale BIA renewal, the BIA's renewal year-1 budget will be reported along with all of the other BIAs' 2016 - 2017 budget requests. (See budget in Appendix B2.)

Renewal Outreach Activities

Renewal outreach activities extended from February to September 2015, and included:

- February 2015 information provided to membership about upcoming BIA renewal.
- February - July 2015 informal meetings with merchants, convened by KBA Coordinator and Directors.

- March 2015 KBA Spring Newsletter containing BIA renewal information hand-delivered to businesses. KBA solicited additional input from members in advance of budget preparation.
- June 2015 finalization of renewal budget and funding ceiling based on member input. A four page renewal information sheet was distributed to all owners and businesses as a special issue of the KBA Newsletter. The information was also posted on the KBA website.
- July 2015 distribution of 'AGM Newsletter' including advance AGM notification and renewal information.
- August 2015 member notification for the Annual General Meeting (AGM); the meeting notification package included content about BIA renewal, including the renewal proposal, budget and funding ceiling.
- The KBA AGM held on September 3, 2015. The renewal proposal /budget was discussed during the AGM. The proposed 5-year renewal, funding ceiling, and renewal budget were unanimously approved.

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

Comments

The KBA confirms it has notified all commercial property owners and tenants within the proposed renewal area. As required, the KBA has provided a summary of its outreach process, and has included the City's information letter with its AGM notification.

The City has received no telephone calls or correspondence expressing opposition to the proposed BIA renewal. The KBA reports that it has received no opposition in response to its member outreach.

On September 3, 2015, at a duly constituted AGM, the KBA membership approved BIA renewal, a new 5-year funding ceiling, and the 2016-2017 budget.

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

Kitsilano 4th Avenue BIA Renewal

BACKGROUND

The Kitsilano 4th Avenue BIA was one of three BIAs established in 2001, along with the Collingwood and Hastings North BIAs. The BIA was last renewed in 2011 for a third 5-year term which expires at the end of March 2016. The Kitsilano 4th Avenue Business Association (K4BA) wishes to renew the BIA for a further term (5-years) (April 1, 2016 - March 31, 2021).

DISCUSSION

BIA Renewal Proposal

The Kitsilano 4th Avenue BIA boundary roughly comprises 8 linear blocks of West 4th Avenue between Balsam and Fir. (See map in Appendix C1.)

When approved by Council, the proposed funding-ceiling of \$2,100,000 will define the maximum amount that may be levied over the Kitsilano 4th Avenue BIA 5-year renewal term, and reflects an increase of 5% over the previous 5-year ceiling. As the ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA annual expenditure increases.

The K4BA proposes a Year 1 renewal budget of \$400,000, representing an annual levy rate of \$0.72 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the Kitsilano 4th Avenue BIA renewal, the BIA's renewal year-1 budget will be reported along with all of the other BIAs' 2016 - 2017 budget requests. (See budget in Appendix C2.)

Renewal Outreach Activities

Renewal outreach activities extended from January to September 2015, and included:

- January 2015 selective member and stakeholder engagement about BIA renewal.
- February 2015 distribution of member survey to property owners and businesses, and the K4BA Board conducted strategic planning for renewal.
- March 2015 collection and tabulation of survey results, and preparation of draft 5-year renewal budget based on results.
- April 2015 member open house and networking event to present draft renewal budget/5-year plan, and receive member input.
- May 2015 posting of AGM advance notification on K4BA website.
- June 2015 renewal information meetings with members by appointment
- August 2015 member notification for the Annual General Meeting (AGM); the meeting notification package included content about BIA renewal, including the renewal 5-year Plan and budget.
- The K4BA AGM held on September 29, 2015. The renewal strategic plan /budget were discussed during the AGM. The proposed 5-year renewal, funding ceiling, and renewal budget were approved.

The K4BA's renewal request letter and an outline of its outreach process are attached as Appendix C3.

Comments

The K4BA confirms it has notified all commercial property owners and tenants within the proposed renewal area. As required, the K4BA has provided a summary of its outreach process, and has included the City's information letter with its AGM notification.

The City has received no telephone calls or correspondence expressing opposition to the proposed BIA renewal. The K4BA reports that it has received no opposition in response to its member outreach.

On September 29, 2015, at a duly constituted AGM, the K4BA membership approved BIA renewal, a new 5-year funding ceiling, and the 2016-2017 budget.

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

West Broadway BIA Renewal

BACKGROUND

The West Broadway BIA was one of two BIAs established in 2011, along with the Hastings Crossing BIA. The BIA's inaugural 5-year term expires at the end of March 2016. The West Broadway Business Improvement Association (WBBIA) wishes to renew the BIA for a further term (5-years) (April 1, 2016 - March 31, 2021).

DISCUSSION

BIA Renewal Proposal

The West Broadway BIA boundary roughly comprises 10 linear blocks of West Broadway between Collingwood and Larch Streets. (See map in Appendix D1.)

When approved by Council, the proposed funding-ceiling of \$1,375,000 will define the maximum amount that may be levied over the West Broadway BIA 5-year renewal term, and reflects an increase of 112% over the previous 5-year ceiling. As the ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA annual expenditure increases. However, it is not uncommon for first-term BIAs to propose significant increases on renewal in order to attain sufficient funding.

The WBBIA proposes a Year 1 renewal budget of \$275,000, representing an annual levy rate of \$0.64 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the West Broadway BIA renewal, the BIA's renewal year-1 budget will be reported along with all of the other BIAs' 2016 - 2017 budget requests. (See budget in Appendix D2.)

Renewal Outreach Activities

Renewal outreach activities extended from May 2015 to September 2015, and included:

- May 2015 distribution of renewal outreach materials and a member survey to property owners and businesses by mail and e-mail. The survey requested

feedback on WBBIA initiatives to help determine BIA priorities and budget going forward.

- Summer 2015 member-consultation meetings (two) to provide information on BIA renewal, to discuss ideas and plans, and receive feedback.
- May to September 2015 communication updates regarding proposed renewal plans and budget options. Members received sample calculations estimating cost increases for typical business sizes based on three budget options.
- Late summer 2014 member notification for the Annual General Meeting (AGM); the meeting notification package included content about BIA renewal, including the renewal proposal, the three budget options, and an outline of the relative costs and benefits at the respective budget levels.
- The WBBIA AGM held on September 30, 2015. The renewal proposal and budget options were discussed during the AGM. The proposed 5-year renewal, a funding ceiling, and a renewal budget were unanimously approved.

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

Comments

The WBBIA confirms it has notified all commercial property owners and tenants within the proposed renewal area. As required, the WBBIA has provided a summary of its outreach process, and has included the City's information letter with its AGM notification.

The City has received no telephone calls or correspondence expressing opposition to the proposed BIA renewal. The WBBIA reports that it has received no opposition in response to its member outreach.

On September 30, 2015, at a duly constituted AGM, the WBBIA membership approved BIA renewal, a new 5-year funding ceiling, and the 2016-2017 budget.

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

West End BIA Renewal

BACKGROUND

The West End BIA (then Davie Village BIA) was one of three BIAs established in 1999, along with the South Granville and Yaletown BIAs. The BIA was last renewed in 2009 for a third term (7-years) which expires at the end of March 2016. The Davie Village Business Improvement Association (DViBIA) wishes to renew the BIA for a further term (5-years) (April 1, 2016 - March 31, 2021).

DISCUSSION

BIA Renewal Proposal

The West End BIA boundary roughly comprises Davie Street between Burrard to Denman, Denman Street from Pacific to Georgia, and Robson Street between Denman and Jervis. (See map in Appendix E1.)

When approved by Council, the proposed funding-ceiling of \$4,551,115 will define the maximum amount that may be levied over the West End BIA 5-year renewal term, and reflects an increase of 29% over the previous 7-year ceiling, corrected for length of term. As the ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA annual expenditure increases. However, DViBIA anticipates a significant increase in expenditures over the next five years to contribute to implementation of business-area initiatives in the West End Community Plan.

The DViBIA proposes a Year 1 renewal budget of \$823,637, representing an annual levy rate of \$0.94 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the West End BIA renewal, the BIA's renewal year-1 budget will be reported along with all of the other BIAs' 2016 - 2017 budget requests. (See proposed budget in Appendix E2).

Renewal Outreach Activities

Renewal outreach activities extended from January to September 2015, and included:

- January 2015 distribution of invitations to all property owners and businesses to complete an electronic member survey on renewal issues (managed by a market research firm)
- February 2015 distribution of an e-newsletter with reminder to complete survey
- March 2015 tabulation of survey responses and reporting of results to owners and businesses
- April - June 2015 'WE Talk' open houses held in each of the three BIA sub-areas: Davie Village, Denman and Robson, as follows:
 - April 16, 23 and 28: 'E-news' notification and reminders
 - April 24: Hand-delivered notices to Davie Village businesses
 - April 29: Davie Village open house
 - May 7 and 15: E-news reminders
 - May 13: Hand-delivered notices to Denman businesses
 - May 19: Denman open house
 - June 17: Robson open house
- Late May 2015 distribution of advance AGM notice by e-mail (call for nominations)
- Early June 2015 distribution of AGM notice and renewal information by mail to property owners
- July 28 and 29 2015 distribution of Renewal Package with draft budget by mail to property owners and by hand-delivery to businesses

- August 14 and 18 2015 distribution of Renewal Package with final proposed budget by-mail to property owners and by hand-delivery to businesses
- July 29, August 21 and September 14 E-news reminders of AGM
- August 21 distribution of AGM reminder notice with required City letter and attention-label by mail to property owners and businesses
- The DViBIA AGM held on September 23, 2015. The Five-Year Strategic Framework, /budget was discussed during the AGM. The proposed 5-year renewal, funding ceiling, and renewal budget were unanimously approved.

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

Comments

The DViBIA confirms it has notified all commercial property owners and business tenants within the proposed renewal area. In addition, the DViBIA reports that an electronic renewal survey conducted in March 2015 garnered 101 member responses, or approximately 20% of owners/businesses. As required, the DViBIA has provided a summary of its outreach process, and included the City's information letter with a supplementary AGM notification.

The DViBIA reports that it is aware of no opposition to renewal in response to its member outreach. As of the date of this report, the City has received no telephone calls or correspondence expressing opposition to West End BIA renewal.

On September 23, 2015, at a duly constituted AGM, the DViBIA membership approved BIA renewal, a new 5-year funding ceiling, and the 2016-2017 budget.

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

Mount Pleasant BIA Expansion

BACKGROUND

The Mount Pleasant BIA was one of the two original BIAs established in 1989, along with the Gastown BIA. The BIA was last renewed in 2014 for a sixth term (7 years) which expires at the end of March 2021. The Mount Pleasant Commercial Improvement Society (MPCIS) wishes to expand the BIA by approval of an expansion-area BIA for a 5-year term (April 1, 2016 - March 31, 2021) timed to coincide with expiry of the existing Mount Pleasant BIA by-law. The expansion-area would be managed by the existing MPCIS society.

DISCUSSION

BIA Expansion Proposal

The existing Mount Pleasant BIA forms the area transected by East Broadway, Kingsway and Main Street, and bounded roughly by Ontario Street on the west, E. 7th Avenue on

the north, Guelph Street on the east and E. 16th Avenue on the south. (Existing BIA is the unshaded part of map in Appendix F1).

The proposed expansion boundary comprises 5 blocks of Main Street between E. 2nd and E. 7th Avenues. (Expansion area is the shaded part of map in Appendix F1).

If approved by Council, the proposed funding-ceiling of \$418,716 will define the maximum amount that may be levied over the Mount Pleasant BIA Expansion Area 5-year term. As the ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling does not necessarily reflect BIA annual expenditures.

The MPCIS proposes a Year 1 expansion-area budget of \$75,777, representing an annual levy rate of \$0.76 per \$1,000.00 of assessed property value (Appendix F2). The overall BIA budget (existing plus expansion area) will be reported along with all of the other BIAs' 2016 - 2017 budget requests.

Expansion Area Outreach Activities

Expansion outreach activities extended from February to September 2015, and included:

- February 2015 commencement of outreach; consultant begins canvassing expansion area, meeting business owners and staff, and collecting contact information. Phase 1 outreach and survey materials designed.
- March 2015 Phase 1 outreach materials distribution to all expansion -area property owners and businesses (54 owners; 100 businesses), including:
 - March 10: e-mails sent with link to online expansion survey
 - March 11-12: hard copy survey, information brochure and introduction letter hand delivered to businesses with street access; mailed to property owners and to business owners without street access
 - March 30: online survey responses tabulated and reviewed
- May 2015 design of Phase 2 outreach materials including:
 - Updated information brochure reflecting input from survey
 - Expansion plan
- June 2015 distribution of Phase 2 outreach materials, including:
 - June 5: mailing of 'expansion explanation' letter and outreach meeting schedule to expansion-area property owners
 - June 8-10: hand-delivery to business owners
- Late June 2015 commencement of scheduled meetings
 - June 9 and 15: e-mailed reminders for first meeting (meet & greet)
 - June 17: evening meet & greet at Main Street Brewery
 - June 21: e-mailed reminders for expansion charette
 - June 25: expansion evening charette at Heritage Hall
- June 26 2015 distribution of second survey by mail, e-mail, and by posting on MPCIS website
- July 2015 development, review and finalization of proposed expansion-area budget:
 - July 6: completion, tabulation and review of results of second survey
 - Mid-July: expansion-area budget developed on basis of Phase 1 business and property owner outreach/input and results from the two surveys

- July 13: Budget presentation meeting at Mount Pleasant Community Centre to review initial draft expansion budget
- Late July: As a result of comments received from a few key property owners in the light industrial area, the proposed expansion-area boundary is reduced to include only the retail/commercial properties fronting Main Street (22 owners; 44 businesses), between East 2nd Ave. and East 7th Ave. Proposed budget is revised accordingly.
- July 28: e-mailed reminders for budget finalization meeting
- July 30: Budget finalization meeting at Mount Pleasant Community Centre
- Late August / Early September 2015 distribution of final expansion materials:
 - August 20: e-mailing revised (final) expansion-area budget to reduced expansion-area owners and businesses
 - August 22-26 distribution of AGM notification packages with enclosed expansion materials to property owners and businesses in existing BIA area
 - September 7-9 hand-delivery of final expansion budget to expansion-area businesses
 - September 10 mailing of final budget to expansion-area property owners.
- September 15 2015 MPBIA AGM (existing MPCIS voting members)

On September 15, 2015, at a duly constituted AGM, the MPCIS membership approved BIA expansion, the proposed 5-year expansion-area term and funding ceiling, and the proposed 2016-2017 expansion -area budget.

Based on the AGM results and expansion-area stakeholder input received to date, the MPCIS believes that the proposed expansion, 5-year funding ceiling, and Year-1 budget are generally supported.

The MPCIS's expansion request letter, along with documentation of property-owner and business tenant outreach, is attached as Appendix F3.

Comments

Expansion outreach began in March 2015 to 54 property owners and about 100 businesses (total 154) in the area between East 2nd and 7th avenues, and between Quebec and Scotia streets. This area included both the retail businesses on Main Street and light industrial businesses one block either side of Main. After hearing from light industrial owners and businesses during the initial outreach, MPCIS reduced the proposed expansion area to include only the retail properties fronting Main Street between East 2nd and 7th avenues. The reduced area has 22 property owners and 44 businesses (total 66).

Property owner and business tenant participation in the expansion consultation process was low, despite MPCIS engaging the services of a consultant to help with outreach.

The MPCIS initiated two electronic surveys in the initial larger area to solicit owner and business issues and priorities. The first survey, in March 2015, garnered 21

responses, or 14% of owners and businesses. A follow-up survey in late June garnered 12 responses, or 8% of total.

Both surveys asked respondents whether or not they were interested in the idea of a BIA or BIA expansion to their area. In the first survey, close to 48% of respondents replied 'yes', the same number replied 'maybe', and only about 10% said 'no'. However, 33% were unsure. In the follow-up survey, close to 67% of respondents replied in the affirmative, with about 8% not interested and 25% not sure.

The 'Meet & Greet' held June 17 2015, was attended by 10 expansion-area owners/businesses, or 6% of total. Two persons attended the follow-up 'charette' on June 22. A meeting on July 13 to discuss a draft proposed expansion-area budget had no attendees. Around this time, MPCIS received input from three key property-owners in the light industrial area objecting to inclusion in the expansion. Those owners explained that their industrial tenants would derive little or no benefit from BIA activities. One of the owners, who has property both in the industrial area and on Main Street, opposed the idea of expansion in the industrial area but supported inclusion of their Main Street properties.

As there had been little or no objection from owners/businesses fronting Main Street, MPCIS decided to reduce the expansion-area boundary to include only the Main Street properties, excluding the light industrial area. At a final outreach meeting held on July 30, MPCIS put forward a revised budget based on the reduced expansion area. The one attendee at that meeting was the property owner noted above, and that owner expressed support for the reduced expansion area and budget.

Based on the input received to date, the MPCIS believes that the BIA expansion (reduced area), the proposed 5-year funding ceiling, and the Year-1 budget are generally supported.

The City received a few telephone calls and correspondence from individuals expressing opposition or concern regarding the expansion proposal. Most of those were property owners in the light industrial area, which area is no longer part of the proposed expansion. One Main Street property owner called the City in July about obtaining a mailing list for the purpose of contacting affected owners to oppose the expansion.

Should Council approve commencement of an Initiative and notification, all of the property owners and businesses will have further opportunity to review the expansion proposal and costs: Expansion property owners will receive the City's notice by mail to their address for property tax notices. City-directed teams will notify all businesses by hand-delivery at their place of business. Envelopes containing the City's notification materials have an attention label indicating important contents that could affect recipients' property taxes. The delivery teams are instructed to request reception staff deliver the notice directly to the business owner or manager if not available in person.

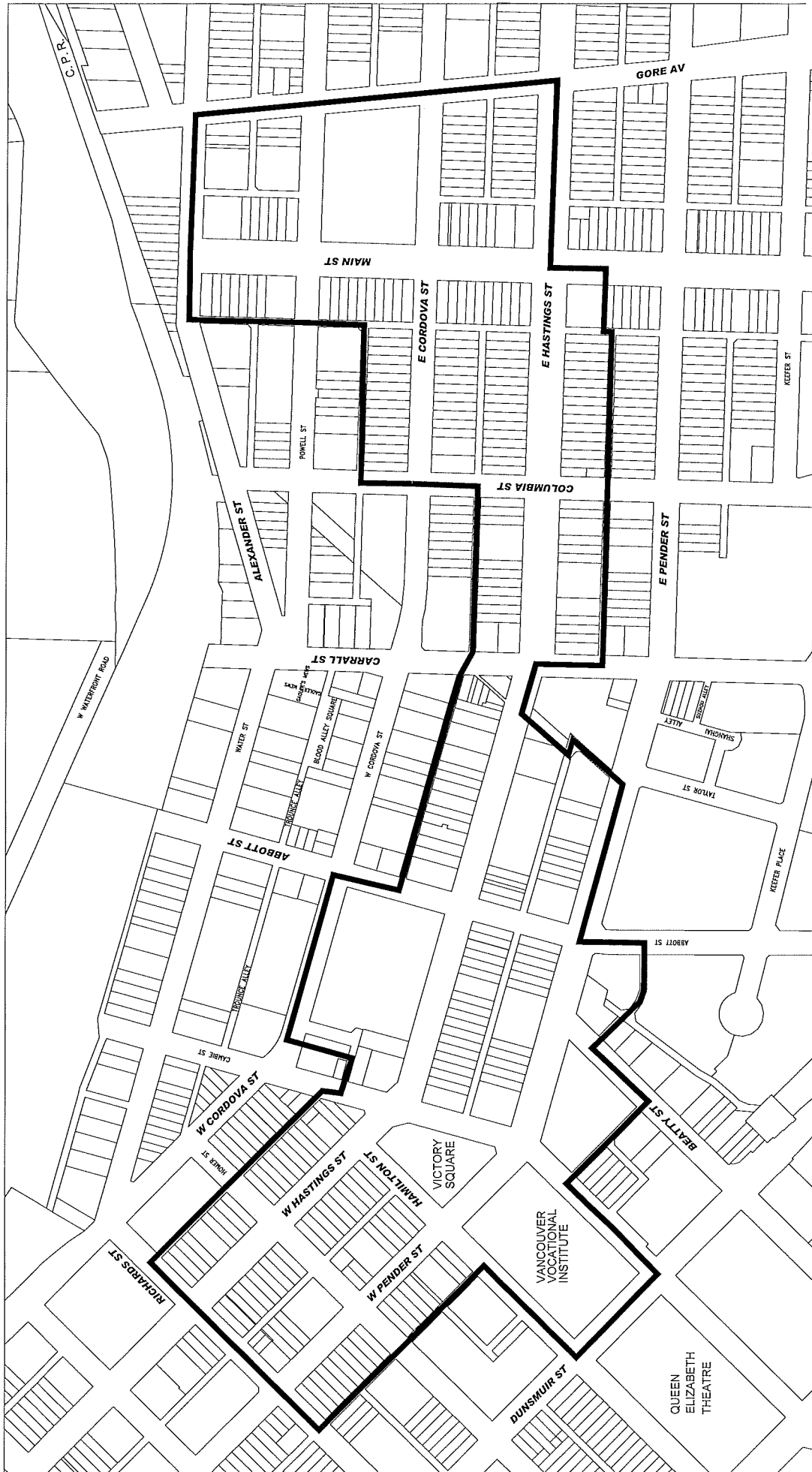
*Implications/Related Issues/Risk (if applicable)**Financial*

There are no financial implications.

CONCLUSION

The by-laws for five Business Improvement Areas are set to expire at the end of March 2016. A sixth BIA has applied to expand its boundaries. The respective BIA societies have asked that their applications be forwarded by way of Council Initiative to a Court of Revision. The results of the various BIA outreach activities indicate little or no opposition at this stage in the process. It is recommended that all six applications be forwarded to Court of Revision. If Council approves the BIA applications, the year-1 budgets will be reported along with all of the other BIAs' 2016 - 2017 budget requests.

* * * * *



Hastings Crossing B.I.A.

HASTINGS CROSSING BUSINESS IMPROVEMENT
ASSOCIATION

Budget Item	Program/Project	2015-2016	2016-2017	% of Revenue
City Tax Levy		\$103,000	\$206,000	96.00%
Interest		\$2,060	\$4,200	2.00%
GST Rebate		\$2,000	\$4,000	2.00%
Total Revenues		\$107,060	\$214,200	100.00%
Administration				
Staffing + Contractors		\$30,000	\$50,000	63.00%
Staffing	Admin support	\$2,000	\$3,000	4.00%
Rent		\$3,500	\$3,500	4.00%
Accounting	Bookkeeper, Audit	\$9,000	\$10,000	13.00%
Insurance		\$1,200	\$1,500	2.00%
Board and Committee Expenses	Strategic planning and advocacy	\$4,000	\$6,000	8.00%
Office Supplies		\$1,000	\$1,700	2.50%
Membership Fees	Tool Share Library (non HxBIA members)		\$1,000	1.00%
Web		\$1,000	\$3,000	
Travel and Conferences		\$2,000	\$2,000	2.50%
Admin Sub-total		\$53,700	\$81,700	100.00%
Marketing and Promotion				
Special Community Events	Networking/speaking events		\$1,500	11.00%
Newsletters and Marketing		\$6,000	\$5,000	
Neighbourhood Events Sponsorship and Marketing Ad-Hoc	Living History Series or other Signature Event	\$13,000	\$5,000	38.00%
Fair In the Square		\$1,000	\$1,000	5.00%
Word		\$1,000	\$1,000	5.00%
Vancouver Queer Film Festival		\$2,500	\$2,500	13.00%
Indian Summer Festival		\$1,500	\$1,500	7.00%

Marketing and Promotion Sub-total		\$19,000	\$17,500	100.00%
Public Relations and Safety				
Safety and Well-being	MP Neighbors Patrol	\$20,000	\$55,000	48.00%
CommunityWise		\$4,000	\$5,000	4.00%
Tool Share Library Upkeep and Park Stewardship Committee		\$5,000	\$10,000	8.00%
Public Art and Placemaking		\$9,000	\$25,000	25.00%
Infrastructure Development, Maintenance and Cleaning	MP Maintenance	\$14,000	\$20,000	15%
Public Realm Sub-total		\$52,000	\$115,000	100.00%
Totals Expenses		\$124,700	\$214,200	88.80%
Surplus (Deficit) Working Capital Fund		(\$17,640.00)	\$0.00	11.20%



Hastings Crossing Business Improvement Association
P.O. Box 88188, 418 Main Street
Vancouver, BC V6A 4A5
604.219.3196
hxbia.com

September 29, 2015

Mayor Gregor Robertson & Members of Council
c/o Peter Vaisbord, BIA Program Coordinator
City of Vancouver
453 W 12 Ave
Vancouver, BC V5Y 1V4

Dear Mayor Robertson & Council:

Re: Proposed Renewal of Hastings Crossing Business Improvement Association

On behalf of the Directors and Members of Hastings Crossing Business Improvement Association (HxBIA), I hereby request that Vancouver City Council consider our application to renew the Hastings Crossing BIA for a 5-year term, commencing April 1, 2016.

Our renewal process began in late 2014 with a comprehensive survey of member businesses and property owners. Based on the feedback from the survey and member comments, the Board developed a draft budget and strategic plan reflecting member priorities and goals. At our September 24, 2015 Annual General Meeting, the membership was updated on the renewal process and presented a five-year budget and funding ceiling. The membership voted to support both the five-year renewal and the five-year funding ceiling.

This letter is to be considered Hastings Crossing BIA's formal BIA application as required by the City's BIA Program.

Should you have any questions about the BIA renewal request of Hastings Crossing Business Improvement Association, please feel free to call or email us.

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

Sincerely,

Landon Hoyt
Executive Director
Hastings Crossing Business Improvement Association



Hastings Crossing Business Improvement Association
P.O. Box 88188, 418 Main Street
Vancouver, BC V6A 4A5
604.219.3196
hxbia.com

Summary of Outreach Prior to HxBIA 2015 Renewal AGM

2014 – BIA Survey

- Joint DTES BIA Survey as part of Local Area Plan outreach
- Conducted in partnership with Gastown, Chinatown, and Strathcona BIAs

Spring 2015 – Renewal Budget Proposed

- Proposed budget for 5 year renewal created based on member priorities expressed in survey and ad hoc communication

July 2015 – Renewal Budget Accepted

- Board of Directors review proposed budget and accept budget and programs to present to general membership

July-September 2015 – Community Meetings & Social Media

- 31 personal meetings with community members between July and September 2015
- 5 days spent canvassing local businesses to talk about AGM and renewal with 5 year renewal report in hand
- Numerous twitter, facebook, and instagram posts regarding AGM and renewal

August 16, 2015 – Official AGM Package

- Official AGM Package mailed to all member businesses and property owners

August 17, 2015 – Electronic Newsletter & Website

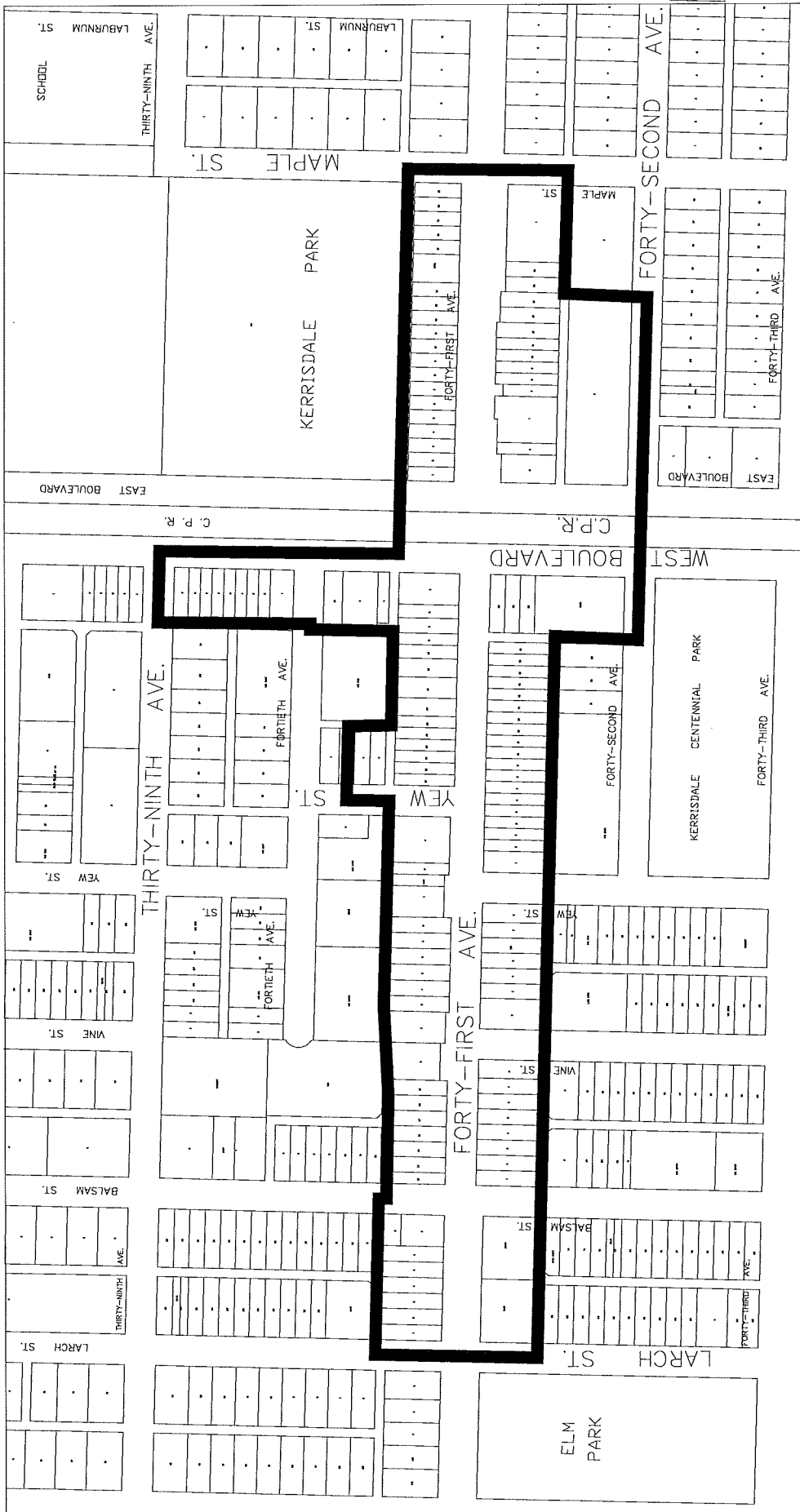
- AGM Notice sent to 80 subscribers via eNewsletter
- Website updated regarding AGM and renewal – included links to electronic versions of official AGM notice and 5 year renewal report

September 2015 – Outreach Events

- September 8: Lunch n' Learn for HiVE Members about HxBIA renewal
- September 9: Outreach at SFU 50th Anniversary event at SFU Woodward's

September 15, 2015 – Supplementary AGM Package

- AGM Reminder Notice mailed to all member businesses and property owners – included supplementary materials regarding renewal, including 5 year renewal report
- Electronic Newsletter, AGM Reminder Notice sent to 100 subscribers



Kerrisdale B.I.A.

Kerrisdale Business Association	
Proposed Budget 2016 - 2017	
	2016 - 2017
REVENUE	
Levy Revenue	
Business Improvement Ass'n Levy	354,000
Non Levy Revenue	
Parkade Management Fee	
Interest Income	600
Fundraising Income	
Carnival Days	3,000
Kerrisdale Days	1,500
Total Non Levy Revenue	5,100
TOTAL REVENUE	359,100
EXPENSES	
PROMOTION	
Marketing & Advertising	
Advertising	64,000
Banners	26,000
Signage	2,600
Posters	7,000
Newsletter	2,500
Website	1,300
Total Marketing & Advertising	103,400
Events	
Carnival Days	23,000
Kerrisdale Days	25,000
Music Under the Clock	6,000
Christmas	27,000
Free Skate	3,600
New Event Developments	5,000
Total Events	89,600
TOTAL PROMOTION	193,000
PLACE MAKING	
Maintenance & Beautification	
Cleanup & Maintenance	15,000
Landscaping and Gardens	25,000
Water and energy	2,000
TOTAL PLACEMAKING	42,000
COMMUNITY SAFETY	83,000
GOVERNANCE & ADMINISTRATION	
Governance	
Meetings and AGM	5,500
Administration	
Coordinator	28,800
Clerical Support	2,400
Insurance	2,200
Telephone	2,400
Office & Supplies	1,000
WorkSafe (WCB)	150
Total Administration	36,950
Legal & Accounting	
Accounting	4,500
Audit	4,100
Total Legal & Accounting	8,600
TOTAL GOVERNANCE & ADMINISTRATION	51,050
TOTAL EXPENSE	369,050
Net Income (Loss) before Capital Projects	(9,950)
Less: Capital Projects	
Contingency expenditures	(5,450)
Net Income (Loss) after Capital Projects	(4,500)
Cash on hand - March 31 (Contingency Fund)	37,415

Kerrisdale Business Association
Kerrisdale PO; PO Box 18068
Vancouver, BC
V6M 4L3

October 14, 2015
Mayor & Council
City of Vancouver

Re: Renewal Request for the Kerrisdale Business Association 2016-2021

On behalf of the property owners and merchants of Kerrisdale Village, I am pleased to advise Council of our intention to seek a new five-year mandate for the Kerrisdale Village BIA. The extended mandate was presented and approved at our recent Annual General Meeting on September 3, 2015, and we are confident there is a strong majority in favour of this initiative throughout the full membership.

The Kerrisdale BIA encompasses Maple to Larch Street along West 41st Avenue; West 39th to West 42nd Street along West Boulevard; The London Drugs Complex of Stores from East Boulevard along West 42nd Avenue; and Yew Street north to the lane from West 41st Avenue. This will be our sixth, five year mandate and we look forward to continuing the positive work we have begun in our community and appreciate your support in this matter.

This letter is to be considered the KBA's formal BIA application as required by the City's BIA Program.

Should you have any questions about the BIA renewal request of the Kerrisdale Business Association, please feel free to call or email us.

Sincerely,
Terri Clark
Kerrisdale Business Association
Coordinator
778-866-9875

Kerrisdale Renewal Calendar 2016-2021

February 2015

- ☐ Update Membership re Impending Five Year BIA Renewal

February-May 2015

- ☐ Informal meetings– Coordinator, Board members and merchants February - July

March 2015

- ☐ Reiterate BIA renewal information in hand-delivered Spring Newsletter and ask for additional input from all members in advance of drawing up budget for Board approval

June 2015

- ☐ Finalize 2016-2021 budget
- ☐ Finalize 5 year funding cap
- ☐ Produce BIA Renewal Newsletter and distribute to all businesses and property owners plus put on website

July 2015

- ☐ Post notice of AGM on website
- ☐ Call for Board nominations
- ☐ Board approves draft Renewal Budget
- ☐ Produce and distribute AGM Newsletter

August 2015

Member Correspondence: Legal AGM package newsletter

- ☐ Cover letter
- ☐ Membership application
- ☐ AGM notice, rules of membership, voting, proxies etc.
- ☐ Proxy form
- ☐ The year in review
- ☐ Minutes from 2014 AGM
- ☐ Explain Renewal Process
- ☐ 5 year budget plan, funding cap/ceiling
- ☐ Budget for 2016-2021
- ☐ Declaration of notification to City
- ☐ Member Outreach advertised

- ☐ **Board nominations close** – 30 days prior to AGM

September 3, 2015
AGM Meeting

- ☐ **Membership Applications close** – 7 days prior to AGM
- ☐ **Proxies Close** – 48 hours prior to AGM
- ☐ **AGM** – members approved:
 - 5 year mandate
 - 5 year funding cap \$1,802,000 (budget for 5 year term)
 - Budget for year 1 (2016-2017) \$354,000

October 2015

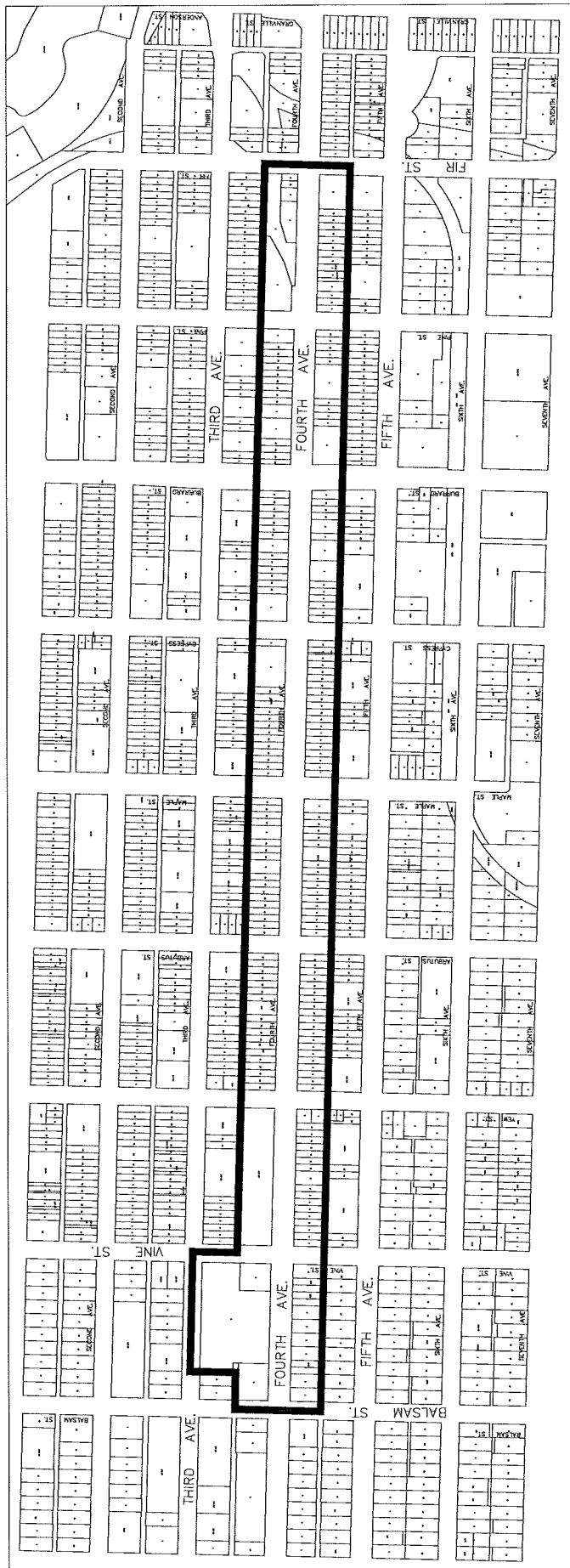
- ☐ **Letter of Intent** sent by BIA to Mayor and Council to renew mandate
- ☐ Outreach summary to Peter Vaisbord

December 2015

- ☐ City Council to hear request for Renewal of Mandate
- ☐ Notification from City of Vancouver – **to include KBA document**
- ☐ Closing date for letters of objection

February 2016

Court of Revision



Kitsilano Fourth Avenue B.I.A.

KITSILANO WEST 4th Ave BIA

PREVIOUS BUDGET 2010-2015 \$2,000,000

PROPOSED BUDGET 2016-2021 \$2,100,000

RENEWAL BUDGET

BUDGET April 1, 2016 - March 31, 2017	Budget
Levy	\$400,000
Total Income	\$400,000
PROMOTION/MARKETING/EVENTS	
Khatsahlano	\$65,000
Category Promotion - Fashion	\$15,000
Category Promotion - Restaurants	\$12,000
Category Promotion - Outdoor/Active	\$7,000
Category Promotion - Home/Garden	\$7,000
Christmas Promotion	\$20,000
Black Friday	\$5,000
Shop Local Program	\$5,000
Miscellaneous Print	\$8,000
Advertising (Social/Outdoor/Transit)	\$15,000
Radio	\$15,000
Website	\$2,500
Social/Mobile Media	\$3,800
Subtotal	\$180,300
STREET ENHANCEMENTS	
Graffiti Removal Program	\$14,000
Clean Team	\$13,000
Tree Lighting (Electrical bill)	\$10,000
Street Furniture/Artwork	\$20,000
Street Banners	\$20,000
Sub total Committee	\$77,000
NETWORKING & ADVOCACY	
Merchant-2-Merchant Networking (2)	\$4,000
Education & Conferences	\$1,000
Subtotal	\$6,000
ADMINISTRATION	
Salaries & Benefits & Bookkeeping & Audit	\$105,000
Bookkeeping	\$4,200
Audit	\$4,500
Insurance	\$3,000
Storage Rental	\$2,000
AGM/Monthly Board Meetings	\$6,000
Office Expenses	\$3,000
Legal	\$2,000
Subtotal	\$129,700
CONTINGENCY	
Operating Expenses	\$12,000
GST Refund	(\$5,000)
Subtotal	\$7,000
Total	\$400,000

Year One	2016-2017	\$ 400,000.00
Year Two	2017-2018	\$ 410,000.00
Year Three	2018-2019	\$ 420,000.00
Year Four	2019-2020	\$ 430,000.00
Year Five	2020-2021	\$ 440,000.00
		\$ 2,100,000.00



October 19, 2015

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

Dear Mayor Robertson & Council:

On behalf of the Directors and Members of the Kitsilano West 4th Ave Business Improvement Association, I hereby request that Vancouver City Council consider our application to renew the Kitsilano West 4th Ave BIA for a 5-year term, commencing April 1st, 2016.

Our renewal process started in January of 2015 with a review of our goals and objectives with the Board of Directors and stakeholders of the Association including property owners and business owners. We created a survey and outreach materials were sent to all members. We received positive feedback throughout the renewal process. Based on the feedback from the general membership our plan and five-year budget as well as the funding cap was established. The membership voted unanimously at the AGM to support both the five year renewal and the five-year member cap.

This letter is to be considered the Kitsilano West 4th Ave BIA application required by the City's BIA Program.

Should you have any questions about the BIA renewal request of the Kitsilano West 4th Ave Business Improvement Association, please feel free to contact us.

Thank You for your time and consideration of our BIA renewal request.

Sincerely, _____

Jane McFadden
Executive Director

Kitsilano West 4th Ave Business Association
202-1857 West 4th Ave Vancouver, BC V6J 1M4
604-617-9070 www.shopwest4th.com



RENEWAL CALENDAR

JANUARY 2015

- ENGAGED VARIOUS STAKEHOLDERS & MEMBERS WITHIN THE BIA BOUNDARY TO DISCUSS RENEWAL

FEBRUARY 2015

- MEMBERSHIP SURVEY
- STRATEGIC PLANNING SESSION WITH BOARD OF DIRECTORS

MARCH 2015

- COLLECTED & COMPILED SURVEY RESULTS
- DRAFTED BUDGET FOR FIVE YEAR RENEWAL

APRIL 2015

- MET WITH BIA CITY STAFF TO CONFIRM REQUIRED STEPS
- OPEN HOUSE & NETWORKING EVENT FOR MEMBERS TO PRESENT DRAFT BUDGET & FIVE YEAR PLAN

MAY 2015

- FINALIZE 2016/2017 BUDGET
- FINALIZE FIVE YEAR FUNDING CAP
- POST NOTICE OF AGM ON WEBSITE

JUNE 2015

- MEMBER INFO BY APPOINTMENTS

AUGUST 2015

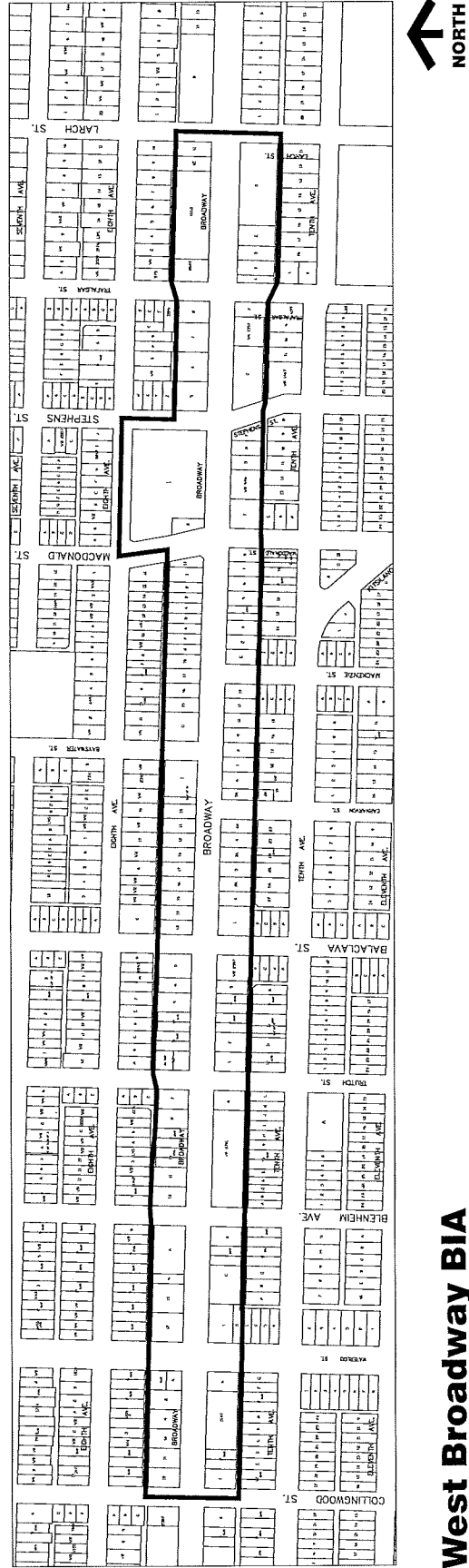
- AGM PACKAGE OUT
- BOARD OF DIRECTORS NOMINATIONS

SEPTEMBER 2015

- AGM MEMBERS APPROVED 5 YEAR MANDATE, 5 YEAR FUNDING CAP, BUDGET FOR 2016-2017

OCTOBER 2015

- LETTER OF INTENT SENT TO MAYOR AND COUNCIL TO RENEW MANDATE
- OUTREACH SUMMARY TO PETER VAISBORD



West Broadway BIA



WEST BROADWAY BIA

Business Improvement Association

BIA RENEWAL YEAR 1 BUDGET: APRIL 1, 2016-MARCH 31, 2017

AREA / INITIATIVE:	BUDGET
ADMINISTRATION	
Audit & Bookkeeping (note 1)	\$3,650.00
Insurance	\$2,100.00
AGM: annual meeting, annual report & distribution	\$1,700.00
Miscellaneous Office: stationery & supplies	\$1,500.00
Member Communication & Events: updates, networking events (note 2)	\$2,000.00
BIA Coordinator (note 3)	<u>\$60,000.00</u>
	\$70,950.00
STREET ENHANCEMENT & SAFETY	
Banners & Street Signs: branding & beautifying the area (note 4)	\$20,500.00
Street Lighting: Tree & pole lights, maintenance, infrastructure (note 5)	\$45,000.00
Street Clean Team: Litter/waste pick-up services (note 6)	\$8,000.00
Street Cleaning/Façade Improvements (note 7)	\$7,000.00
Graffiti/Vandalism Mgmt: monitoring, reporting & resources (note 8)	\$2,500.00
Landscaping: planting & maintenance for street & planters (note 9)	\$15,250.00
Street Amenities: benches, litter cans, bike racks (note 10)	\$7,000.00
Public Art: Murals, utility/mailbox wraps, art installations (note 11)	\$2,500.00
Safety Resources: updates, guides & workshops (note 12)	<u>\$1,500.00</u>
	\$109,250.00
MARKETING - EVENTS / ADVERTISING / PROMOTIONS	
Events & Campaigns: outdoor movie, street activations (note 13)	\$20,000.00
BIA Street Festival: festival to promote local businesses (note 14)	\$15,000.00
Greek Day Sponsorship: exposure for business area (note 15)	\$10,000.00
Advertising: radio, print, co-op ads (note 16)	\$10,000.00
Brochure/Flyers: business directory, promotions, design & printing	\$9,500.00
Direct Mail Marketing: brochure/promotion delivery to residents	\$3,000.00
Website: maintenance, upgrades & revisions	\$3,000.00
Social Media & Digital Marketing: posts & campaigns/ads (note 17)	\$12,000.00
Branding & Promotional Products (note 18)	\$4,000.00
Staff Discount Program: discount card/tags, incentives to shop local	<u>\$500.00</u>
	\$87,000.00
BUSINESS RELATIONS & MEMBERSHIPS	
Business Recruitment: vacant unit signs, listings, investor info (note 19)	\$5,000.00
Fair Tax Coalition: Advocacy for lower commercial property tax (note 20)	\$400.00
Vancouver BIA Partnership (note 21)	\$475.00
Tourism Vancouver: brochure display at Tourist centre	\$100.00
BIABC Membership (note 21)	\$325.00
Education/Conferences (note 21)	<u>\$1,500.00</u>
	\$7,800.00
TOTAL	\$275,000.00



WEST BROADWAY BIA

Business Improvement Association

October 12, 2015

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

Dear Mayor Robertson and Council:

Re: Proposed Renewal of West Broadway Business Improvement Association 2016-2021

On behalf of the Directors and Members of the West Broadway Business Improvement Association (WBBIA), I hereby request that the Vancouver City Council consider our application to renew the West Broadway BIA for a 5- year term, commencing on April 1st, 2016.

The WBBIA includes ten blocks along West Broadway between Collingwood to Larch Street, and side streets up to the laneways. Since our formation in 2011, we have worked diligently and collaborated with local business and property owners, and community organizations, to make a positive difference in the area.

Although we have the second smallest budget of the City's 22 BIAs in Vancouver, our volunteer Board and part-time staff person have coordinated successful marketing (including directories, direct mail, website and social media), events (including outdoor movies, and festival sponsorship), street enhancements (including custom lights, social employment street clean program), and community partnership initiatives with local community organizations (including the Kitsilano Community Centre, library and local schools and daycares).

Our renewal process began in January 2015: surveys and outreach materials were sent to all members, as well as consultation meetings and communication updates in Spring and Summer. We received input from members to provide more marketing, events and street enhancement projects, therefore we proposed plans and budget increases to meet the needs of local businesses and effectively serve the business area.

In addition to the proposed plans and budget, we provided sample calculations to show the nominal increase of business contributions at different budget levels and the benefit of pooling resources together among many local businesses. We presented members with an update on the renewal process and the 5-year renewal budget, and received a unanimous vote in favour of a BIA renewal at the AGM on September 30, 2015.

Please accept this letter as the WBBIA's formal application as required by the City's BIA Program. Peter Vaisbord, the BIA Coordinator, is aware of the proposal and will be sent a copy of this letter as well.

If you have any questions about the BIA renewal request of the West Broadway Business Improvement Association, please feel free to call or email us.

Thank you for your continued support and consideration of our BIA renewal request.

Sincerely,

Michelle Barile

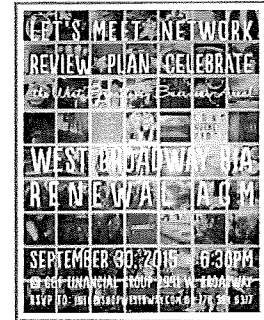
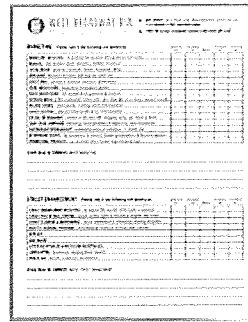
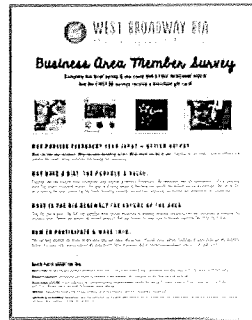
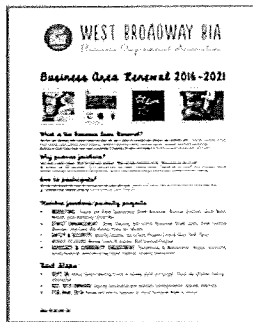
Michelle Barile, Manager
West Broadway Business Improvement Association



WEST BROADWAY BIA

Business Improvement Association

OUTLINE OF RENEWAL ACTIVITIES BIA RENEWAL 2016-2021



1. RESEARCH BIA RENEWAL ACTIVITIES AND MEET WITH CITY STAFF – WINTER 2015

- Review renewal resources and materials from other areas and meet with City BIA staff.

2. MEMBER SURVEY – SPRING 2015

- Distribute surveys to business and property owners requesting feedback on BIA initiatives and input to help shape BIA priorities and budget.

3. CONSULTATION MEETINGS & STRATEGIC PLAN – SUMMER 2015

- Conduct two consultation meetings with business and property owners to present information about renewal, have a dialogue about ideas and plans for the area, and receive feedback. Meeting invitations were distributed by mail, delivery and email.

4. RENEWAL PACKAGE & AGM PACKAGE – SUMMER 2015

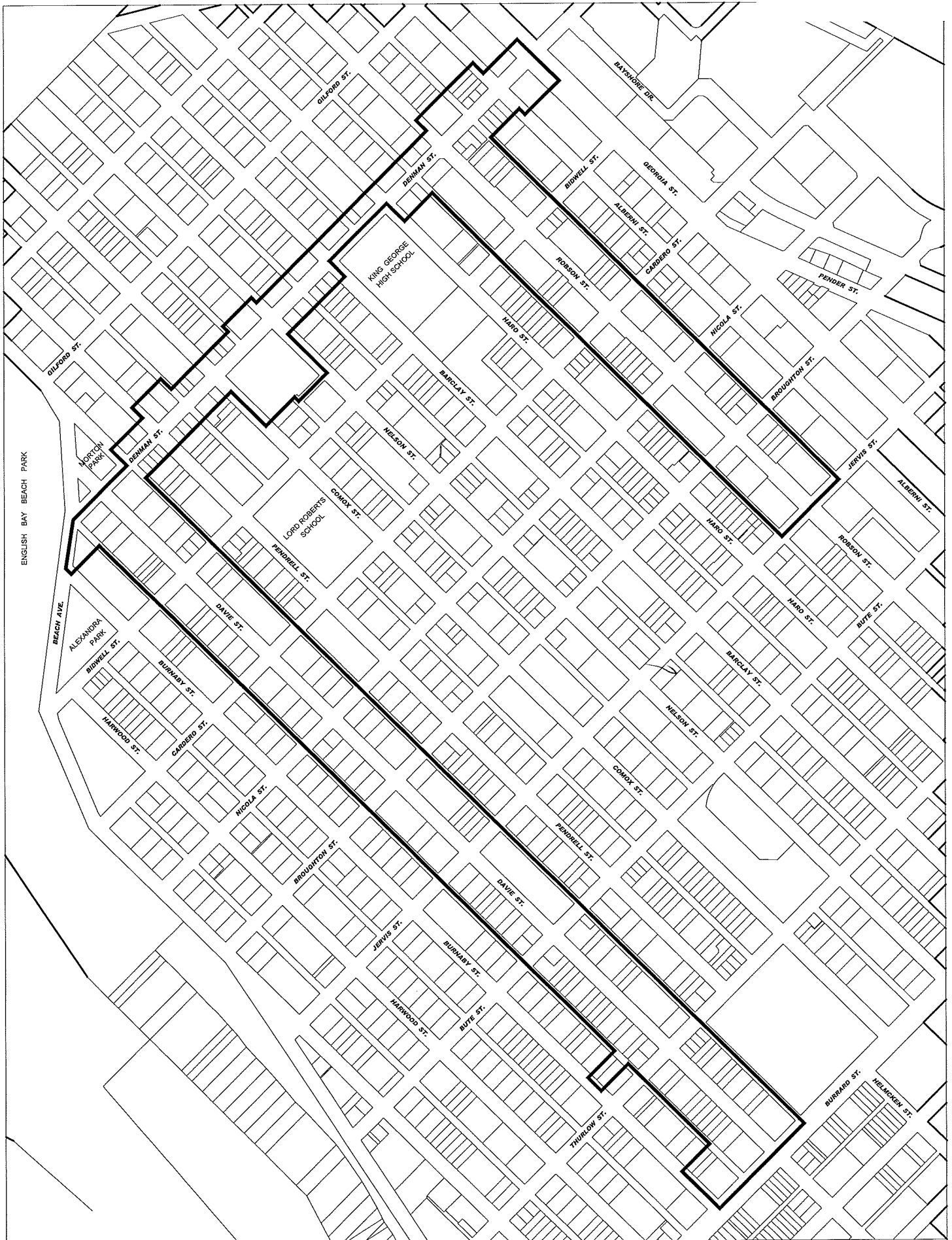
- Prepare and distribute renewal and AGM package to all property owners, which outlines plans and proposed budget options for the next 5 year term.

5. AGM – SEPTEMBER 30, 2015

- Present members with budget and project highlights and an update on the renewal process and the 5 year term renewal budget options. Receive a unanimous vote in favour of a BIA renewal budget and a motion is passed to approve a BIA renewal term budget \$275,000 per year for 5 years.

6. ONGOING CONSULTATION

- Liaise with business and property owners and community organizations to develop BIA projects to benefit and enhance the area.



**WEST END BIA**

Presentation Budget for the 2016-2017 Fiscal Year

July 3/15

Revenue			
City of Vancouver Levy	\$	823,637.00	
Other Revenue			
Sponsorship			
2015YE HST Rebate (est)	\$	9,500.00	
Interest	\$	500.00	
Total Revenue	\$	833,637.00	\$ 833,637.00
Expenses			
Community Safety			
Leveraged Services (CPC)	\$	50,258.37	
Meetings	\$	1,333.82	
Wages	\$	23,435.15	
Total Community Safety	\$	75,027.34	
Placemaking			
Equipment Purchase (e.g. street decorative lights)	\$	57,500.00	
Street Maintenance & Beautification	\$	31,355.15	
Leveraged Services (GNH)	\$	52,549.39	
Meetings	\$	3,000.00	
Research & Policy Development	\$	7,504.56	
Sponsorship (Community Relations)	\$	6,500.00	
Wages	\$	33,566.71	
Total Placemaking	\$	191,975.81	
Promotion			
Advertising/Brand Development	\$	50,000.00	
Banner Program	\$	32,420.00	
Events/Visitor Servicing	\$	49,931.89	
Meetings	\$	3,000.00	
Member Communications	\$	1,200.00	
Printing	\$	2,000.00	
Sponsorship	\$	64,549.39	
Wages	\$	95,365.62	
Website Development & Digital Marketing	\$	40,000.00	
Total Promotion	\$	338,466.90	
Administration/Governance			
Bank Charges	\$	50.00	
Insurance	\$	4,500.00	
Information Technology	\$	2,500.00	
Meetings, Memberships, Professional Development & Cc	\$	13,000.00	
Office Equipment	\$	5,000.00	
Office Supplies	\$	5,000.00	
Printing	\$	200.00	
Professional Fees (e.g. Legal, Accounting)	\$	14,290.50	
Rent	\$	43,604.76	
Repair & Maintenance	\$	500.00	
Storage	\$	1,450.00	
Telephone and Internet	\$	4,100.00	
Transportation	\$	1,000.00	
Wages, Benefits & Ceridian Fees	\$	110,971.70	
Total Administration	\$	206,166.96	
Contingency			
Contingency Fund & GST Rebate (est)	\$	22,000.00	
Total Contingency	\$	22,000.00	
Total Expenses	\$	833,637.00	\$ 833,637.00
Net Income			\$ -



Three great streets.
One amazing neighbourhood.
DAVIE. DENMAN. ROBSON.

October 14, 2015

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

Dear Mayor Robertson and Council:

Re: Proposed Renewal of the West End Business Improvement Association

On behalf of the Directors and Members of the West End Business Improvement Association (WEBIA), I hereby request that the Vancouver City Council consider our application to renew the West End BIA for a 5-year term, commencing on April 1st, 2016.

The WEBIA encompasses the three commercial streets of the West End, namely Davie west of Burrard, all of Denman and Robson from Denman to Jervis. The WEBIA has led efforts on behalf of property owners and businesses to revitalize the commercial street and promote the area as a great place to own and operate a business. Our stated mission is to: 'brand, promote and revitalize the West End.' The WEBIA participated in the recent West End Community Planning process and we look forward to being an active partner with the city in the implementation phases.

Our renewal process began in January 2015 when WEBIA surveyed our property owners and businesses to find out what their top issues, concerns and priorities were. The Board went through a strategic planning process in February and shared a five year strategic framework with members online and at three Open Houses from April to June, 2015. At our AGM on September 23, 2015, the membership was updated on the renewal process, the five year strategic plan and presented a budget forecast. With a unanimous vote at the AGM, the WEBIA membership supported WEBIA's renewal.

This letter is the WEBIA's formal BIA Renewal Request as required by the City's BIA Program. Peter Vaisbord, the BIA Coordinator, is aware of the proposal and will be sent a copy of this letter as well.

Should you have any questions about the WEBIA renewal request please feel free to contact our office at 604.696.0144 or email s.regan@westendbia.com. Thank you for your consideration of our BIA renewal request.

Stephen Regan
Executive Director

cc WEBIA Board of Directors

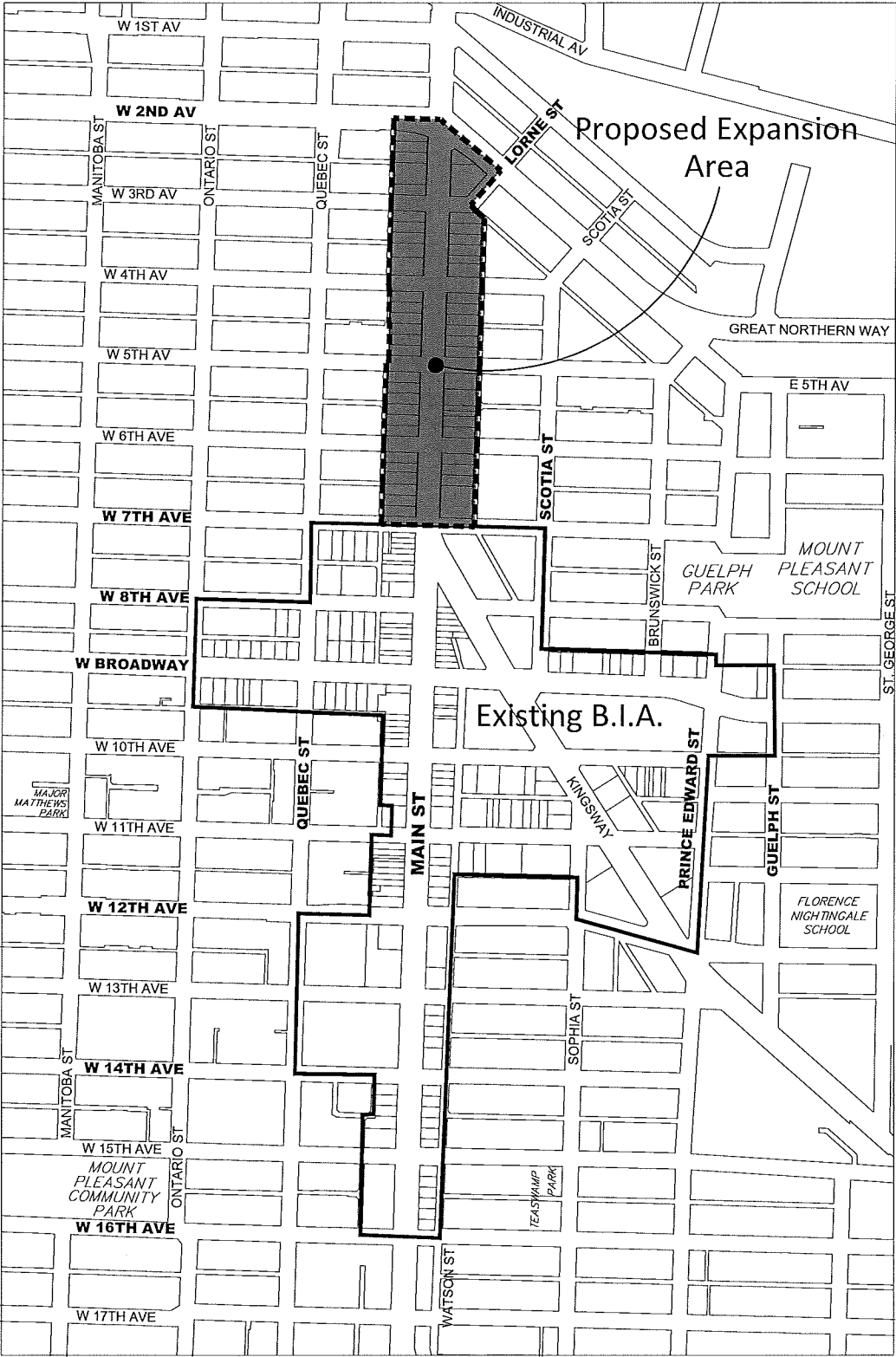


Three great streets.
One amazing neighbourhood.
DAVIE. DENMAN. ROBSON.

West End BIA – 2015 Renewal Process

Summary of Property Owner and Business Outreach

January 19	Issues survey invitation distributed to all businesses – electronic survey managed by Sentsi Market Research
January 27	Issues survey letter mailed out to all Property Owners – electronic survey tool
February 11	Electronic newsletter (E-news) to businesses/property owners to encourage them to complete the online survey
March	101 survey responses received, tabulated and reported (approx. 20% response rate)
April 16	E-news notification for three (3) upcoming Open Houses to share survey results, receive additional feedback and establish priorities and BIA Renewal
April 23	E-news reminder of Open Houses
April 24	Hand delivered Open House notices to businesses in Davie Village
April 28	E-news reminder of Open Houses
April 29	Open House in Davie Village
May 7	E-news reminder of Open Houses
May 13	Hand delivered Open House notices to businesses on Denman
May 15	E-news reminder of Open Houses
May 19	Open House on Denman
May 26	E-news Call for Nominations and Advanced Notice of AGM
June 3	Property Owner mail out re: BIA Renewal, Notice of AGM & Call for Nominations
June 17	E-news reminder Director Nominations close July 3, 2015
June 17	Open House on Robson
July 28	Property Owner mail out Renewal Package Version 1 (draft 2016-17 budget)
July 29	E-news reminder of Annual General Meeting
July 29	Business Owner drop off Renewal Package Version 1
August 14	Property Owner mail out Renewal Package Version 2 (proposed 2016-17 budget)
August 18	Business Owner drop off Renewal Package Version 2
August 21	Property Owner mail out AGM Reminder and City Letter
August 21	Business Owner mail out AGM Reminder and City Letter
August 21	E-news reminder Annual General Meeting
Sept14	E-news reminder Annual General Meeting
Sept 23	AGM – Five Year Renewal presented, discussed and unanimously approved.



Existing Mt. Pleasant B.I.A. with Proposed Expansion-area



Mount Pleasant Commercial Improvement Society (MPBIA)
Proposed Budget for Expansion Area Year-1
April 1, 2016 to March 31, 2017

REVENUE

City Tax Levy	\$	75,777.00
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TOTAL REVENUE	\$	75,777.00
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EXPENSES

Member / Center Support

Wages: Executive Director	\$	8,470.00
Wages: BIA Resource Centre	\$	9,900.00
CPP, UIC, MSP and WCB	\$	1,631.00
Sub-Total	\$	20,001.00

Administration

Accounting and Auditor	\$	1,500.00
Insurance	\$	280.50
Meetings/Conferences/Seminar/Employment Advertising	\$	50.00
Sub-Total	\$	1,830.50

Economic Development Resource Centre & Special Project Support

Legal Fees	\$	1,200.00
Office Supplies and Equipment	\$	500.00
Rent and Office Upgrades	\$	2,255.00
Telephone / Internet / Web Hosting	\$	341.00
Website Upgrade and Maintenance	\$	500.00
Sub-Total	\$	4,796.00

SPECIAL PROJECT COST - COMMITTEES

Business & Tourism Development

Newsletter and Promo Items	\$	515.00
Advertising Features:		
Event Advertising: Georgia Straight / Other	\$	250.00
Summer Student: Marketing Events	\$	1,341.50
Sub-Total	\$	2,106.50

Government & Community Relations

AGM	\$	231.00
Sub-Total	\$	231.00

Mount Pleasant Commercial Improvement Society (MPBIA)
Proposed Budget for Expansion Area Year-1
April 1, 2016 to March 31, 2017

Safety & Security	
Committee Meetings and Membership Dues	\$ 22.00
Bike Patrols - Security Company	\$ 19,000.00
Sub-Total	\$ 19,022.00
Street Enhancement	
Banners	\$ 4,360.00
Banner Brackets	\$ 1,320.00
Power Washing	\$ 2,000.00
Graffiti	\$ 10,000.00
Weed Control	\$ 750.00
Coast Foundation: Sidewalk Cleaning and Poster Removal	\$ 9,360.00
Sub-Total	\$ 27,790.00
TOTAL EXPENSES	\$ 75,777.00
Excess of Revenue Over Expenditure	\$ -



October 15, 2015

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

Dear Mayor Robertson and Council:

RE: Proposed Expansion of the Mount Pleasant Business Area (MPBIA)

On behalf of the Board of Directors and the Members of the Mount Pleasant Commercial Improvement Society (MPCIS), I hereby request that the Vancouver City Council consider our application to expand the Mount Pleasant BIA northward on Main Street from 7th Avenue to 2nd Avenue. The proposed concept is for this to be under a separate expansion area for a five year term, from April 1, 2016 to March 31, 2021.

The current MPBIA, one of the two oldest BIAs in the City of Vancouver (1989), encompasses the area on Main Street from 7th to 16th Avenue, Kingsway from 7th to 12th Avenue, Broadway from Ontario the Guelph Street and the commercial properties in between. Over the past 27 plus years, the MPBIA has partnered with our property owner and business members to achieve an amazing transformation of our business community into the vibrant, high profile and successful commercial area we have today. We would like the opportunity to be of benefit to an enhanced segment of Main Street.

We began the expansion outreach process in late 2014, hiring an outside consultant to assist with the process. We created a survey and outreach materials that were sent to all the businesses and property owners in the spring and summer, 2014. Significant one-to-one outreach was undertaken, with information being hand delivered to the businesses on Main Street. Based on input received, we developed, fine-tuned and circulated an expansion-area budget. We hosted four (4) meetings on June 1st, June 22, July 13 and July 27, 2015.

Based on the feedback received, we believe that expansion is generally supported. The concept of a northward expansion will potentially benefit both our current and proposed membership as it will allow us to represent the interests of an enhanced portion of Main Street and assist in the enhancement of the new area as it transforms through re-development.

Our current membership are also supportive of the initiative, unanimously passing the following motions at our AGM on September 15, 2015:

- to approve expansion of the MPBIA north along Main Street to 2nd Avenue as a separate expansion area, with a five year term, from April 1, 2016 to March 31, 2021 and to request City Council to commence an expansion process
- to approve a 5-Year Funding Ceiling for the separate expansion area for the period from April 1, 2016 to March 31, 2021, in the amount of \$418,715.76
- to approve an expansion-area budget for the year 2016 – 2017 in the amount of \$75,777, and
- to amend the MPCIS society by-laws to expand eligibility for voting membership to include the proposed expansion, subject to City Council approval of the expansion.

Please accept this letter as the MPCIS formal BIA application for expansion as required by the City's BIA Program.

Should you have any questions about this BIA expansion request, please do not hesitate to contact the undersigned.

Your consideration of our BIA expansion request is greatly appreciated.

Best regards,

A handwritten signature in black ink, appearing to read 'Lynn Warwick', with a stylized, flowing script.

Lynn Warwick
Executive Director, MPBIA



APPLICATION FOR EXPANSION OF THE MPBIA ON MAIN STREET FROM 7TH AVE TO 2ND AVE
EXPANSION OUTREACH ACTIVITIES AND MATERIALS

January 27, 2015

- Hired Consultant Russ Davies to take the lead on the Expansion Outreach with support from Charmaine Carpenter, Programs Manager and Lynn Warwick, Executive Director.

February, 2015

- Design of Phase 1 Outreach materials including an Information Brochure and expansion-plan Introduction Letter (see attached).
- Design of digital and hard-copy of Phase 1 survey for expansion area feedback (see attached).
- Russ Davies begins canvassing the neighbourhood of expansion area, meeting business owners and staff and collecting contact information.

March, 2015

- **March 6** Phase 1 online survey is launched via the MPBIA website (see attached).
- **March 10** Electronic invitation (email) sent to all expansion area businesses and property owners inviting them to complete the online survey.
- **March 11-12** Hard copy of phase 1 Survey, Expansion Outreach Brochure and Introduction Letter hand delivered to all business owners with street access to their businesses.
- **March 11** Hard copy of Phase 1 Survey, Expansion Outreach Brochure and Introduction Letter mailed out to all property owners and businesses without street access.
- **March 30** Phase 1 online survey responses are collected (see attached summary).

May, 2015

- Design of Phase 2 outreach materials including an Information Brochure that reflects information gathered during initial survey and expansion-plan (see attached).

June, 2015

- **June 5** Mailed out Phase 2 packages to property owners which included infographic document with dates of upcoming meetings and a proposed Expansion Explanation Letter (see attached documents).
- **June 8 – 10** Hand delivered Phase 2 Packages to business owners which included infographic document with dates of upcoming meetings and a proposed Expansion Explanation Letter (see attached documents).
- **June 9** Emailed Phase 2 expansion documents to Board and Peter Vaisboard.
- **June 9** First emailed reminder to business and property owners about upcoming Meet & Greet.
- **June 15** Second emailed Reminder to Expansion Area for first meeting - Meet & Greet.
- **June 17** Main Street Meet & Greet – Main Street Brewery 6-9pm (see attached summary).
- **June 21** Email reminder to Main Street about Charette.

- **June 22** Main Street Charette – Heritage Hall 6-9pm (see attached summary).
- **June 25** Created a second survey to collect additional info to make a budget for both areas (see attached).
- **June 26** Survey are mailed and emailed to property and business owners and put on the MPBIA website for easy access (see attached summary).

July, 2015

- **July 6** Survey is completed.
- **July 8-16** Main Street expansion budget is created based on the information collected from business and property owners during the outreach phase including one on one meetings, and 2 surveys.
- **July 12** Expansion Area Budget is sent to Peter Vaisbord for approval.
- **July 13** Proposed budget presentation meeting – Mount Pleasant Community Centre.
- **July 27** Revised Main Street budget is created including only properties with a Main Street address or in a building that faces Main Street.
- **July 28** Expansion Area Budget is sent to Peter Vaisbord for approval.
- **July 28** Emailed reminder about upcoming Budget Finalization Meeting.
- **July 30** Budget Finalization Meeting hosted at the Mount Pleasant Community Centre – 1 attendee – Brian Meakin, property owner, Turner Meakin Management Co (see attached summary).

August, 2015

- **August 14** Received revised maps from City staff for new, reduced expansion area.
- **August 20** Emailed new budget to all of the property and business owners in the expansion area letting them know the changes in regards to area the MPBIA is moving forward with.
- **August 22** AGM Packages are mailed to MPBIA property owners with expansion information included.
- **August 25-26** Hand delivered AGM packages to current MPBIA member businesses with expansion information included.
- **August 27** Received expansion motion examples from Peter Vaisbord for AGM 2015.

September, 2015

- **September 7-9** Hand deliverer new budget to all business owners in expansion area.
- **September 10** Mailed new budget to property owners in expansion area.
- **September 15** MPBIA AGM 2015 – Current membership approves expansion (see attached AGM 2015 Meeting Minutes for complete AGM info regarding expansion).

AGM 2015 – Approved Expansion Motions

MOUNT PLEASANT COMMERCIAL IMPROVEMENT SOCIETY

27th ANNUAL GENERAL MEETING

Meeting Minutes

Date: Tuesday, September 15, 2015

Location: Heritage Hall, 3102 Main Street, Vancouver BC

9. MOTION: "TO APPROVE, IN PRINCIPLE, AN EXPANSION OF THE MOUNT PLEASANT BUSINESS IMPROVEMENT AREA (MPBIA) NORTH ALONG MAIN STREET TO 2ND AVENUE AS A SEPARATE EXPANSION AREA, WITH A FIVE YEAR TERM, FROM APRIL 1, 2016 TO MARCH 31, 2021, AND TO REQUEST CITY COUNCIL TO COMMENCE ON THE EXPANSION PROCESS."

Mover: Rick Sair
Second: Katwyn Sharp
Passed Unanimously: Yes

10. MOTION: "APPROVAL OF A SPECIAL RESOLUTION TO APPROVE AN AMENDMENT TO THE MOUNT PLEASANT COMMERCIAL IMPROVEMENT SOCIETY BY-LAWS SECTION 1.(1.)a) TO REPLACE EXISTING SCHEDULE A MAP WITH A NEW SCHEDULE A MAP REFLECTING THE EXPANDED MPBIA BOUNDARIES, SUBJECT TO CITY APPROVAL OF THE EXPANSION."

Mover: Bill Briscall
Second: Rick Sair
Passed Unanimously: Yes

11. MOTION: "TO APPROVE A 5-YEAR FUNDING CEILING FOR THE SEPARATE EXPANSION AREA FOR THE PERIOD FROM APRIL 1, 2016 TO MARCH 31, 2021, IN THE AMOUNT OF \$418,715.76, AS PRESENTED."

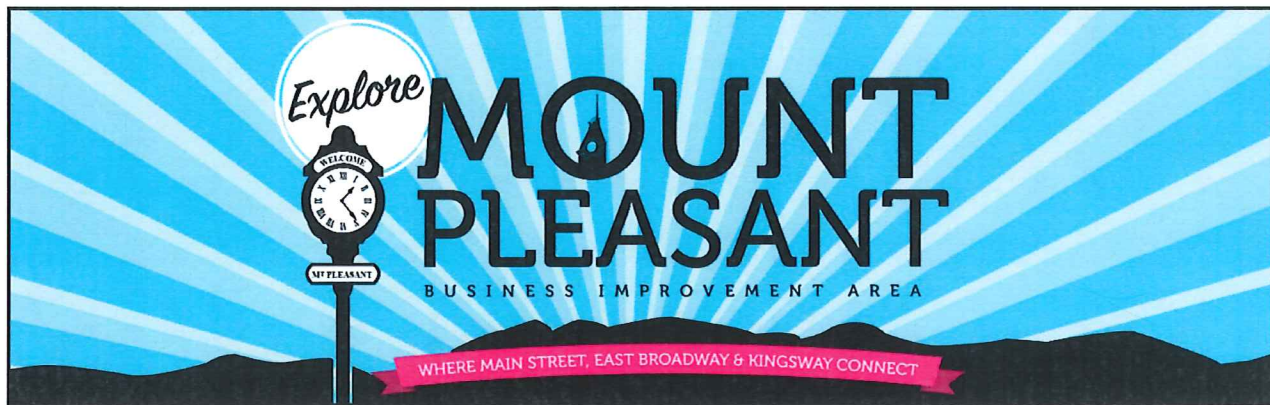
Mover: Jocelyne Hamel
Second: Rick Sair
Passed Unanimously: Yes

- 12 a MOTION: "TO APPROVE THAT THE BUDGET FOR THE YEAR 2016 – 2017 FOR THE SEPARATE EXPANSION AREA IN THE AMOUNT OF \$75,777 BE TAKEN AS READ, MOVED AND ADOPTED.",

Mover: Ivan Douglas
Second: Kate Nagel
Passed Unanimously: Yes

- 12 b. MOTION: "THAT THE DIRECTORS OF THE MOUNT PLEASANT COMMERCIAL IMPROVEMENT SOCIETY BE HEREBY AUTHORIZED TO RE-ALLOCATE BUDGET ITEMS WITHIN THE 2016-2017 SEPARATE EXPANSION AREA BUDGET."

Mover: Rick Sair
Second: Pam Hamilton
Passed Unanimously: Yes



Mount Pleasant Commercial Improvement Society

Expansion Application Package

This package includes:

- 1. Expansion Request Letter**
- 2. Summary of Expansion Outreach**
- 3. Supporting Outreach Documents**
- 4. Introduction Letter**
- 5. Infographic Expansion Brochure**
- 6. Expansion Survey #1**
- 7. Expansion Survey #1 – Summary of Results**
- 8. Follow Up Expansion Letter**
 - Expansion Meetings Dates & Times**
- 9. Infographic Brochure #2**
 - Survey #1 Results**
 - Expansion Meetings Dates & Times**
- 10. Summary of Expansion Meeting 1 - Meet & Greet**
- 11. Summary of Expansion Meeting 2 – Charette**
- 12. Survey #2**
- 13. Survey #2- Summary of Results**
- 14. Budget Introduction Letter**
- 15. Proposed Budget for Main Street**
 - 7th Ave -2 Ave, from Quebec Street to Scotia Street**
- 16. Proposed Budget for Main Street**
 - 7th Ave -2 Ave on Main Street Only**
- 17. Summary of Meeting #4 - Budget Finalization Meeting**
- 18. AGM 2015 Expansion Package**
 - 19. Introduction Letter for Existing MPBIA Membership**
 - 20. Proposed Year 1 Expansion Budget**
 - 21. Proposed 5 Year Expansion Budget**
 - 22. Existing MPBIA Map with Proposed Expansion Area**
 - 23. Map with Proposed Expansion Area**
 - 24. Map of Proposed New MPBIA Boundaries**
 - 25. Explanation of Expansion Motions for AGM**
 - 26. MPBIA 27th Annual AGM Minutes re: Expansion**



Mount Pleasant Commercial Improvement Society

Phase 1 Outreach Materials February – March 2015

- 1. Introduction Letter**
- 2. Infographic Expansion Brochure**
- 3. Expansion Survey #1**
- 4. Survey #1 - Summary of Results**



Dear Main Street Property Owner:

MOUNT PLEASANT BIA OUTREACH – SPRING 2015

The Mount Pleasant Business Improvement Area (MPBIA), is a not-for-profit organization that has been successfully managing the historic business district centred at Main and Broadway since 1989. Our borders extend on Main Street from 7th to 16th Avenue, on Kingsway from 7th to 12th Avenue and on Broadway from Guelph to Ontario Street.

Within our business community, we take the lead on:

- Area marketing power and brand development
- Special events and street festival organization
- Street beautification, safety and security concerns for the area
- An online Leasing List that helps potential tenants find available properties (mpbia.ca/leasing/)
- Online and print marketing and promotional opportunities, including social media
- Lobbying on issues of individual and group concern for our membership
- Advocacy for a more equitable commercial tax structure
- Programs that bring qualified tenants to the area and with them more desirable lease rates and reduced tenant turnover

We've recently had merchants in your neighbourhood contact us for assistance with a number of issues and to express interest in what we do for our members. As a result our Board of Directors are reaching out to explore the idea of opening our boundaries in welcome partnership with neighbouring property and business owners.

Enclosed is information on the Mount Pleasant BIA and the BIA concept. We are seeking your feedback on your needs, challenges and priorities. Please take a moment to give us your opinion by returning the attached survey by enclosed self-addressed envelope, by fax to 604 874-9316, or via email to outreach@mpbia.ca. We also have an online version available at www.mpbia.ca/main-st-survey-2015. We would appreciate your input by March 24, 2015

We would be pleased to sit down with you and discuss your property's business focus and discover how our BIA can complement your efforts. Please feel free to indicate this on the survey, or contact us at the phone numbers below and we'll be happy to meet with you personally in the coming weeks.

We look forward to your feedback!

Regards,
MOUNT PLEASANT BUSINESS IMPROVEMENT AREA
Per:

Russ Davies
Outreach Manager

Lynn Warwick
Executive Director

Charmaine Carpenter
Manager, Marketing & Promotions

Attracting the Business You Need

A good neighbourhood is all about good neighbours. The MPBIA works with property owners and realtors to help attract quality prospective tenants that complement the existing individual businesses and areas. We serve as a one-stop resource and a dynamic online service for businesses interested in opening in the community.

? What does your area need NOW that it presently doesn't have?

“I consider the MPBIA instrumental... to the cleaning and beautification of our area.”
- Cal Wilkes-Midtown Mailbox

Neighbourhood Marketing and Celebrating our Community

The MPBIA is a successful marketing and event planning vehicle that creates community awareness and drives shopping dollars directly to our business district, while reinforcing a consistent, cohesive 'brand'.

We are active community builders and event planners, co-hosting the Main Street Car Free Day Festival (125 000+ visitors). Each September we organize the annual Autumn Shift Festival and Smoking Sausage BBQ Competition, working with community groups and local artists to bring art and music to the streets and laneways of Mount Pleasant and customers to the doors of our businesses (25 000+ visitors). We also host a variety of seasonal and neighbourhood awareness events including dining and shop local initiatives and BIA member Meet and Greet networking events.

Our award winning website and online directory provide an informative online presence and includes a calendar for showcasing upcoming events hosted by our members and the MPBIA.

? Could your business or property use some additional marketing help?



MOUNT PLEASANT
BUSINESS IMPROVEMENT AREA

Maintaining a Clean, Welcoming Neighbourhood

A vibrant streetscape is what makes visitors feel welcome and safe. It encourages them to stay, shop, dine and discover a neighbourhood.

The MPBIA invests in eye-catching street banners, colourful flower baskets and street-level planters to enhance the area. We coordinate wayfinding signs to provide direction, sponsor wall murals, and install annual holiday décor.

In addition, we hire street cleaners to sweep our sidewalks and work with the City to secure new garbage bins, bike racks and street furniture. All of these programs are created at no additional cost to our members.

? What would make your street more inviting?



? Contact Us.

Mount Pleasant Business Improvement Area
301-3102 Main Street, Vancouver, BC V5T 3G7
TEL: (604) 874-9816 FAX: (604) 874-9316
E-MAIL: outreach@mpbia.ca

EXPLORE: mountpleasantbia.com
FOLLOW: @MountPleasantBC
LIKE: facebook.com/ExploreMountPleasant-BIA

Take Our BIA Survey NOW at:
mpbia.ca/main-st-survey-2015/

Your Main St. Is Changing



We're here to help

Your neighbourhood is changing; new development, new opportunities, and most of all – new clientele.

Since 1989, the Mount Pleasant Business Improvement Area (MPBIA) has been successful in spearheading the re-emergence of its historic neighbourhood business district where Main Street, Broadway, and Kingsway connect. It's a vibrant, unique and attractive shopping and dining area maintained by our BIA, with strong appeal to the local market and tourists.

Established through a municipal bylaw but operated 100% independently by a non-profit society, the MPBIA is the second oldest of Vancouver 22 BIAs. Our elected volunteer Board of Directors represent 150+ property owners and 400+ business owners in our designated Business Improvement area.



MOUNT PLEASANT
BUSINESS IMPROVEMENT AREA



About Us

Funded through a BIA levy which is voted upon by our members, the MPBIA creates tangible value for its area. Funds are dedicated to events and festivals which recruit new clientele while our marketing and promotions help define the MPBIA as distinct and exciting. The maintenance and street beautification programs we undertake ensures our sidewalks are clean and inviting, while ongoing security and safety initiatives create a proactive community approach. The MPBIA's external relations and business recruitment policies advocate for our member's interests and attract new opportunities for our business community.

In 2015, the MPBIA is reaching out to your neighbourhood to offer all the successful business building opportunities we've developed.

“The value the MPBIA brings is immeasurable... they are largely responsible for the creation of the attractive and desirable business community we have today...”

- Rick Sair, Best Western Uptown Plus Hotel

We're extending a hand to business and property owners in your area to discover what your needs are, learn more about your individual experiences, to understand your business and determine how the BIA concept can help.

Your Mount Pleasant neighbours would like to work with you.

What is a B.I.A?

A Business Improvement Area (BIA) is an association of business people within a defined area who join together to develop self-help programs aimed at stimulating local business. They invest in an ongoing effort to draw more prospective customers by enhancing and promoting it as a great place to shop, visit and do business. A BIA can effectively organize and finance area maintenance and improvement programs that are well beyond the capability of individual businesses.

Every business and commercial property owner within its boundaries automatically becomes a member of the BIA, once the concept has been accepted and the BIA is approved by City Council.

? How can the MPBIA directly help you?

Keeping Your Business Safe and Secure

A safe district is a prosperous district. The MPBIA sponsor foot and bike patrols by the Collingwood Community Policing Office and works directly with the VPD on areas of mutual concern. Members receive regular alerts on fraud and theft, and information on related issues and potential threats.

? Is area safety and security a concern for you?



Our BIA conducts regular graffiti reporting and is a liaison with the VPD and the City about graffiti and property damage that could negatively impact the visitor experience.

In addition we have sponsored murals and laneway paintouts to combat graffiti in areas of our neighbourhood most affected.



“I consider my levy well spent with significant value received.”

- Thomas Achtem, VanPrint

Your Voice Loud and Clear at City Hall

The MPBIA is our members' active, vocal advocate at City Hall.

We champion a more equitable allocation of commercial taxes through the stewardship of BIAs in the Vancouver Fair Tax Coalition. As a direct result Vancouver City council approved a 7% shift in taxes from commercial to residential during the period 2006-2011. This cumulatively saved Vancouver businesses over \$136 million in commercial property taxes by 2013, and the savings continue.

As a member of the Vancouver BIA Partnership, the MPBIA presents a strong, united front in addressing the concerns of small business throughout the city. Individually, we assist members on a one-on-one basis on everything from property development to placement of garbage cans. In the coming years, our BIA will be an effective and informed voice on transit issues that will directly affect our Membership. When the MPBIA talks, City departments listen.

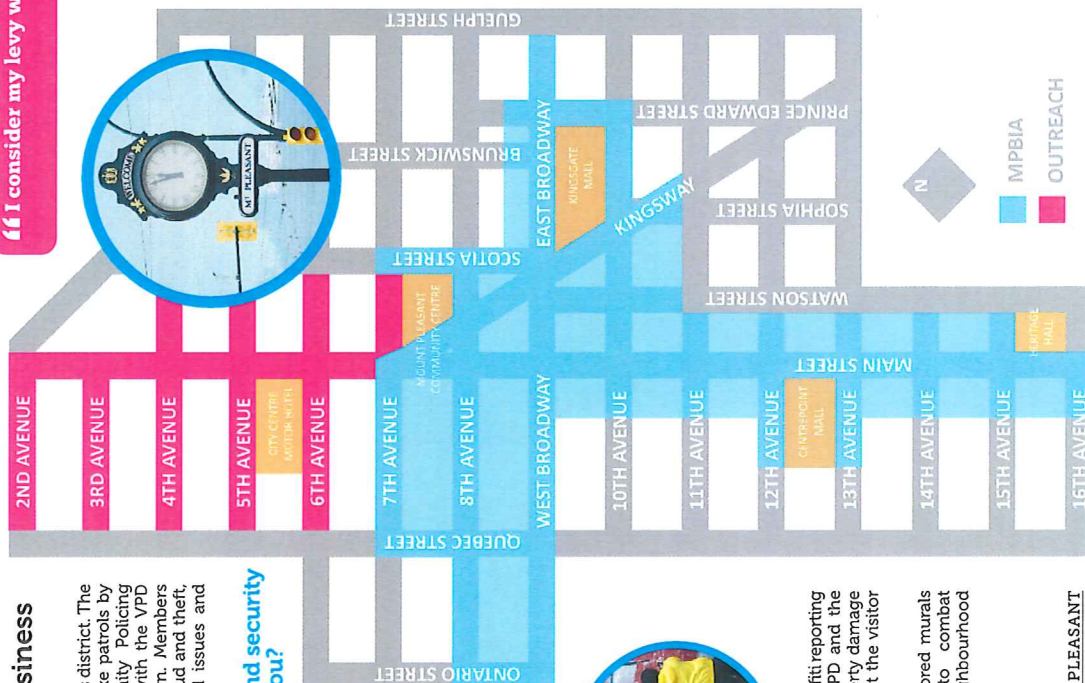
? What do you need from the City of Vancouver?

? How can the MPBIA advocate on your behalf?



“The MPBIA has made a positive impact in Mount Pleasant...”

- Rick Sair, Best Western Uptown Plus Hotel





MPBIA Survey 1 (Main Street 2015)

Created February 18, 2015

Launched March 2, 2015

Total Number of Respondents: 21



MOUNT PLEASANT

BUSINESS IMPROVEMENT AREA

301-3102 MAIN STREET, VANCOUVER, BC V5T 3G7
T 604.874.9816 F 604.874.9316 E CONNECT@MPBIA.CA
WWW.MOUNTPLEASANTBIA.COM
[f/EXPLOREMOUNTPLEASANTBIA](https://www.facebook.com/EXPLOREMOUNTPLEASANTBIA) [t@MOUNTPLEASANTBC](https://twitter.com/MOUNTPLEASANTBC)

MPBIA Survey (Main Street 2015)

1.

Dear Business/Property Owner:

Members of the Mount Pleasant business community in your area have expressed an interest in being part of the Mount Pleasant Business Improvement Area (MPBIA). This would enhance our ability to market Mount Pleasant and Main Street in a more cohesive fashion and cultivate its' reputation as a progressive and desirable area to live, work, shop and do business.

The MPBIA is a not-for-profit association of local business owners and commercial property owners who joined together in 1989 to improve the economic viability of our business district, centred at Main and Broadway and extending on Main Street from 7th Avenue to 16th Avenue, on Kingsway from 7th Avenue to 12th Avenue and on Broadway from Guelph to Ontario Street

Overseen by local business people such as yourself, we have been instrumental in achieving the amazing transformation witnessed in our business community over the past 25 years. Our Board of Directors and staff are committed to fulfilling the needs of our members and addressing issues that directly effect the economic viability of our neighbourhood.

Within our business community, we take the lead on:

- Area marketing power and brand development
- Special events and street festival organization
- Street beautification and safety and security concerns for the area
- An online Business Directory with a unique profile page for each MPBIA member
- Online and print marketing and promotions, including social media
- Lobbying on issues of individual and group concern for our membership
- Advocacy for a more equitable commercial tax structure

We are interested in your opinion and input. To help us understand what is important to you and to define related priorities, please complete this brief questionnaire before **Monday, March 16, 2015**.

To learn more about the MPBIA, please check out our website: mountpleasantbia.com. To learn more about the BIA concept, please [CLICK HERE](#). You are also welcome to visit us at our office at 301-3102 Main Street, phone us at 604-874-9816, or email us at outreach@mpbia.ca.

We look forward to hearing from you soon.

Sincerely,

Chris Vollan, Committee Chair

Russ Davies, Outreach Manager (outreach@mpbia.ca)

Lynn Warwick, Executive Director (connect@mpbia.ca)

Charmaine Carpenter, Marketing and Special Events Manager (charmaine@mpbia.ca)



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f/EXPLOREMOUNTPLEASANT-BIA @MOUNTPLEASANTBC

MPBIA Survey (Main Street 2015)

2.

Please rank the priorities of most concern to you using the numbers '1' (Least Important) through '5' (Most Important). Brief explanations of each are below.

	1 (Least Important)	2	3	4	5 (Most Important)
1. Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Safety + Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Website + Social Media Representation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Marketing + Promotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Liason to City Hall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Street Beautification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Special Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Neighbourhood Branding (Main Street)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

Brief explanations of the priorities listed above:

- 1. MAINTENANCE:** Sidewalk/lane cleaning, graffiti removal, clean sweep events
- 2. SAFETY + SECURITY:** Bike patrols, Crime Prevention Office and resources, liaison with the VPD
- 3. WEBSITE + SOCIAL MEDIA REPRESENTATION:** Online Business Directory (OBD) with customized coverage for each member, blogs to drive traffic to the
OBD, Facebook + Twitter + Instagram
- 4. MARKETING + PROMOTIONS:** Area branding, street festivals, cooperative retail promotions and neighbourhood advertising, visitor publications
- 5. LIASON TO CITY HALL:** Re. property taxes, city issues, development proposals, transportation planning
- 6. STREET BEAUTIFICATION:** Garbage receptacles, lighting, benches, banners, flower baskets, street level planters
- 7. SPECIAL EVENTS:** Street and music festivals, seasonal promotions, public art installations, community art programs
- 8. NEIGHBOURHOOD BRANDING:** The ability to market the various Mount Pleasant businesses areas as a whole and promote the Main Street brand.



MOUNT PLEASANT
BUSINESS IMPROVEMENT AREA

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f/EXPLOREMOUNTPLEASANT-BIA @MOUNTPLEASANTBC

MPBIA Survey (Main Street 2015)

3.

Are you interested in adopting the concept of a BIA in your area?

You can mark two boxes, if needed.

- ☐ Yes
- ☐ Maybe
- ☐ I would like more information
- ☐ No

Are you interested in assisting in the creation of a BIA in your business area?
You can mark two boxes, if needed.

- ☐ Yes
- ☐ Maybe
- ☐ I would like more information
- ☐ No



MOUNT PLEASANT
BUSINESS IMPROVEMENT AREA

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[f/EXPLOREMOUNTPLEASANTBIA](https://www.facebook.com/EXPLOREMOUNTPLEASANTBIA) [@MOUNTPLEASANTBC](https://twitter.com/MOUNTPLEASANTBC)

MPBIA Survey (Main Street 2015)

4.

Please highlight all the ways you would like to get involved in bringing a BIA to your business area.

- ☐ Attend an information session hosted by the MPBIA
- ☐ Share MPBIA information with other businesses in your area
- ☐ Help the MPBIA connect with other businesses in your area
- ☐ Host a small information session for your neighbours in your place of business

Other (please specify)



MOUNT PLEASANT
BUSINESS IMPROVEMENT AREA

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T 604.874.9816 F 604.874.9316 E CONNECT@MPBIA.CA
WWW.MOUNTPLEASANTBIA.COM
[f/EXPLOREMOUNTPLEASANTBIA](https://www.facebook.com/EXPLOREMOUNTPLEASANTBIA) [@MOUNTPLEASANTBC](https://twitter.com/MOUNTPLEASANTBC)

MPBIA Survey (Main Street 2015)

5.

To help us serve you better, please provide the following information:

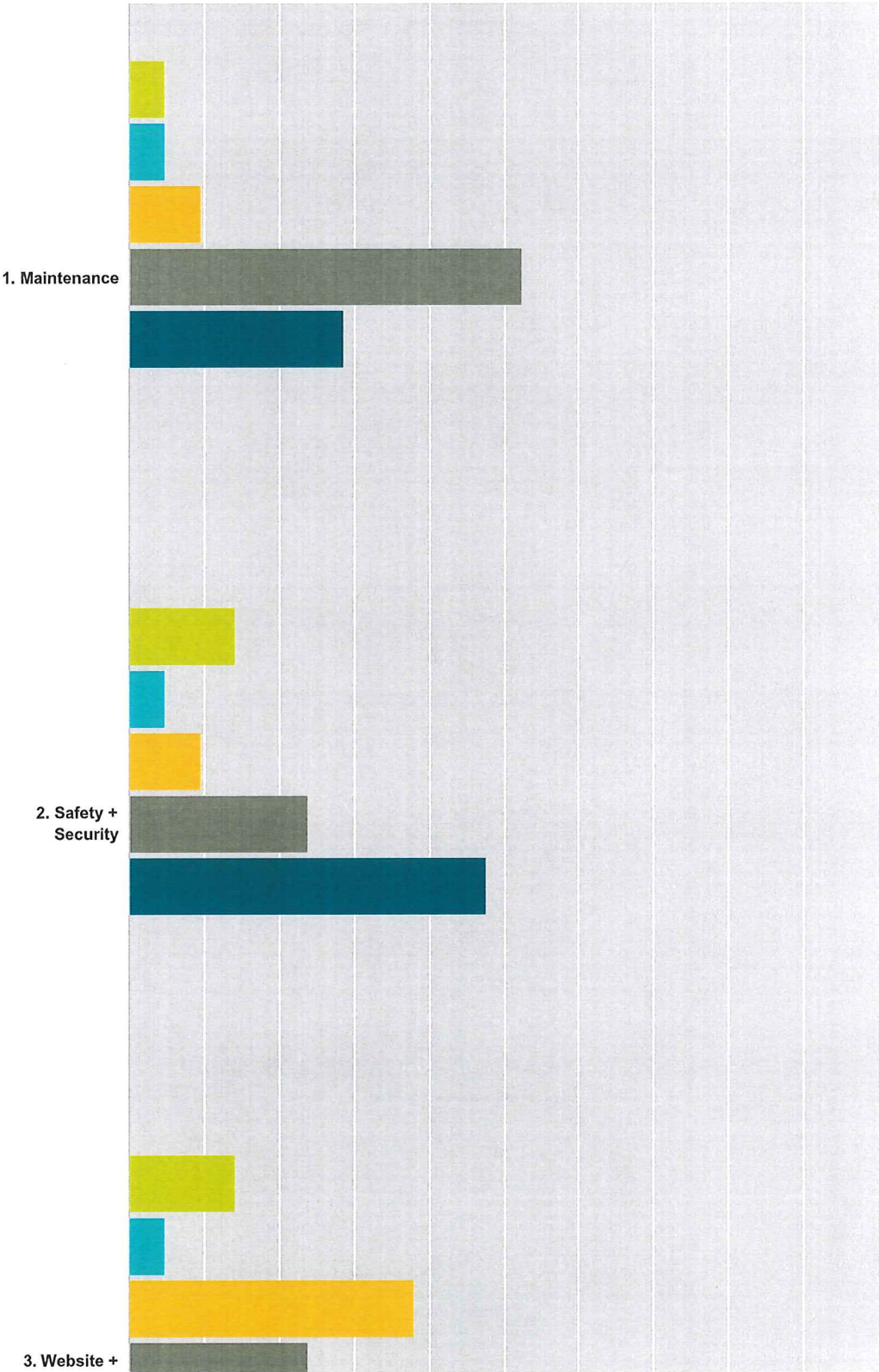
Name	<input type="text"/>
Company	<input type="text"/>
Address	<input type="text"/>
Postal Code	<input type="text"/>
Tel. Number	<input type="text"/>
Email Address	<input type="text"/>
Website	<input type="text"/>

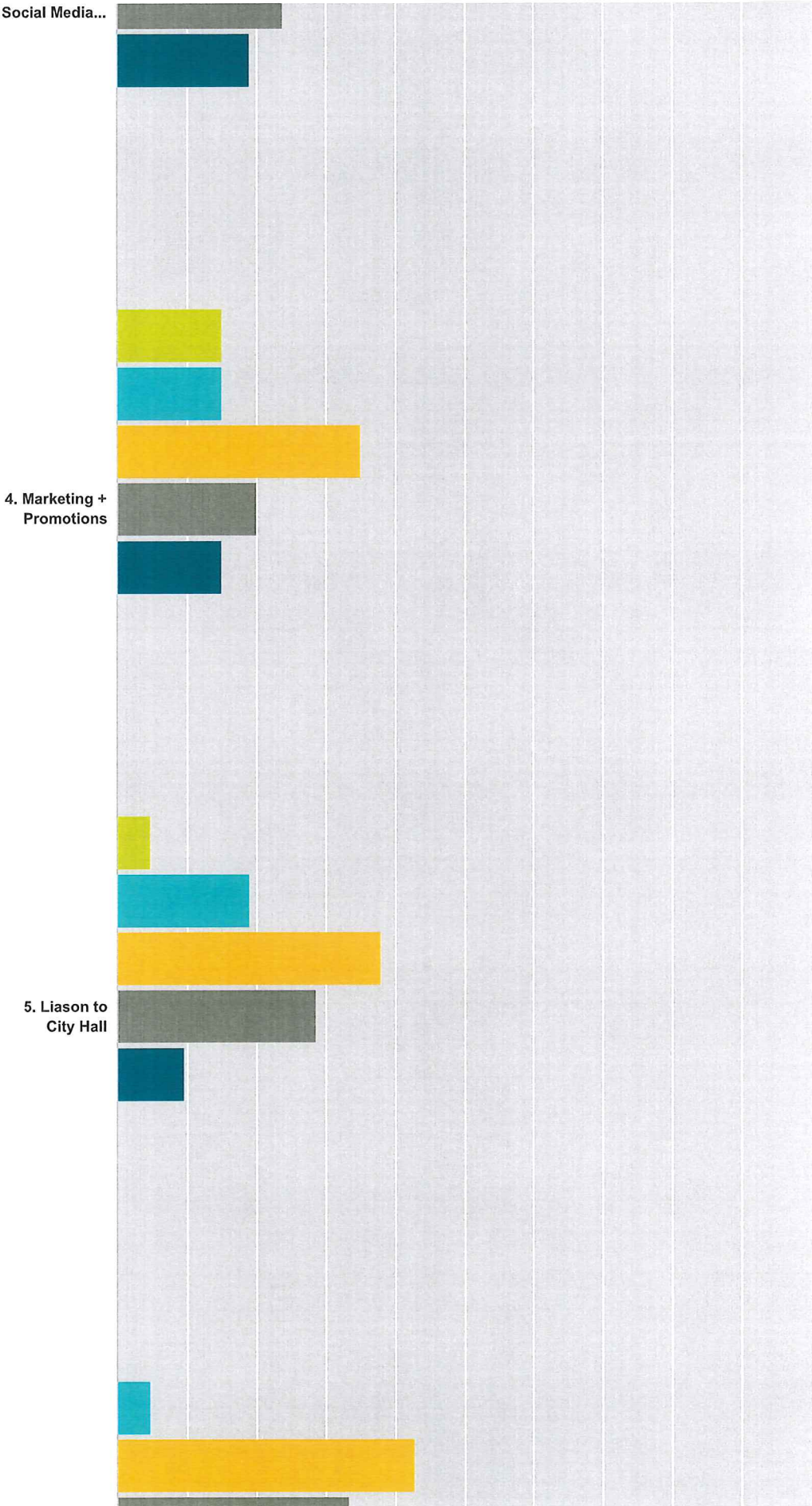
Thank you for taking the time to complete this survey. We appreciate your input.

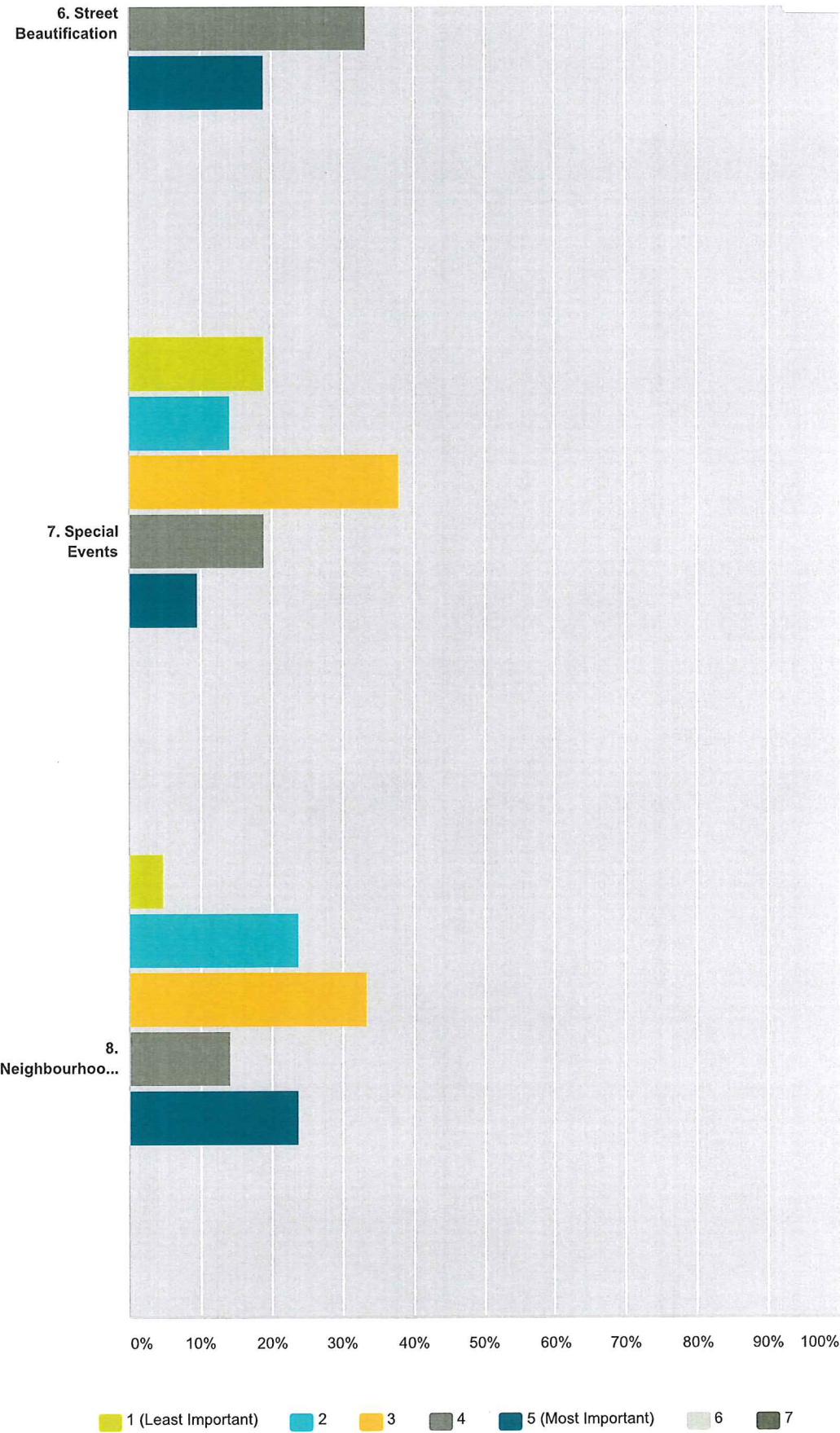
Please contact us anytime by phone (604-874-9816) or email (outreach@mpbia.ca) or online, our website address is www.mountpleasantbia.com. You are also very welcome to visit us at our office at 301-3102 Main Street (3rd floor of Heritage Hall).

Q1 Please rank the priorities of most concern to you using the numbers '1' (Least Important) through '5' (Most Important). Brief explanations of each are below.

Answered: 21 Skipped: 0







1 (Least Important)	2	3	4	5 (Most Important)	6	7	Total
---------------------	---	---	---	--------------------	---	---	-------

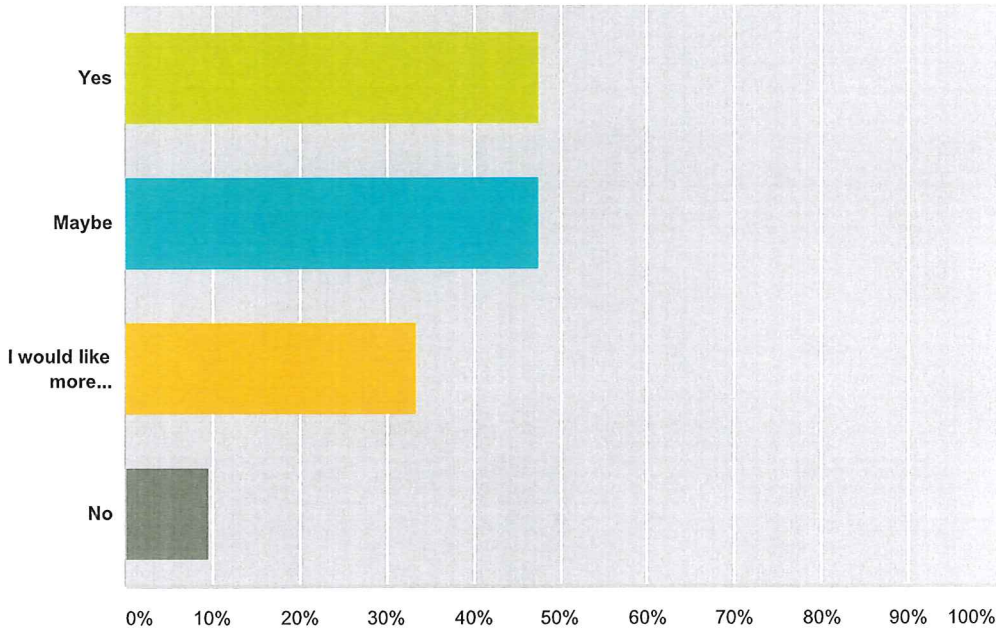
MPBIA Survey (Main Street 2015)

APPENDIX F3
Page 20 of 65

1. Maintenance	4.76% 1	4.76% 1	9.52% 2	52.38% 11	28.57% 6	0.00% 0	0.00% 0	21
2. Safety + Security	14.29% 3	4.76% 1	9.52% 2	23.81% 5	47.62% 10	0.00% 0	0.00% 0	21
3. Website + Social Media Representation	14.29% 3	4.76% 1	38.10% 8	23.81% 5	19.05% 4	0.00% 0	0.00% 0	21
4. Marketing + Promotions	15.00% 3	15.00% 3	35.00% 7	20.00% 4	15.00% 3	0.00% 0	0.00% 0	20
5. Liason to City Hall	4.76% 1	19.05% 4	38.10% 8	28.57% 6	9.52% 2	0.00% 0	0.00% 0	21
6. Street Beautification	0.00% 0	4.76% 1	42.86% 9	33.33% 7	19.05% 4	0.00% 0	0.00% 0	21
7. Special Events	19.05% 4	14.29% 3	38.10% 8	19.05% 4	9.52% 2	0.00% 0	0.00% 0	21
8. Neighbourhood Branding (Main Street)	4.76% 1	23.81% 5	33.33% 7	14.29% 3	23.81% 5	0.00% 0	0.00% 0	21

Q2 Are you interested in adopting the concept of a BIA in your area?You can mark two boxes, if needed.

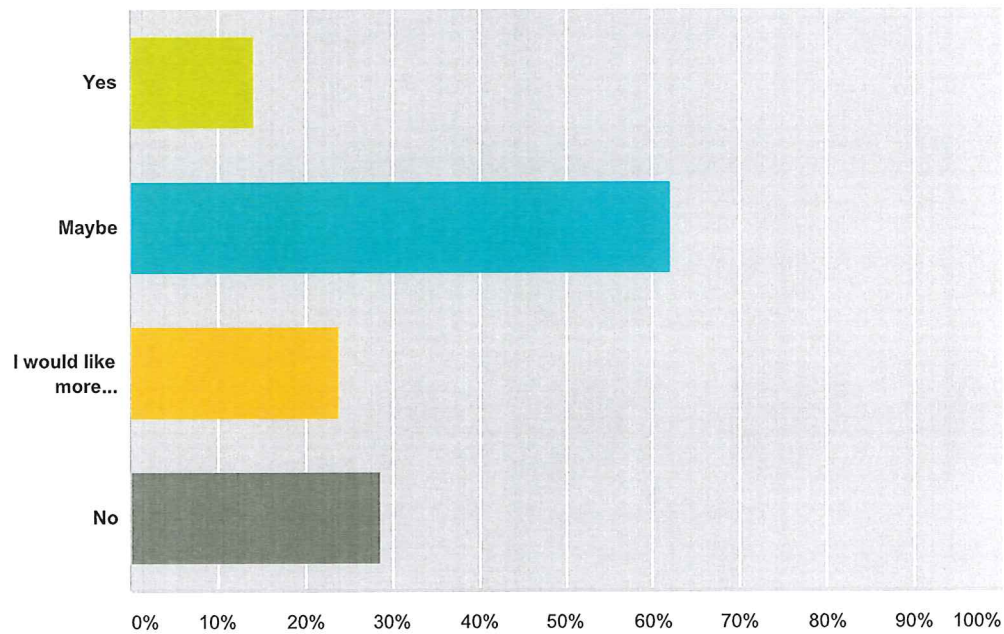
Answered: 21 Skipped: 0



Answer Choices	Responses	
Yes	47.62%	10
Maybe	47.62%	10
I would like more information	33.33%	7
No	9.52%	2
Total Respondents: 21		

Q3 Are you interested in assisting in the creation of a BIA in your business area? You can mark two boxes, if needed.

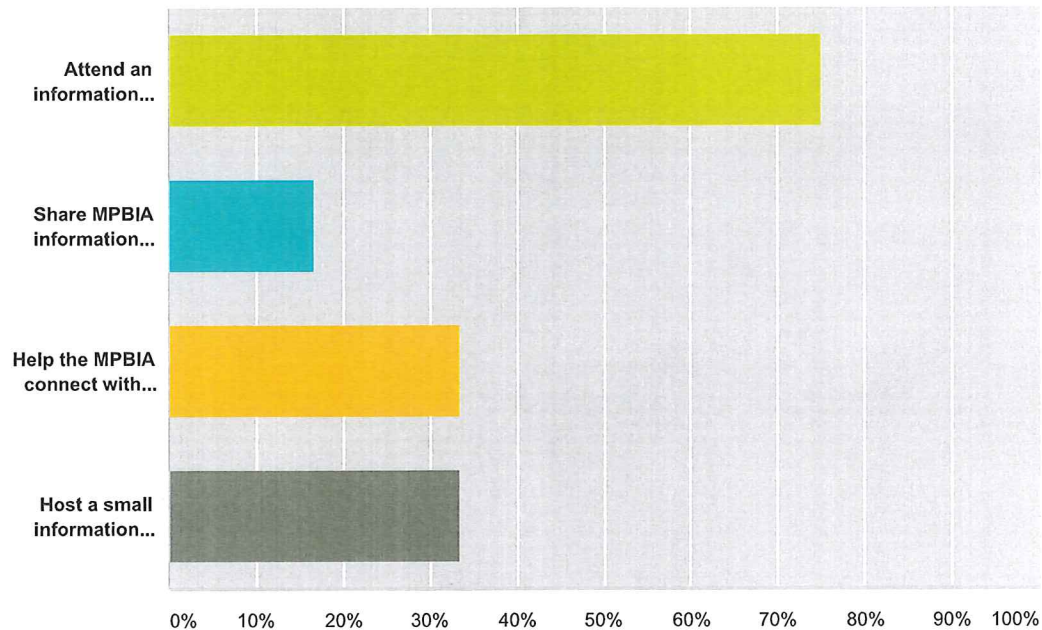
Answered: 21 Skipped: 0



Answer Choices	Responses	
Yes	14.29%	3
Maybe	61.90%	13
I would like more information	23.81%	5
No	28.57%	6
Total Respondents: 21		

Q4 Please highlight all the ways you would like to get involved in bringing a BIA to your business area.

Answered: 12 Skipped: 9

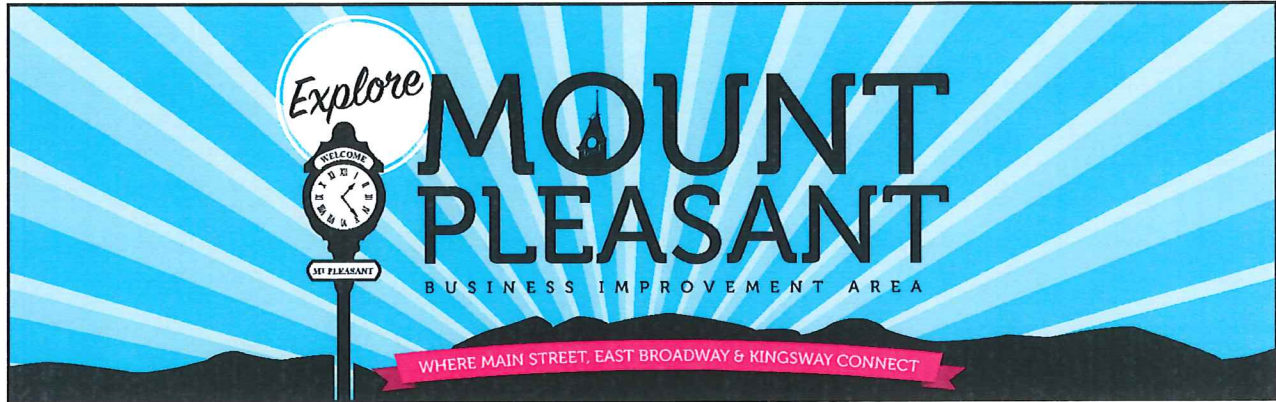


Answer Choices	Responses	
Attend an information session hosted by the MPBIA	75.00%	9
Share MPBIA information with other businesses in your area	16.67%	2
Help the MPBIA connect with other businesses in your area	33.33%	4
Host a small information session for your neighbours in your place of business	33.33%	4
Total Respondents: 12		

**Q5 To help us serve you better, please
provide the following information:**

Answered: 20 Skipped: 1

Answer Choices	Responses	
Name	90.00%	18
Company	100.00%	20
Address	100.00%	20
Postal Code	90.00%	18
Tel. Number	85.00%	17
Email Address	90.00%	18
Website	85.00%	17



Phase 2 Outreach Materials

June – July 2015

1. **Follow Up Expansion Letter**
Includes Expansion Meetings Dates & Times
2. **Infographic Brochure**
Survey #1 Results
Expansion Meetings Dates & Times
3. **Summary of Meeting #1**
Meet & Greet
4. **Summary of Meeting #2**
Charette
5. **Survey #2**
6. **Survey #2- Summary of Results**



June 5, 2015

Property Owner or Business Tenant

Dear Sir/Madam:

RE: Proposed Expansion of Mount Pleasant Business Improvement Area (MPBIA)

You are receiving this letter because you are an owner or business tenant in the proposed Mount Pleasant BIA expansion area. The MPBIA is currently reaching out to commercial owners and business tenants to discuss the proposal and determine the level of interest. The proposed expansion would enlarge the BIA's service area boundaries to include your property/business address (see map in enclosed materials).

The BIA movement in the City of Vancouver has a very long history starting with the first associations being formed in Gastown and here in Mt. Pleasant in 1989. Since then the Mount Pleasant BIA and the 21 other BIAs located across Vancouver have contributed significantly to the continued success and sustainability of our City and its business districts.

Over the next three months, the MPBIA will be coming to you, the stakeholders, for input on the proposed expansion and associated annual BIA levy. The levy is collected by the City of Vancouver and granted back to the BIA in its entirety. The levy – calculated on the basis of property value – appears as a separate line item on the tax bill of each commercial property owner. For business tenants, the levy is generally included in the lease payments. The MPBIA levy, currently representing 6.1% of the property taxes, generates the funds needed for safety, promotion, enhancement and other activities undertaken by the MPBIA. The funds are managed by the not-for-profit society's volunteer Board of Directors made up of elected business and property owners within the BIA.

The MPBIA will be holding several owner/business outreach meetings and opportunities for you to shape the activities, determine potential cost, and communicate whether or not you support the expansion. The meetings are free of charge, and we encourage you to involve yourself in the process. You can do this by reading the enclosed materials and by attending the scheduled meetings as follows:

- | | | | |
|------------------|-----------------------------------|----------|--|
| 1. Wed, June 17 | Outreach Meet & Greet | 6-8PM | Main Street Brewing
(261 East 7 th Avenue) |
| 2. Mon, June 22, | Charette Roundtable | 6-8PM | Heritage Hall
(3102 Main Street – main hall) |
| 3. Mon, July 13 | Proposed Budget Presentation | 6-7:30PM | Mt. Pleasant Community Centre
(1 Kingsway) |
| 4. Mon, July 27 | Budget Finalization (if required) | 6PM | Mt. Pleasant Community Centre |

You are welcome to bring a guest to any of the sessions. Please **RSVP** at Charmaine@mpbia.ca so we can make appropriate arrangements for refreshments.



During the outreach process, a draft budget will be developed based on stakeholder feedback and input. If the expansion and budget are generally supported by expansion area stakeholders, the MPBIA will apply to the City of Vancouver, which then delivers formal notices to all commercial property owners and business tenants, with instructions on registering objections. The proposed expansion must also be ratified by MPBIA members at its September 2015 AGM before the City will consider the expansion. The City's notifications about the vote would be distributed in December.

You can learn more about the expansion proposal and share your thoughts on the MPBIA's website at:
www.mountpleasantbia.com/outreach-main-street

If you have any questions, do not hesitate to contact:

Peter Vaisbord, BIA Program Coordinator with the City of Vancouver at 604-871-6304

Charmaine Carpenter, MPBIA Manager Programs & Marketing, at 604-874-9816 | charmaine@mpbia.ca or

Lynn Warwick, MPBIA Executive Director at 604-874-9816 | mpbia@telus.net

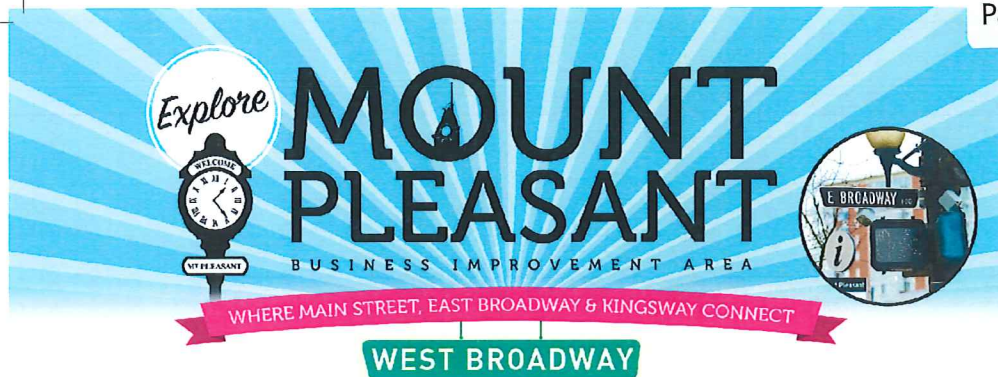
Best Regards,

Mount Pleasant Commercial Improvement Society

Per:

A handwritten signature in blue ink, consisting of several loops and a long horizontal stroke.

John Boychuk
President, MPBIA



YOUR NEIGHBOURHOOD IS CHANGING. THE MPBIA IS HERE TO HELP.

1 Since 1989, the MPBIA has been successful in spearheading the re-emergence of its historic business district where Main Street, Broadway and Kingsway connect. Business and Property

Owners in your area have asked the MPBIA for help in enhancing your business district. Over the summer, we are reaching out to neighbourhood stakeholders, like you, to explore the idea of expanding the MPBIA along West Broadway.

West 7th & West 8th business district between Ontario and Columbia. On **MONDAY JUNE 15th** from 6-8pm at Milano Coffee (156 West 8th @ Columbia) we are hosting a neighbourhood Meet & Greet to provide you with more information about

who we are, what we do, and answer any questions you may have.

Please RSVP to this event by emailing us at: outreach@mpbia.ca

WE NEED YOU TO GET INVOLVED • WE WANT YOUR IDEAS • YOUR VOICE AND YOUR OPINION COUNTS

WHAT IS A CHARETTE?

2 On **TUESDAY, JUNE 23RD** from 6pm to 8pm at Mount Pleasant Community Centre (1 Kingsway @ Main), the MPBIA will be hosting a

charette for your business district. It's a casual meeting where we break into small roundtable groups to brainstorm ideas and solutions that will directly benefit your business and street. Ideas will be prioritized to facilitate the creation of a budget.

BUILDING YOUR PERFECT BUDGET.

3 Once you have decided on the programs and initiatives that are important to you, the MPBIA will create a budget for your district. On **THURSDAY, JULY 16th** from 6pm to 7:30pm at Mount Pleasant Community Centre (1 Kingsway @ Main) we will go over the proposed budget

together. We can make changes and adjust the priorities based on feedback you and your neighbours provide. If we need to meet again to review the changes, this will be done On **THURSDAY, JULY 30th** (if required) at 6pm at Mount Pleasant Community Centre. The final proposed budget will be mailed to everyone shortly after.

YOU TOLD US!!

Recently the MPBIA surveyed your Broadway/7th/8th neighbours to discover the top priorities for making your district even better. You told us loud + clear:

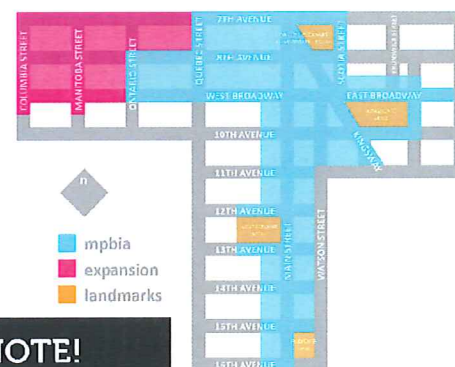
1. Street Beautification: 98%
2. Maintenance: 90%
3. Safety & Security: 81%
4. Website/Social Media: 81%
5. Liaison to City Hall: 76%
6. Neighbourhood Branding: 71%
7. Marketing / Promo: 70%
8. Special Events: 66%

WOULD YOU LIKE TO BE A PART OF THE MPBIA?

62% 14%
VERY INTERESTED! ABSOLUTELY INTERESTED!

AFTER YOUR THUMBS-UP

4 After you approve your neighbourhood plan to join the MPBIA, the proposal goes to vote with the present membership of the BIA at their AGM in September. In December 2015 commercial property owners in your district have a final vote on the proposed plan. If approved, the activities and assistance you'd like to see happen in your 'hood kick in as of April 1, 2016!



DATES TO NOTE!

Mon, June 15 Outreach Meet & Greet 6-8PM - Milano Coffee	Tues, June 23 Charette Roundtable 6-8PM - Mt. Pleasant Community Centre
Thurs, July 16 Proposed Budget Presentation 6-7:30PM - Mt. Pleasant Community Centre	Thurs, July 30 Budget Finalization (if required) 6PM - Mt. Pleasant Community Centre

If you'd like more information on the MPBIA expansion, or would like to give us your thoughts and ideas, contact: Russ Davies or Charmaine Carpenter or Lynn Warwick at:

MOUNT PLEASANT BUSINESS IMPROVEMENT AREA | 301-3201 Main Street, Vancouver BC | Phone: 604-874-9816 | Email: outreach@mpbia.ca or:

Peter Vaisbord,

BIA Program Coordinator with City of Vancouver at 604-871-6304.

For more info: www.mountainpleasantbia.com/outreach-west-broadway



Main Street Meet & Greet Summary – June 17, 2015

Member Attendees

Name	Business/Property	Phone	Email
Dustin Koch	Duko Designs	(604) 733-1468	dustin@duko.ca
Chris Bentzen	Hot Art Wet City	(604) 764-2266	chris@hotartwetcity.com
Terence Chang	Grandcity Autobody	(604) 889-2993	terence@grandcity.com
Jonathon Chang	Grandcity Autobody	(604) 220-3008	jonathon@grandcity.com
Tracy McEvoy	Maple Leaf Storage	(604) 925-2700	tmcevoy@larco.ca
Darren Shaw	Maple Leaf Storage	(604) 925-8209	dshaw@larco.ca
Charles Freund	Open Door Group	(604) 445-0807	charles.freund@opendoorgroup.org
Taylor Opheim Breizh	Salon Services	(604) 807-5540	taylor@breizh.ca
Melissa & Max	Adhesif Clothing	(604) 568-4905	info@adhesifclothing.com
Tondela Myles	Kranky Café	(604) 603-7335	krankycafe@gmail.com

Topics of Concern

- Graffiti removal
- Implementing a crosswalk on East 6th Ave for pedestrians
- Parking – lack of parking, as well as construction taking up parking for businesses all day. Ideas include timed parking (2hr limit) or permit-only parking.
- Marketing and PR for local businesses
- Extending Car Free Day from East 7th Ave further down to East 2nd Ave



Main Street Charette – June 22, 2015

Member Attendees

Name	Business/Property	Phone	Email
Mario LoScerbo	Marios Gelati/Property Owner 2011 Main Street	604 229-2066	mariogelati@telus.net
Colin Bradley	Coastal Integrated Technologies	604 803-7826	colin@citech.ca

Topics of Concern

- Uncertain of the future of the area. Is it going to get worse before it gets better
- What is happening with all of the empty buildings – controlled development?
- Graffiti removal, needles, vandalism, overall degradation of this part of the neighbourhood
- Marketing and PR for local businesses



MPBIA Survey 2 (Main Street 2015)

Created June 25, 2015

Launched June 29, 2015

Total Number of Respondents: 12



MPBIA Expansion: Main Street - East 2nd to East 7th

TAKE 90 SECONDS NOW TO GIVE US YOUR BIG IDEAS!

Hello Main Street Business/Property Owner between East 2nd & East 7th:

You were recently invited to a series of open houses in your neighbourhood by the Mount Pleasant Business Improvement Area to gather feedback and learn from business and property owners about what efforts, initiatives and BIG IDEAS a Business Improvement Area (BIA) might do for you.

Your business neighbours have offered a lot of great ideas, but we still want YOURS.

We are interested in your SPECIFIC ideas, opinions and input about what you feel your neighbourhood needs. From cleaning to marketing, we want to know what matters most to YOU.

If you've ever said, "This neighbourhood should do a _____" or "It be great if our neighbourhood had _____" then YOU should complete this survey.

To help us understand what is important to you and to define related priorities, please take 90 seconds to complete this brief questionnaire before Monday, July 6, 2015.

Every answer you give helps determine how an expanded BIA could directly address your needs and allow us to build a hypothetical budget for your area that we will present to you in July. This is YOUR neighbourhood - have a DIRECT say in its future!

To learn more about the MPBIA, please check out our website: mountpleasantbia.com. To learn more about the BIA concept, please [CLICK HERE](#). You are also welcome to visit us at our office at 301-3102 Main Street, phone us at 604-874-9816, or email us at mpbiaoutreach@gmail.com.

Thank you for taking 90 seconds RIGHT NOW to help your business and your neighbourhood!

Sincerely,

Chris Vollan, Committee Chair

Russ Davies, Outreach Manager (mpbiaoutreach@gmail.com)

Lynn Warwick, Executive Director (connect@mpbia.ca)

Charmaine Carpenter, Marketing and Special Events Manager (charmaine@mpbia.ca)



MPBIA Expansion: Main Street - East 2nd to East 7th

TELL US ABOUT YOUR BUSINESS

Your name, address, phone number and email address **WILL NOT** be shared, sold or given away. It is **only** to help the Mount Pleasant BIA best qualify and prioritize your responses.

* 1. I am a:

- ☐ COMMERCIAL PROPERTY OWNER in the Main Street area between East 2nd and East 7th
- ☐ BUSINESS OWNER in the Main Street area between East 2nd and East 7th
- ☐ BOTH a Commercial Property Owner AND a Business Owner in this district

* 2. Address

Name

Company

Address

Address 2

Email Address

Phone Number



MPBIA Expansion: Main Street - East 2nd to East 7th

SAFETY & SECURITY

A safe district is a prosperous district. Keeping your guests and employees secure, and protecting business and property owner investment is paramount to the MOUNT PLEASANT BIA.

* 3. What SAFETY & SECURITY initiatives could a business improvement association do for you? (pick all that apply).

- ☐ security patrols (foot, bike and/or car)
- ☐ crime prevention education & seminars
- ☐ More frequent Community Policing Centre (CPC) support
- ☐ crime alert emails
- ☐ better area street lighting
- ☐ address homeless and street-resident issues
- ☐ address open-air drug use issues
- ☐ address property vandalism
- ☐ none of the above

Please tell us about any other Safety & Security ideas that YOU have for your neighbourhood:



MPBIA Expansion: Main Street - East 2nd to East 7th

ADVOCACY AT CITY HALL

MPBIA is an active, vocal advocate at City Hall. We've championed a more equitable allocation of commercial taxes in our area and helped reduce the tax you paid by 7% over the last 6 years. Individually, we assist members on a one-on-one basis on everything from property zoning to placement of garbage cans. In the coming years, our BIA will be an active, deciding voice on transit issues that directly affect our Members' neighbourhood. When the MPBIA talks, City departments listen.

* 4. How could a BIA work with City Hall to help make your business easier and more profitable? (Pick all that apply)

- ☐ help my business/property with development and zoning support
- ☐ help my neighbourhood get better sidewalks or a crosswalk
- ☐ help my business/property with permits
- ☐ assist me in lowering my property taxes through the Fair Tax Coalition
- ☐ represent my business neighbourhood's interests at City Hall
- ☐ help address our neighbourhood's parking challenges
- ☐ help us address construction issues
- ☐ help us during the new Broadway subway/transit line construction - I don't want to suffer like Cambie Street businesses did
- ☐ help me deal with an issue involving a neighbouring business
- ☐ none of the above

What would you tell City Hall to do to specifically help YOU directly?



STREET BEAUTIFICATION & MAINTENANCE

A vibrant streetscape is the first thing guests see when they arrive in your area. It's what makes them feel welcome and safe. It encourages them to stay, shop, dine and discover your neighbourhood.

* 5. What types of street beautification programs or maintenance initiatives would YOU like to see in your area?

- ☐ street banners
- ☐ flower baskets and street-level planters
- ☐ holiday decor
- ☐ wall murals
- ☐ sidewalk and back alley garbage cleaning
- ☐ graffiti removal
- ☐ more garbage cans
- ☐ more street furniture (benches, parklets, bike racks)
- ☐ lawn-cutting, weed removal and tree pruning
- ☐ decorative lights
- ☐ power-washing sidewalks
- ☐ none of the above

What other street beautification and maintenance ideas do YOU have?



MPBIA Expansion: Main Street - East 2nd to East 7th

MARKETING, SPECIAL EVENTS & SOCIAL MEDIA

The MPBIA has been an aggressive marketing and event planning agency that drives awareness and shopping dollars directly to its business district and reinforces a consistent, cohesive “brand”. High-profile campaigns and special street events catalyzes specific interest in individual Member businesses, categories and the shopping area as a whole.

* 6. What types of BIA neighbourhood marketing programs or branding initiatives do you think your business needs? (Choose as many as you like)

- ☐ more advertising to promote our area specifically
- ☐ I'd like to be a part of a current event (ie. Car Free Day, Autumn Shift Festival) or develop new promotions just for our own neighbourhood
- ☐ I'd like to be included in the annual Mount Pleasant seasonal marketing programs
- ☐ You should help define or "brand" our neighbourhood better - use a theme, an identifier or highlight our strengths
- ☐ Make our business district a 'destination' for particular products, services, categories (dining, shopping, office, creative community etc.)
- ☐ We'd like to have our business included on the Mount Pleasant BIA website
- ☐ I want to have the Mount Pleasant BIA bloggers write about my business or category
- ☐ I'd like to be included in Facebook, Twitter and Instagram posts to promote my business or our neighbourhood
- ☐ none of the above

What sorts of area marketing or branding ideas do YOU have for your neighbourhood?



MPBIA Expansion: Main Street - East 2nd to East 7th

INTEREST

* 7. I am interested in the idea of the Mount Pleasant Business Improvement Area expanding its boundaries to serve and include my business district.

- ☐ Yes, I am interested.
- ☐ No, I am not interested.
- ☐ I am not sure, I need more information.



MPBIA Expansion: Main Street - East 2nd to East 7th

THANK YOU!

We sincerely appreciate the honest responses you've just shared with us.

The Mount Pleasant Business Improvement Area is tabulating all feedback received and prioritizing the collective ideas. The MPBIA will go off and source quotes for these services or plans.

We'll all get back together on Monday, July 13th to look at the results and costs, and we'll build a budget based exactly on your business' wants and needs. It's at this meeting we can make changes and adjust the priorities based on the feedback you and your neighbours provide.

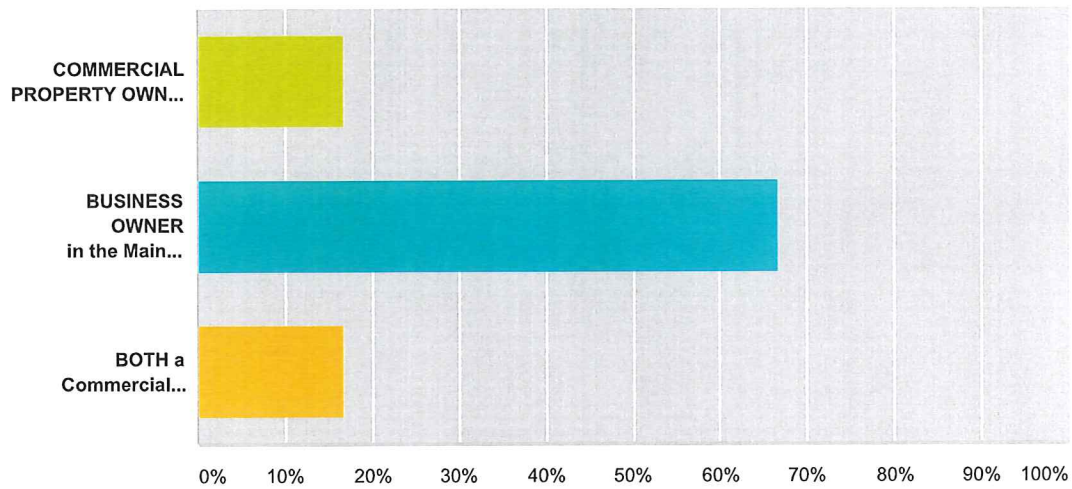
PLEASE JOIN US FOR THIS BIA NEIGHBOURHOOD BUDGET MEETING AT:

**Mount Pleasant Community Centre - Art Room
1 Kingsway (at Main Street)
Monday, July 13th - 6:00pm to 7:30pm**

PLEASE RSVP YOUR MEETING ATTENDANCE to mpbiaoutreach@gmail.com

Q1 I am a:

Answered: 12 Skipped: 0



Answer Choices	Responses	
COMMERCIAL PROPERTY OWNER in the Main Street area between East 2nd and East 7th	16.67%	2
BUSINESS OWNER in the Main Street area between East 2nd and East 7th	66.67%	8
BOTH a Commercial Property Owner AND a Business Owner in this district	16.67%	2
Total		12

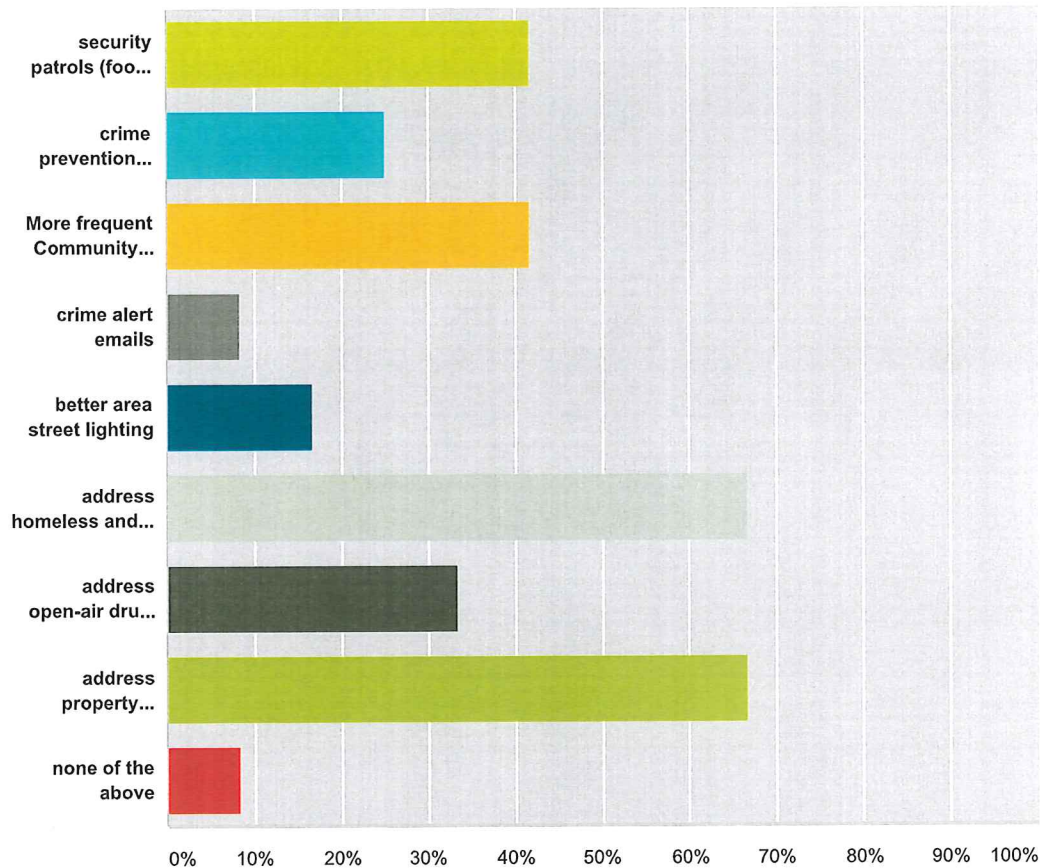
Q2 Address

Answered: 12 Skipped: 0

Answer Choices	Responses	
Name	100.00%	12
Company	100.00%	12
Address	100.00%	12
Address 2	25.00%	3
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	100.00%	12
Phone Number	100.00%	12

Q3 What SAFETY & SECURITY initiatives could a business improvement association do for you? (pick all that apply).

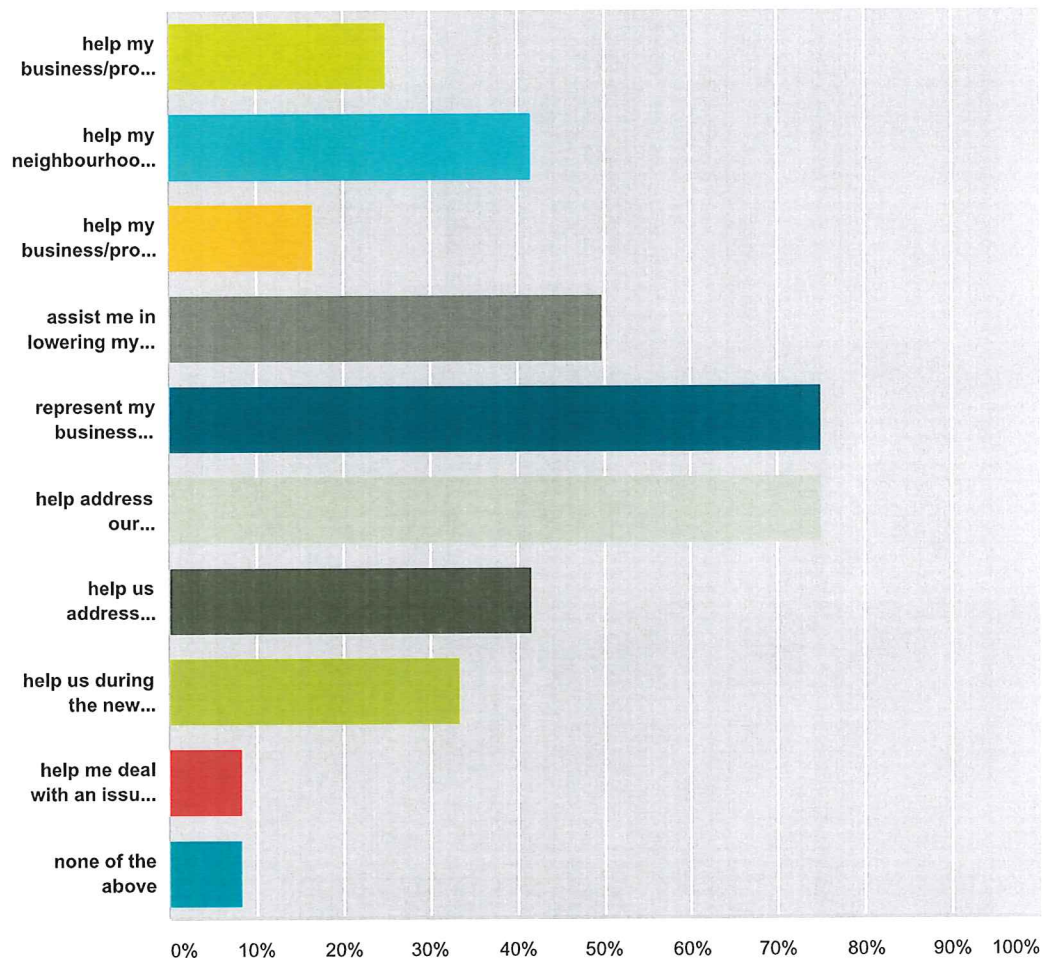
Answered: 12 Skipped: 0



Answer Choices	Responses	
security patrols (foot, bike and/or car)	41.67%	5
crime prevention education & seminars	25.00%	3
More frequent Community Policing Centre (CPC) support	41.67%	5
crime alert emails	8.33%	1
better area street lighting	16.67%	2
address homeless and street-resident issues	66.67%	8
address open-air drug use issues	33.33%	4
address property vandalism	66.67%	8
none of the above	8.33%	1
Total Respondents: 12		

Q4 How could a BIA work with City Hall to help make your business easier and more profitable? (Pick all that apply)

Answered: 12 Skipped: 0

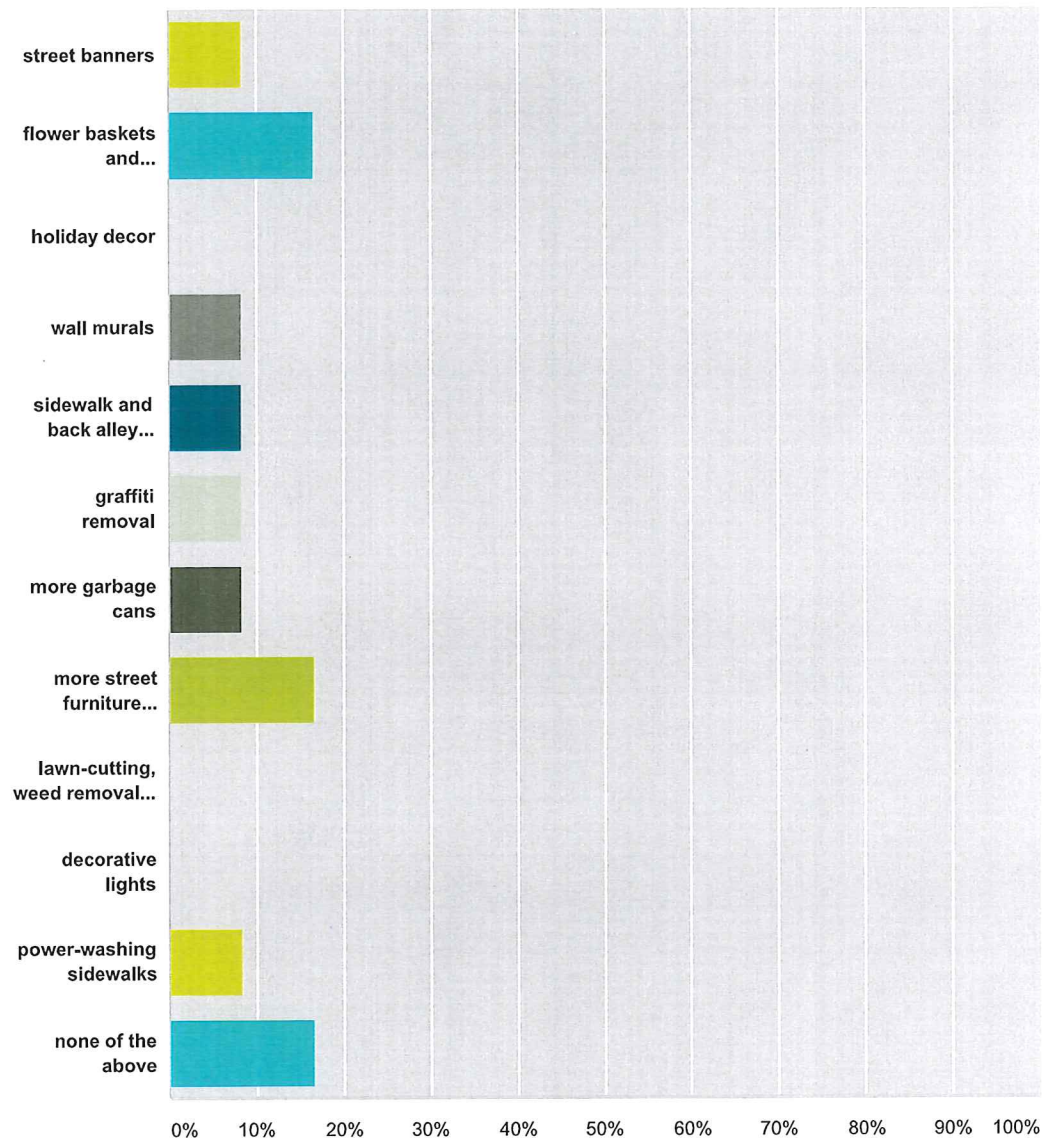


Answer Choices	Responses	
help my business/property with development and zoning support	25.00%	3
help my neighbourhood get better sidewalks or a crosswalk	41.67%	5
help my business/property with permits	16.67%	2
assist me in lowering my property taxes through the Fair Tax Coalition	50.00%	6
represent my business neighbourhood's interests at City Hall	75.00%	9
help address our neighbourhood's parking challenges	75.00%	9
help us address construction issues	41.67%	5
help us during the new Broadway subway/transit line construction - I don't want to suffer like Cambie Street businesses did	33.33%	4
help me deal with an issue involving a neighbouring business	8.33%	1
none of the above	8.33%	1

Total Respondents: 12

Q5 What types of street beautification programs or maintenance initiatives would YOU like to see in your area?

Answered: 12 Skipped: 0

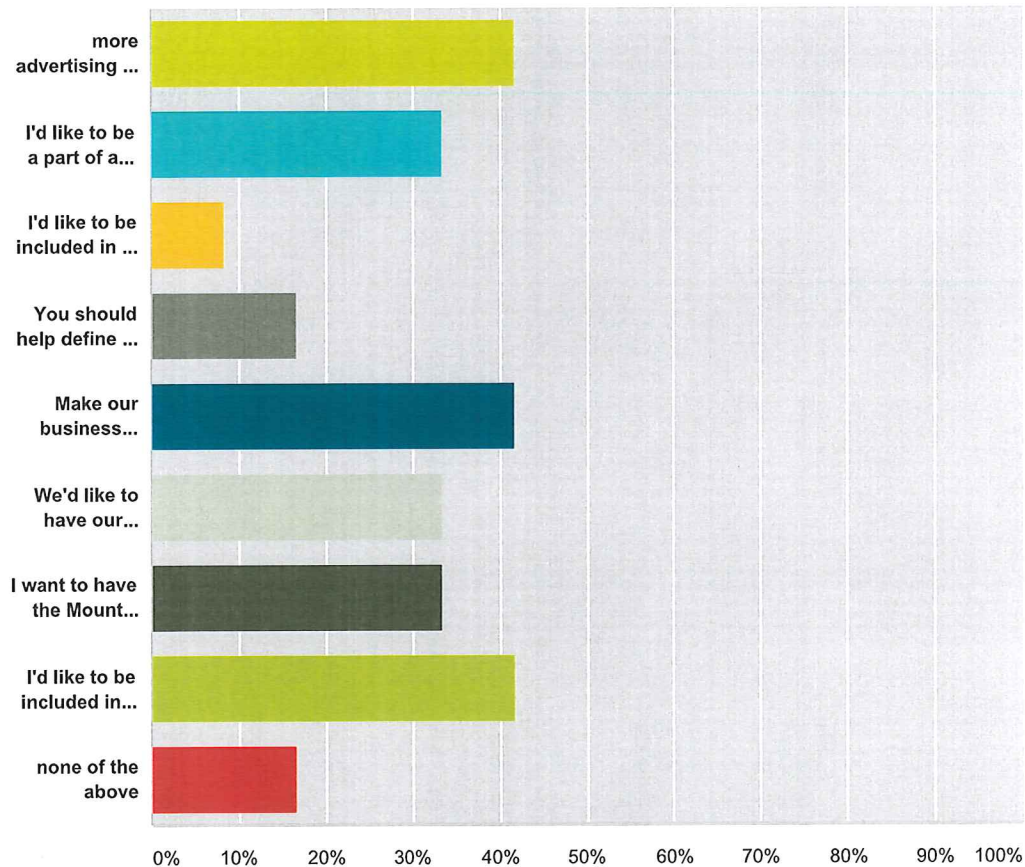


Answer Choices	Responses	
street banners	8.33%	1
flower baskets and street-level planters	16.67%	2
holiday decor	0.00%	0
wall murals	8.33%	1
sidewalk and back alley garbage cleaning	8.33%	1
graffiti removal	8.33%	1

more garbage cans	8.33%	1
more street furniture (benches, parklets, bike racks)	16.67%	2
lawn-cutting, weed removal and tree pruning	0.00%	0
decorative lights	0.00%	0
power-washing sidewalks	8.33%	1
none of the above	16.67%	2
Total		12

Q6 What types of BIA neighbourhood marketing programs or branding initiatives do you think your business needs? (Choose as many as you like)

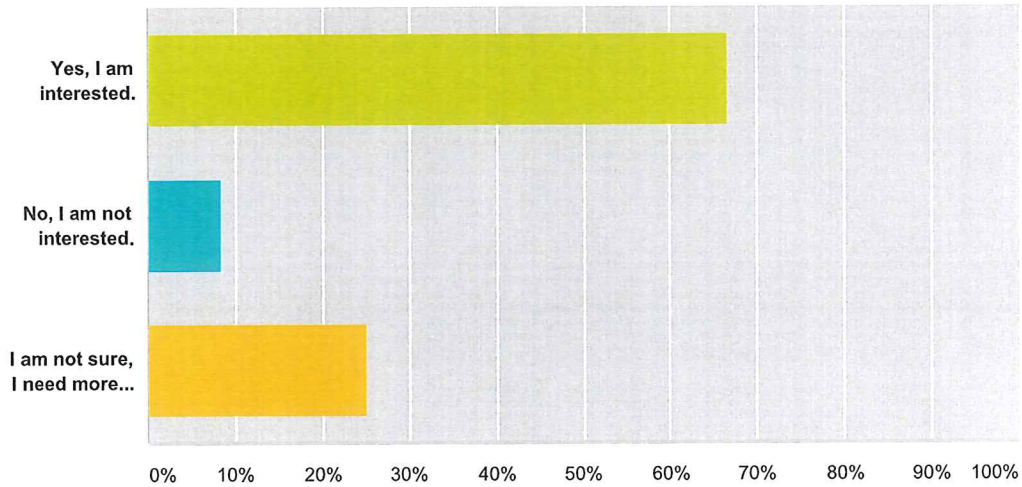
Answered: 12 Skipped: 0



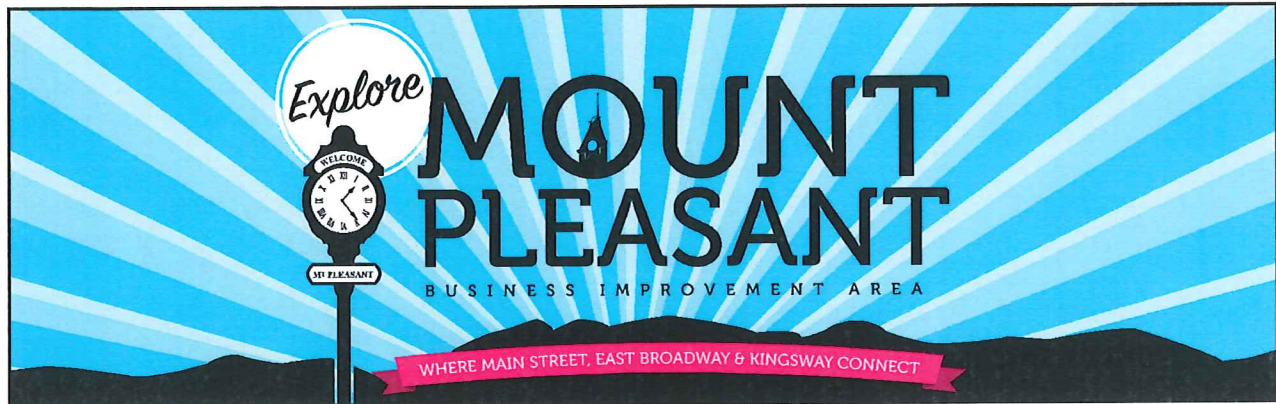
Answer Choices	Responses
more advertising to promote our area specifically	41.67% 5
I'd like to be a part of a current event (ie. Car Free Day, Autumn Shift Festival) or develop new promotions just for our own neighbourhood	33.33% 4
I'd like to be included in the annual Mount Pleasant seasonal marketing programs	8.33% 1
You should help define or "brand" our neighbourhood better - use a theme, an identifier or highlight our strengths	16.67% 2
Make our business district a 'destination' for particular products, services, categories (dining, shopping, office, creative community etc.)	41.67% 5
We'd like to have our business included on the Mount Pleasant BIA website	33.33% 4
I want to have the Mount Pleasant BIA bloggers write about my business or category	33.33% 4
I'd like to be included in Facebook, Twitter and Instagram posts to promote my business or our neighbourhood	41.67% 5
none of the above	16.67% 2
Total Respondents: 12	

Q7 I am interested in the idea of the Mount Pleasant Business Improvement Area expanding its boundaries to serve and include my business district.

Answered: 12 Skipped: 0



Answer Choices	Responses	
Yes, I am interested.	66.67%	8
No, I am not interested.	8.33%	1
I am not sure, I need more information.	25.00%	3
Total		12



Phase 2 Outreach Materials

June – July 6, 2015

1. **Follow Up Expansion Letter**
Includes Expansion Meetings Dates & Times
2. **Infographic Brochure**
Survey #1 Results
Expansion Meetings Dates & Times
3. **Summary of Meeting #1**
Meet & Greet
4. **Summary of Meeting #2**
Charette
5. **Survey #2**
6. **Survey #2- Summary of Results**



July 16, 2015

Dear Stakeholder:

RE: Main Street Expansion Area – Proposed Operating Budget – PLEASE REVIEW

You are in the proposed Main Street BIA expansion area between East 2nd Avenue and East 7th Avenue, which includes all commercial properties between Quebec Street to the West and Scotia Street to the East. We are currently in the outreach phase.

Since March 2015, the MPBIA has mailed and hand-delivered several outreach information packages, conducted two significant stakeholder surveys, held open-house meetings and presented an initial budget for your area.

Our volunteer Board and staff need as much participation and feedback in this process as possible to ensure we move forward in the right direction, create a budget that reflects the needs of the area and the opinions of the business and property owners. We encourage all stakeholders to participate in this planning and decision-making process: tell us exactly what YOU want (or don't want) for YOUR business district.

Working from the feedback we have already received over the past five months, the Mount Pleasant Business Improvement Area has drafted a proposed operating budget for a proposed MPBIA expansion. The prioritized budgeted initiatives below reflect what area business owners/property owners have asked the MPBIA to provide your area to date. They include:

- After-hours security patrol – 8 hours/day; 7 days a week
- Graffiti patrol and removal – 1 patrol a week; 52 weeks a year; all tags removed from buildings
- Power-Washing Alleys & Sidewalks – 1-2 times per year
- Sidewalk Maintenance Patrols – 3 times a week; 52 weeks a year
- Street Banners – new pole banners on all streets
- Marketing & Event Support – a new event created for area; neighbourhood marketing support

Please review the proposed MPBIA Main Street Expansion budget on the reverse of this letter.

- **Are you in favour of the proposed budget, initiatives and their respective costs?**
- **Are there any budgetary changes you would make? Please let us know!**
- **Are you in favor of the MPBIA expanding in your area? Yes? No? Do you need additional information?**

Please let us know your thoughts on the proposed budget and possible BIA expansion. **YOUR FEEDBACK IS IMPORTANT!**

You can contact the MPBIA office directly at 604-874-9816 or by email to mpbiaoutreach@gmail.com. We are happy to discuss your questions or concerns. This proposed budget would equate to 6.1% of your tax levy or a BIA mil rate (rate per \$1000) of \$0.92. We are able to provide you with a tailored calculation of the annual BIA levy fee that your property would experience with this budget.

We look forward to hearing from you.

Sincerely,
Lynn Warwick,
Executive Director

Charmaine Carpenter,
Programs & Marketing Manager

Russ Davies,
Outreach Manager



PROPOSED BUDGET – MAIN STREET EXPANSION AREA

ADMINISTRATION

\$58,225

May include share of: bookkeeping, area management wages, office rent, expenses, insurance, annual audit, etc.

ADVOCACY

\$2,852

May include share of: city hall advocacy, Fair Tax coalition membership, AGM, strategic planning, dues, etc.

SAFETY & SECURITY

\$35,046

May include share of: nightly security bike patrol contract, Mt. Pleasant CPO program support, dues, etc.

STREET ENHANCEMENT & MAINTENANCE

Street Banner	\$11,990
Banner Hardware (one time cost)	\$19,800
Power Washing	\$6,300
Weed Control/Landscaping	\$2,000
Graffiti Removal	\$17,900
Garbage Clean Up/ Street Cleaning	<u>\$24,600</u>

\$82,590

NEIGHBOURHOOD MARKETING & EVENTS

\$20,913

May include share of: brand-new Main Street area event, Car Free event, Clean Sweep event, Newspaper advertising, BIA website, tourist publications, event staffing, etc.

PROPOSED TOTAL

\$199,626



MOUNT PLEASANT
BUSINESS IMPROVEMENT AREA

www.mountpleasantbia.com  /explore Mount Pleasant BIA  @mountpleasantbia



Main Street Budget Finalization Meeting – July 30, 2015

Member Attendees

Name	Business/Property	Phone	Email
Brian Meakin	Turner Meakin Management C	(604) 736-7020	brian@turnermeakin.com

Topics of Discussion

- Mr Meakin was pleased that the expansion area would include only Main Street property as he had concern that the MPBIA services would be lost on businesses along the side streets and above ground.
- Info was relayed about the separation of the 2 areas budgets until the next MPBIA renewal to ensure money collected stays in the area and new members are getting the services requested.
 - Security patrols
 - Banners
 - Street Clean Up
 - Neighbourhood marking assistance
- There was discussion around the process of moving forward with the expansion plan.



PROPOSED BUDGET – MAIN STREET EXPANSION AREA

ADMINISTRATION

\$26,627

May include share of: bookkeeping, area management wages, office rent, expenses, insurance, annual audit, etc.

ADVOCACY

\$220

May include share of: city hall advocacy, Fair Tax coalition membership, AGM, strategic planning, dues, etc.

SAFETY & SECURITY

\$19,000

May include share of: nightly security bike patrol contract, Mt. Pleasant CPO program support, dues, etc.

STREET ENHANCEMENT & MAINTENANCE

Street Banner	\$4,360
Banner Hardware (cost amortized over 5 years)	\$1,320
Power Washing	\$2,000
Weed Control/Landscaping	\$750
Graffiti Removal	\$10,000
Garbage Clean Up/ Street Cleaning	<u>\$9,360</u>

\$27,790

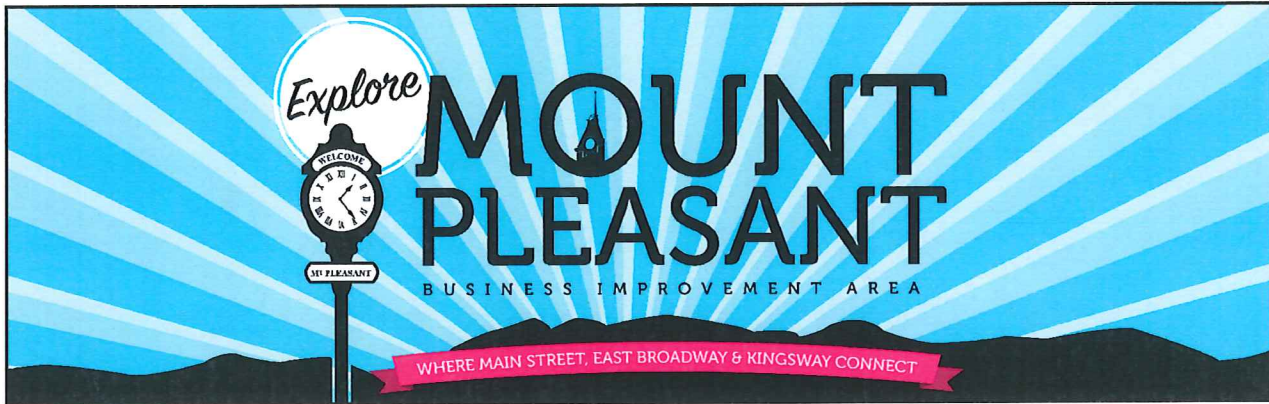
NEIGHBOURHOOD MARKETING & EVENTS

\$2,140

May include share of: brand-new Main Street area event, Car Free event, Clean Sweep event, Newspaper advertising, BIA website, tourist publications, event staffing, etc.

PROPOSED TOTAL

\$75,777



Phase 3 MPBIA AGM Package

Information Package for Current MPBIA Members

August – September 2015

- 1. Introduction Letter**
- 2. Proposed Year 1 Expansion Budget**
- 3. Proposed 5 Year Expansion Budget**
- 4. Existing MPBIA Map with Proposed Expansion Area**
- 5. Map with Proposed Expansion Area**
- 6. Map of Proposed New MPBIA Boundaries**
- 7. Explanation of Expansion Motions for AGM**



MOUNT PLEASANT BIA PROPOSED EXPANSION

NORTH ON MAIN STREET FROM 7TH AVENUE TO 2ND AVENUE

The mandate of the MPBIA is to promote and enhance our local business district. Our goal is to assist our member businesses and property owners to maximize their return on investment. Associations such as the MPBIA exist to promote and to physically improve their area and to be a central voice to advocate for member and neighbourhood interests.

The MPBIA currently represents approximately 550 business and property owners. Our boundaries include Main Street from 16th Avenue to 7th Avenue, extend east and west along Broadway from Guelph Street to Ontario Street, follow Kingsway from 7th Avenue to 12 Avenue and include any commercial properties and their businesses in between these streets, as discussed at prior MPBIA AGMs. The MPBIA has been exploring the possibility of expanding our boundaries to include the properties and businesses along Main Street from 7th to 2nd Avenue. We have approached the corresponding property and businesses owners, provided them with related information and hosted four meetings to obtain their feedback and answer questions. We are in the process of working with the City and the proposed expansion area stakeholders to obtain approval to bring this expansion into effect as of April 1, 2016.

Enclosed in this information package are two proposed budgets. One reflects a budget for our current business area boundaries (which accords with the approved budget in our 7 year Funding Ceiling) and a second one, for the expansion area, which is subject to approval by those commercial property and business owners, north on Main Street. The expansion area budget includes monies to combat graffiti and to allow for regular bike patrols, two major issues identified by businesses owners in this area. If approved, the intent is for this area to be a separate expansion area for the period April 1, 2016 to March 31, 2021.

We believe this expansion could be of benefit to our current membership as it will allow us to represent the interests of an expanded portion of Main Street and assist in the enhancement of this area as it transforms through development.

The proposed expansion will not impact current BIA levies as the funds will be generated from the expansion area and will be used to support the programs within the expansion area specifically.

Attached please find:

- Proposed 5 Year Funding Ceiling for the separate Expansion Area for the period April 1, 2016 to March 31, 2021
- Proposed Budget for the separate Expansion Area for the period April 1, 2016 to March 31, 2017
- Map 1: Existing Mount Pleasant BIA with Proposed Expansion area.
- Map 2: Proposed Mount Pleasant Expansion area BIA.
- Map 3: Schedule A – Mount Pleasant Commercial Improvement Society By-Laws

Mount Pleasant Commercial Improvement Society (MPBIA)
Proposed Budget for Expansion Area Year-1
April 1, 2016 to March 31, 2017

REVENUE

City Tax Levy	\$	75,777.00
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TOTAL REVENUE	\$	75,777.00
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EXPENSES

Member / Center Support

Wages: Executive Director	\$	8,470.00
Wages: BIA Resource Centre	\$	9,900.00
CPP, UIC, MSP and WCB	\$	1,631.00
Sub-Total	\$	20,001.00

Administration

Accounting and Auditor	\$	1,500.00
Insurance	\$	280.50
Meetings/Conferences/Seminar/Employment Advertising	\$	50.00
Sub-Total	\$	1,830.50

Economic Development Resource Centre & Special Project Support

Legal Fees	\$	1,200.00
Office Supplies and Equipment	\$	500.00
Rent and Office Upgrades	\$	2,255.00
Telephone / Internet / Web Hosting	\$	341.00
Website Upgrade and Maintenance	\$	500.00
Sub-Total	\$	4,796.00

SPECIAL PROJECT COST - COMMITTEES

Business & Tourism Development

Newsletter and Promo Items	\$	515.00
Advertising Features:		
Event Advertising: Georgia Straight / Other	\$	250.00
Summer Student: Marketing Events	\$	1,341.50
Sub-Total	\$	2,106.50

Government & Community Relations

AGM	\$	231.00
Sub-Total	\$	231.00

Mount Pleasant Commercial Improvement Society (MPBIA)
Proposed Budget for Expansion Area Year-1
April 1, 2016 to March 31, 2017

Safety & Security

Committee Meetings and Membership Dues	\$	22.00
Bike Patrols - Security Company	\$	19,000.00
Sub-Total	\$	19,022.00

Street Enhancement

Banners	\$	4,360.00
Banner Brackets	\$	1,320.00
Power Washing	\$	2,000.00
Graffiti	\$	10,000.00
Weed Control	\$	750.00
Coast Foundation: Sidewalk Cleaning and Poster Removal	\$	9,360.00
Sub-Total	\$	27,790.00

TOTAL EXPENSES

\$ 75,777.00

Excess of Revenue Over Expenditure

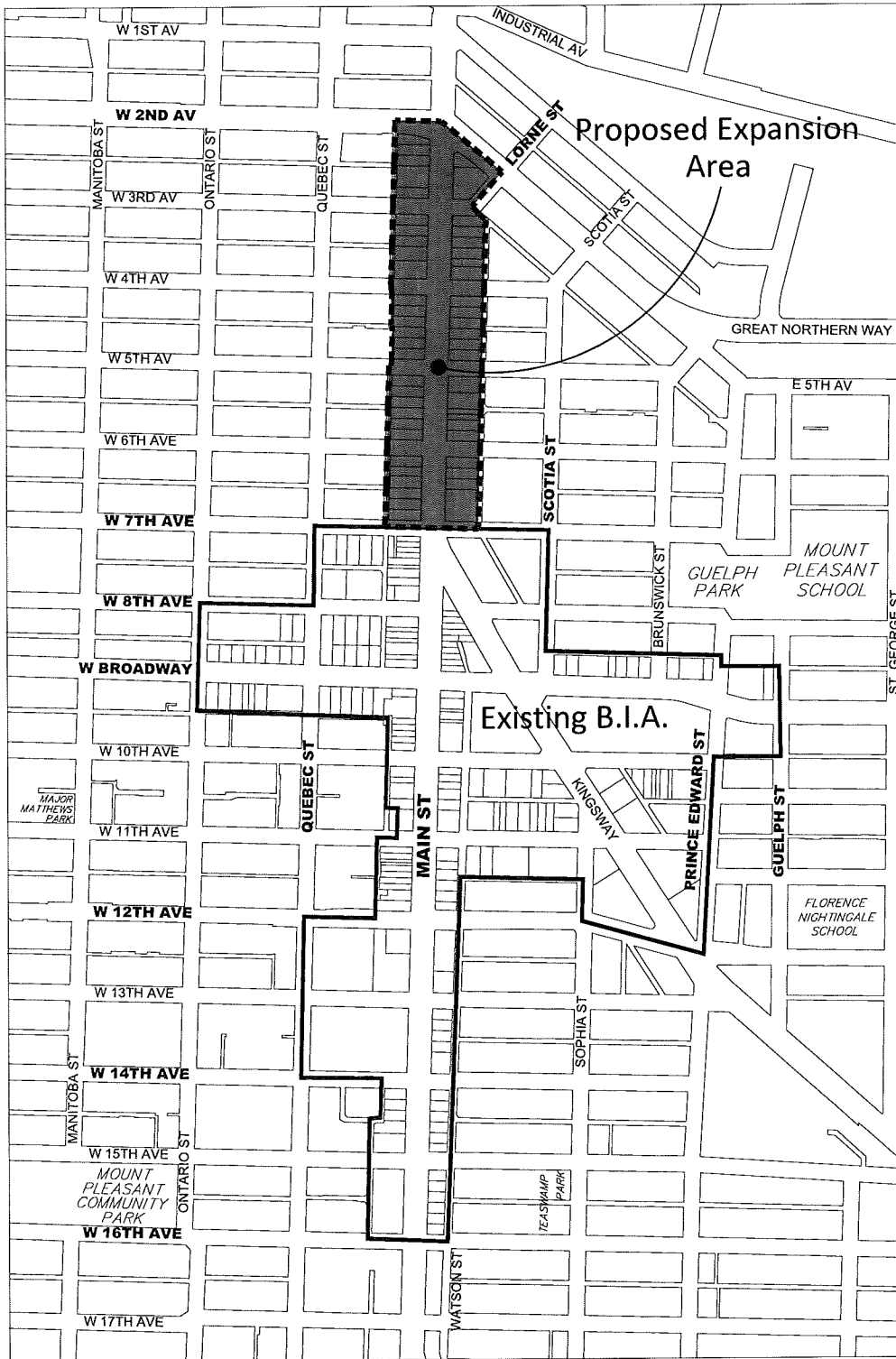
\$ -

Mount Pleasant Commerical Improvement Society (MPBIA) Proposed Main Street Expansion Area
5-Year Budget Forecast with Funding Cap \$418,715.76, April 1, 2016 - March 31, 2021
 (Subject to City Approval of Expenses)

	April 1, 2016 - March 31, 2017	April 1, 2017 - March 31, 2018	April 1, 2018 - March 31, 2019	April 1, 2019 - March 31, 2020	April 1, 2020 - March 31, 2021	TOTAL
TOTAL REVENUE	\$ 75,777.00	\$ 79,565.85	\$ 83,544.14	\$ 87,721.35	\$ 92,107.42	\$ 418,715.76
EXPENSES						
Member / Center Support						
Wages: Executive Director	\$ 8,470.00	\$ 8,894.00	\$ 9,338.00	\$ 9,804.00	\$ 10,294.00	\$ 46,800.00
Wages: BIA Resource Centre	\$ 9,900.00	\$ 10,395.00	\$ 10,913.14	\$ 11,459.35	\$ 12,033.42	\$ 54,700.91
CPP, UIC, MSP and WCB	\$ 1,631.00	\$ 1,714.00	\$ 1,800.00	\$ 1,890.00	\$ 1,985.00	\$ 9,020.00
Sub-Total	\$ 20,001.00	\$ 21,003.00	\$ 22,051.14	\$ 23,153.35	\$ 24,312.42	\$ 110,520.91
Administration						
Accounting and Auditor	\$ 1,500.00	\$ 1,575.00	\$ 1,654.00	\$ 1,737.00	\$ 1,824.00	\$ 8,290.00
Insurance	\$ 280.50	\$ 294.00	\$ 309.00	\$ 325.00	\$ 342.00	\$ 1,550.50
Meetings/Conferences/Seminars/Employment Advertising	\$ 50.00	\$ 150.00	\$ 250.00	\$ 350.00	\$ 450.00	\$ 1,250.00
Sub-Total	\$ 1,830.50	\$ 2,019.00	\$ 2,213.00	\$ 2,412.00	\$ 2,616.00	\$ 11,090.50
Economic Development Resource Centre & Special Project Support						
Legal Fees	\$ 1,200.00	\$ -	\$ -	\$ -	\$ -	\$ 1,200.00
Office Supplies and Equipment	\$ 500.00	\$ 525.85	\$ 552.00	\$ 579.00	\$ 610.00	\$ 2,766.85
Rent and Office Upgrades	\$ 2,255.00	\$ 2,300.00	\$ 2,400.00	\$ 2,500.00	\$ 2,600.00	\$ 12,055.00
Telephone / Internet / Web Hosting	\$ 341.00	\$ 375.00	\$ 400.00	\$ 425.00	\$ 450.00	\$ 1,991.00
Website Upgrade and Maintenance	\$ 500.00	\$ 600.00	\$ 700.00	\$ 800.00	\$ 900.00	\$ 3,500.00
Contingency	\$ -	\$ 140.00	\$ 229.00	\$ 204.00	\$ 568.00	\$ 1,141.00
Sub-Total	\$ 4,796.00	\$ 3,940.85	\$ 4,281.00	\$ 4,508.00	\$ 5,128.00	\$ 22,653.85
SPECIAL PROJECT COST - COMMITTEES						

Mount Pleasant Commerical Improvement Society (MPBIA) Proposed Main Street Expansion Area **5-Year Budget Forecast with Funding Cap \$418,715.76, April 1, 2016 - March 31, 2021** (Subject to City Approval of Expenses)

Business & Tourism Development									
Newsletter and Promo Items	\$	515.00	\$	575.00	\$	625.00	\$	675.00	\$ 725.00 \$ 3,115.00
Advertising Features:									
Print Media / Website Advertising	\$	-	\$	500.00	\$	650.00	\$	800.00	\$ 950.00 \$ 2,900.00
Event Advertising: Georgia Straight / Other	\$	250.00	\$	300.00	\$	350.00	\$	400.00	\$ 450.00 \$ 1,750.00
Tourist Publications	\$	-	\$	150.00	\$	175.00	\$	200.00	\$ 225.00 \$ 750.00
NEW EVENT - IN EXPANSION AREA									
Summer Student: Marketing Events	\$	1,341.50	\$	1,000.00	\$	1,250.00	\$	1,750.00	\$ 1,750.00 \$ 5,500.00
Sub-Total	\$	2,106.50	\$	3,933.00	\$	4,529.00	\$	5,128.00	\$ 5,731.00 \$ 21,427.50
Government & Community Relations									
AGM	\$	231.00	\$	250.00	\$	275.00	\$	300.00	\$ 325.00 \$ 1,381.00
Sub-Total	\$	231.00	\$	250.00	\$	275.00	\$	300.00	\$ 325.00 \$ 1,381.00
Safety & Security									
Committee Meetings and Membership Dues	\$	22.00	\$	50.00	\$	75.00	\$	100.00	\$ 125.00 \$ 372.00
Bike Patrols - Security Company	\$	19,000.00	\$	20,000.00	\$	21,000.00	\$	22,000.00	\$ 23,000.00 \$ 105,000.00
Sub-Total	\$	19,022.00	\$	20,050.00	\$	21,075.00	\$	22,100.00	\$ 23,125.00 \$ 105,372.00
Street Enhancement									
Banners	\$	4,360.00	\$	4,500.00	\$	4,600.00	\$	4,700.00	\$ 4,800.00 \$ 22,960.00
Banner Brackets	\$	1,320.00	\$	1,320.00	\$	1,320.00	\$	1,320.00	\$ 1,320.00 \$ 6,600.00
Power Washing	\$	2,000.00	\$	2,000.00	\$	2,100.00	\$	2,200.00	\$ 2,300.00 \$ 10,600.00
Graffiti	\$	10,000.00	\$	10,250.00	\$	10,500.00	\$	11,000.00	\$ 11,250.00 \$ 53,000.00
Weed Control Around Trees	\$	750.00	\$	800.00	\$	850.00	\$	900.00	\$ 950.00 \$ 4,250.00
Coast Foundation: Sidewalk Cleaning and Poster Removal	\$	9,360.00	\$	9,500.00	\$	9,750.00	\$	10,000.00	\$ 10,250.00 \$ 48,860.00
Sub-Total	\$	27,790.00	\$	28,370.00	\$	29,120.00	\$	30,120.00	\$ 30,870.00 \$ 146,270.00
TOTAL EXPENSES	\$	75,777.00	\$	79,565.85	\$	83,544.14	\$	87,721.35	\$ 92,107.42 \$ 418,715.76
Excess of Revenue Over Expenditure	\$	-	\$	-	\$	-	\$	-	\$ - \$ 0.00



Existing Mt. Pleasant B.I.A. with Proposed Expansion-area

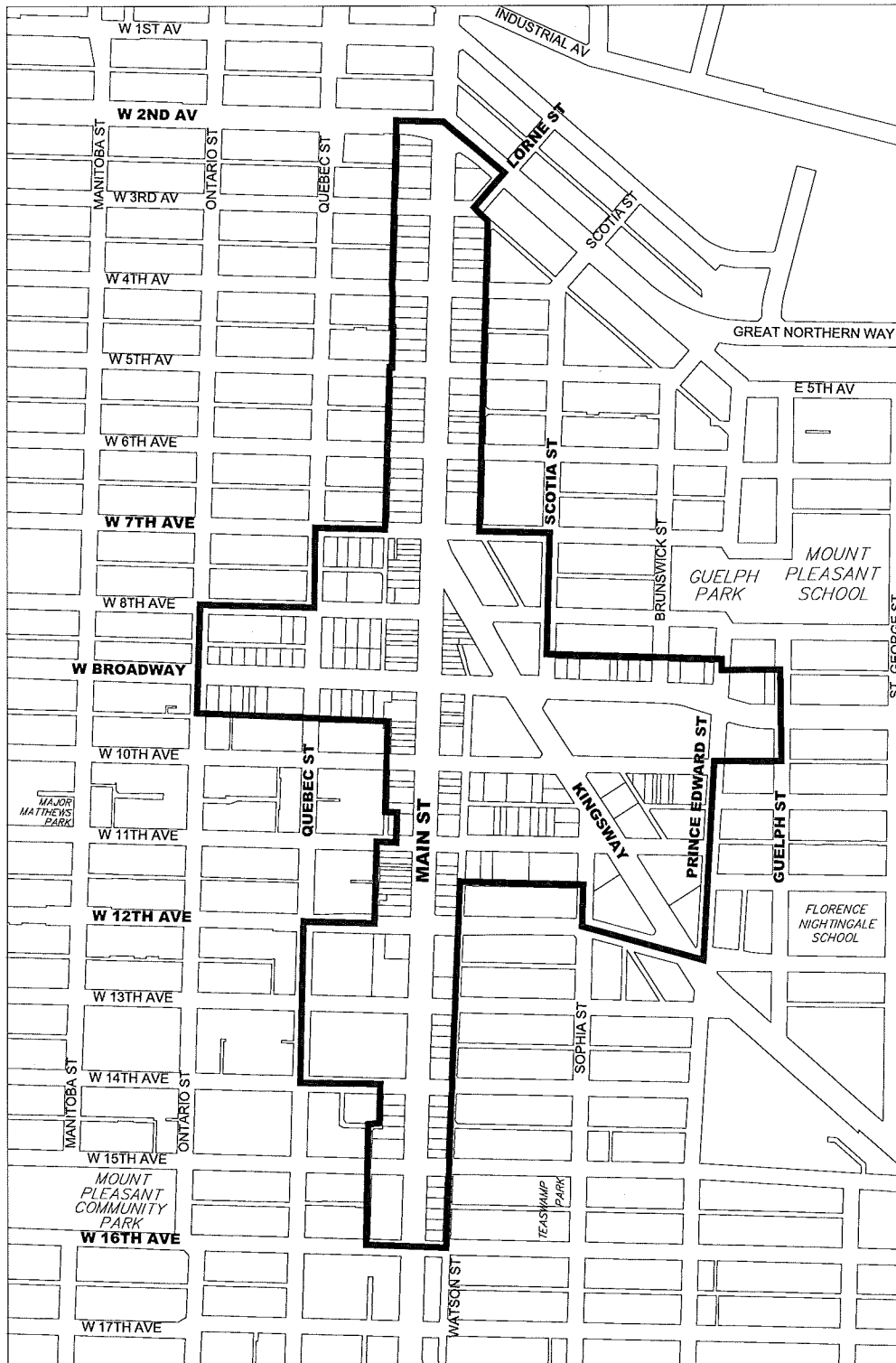




Proposed Mt. Pleasant Expansion-area B.I.A.



Schedule A



Mt. Pleasant B.I.A.





EXPANSION APPLICATION APPROVAL MOTIONS

EXPLANATION: Motion to proceed with BIA expansion process (separate expansion BIA) for 5-year term to coincide with MPBIA renewal.

9.(a) "Motion to approve, in principle, an expansion of the Mount Pleasant Business Improvement Area (MPBIA) north along Main Street as a separate expansion area, with a five year term, from April 1, 2016 to March 31, 2021, and to request City Council to commence an expansion process."

EXPLANATION: Motion to amend the MPBIA by-laws to include expansion area property owners and tenants as eligible members.

9.(b) "Approval of a special resolution to approve an amendment to the Mount Pleasant Commercial Improvement Society by-laws section 1.(1.)(a) to replace existing schedule a map with a new schedule a map reflecting the expanded MPBIA boundaries, subject to City Council approval of the expansion."

EXPLANATION: Motion to approve 5-year funding cap for the Expansion Area.

9 (c) Motion to approve a 5-year funding ceiling for the separate Expansion Area for period from April 1, 2016 to March 31, 2021, in the amount of \$418,715.76, as presented.

EXPLANATION: Motion to approve separate budget for the Expansion Area.

9(d) "Motion to approve that the budget for the year 2016-2017 for the separate Expansion Area in the amount of \$75,777 be taken as read, moved and adopted"

EXPLANATION: Standard motion to permit re-allocation of expansion budget line items as needed during the year.

9(e) "Motion that the directors of the Mount Pleasant Commercial Improvement Society be hereby authorized to re-allocate budget items within the 2016-2017 separate Expansion Area budget".

MOUNT PLEASANT COMMERCIAL IMPROVEMENT SOCIETY

27th ANNUAL GENERAL MEETING

Meeting Minutes

Date: Tuesday, September 15, 2015

Location: Heritage Hall, 3102 Main Street, Vancouver BC

The Mount Pleasant Commercial Improvement Society met this day, Tuesday, September 15, 2015 for the purposes of conducting the Annual General Meeting as set out in Part V of its Constitution and By-Laws. Total registration and attendance was:

Voting Members: 8 Property Owners & 16 Business Owners	Total	24
Guests / Staff:	Total	<u>15</u>
Total		39

This exceeded the required quorum of 15 registered voters in attendance, as stipulated in our By-Laws, allowing the meeting to be called to order, as detailed below.

9 to 12. APPROVAL OF MOTIONS PERTAINING TO MPBIA EXPANSON

Chris reported that the concept of potentially expanding the Mount Pleasant BIA boundaries has been discussed at previous Annual General Meetings. He advised over the past year, MPBIA Directors and staff have reached out to property owners and businesses to the north of the current MPBIA boundaries with a range of activities including:

- Sending and reviewing survey questionnaires
- Distributing information packages
- Developing proposed budgets
- Hosting outreach meetings (4) to discuss BIA expansion, potential services and costs.

Chris reported that as a result of MPBIA outreach and due diligence, the Directors believe that there is the possibility of definite support for expansion from owners and businesses to the north on Main Street from 7th to 2nd Avenue, effective April 1, 2016.

He advised that in order for the City of Vancouver to move forward on this initiative, we require our existing membership, to approve the related motions. If approved, the City will then send out letters later this year to the property owners

and businesses in the proposed expansion area to determine whether they support inclusion in the Mount Pleasant BIA.

9. MOTION: "TO APPROVE, IN PRINCIPLE, AN EXPANSION OF THE MOUNT PLEASANT BUSINESS IMPROVEMENT AREA (MPBIA) NORTH ALONG MAIN STREET TO 2ND AVENUE AS A SEPARATE EXPANSION AREA, WITH A FIVE YEAR TERM, FROM APRIL 1, 2016 TO MARCH 31, 2021, AND TO REQUEST CITY COUNCIL TO COMMENCE ON THE EXPANSION PROCESS."

Mover: Rick Sair
Second: Katwyn Sharp
Passed Unanimously: Yes

Chris then explained that the purpose of the following motion was to amend the MPBIA by-laws to include the expansion area property owners and tenants as eligible Members and asked for approval:

10. MOTION: "APPROVAL OF A SPECIAL RESOLUTION TO APPROVE AN AMENDMENT TO THE MOUNT PLEASANT COMMERCIAL IMPROVEMENT SOCIETY BY-LAWS SECTION 1.(1.) (a) TO REPLACE EXISTING SCHEDULE A MAP WITH A NEW SCHEDULE A MAP REFLECTING THE EXPANDED MPBIA BOUNDARIES, SUBJECT TO CITY APPROVAL OF THE EXPANSION."

Mover: Bill Briscall
Second: Rick Sair
Passed Unanimously: Yes

Chris advised the purpose of the following motion is to approve a 5-year funding cap for the expansion area:

11. MOTION: "TO APPROVE A 5-YEAR FUNDING CEILING FOR THE SEPARATE EXPANSION AREA FOR THE PERIOD FROM APRIL 1, 2016 TO MARCH 31, 2021, IN THE AMOUNT OF \$418,715.76, AS PRESENTED."

Mover: Jocelyne Hamel
Second: Rick Sair
Passed Unanimously: Yes

Chris then presented two additional motions for approve regarding the separate budget for the Expansion Area:

12 a MOTION: "TO APPROVE THAT THE BUDGET FOR THE YEAR 2016 – 2017 FOR THE SEPARATE EXPANSION AREA IN THE AMOUNT OF \$75,777 BE TAKEN AS READ, MOVED AND ADOPTED.",

Mover: Ivan Douglas
Seconded: Kate Nagel
Passed Unanimously: Yes

12 b. MOTION: "THAT THE DIRECTORS OF THE MOUNT PLEASANT COMMERCIAL IMPROVEMENT SOCIETY BE HEREBY AUTHORIZED TO RE-ALLOCATE BUDGET ITEMS WITHIN THE 2016-2017 SEPARATE EXPANSION AREA BUDGET."

Mover: Rick Sair
Seconded: Pam Hamilton
Passed Unanimously: Yes