



## REPORT

Report Date: November 13, 2019  
Contact: Matthew Bourke  
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RTS No.: 13499  
VanRIMS No.: 08-2000-20  
Meeting Date: November 26, 2019  
[Submit comments to Council](#)

TO: Vancouver City Council  
FROM: General Manager of Planning, Urban Design and Sustainability  
SUBJECT: Approval of Council Initiatives - BIA Renewal and Expansion 2020

### **RECOMMENDATION**

#### **Downtown Vancouver BIA Renewal:**

- A1. THAT Council confirm the Downtown Vancouver Business Improvement Association as sponsor for the Downtown Vancouver BIA.
- A2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Downtown Vancouver BIA, for a further term (10 years) commencing April 1, 2020;  
  
FURTHER THAT Council forward the application of the Downtown Vancouver 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 10-year (2020-2030) funding-ceiling of \$64,109,527 for the Downtown Vancouver BIA, subject to Council approval of the renewal.

#### **Mount Pleasant BIA Expansion:**

- B1. THAT Council confirm the Mount Pleasant Commercial Improvement Society as sponsor for an expanded Mount Pleasant BIA.
- B2. THAT Council approve the commencement of a Council Initiative to expand the Mount Pleasant BIA;

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

- B3. THAT the City notify property owners and tenants within the expansion area (shaded area on map attached as Appendix B1), of the proposed BIA expansion and levy.

## **REPORT SUMMARY**

### **DOWNTOWN VANCOUVER BIA RENEWAL**

The Downtown Vancouver Business Improvement Area term will expire March 31, 2020; The BIA was last re-established (renewed) in 2010 for a 10-year term. It must now be renewed for a further term to continue to operate.

### **MOUNT PLEASANT BIA EXPANSION**

The Mount Pleasant Commercial Improvement Society (MPCIS) has applied to expand the Mount Pleasant BIA to include approximately 460 new property owners and business tenants, generally along portions of Main Street, Broadway, and Kingsway.

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

## **COUNCIL AUTHORITY/PREVIOUS DECISIONS**

*Vancouver Charter* section 506 sets out the threshold for Council approval of a Council Initiative as follows:

*Council may, in its discretion, [approve a BIA Council Initiative] ... if, after notice of the Council's intention to undertake the project has been mailed to the assessed owners of the parcels liable to be specially assessed a sufficient number of notices of objection to the project has not been filed with the City Clerk during the period of one month after the mailing of such notice ... A sufficient number of notices of objection to a project shall be deemed to be filed if at least more than one-half in number of the then assessed owners, representing at least more than one-half of the value according to the last real-property assessment roll, of the parcels liable to be specially assessed have, in writing, given notice to the City Clerk within the time above prescribed that they object to the project.*

Council has adopted policy for approval of BIA Council Initiatives as follows:

- For BIA renewal, approved July 30, 1992
- For BIA establishment and expansion, approved October 14, 1997
- Policy amendments for BIA renewal, establishment and expansion, approved November 28, 2017.

*A BIA is established, renewed, and/or expanded by Council Initiative process; under a Council Initiative, affected property owners 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. Commercial tenants also receive a notification, and the Initiative generally will not be approved if one half of the commercial tenants, counted separately from owners, 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 currently varies from 5 to 10 years.

## **CITY MANAGER'S/GENERAL MANAGER'S COMMENTS**

The City Manager and the General Manager of Planning, Urban Design and Sustainability 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 Downtown Vancouver Business Improvement Association (DVBIA) has completed the first step in the BIA renewal process. This step involves consultation with all affected BIA property and business owners regarding BIA renewal and cost ("BIA outreach").

The outreach process culminates in membership approval of renewal resolutions at the BIAs' Annual (or Special) General Meetings. Those resolutions include a) formally requesting the City to consider BIA renewal and b) stipulating a by-law term and funding-ceiling<sup>1</sup> for Council approval and c) approving a first-year renewal budget (Appendix A2). The DVBIA's renewal outreach is summarized in this report based on an outline provided by the DVBIA (Appendix A3). Detailed documentation is retained by the DVBIA and is available at the City's request.

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

## Step 2

Renewal Step 2 requires Council approval of the recommendations in this report as follows: a) to 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;<sup>2</sup> 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 renewal, the year-1 budgets will be reported along with all of the other BIA's 2020 - 2021 budget requests. Although Council does not approve the proposed year-1 budgets at this stage in the BIA renewal process, a copy of the proposed budget is attached (Appendix A2) to this report for reference, to indicate the anticipated cost of the proposal. 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.

### BIA Outreach Process - Background

In this section, additional information is provided on the overall approach to outreach and reporting outlined as Step 1. The section that follows provides background and strategic analysis for the proposed Downtown Vancouver BIA renewal and proposed Mount Pleasant BIA Expansion.

### BIA Renewal

As part of the renewal process, BIAs are required to conduct outreach to the commercial property owners and business tenants within their respected 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. An outreach outline from the DVBIA is attached to this Report as Appendix A3. The body of the Report includes a brief factual summary of the BIA's outreach activities.

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.

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<sup>2</sup> The City's notification is to the owners of BC Assessment Authority Class 5 (light industry) and Class 6 (business/other), and to business tenants occupying Class 5 and Class 6 properties within the BIA area.

## Mount Pleasant BIA Mid-Term Expansion

The outreach process for BIA expansion usually follows the general process required for the establishment of new BIAs, which includes the production and distribution of owner/business surveys, invitational meetings and open houses, and the production and distribution of proposed budgets and individual cost estimates.

At an MPCIS Extraordinary Meeting on October 22, 2019, the members approved that the MPCIS board request that Council consider expansion of the BIA to include the areas shaded grey in the attached map (Appendix B1) by establishing a separate expansion bylaw, effective for one-year (April 1, 2020 to March 31, 2021). The proposed one-year by-law term is intended to coincide with expiry of both the main BIA by-law and an earlier expansion-area established in 2016. The joint expiry of all the by-laws allows for amalgamation of all the areas, if desired, in 2021.

Subsequently, as part of the Council Initiative, the affected expansion-area owners/operators 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 expansion is made by Council..

If, after notification, Council approves the BIA expansion, the Mount Pleasant BIA budget will be reported along with all of the other BIAs' 2020 - 2021 budget requests. Although Council does not approve the proposed budgets at this stage in the BIA expansion process, a copy of the proposed budget is attached to this report for reference as Appendix B2, to indicate the anticipated cost of the proposal. 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.

## **Strategic Analysis**

### Downtown Vancouver BIA Renewal

#### BACKGROUND

The Downtown Vancouver BIA was established in 1990, and was last renewed in 2010 for a fourth term (10 years) which expires at the end of March 2020. The Downtown Vancouver Business Improvement Association (DVBIA) wishes to renew the BIA for a further term (10 years) (April 1, 2020 - March 31, 2030).

#### DISCUSSION

##### BIA Renewal Proposal

The Downtown Vancouver BIA boundary roughly comprises a 90 block-area in Vancouver's downtown core (See map in Appendix A1).

When approved by Council, the proposed funding-ceiling of \$64,109,527 will define the maximum amount that may be levied over the Downtown Vancouver BIA 10-year renewal term, and reflects an increase of 147% from the previous 10-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 DVBIA proposes a Year 1 renewal budget of \$4,889,391 representing a 54% increase over the 2019-2020 budget, and an annual levy rate of \$0.24 per \$1,000 of commercial property value.

The DVBIA believes the 2020-2021 budget increase is warranted because the DVBIA levy rate has been dropping significantly year over year due to major new office development adding new commercial assessed value. As a result, current DVBIA rates per \$1,000 of commercial property value are about one-third of the 2003 values, and approximately one-quarter the average BIA levy rates across the city (Table 1 below):

**TABLE 1**

	Rate /\$1,000 comm value	BIA levy as % of all comm taxes
DVBIA 2003	\$0.32	1.11%
DVBIA 2019	\$0.12	1.31%
BIAs average 2019	\$0.44	4.76%
DVBIA proposed	\$0.24	2.62%

The proposed 2020 DVBIA levy rate would be about one-half the average 2019 BIA levy rate..

If, after owner and business notifications, Council approves the Downtown Vancouver BIA renewal, the BIA's renewal year-1 budget will be reported along with all of the other BIAs' 2020 – 2021 budget requests (See budget in Appendix A2).

#### Renewal Outreach Activities

Renewal outreach activities extended from June 2018 to June 2019. Renewal outreach activities included:

- 14 Open House Consultations on full mandate renewal proposal
- 11 other member events where details on mandate renewal were included in opening and closing remarks
- Distribution of Renewal-related materials including
  - Renewal Survey and Member Priorities Survey
  - Email of explanatory materials about BIA renewal
  - Social Media activities about Open House Consultation and dissemination of video series
  - Mail-out newsletter
- Direct one-on-one outreach with major property and business owners
- The DVBIA AGM held on June 18th, 2019. The 10-year renewal and budget plan were discussed and approved during the AGM.

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

#### Comments

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

On June 18, 2019, at a duly constituted AGM, the DV BIA membership unanimously approved BIA renewal, a new 10-year funding ceiling, and the 2020-2021 budget. The City has not been contacted by owners or businesses expressing opposition to the proposed BIA renewal. The DV BIA reports that it has received no opposition in response to its member outreach.

Based on the AGM results and member input received to date, the DV BIA believes that the BIA 10-year renewal, the proposed 10-year funding ceiling, and the Year-1 budget are generally supported.

## Mount Pleasant BIA Mid-term Expansion

### BACKGROUND

The Mount Pleasant BIA<sup>3</sup> was established in 1989 and was last renewed in 2014 for a fifth term (7 years) which expires at the end of March 2021. In 2016, the BIA expanded south along Main Street from its original boundary at 7<sup>th</sup> Avenue to 2<sup>nd</sup> Avenue through establishment of a separate expansion by-law.

The Mount Pleasant Commercial Improvement Society (MPCIS) wishes to further expand the BIA in order to include approximately 458 new property owners and business owners/operators along stretches of Main Street, Broadway, and Kingsway.

### DISCUSSION

#### BIA Expansion Proposal

The proposed BIA expansion includes approximately 149 commercial properties and 309 business owner/operators extending in four directions from the existing BIA boundary (See area shaded grey in Appendix B1 map). The proposed expansion includes the following:

- North and East Expansion:
  - Between 2<sup>nd</sup> and 7<sup>th</sup> Avenues: east two blocks from current boundary on Main Street to new boundary at Brunswick Street
  - Between 7<sup>th</sup> and 8<sup>th</sup> Avenues: east three blocks from current boundary on Scotia Street to new boundary at St. George Street
  - Broadway: east four blocks from current boundary at Guelph Street to new boundary at Prince Albert Street
- South Expansion:
  - South three blocks along Main Street from current boundary at 16th Avenue to new boundary at 19th Avenue
- South East Expansion:
  - South east four blocks along Kingsway (north side only) from current boundary at 12th Avenue to new boundary at Fraser Street
- West Expansion:
  - West on Broadway from the current boundary at Ontario Street to Alberta Street

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<sup>3</sup> The proposed expansion, which will be known as Mount Pleasant Expansion #2 BIA, will be the third BIA area under MPCIS management, each area established under separate by-laws.

The BIA's current 7-year (2014-2021) funding ceiling of \$2,800,000 will be unchanged. Similarly, the 2016 BIA Expansion's current 5-year (2016 – 2021) funding ceiling of \$418,716 will be unchanged.

For the new expansion area, the MPCIS proposes a 2020-2021 budget of \$179,886, representing an annual levy rate of \$0.39 per \$1,000.00 of assessed property value. If, after the owner/occupier notification, Council approves the Mount Pleasant BIA expansion, the expanded BIA's budget will be reported along with all of the other BIAs' 2020 - 2021 budget requests (See budget in Appendix B2).

#### Expansion Outreach Activities

The expansion outreach process began in early 2018, with BIA staff engaging businesses who had inquired about being a part of a BIA. At the September 11, 2018 Annual General Meeting MPCIS membership approved exploring expansion possibilities.

In May of 2019 with two new staff, MPCIS began broader engagement, including one-on-one meetings and correspondence (mail and email) with potential members. A survey was distributed, three 'Meet & Greet' information events were held in the summer and fall, and expressions of support were provided by expansion-area businesses and property owners.

MPCIS's expansion request letter, summary of expansion outreach activities, and a package of outreach materials are attached as Appendix B3.

#### Comments

On September 10, 2019, at a duly constituted AGM, the MPCIS membership unanimously approved BIA expansion and the 2020-2021 expansion-area budget.

A proposed expansion-area boundary was presented at the AGM but not voted because level of support in some subareas was mixed or not known. During September and October, MPCIS staff made further attempts to engage expansion-area owners and businesses before recommending approval of the boundary originally presented at the AGM. Although MPCIS believes the expansion is generally supported, there remains some uncertainty about support in a few sub-areas due to mixed responses and difficulty engaging some property owners and businesses.

At an extraordinary general meeting held October 22, 2019, MPCIS members approved the proposed expansion boundary.

### ***Implications/Related Issues/Risk***

#### ***Financial***

There are no financial implications.



**CONCLUSION**

The by-law for the Downtown Vancouver Business Improvement Area is set to expire at the end of March 2020. Downtown BIA society has asked that its application be forwarded by way of Council Initiative to a Court of Revision. The results of the BIA outreach activities indicate little or no opposition at this stage in the process. It is recommended that the renewal application be forwarded to Court of Revision.

The Mount Pleasant Commercial Improvement Society (MPCIS) proposes to expand its geographic area by way of a separate BIA expansion-area by-law, and has asked that its application be forwarded by way of Council Initiative to a Court of Revision. The results of the BIA outreach activities indicate general support for the expansion as well as uncertainty about support in a few areas. It is recommended that the MPCIS's expansion application 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' 2020 - 2021 budget requests.

\* \* \* \* \*

**Downtown Vancouver BIA**

**DVBIA 2020 - 2021 Budget****REVENUES**

BIA Levy	4,881,000
Membership Events	30,300
Other Revenue	30,300
Interest	14,643
<b>TOTAL REVENUES</b>	<b>4,956,243</b>

**PROGRAMMING EXPENDITURES**

<b>Retail Districts</b>	262,650
<b>Enhanced Experience</b>	
Downtown Ambassadors	1,482,351
Communications	195,019
Public Space/Placemaking	430,200
Sponsorships	386,200
<b>Vibrant Economy</b>	
Policy Development & Advocacy	38,265
Economic Development	28,303
<b>Liveability</b>	
Programs/Advocacy/Research	47,205
<b>Sustainability</b>	
Programs/Advocacy/Research	63,867
<b>Organizational Effectiveness</b>	
Membership Events	63,243
Board and Nominating Committee Meetings	6,120
Member Relations and Recruitment	21,016
<b>TOTAL PROGRAMMING</b>	<b>3,024,439</b>

**ADMINISTRATION**

Operations	490,086
Wages and Benefits	1,374,866
<b>TOTAL ADMINISTRATION</b>	<b>1,864,952</b>

<b>TOTAL EXPENDITURES (Programming + Administration)</b>	<b>4,889,391</b>
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<b>EXCESS REVENUES (EXPENDITURES)</b>	<b>66,852</b>
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<b>PROJECTED OPERATING FUND, BEGINNING OF YEAR</b>	<b>205,510</b>
<b>Legal Defense Reserve Allocation *</b>	<b>24,405</b>
<b>PROJECTED OPERATING FUND, END OF YEAR</b>	<b>247,956</b>

\* This .5% contribution from the levy would bring the Legal Defence Reserve total to \$78,366 by the end of 2020-21, if there are no expenses incurred.



July 31, 2019

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

Re: Renewal request for the Downtown Vancouver Business Improvement Association (DVBIA)

Dear Mayor and Council:

On behalf of the membership and the Board of Directors of the Downtown Vancouver Business Improvement Association (DVBIA), I am pleased to present our official request of Council to approve our renewal for a new 10-year term effective April 1, 2020.

Our renewal process commenced in the spring of 2018 with a membership survey to measure awareness and level of satisfaction, solicit feedback on our programs and services, and to measure support for increasing a number of existing programs and services. A strong majority want to see more festivals downtown (85%); an increase in safety resources and initiatives by the DVBIA (86%); and, an increase in public realm cleanliness initiatives by the DVBIA (91%). Although membership satisfaction levels with the programs and services being offered by the DVBIA are in the high seventies, what we heard from members is that we could and should do more.

We announced our plans to renew the DVBIA's mandate for a subsequent ten years in our 2018 annual report and at the Annual General Meeting in June 2018, and invited members to attend the open houses scheduled in the fall of 2018 to learn more about the renewal proposal and provide feedback. A total of fourteen open houses were held from mid-October to late November, supplemented with a series of videos to increase awareness about and communicate the details of the renewal proposal. We also hosted a number of one-on-one meetings with building and business owners who were unable to attend the open houses. Support for the renewal proposal from those who attended the open houses scored a 4.66 out of a high score of "5".

**CHAIR:**

Gary Pooni  
Brook Pooni Associates

**VICE CHAIR:**

Luca Citton  
Boughton Law Corporation

**SECRETARY-TREASURER:**

Lorenzo Pederzani  
Westmount Wealth Group

**IMMEDIATE PAST CHAIR:**

Dani Pretto  
Vanterre Projects Corp

**DIRECTORS:**

Graham Blank  
Torn Lee Music

Kim Ficocelli  
Cadillac Fairview

Gwen Hardy  
Elettra Communications

Melissa Higgs  
HCMA Architecture + Design

Damon Holowchak  
Donnelly Group

Rob Kavanagh  
GWL Realty Advisors

Vera Liu  
Kingsett Capital

Christopher Lythgo  
Business Development Bank of Canada

David Roche  
Bentall Kennedy

Chris Stokes  
QuadReal Property Group

Chuck We  
Hudson Pacific Properties

**PRESIDENT AND CEO:**

Charles Gauthier  
Downtown Vancouver BIA

The outreach and consultation process culminated in our members—at our Annual General Meeting on June 18, 2019—unanimously approving a new 10-year mandate with a ceiling of \$64,109,527 over the duration of the mandate.

If you have any questions about the DVBIA or the work we have achieved to date, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'C. Gauthier', with a stylized flourish extending to the right.

Charles Gauthier, MCP  
President and CEO

Downtown Vancouver Business Improvement Association

Attachment

cc Peter Vaisbord, Coordinator, BIA Program, City of Vancouver

## Mandate Renewal Outreach Activities 2018-2019

### MEMBER EVENTS: DETAILS ON MANDATE RENEWAL INCLUDED IN WELCOME AND CLOSING REMARKS

- June 14, 2018: Annual General Meeting at Fairmont Pacific Rim, 4:00 pm – 6:00 pm
- August 14, 2018: Libations at Shangri-La Hotel, 4:00 pm – 6:00 pm
- September 27, 2018: Roundtable at Terminal City Club, 11:30 am – 1:30 pm
- October 2, 2018: Mayoral Candidates Forum at UBC Robson Square, 8:00 am – 9:00 am
- October 31, 2018: Info session at WeWork, 12:00 pm – 1:00 pm
- November 1, 2018: Libations at Lot 19, 4:00 pm – 6:00 pm
- December 5, 2018: Holiday party at Prohibition, 4:00 pm – 6:00 pm
- March 7, 2019: Roundtable at Coast Coal Harbour Hotel, 11:30 am – 1:30 pm
- March 14, 2019: Libations at Earls Test Kitchen, 4:00 pm – 6:00 pm
- May 30, 2019: Roundtable at Coast Coal Harbour Hotel, 11:30 am – 1:30 pm
- June 18, 2019: AGM at Rosewood Hotel Georgia

### OPEN HOUSE CONSULTATIONS: FULL MANDATE RENEWAL PROPOSAL PRESENTED TO ATTENDEES

- October 10, 2018: Westin Hotel, 8:00 am – 9:00 am
- October 11, 2018: Boughton Law offices, 9:00 am – 10:00 am
- October 15, 2018: Nelson Square, 4:00 pm – 5:00 pm
- October 17, 2018: Cadillac Fairview office, 11:00 am – 12:00 pm
- October 29, 2018: Boughton Law offices, 2:00 pm – 3:00 pm
- November 1, 2018: Cadillac Fairview office, 9:00 am – 10:00 am
- November 2, 2018: Rosewood Hotel Georgia, 8:30 am – 9:30 am
- November 2, 2018: Nelson Square, 12:00 pm – 1:00 pm
- November 6, 2018: Boughton Law offices, 12:00 pm – 1:00 pm
- November 15, 2018: Quadreal offices, 9:00 am – 10:00 am
- November 16, 2018: HCMA offices, 12:00 pm – 1:00 pm
- November 21, 2018: Donnelly Group office, 12:00 pm – 1:00 pm
- November 22, 2018: Oxford offices at MNP Tower, 9:00 am – 10:00 am
- November 27, 2018: Terminal City Club, 4:30 pm – 6:00 pm

### SURVEYS

- March 2018: survey about member priorities that would go on to be reflected in 2020-2030 mandate proposal was sent to DVBIA members, saw participation rate of approximately 24%.
- October/November 2018: Renewal survey—sent out to participants of consultation sessions to gauge level of support for renewal proposal. Average members support: 4.66 out of 5.

## EMAIL ACTIVITY

- September/October 2018: six invitations to consultation sessions sent to DVBIA members.
- October – December 2018: approximately 6300 recipients received details via email on the full mandate renewal proposal in three monthly newsletters. Newsletter story included details on proposed program enhancements and important mandate renewal milestone dates.

## SOCIAL MEDIA ACTIVITY

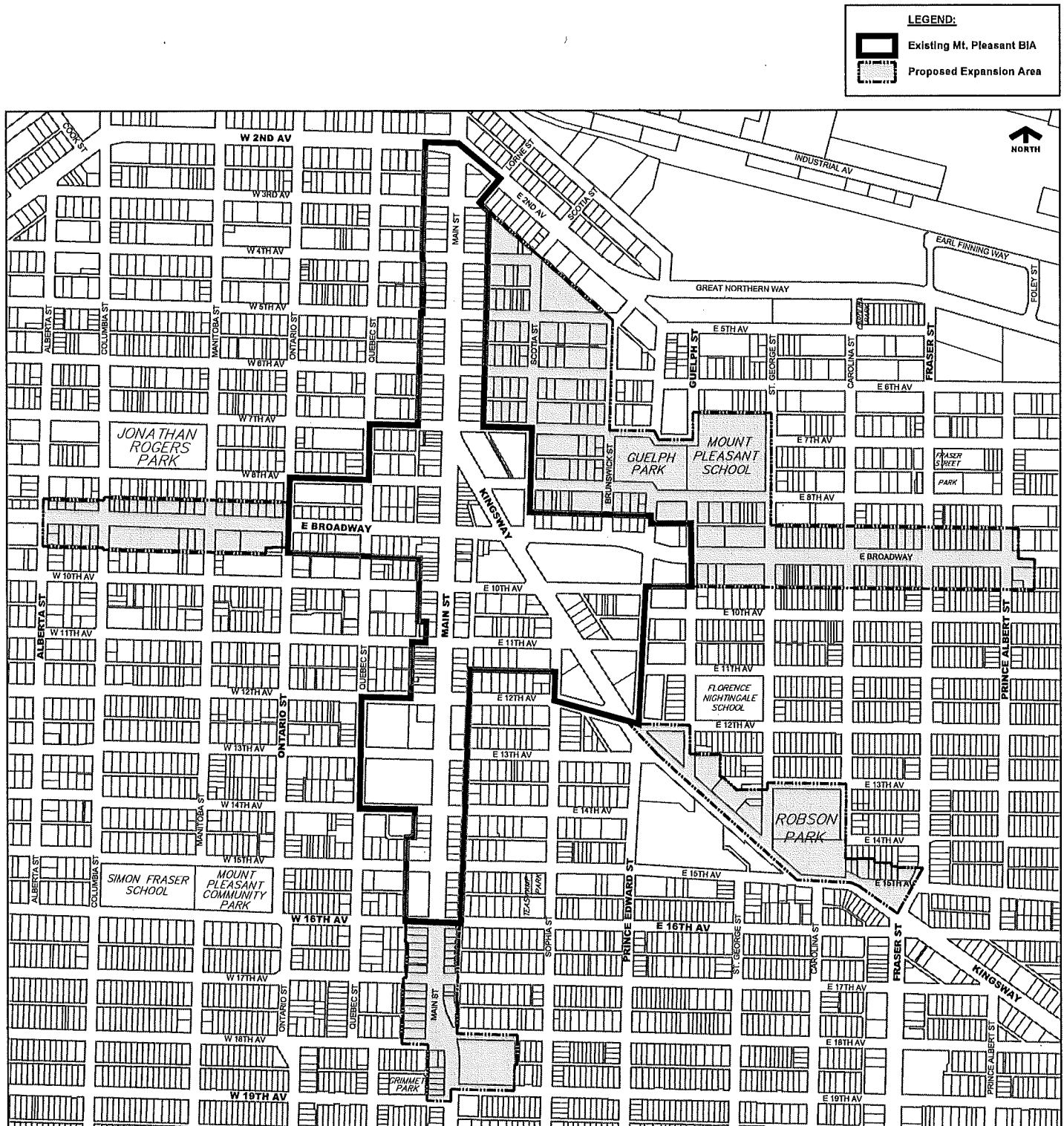
- September to November 2018: information about the member consultation open house sessions was featured across all social channels, including Facebook, Twitter, LinkedIn and Instagram. Combined reach of all DVBIA social media profiles: 147,000

## TRADITIONAL MEDIA

- March 4, 2019: Sponsored BIV article was featured in hard copy weekly paper as well as online. The article gave an overview of proposed program enhancements and advertised the June 18 AGM to ensure members were informed about important renewal milestones.
- June 4, 2019: The Province featured an OpEd about DVBIA's Reimagine Downtown Vancouver progress; the article also mentioned upcoming mandate renewal process.

## OTHER ENGAGEMENT

- June-October 2018: the DVBIA convened three meetings of the Board of Directors' mandate renewal task force, which helped to set the strategy for member engagement and decide on the initial direction of the 2020 mandate renewal proposal.
- September to December 2018: DVBIA's President & CEO had 12 one-on-one meetings with Vancouver's large property owners to ensure that they were briefed on the association's mandate renewal proposal and address any questions that they may have.
- January to June 2019: four videos were produced, and highlighted the 2020 mandate renewal and featured three programs that would be enhanced after renewal. Videos were advertised across all social media platforms.
- May 2019: DVBIA's physical newsletter—which included the annual report and mandate renewal details—reached 8700 business tenants & building owners in our 90-block district.

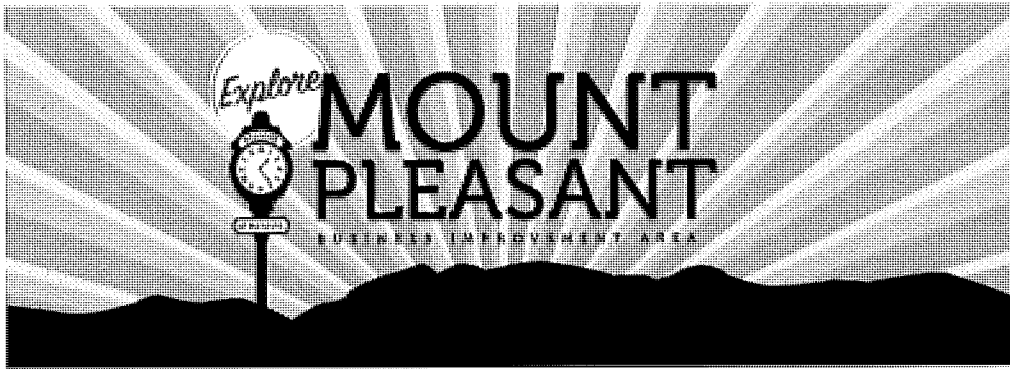


**Proposed Mount Pleasant Expansion #2 BIA**



**Proposed MPBIA Broadway E, Broadway W, Main St. S, Kingsway E Expansion Budgets Apr 1/20-Mar 31/21**

	Broadway E.	Broadway W.	16th-19th S.	Kingsway E.	TOTAL
<b>REVENUES</b>					
City Tax Levy	\$ 59,082	\$ 73,159	\$ 23,916	\$ 23,709	\$ 179,866
<b>TOTAL REVENUES</b>	<b>\$ 59,082</b>	<b>\$ 73,159</b>	<b>\$ 23,916</b>	<b>\$ 23,709</b>	<b>\$ 179,866</b>
<b>EXPENSES</b>					
<b>PROMOTIONS</b>					
Newsletter	\$ 59	\$ 74	\$ 24	\$ 24	\$ 181
Promo Items	\$ 59	\$ 74	\$ 24	\$ 24	\$ 181
Advertising Features	\$ 357	\$ 442	\$ 144	\$ 143	\$ 1,086
Banners Install + Repair + Replace	\$ 16,939	\$ 26,827	\$ 3,748	\$ 3,594	\$ 51,108
Christmas	\$ 357	\$ 442	\$ 144	\$ 143	\$ 1,086
Easter Event	\$ 178	\$ 221	\$ 72	\$ 72	\$ 543
Concierge Tours	\$ 357	\$ 442	\$ 144	\$ 143	\$ 1,086
Celebrate Mount Pleasant Day	\$ 119	\$ 147	\$ 48	\$ 48	\$ 362
Halloween	\$ 238	\$ 294	\$ 96	\$ 95	\$ 724
Brewery Event	\$ 238	\$ 294	\$ 96	\$ 95	\$ 724
RBC + Childrens' Hospital Run for the Kids	\$ 119	\$ 147	\$ 48	\$ 48	\$ 362
Broadway East Event	\$ 4,548	\$ -	\$ -	\$ -	\$ 4,548
Broadway West Event	\$ -	\$ 5,632	\$ -	\$ -	\$ 5,632
16th to 19th Event	\$ -	\$ -	\$ 1,840	\$ -	\$ 1,840
Kingsway Event	\$ -	\$ -	\$ -	\$ 1,824	\$ 1,824
Retail Event	\$ 238	\$ 294	\$ 96	\$ 95	\$ 724
Tree Chipping for Charity	\$ 59	\$ 74	\$ 24	\$ 24	\$ 181
Other Promo Events	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 4,000
Passport Challenge	\$ 95	\$ 118	\$ 38	\$ 38	\$ 290
Tent Canopies + Event Banners	\$ 178	\$ 221	\$ 72	\$ 72	\$ 543
Meetings + Supplies	\$ 59	\$ 74	\$ 24	\$ 24	\$ 181
Workshops + Tours + Seminars	\$ 59	\$ 74	\$ 24	\$ 24	\$ 181
Social Media Content Provider	\$ 1,000	\$ 1,000	\$ 500	\$ 500	\$ 3,000
Arts + Events + Outreach Students' Wages	\$ 2,000	\$ 2,000	\$ 1,000	\$ 1,000	\$ 6,000
Wages	\$ 3,000	\$ 3,500	\$ 1,500	\$ 1,500	\$ 9,500
<b>TOTAL</b>	<b>\$ 31,257</b>	<b>\$ 43,389</b>	<b>\$ 10,709</b>	<b>\$ 10,529</b>	<b>\$ 95,884</b>
<b>PLACEMAKING</b>					
Street Cleaning	\$ 5,000	\$ 5,000	\$ 2,500	\$ 2,500	\$ 15,000
Graffiti Removal/Painting	\$ 5,000	\$ 5,000	\$ 2,500	\$ 2,500	\$ 15,000
Weed Control	\$ 250	\$ 250	\$ 250	\$ 250	\$ 1,000
Power Washing	\$ 1,500	\$ 1,500	\$ 500	\$ 500	\$ 4,000
Community Art: Historical Signage	\$ 595	\$ 736	\$ 241	\$ 239	\$ 1,811
Wages	\$ 3,000	\$ 3,000	\$ 1,000	\$ 1,000	\$ 8,000
<b>TOTAL</b>	<b>\$ 15,345</b>	<b>\$ 15,486</b>	<b>\$ 6,991</b>	<b>\$ 6,989</b>	<b>\$ 44,811</b>
<b>SAFETY &amp; SECURITY</b>					
Committee Meetings	\$ 30	\$ 37	\$ 12	\$ 12	\$ 90
Crime Prevention	\$ 2,973	\$ 3,680	\$ 1,203	\$ 1,193	\$ 9,048
Wages	\$ 500	\$ 500	\$ 300	\$ 300	\$ 1,600
<b>TOTAL</b>	<b>\$ 3,502</b>	<b>\$ 4,217</b>	<b>\$ 1,515</b>	<b>\$ 1,504</b>	<b>\$ 10,738</b>
<b>GOVERNANCE &amp; ADMINISTRATION</b>					
Audit + Accounting + Bank Chgs	\$ 500	\$ 500	\$ 500	\$ 500	\$ 2,000
Conferences + Seminars + Mtgs + Emp Ads	\$ 200	\$ 200	\$ 200	\$ 200	\$ 800
Furniture and Equipment	\$ 200	\$ 200	\$ 200	\$ 200	\$ 800
Legal Fees	\$ 178	\$ 221	\$ 72	\$ 72	\$ 543
Annual General Meeting	\$ 476	\$ 589	\$ 192	\$ 191	\$ 1,448
Miscellaneous, General	\$ 178	\$ 221	\$ 72	\$ 72	\$ 543
Office Supplies: Toner+Postage+Repair+Kitchen	\$ 951	\$ 1,178	\$ 385	\$ 382	\$ 2,895
Volunteer Appreciation + Travel	\$ 595	\$ 736	\$ 241	\$ 239	\$ 1,810
Web Site Maintenance	\$ 713	\$ 883	\$ 289	\$ 286	\$ 2,171
Committee Meetings	\$ 59	\$ 74	\$ 24	\$ 24	\$ 181
Survey	\$ 59	\$ 74	\$ 24	\$ 24	\$ 181
Membership Dues + Fees	\$ 59	\$ 74	\$ 24	\$ 24	\$ 181
Fair Tax Coalition	\$ 119	\$ 147	\$ 48	\$ 48	\$ 362
Strategic Planning+Community Outreach+Expansion	\$ 595	\$ 736	\$ 241	\$ 239	\$ 1,810
<b>CONTINGENCY</b>	<b>\$ 595</b>	<b>\$ 736</b>	<b>\$ 241</b>	<b>\$ 239</b>	<b>\$ 1,810</b>
Wages	\$ 3,500	\$ 3,500	\$ 1,950	\$ 1,950	\$ 10,900
<b>TOTAL</b>	<b>\$ 8,978</b>	<b>\$ 10,067</b>	<b>\$ 4,702</b>	<b>\$ 4,686</b>	<b>\$ 28,433</b>
<b>TOTAL EXPENSES</b>	<b>\$ 59,082</b>	<b>\$ 73,159</b>	<b>\$ 23,916</b>	<b>\$ 23,709</b>	<b>\$ 179,866</b>
<b>Excess of Revenue Over Expenditures</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>



October 23, 2019

Mayor Kennedy Stewart and Council  
c/o Peter Vaisbord, BIA Program Coordinator  
City of Vancouver  
453 West 12<sup>th</sup> Avenue  
Vancouver, BC V5Y 1V4

Dear Mayor Stewart 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 to include the following areas:

**North and East Expansion:**

- East from the current north/south boundary of Main Street from 7<sup>th</sup> Avenue to 2<sup>nd</sup> Avenue,
- continuing south up Brunswick Avenue to East 7<sup>th</sup> Avenue,
- then east on 7<sup>th</sup> Avenue to St George Street
- then east on Broadway from the current boundary at Guelph Street to Prince Albert Street

**South Expansion:**

- South on Main Street from the current boundary at 16<sup>th</sup> Avenue to 19<sup>th</sup> Avenue

**South East Expansion:**

- South east on Kingsway from the current boundary at 12<sup>th</sup> Avenue, along the north side to Fraser Street

**West Expansion:**

- West on Broadway from the current boundary at Ontario Street to Alberta Street

The proposed concept is for this to be under a separate expansion area for a one year term, from April 1, 2020 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 2nd to 16th Avenue, Kingsway from 7th to 12th Avenue, Broadway from Ontario to Guelph Street and the commercial properties in between.

Over the past 30 years, the MPBIA has worked with our business members and property owners to transform of our business community into the vibrant, high profile and successful commercial area we have today. We would like to be of benefit to an enhanced segment of Mount Pleasant.

We began the expansion outreach process in early 2018, engaging in discussions with businesses who had inquired about being a part of a BIA. Sporadic discussions continued until the membership approved exploring expansion possibilities at our September 11, 2018 Annual General Meeting. Discussions with property and business owners continued until May 2019.

In May of this year we hired 2 staff to work on introducing ourselves, documenting contact information and arranging meetings. We engaged one-on-one, by mail and email with potential members. We distributed a survey, requested and received letters of support and held 3 Meet & Greet information events, August 7, October 10 and October 17. Building on input received during discussions, we circulated an expansion area budget, which was unanimously approved at our Annual General Meeting on September 10, 2019.

Based on feedback, we believe that expansion is generally supported. As re-development continues in Mount Pleasant, expansion of our boundaries will allow us to assist in the enhanced awareness of businesses as the areas retail and residential landscape evolves.

Our current membership is supportive of the expansion, unanimously passing the following motions at our Extraordinary Meeting on October 22, 2019:

- Motion for a resolution to approve, in principle, expansion of the Mt. Pleasant Business Improvement Area by establishing a separate expansion area by-law, to include the areas shaded grey in the attached map titled 'Proposed Mt. Pleasant BIA Expansion Areas', for a one-year term, April 1, 2020 to March 31, 2021.
- Motion for a Special Resolution, subject to Vancouver City Council approval of the proposed BIA expansion (Resolution 1), to approve an amendment to the Bylaws of the Mt. Pleasant Commercial Improvement Society to expand the membership eligibility boundary, by substituting the attached 'Schedule A' map in place of the current 'Schedule A' map, effective April 1, 2020.

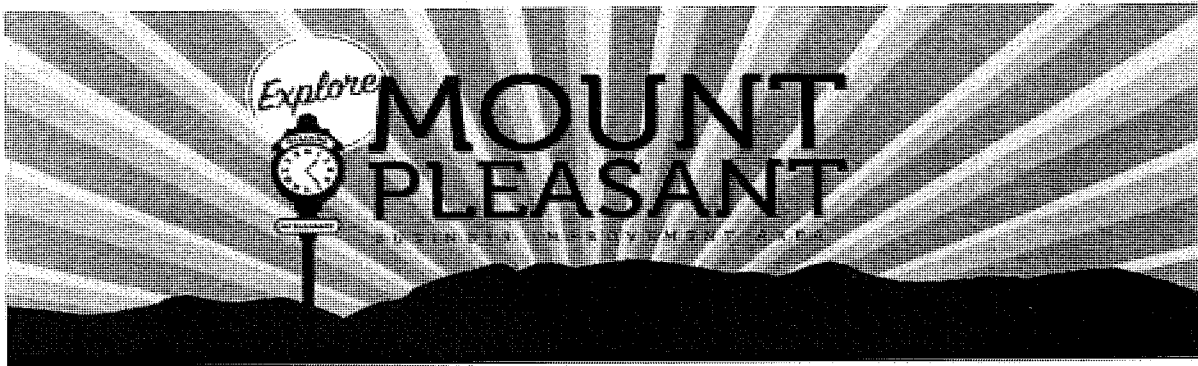
Please accept this letter as the formal MPCIS BIA application for expansion as required by the City's BIA Program.

Should you have any questions about this BIA expansion request, please do not hesitate to contact Neil Wyles, our Executive Director at 604-874-9816, email [neil@mpbia.ca](mailto:neil@mpbia.ca).

We greatly appreciate City Council considering our BIA expansion request.

Best regards,

Clive Braude  
President, MPBIA



**APPLICATION FOR EXPANSION OF THE MPBIA  
FOR A 1-YEAR TERM FROM APRIL 2020 TO MARCH 2021**

East Broadway, West Broadway, South Main,  
South-East Kingsway North Side, North-East Main/Broadway

**EXPANSION OUTREACH ACTIVITIES AND MATERIALS**

**SEPTEMBER, 2018**

- September 22, 2018  
Annual General Meeting

MOTION: exploration of the expansion of the MPBIA boundaries. Along Broadway, both east and west, 5 and 3 blocks respectively. This will coincide with the Broadway Line expansion.  
Mover: Jackie Ingram                      Second: David Duprey                      Carried

**DECEMBER, 2019**

- EXPLORE MOUNT PLEASANT BIA Information Brochure developed with input from directors, reviewed and proofed.

**JANUARY, 2019**

- JANUARY 4, 2019  
EXPLORE MOUNT PLEASANT BIA handout completed for distribution to potential members as part of discussions.
- JANUARY 24, 2019  
Canada Summer Jobs Application for Member Outreach Expansion Position submitted.
- JANUARY 25, 2019  
Confirming email with Port Living re Support for Fraser Street Expansion.

**APRIL 4 to MAY 7, 2019**

- Member Outreach position Employment postings circulated, applicants interviewed, successful applicants hired.

## MAY, 2019

- MAY 21, 2019.  
*Neil Wyles / Member Outreach Staff:* orientation re goals, duties and time-line.  
Walkabout of expansion area.
- May 22 to July 9, 2019.  
*Member Outreach Staff:* Walkabouts of each area, collecting information from area businesses, updating with repeated visits, entered information into the database, followed up on missing information.
- May 28, 2019.  
*Neil Wyles:* Meeting with Stephania, Eggs Cana.
- May 29, 2019.  
*Neil Wyles:* reviewed expansion activities with staff.
- May 29, 2019 – ongoing  
*Member Outreach Staff:* set meeting dates/times with interested business owners.

## JUNE, 2019

- June 3-4, 2019.  
*Neil Wyles:* emails and calls to interested businesses to arrange meetings.
- June 10, 2019.  
*Member Outreach Staff:* Emails sent to businesses, which need follow up. Information gathering Walkabout in the Kingsway area.
- June 12, 2019.  
*Member Outreach Staff:* Follow up information gathering up to 19<sup>th</sup> Avenue.  
*Neil Wyles:* emails and calls to interested businesses to arrange meetings.
- June 14, 2019.  
*Member Outreach Staff:* Follow up information gathering on West Broadway.
- June 17, 2019.  
*Neil Wyles:* meeting with Vincent Nguyen, Ahn and Chi regarding expansion.
- June 18, 2019.  
*Member Outreach Staff:* Emails to Kingsway-Fraser businesses, follow up with expansion information.  
*Neil Wyles:* emails and calls to interested businesses to arrange meetings.
- June 20, 2019.  
*Neil Wyles:* Meeting with Nestor Acevedo, the owner of Silver Bones Tattoo.
- June 25, 2019.  
*Member Outreach Staff:* Walkabout to set up meetings with businesses for 1st and 2<sup>nd</sup> half of South side of West Broadway.

- June 26, 2019.  
*Member Outreach Staff:* Walk about to North Side of Businesses on East Broadway using the first half of property owner list.
- June 27, 2019.  
*Neil Wyles:* Meeting with Smith's Bagelry's owner Alper Tunga.
- June 28, 2019.  
*Member Outreach Staff:* Eblast member survey re expanding our boundaries.
- June 29, 2019.  
*Member Outreach Staff:* Update Database and Walkabout.

## JULY, 2019

- July 2, 2019.  
*Member Outreach Staff:* Prepared letters of support templates.
- July 3, 2019.  
*Neil Wyles:* Meeting with Jason McKinley, Workshop Media.
- July 8, 2019.  
*Member Outreach Staff:* Letters of supports given to the businesses.
- July 9, 2019.  
*Neil Wyles:* Meeting with John Wong, owner of Bike Repair Centre regarding expansion.  
*Member Outreach Staff:* Created document of interactions with business owners detailing the types of conversations we have had thus far.  
Finished detailing interactions from 16th-19<sup>th</sup> Avenue.  
Walkabout on East Broadway, talked to more business owners and the technician/manager for Port Living.  
In person circulation of Letters of Support.
- July 10, 2019.  
*Member Outreach Staff:* Letters of Support circulated, picked up from businesses.
- July 12, 2019.  
*Neil Wyles:* Meeting with Matt Armstrong, store manager of Fjallraven.
- July 15, 2019.  
*Member Outreach Staff:* Map of Expansion Area for distribution to members and MPBIA AGM completed
- July 16, 2019.  
*Neil Wyles:* Meeting with Ingrid Neufeld, Mount Pleasant Wellness.  
Meeting with Sharif, Modus Coffee.  
*Member Outreach Staff:* Emails for letter of support, Meet and Greet invitations; eblast Reminder to businesses to fill out the survey.

- July 18, 2019.  
*Neil Wyles:* Meeting with Peter from Quantum Holistic Health.
- July 22, 2019.  
*Neil Wyles:* Meeting with Malcolm Long, Port Living.
- July 24, 2019.  
*Neil Wyles:* Meeting with Randy Lum, owner of The General Public Sushi Lodge.
- July 25, 2019.  
*Member Outreach Staff:* Emails about letters of support and invitation to Meet & Greet on August 28, 2019.
- July 31, 2019.  
*Neil Wyles:* Emailed response to Dan, RAD Cycles, inquiry re Levy cost with RSVP to Meet & Greet August 7<sup>th</sup>.

#### AUGUST, 2019

- August 1, 2019.  
*Member Outreach Staff:* Follow up walkabout to East Broadway with Business owners to attend Meet and Greet.
- August 2, 2019.  
*Member Outreach Staff:* Updated Expansion Database/Walkabout.
- August 5, 2019.  
*Neil Wyles & Member Outreach Staff:* Meeting with Melanie Mark MLA.  
Meet and Greet with 18 Attendees.
- August 7, 2019.  
*Neil Wyles & Member Outreach Staff:* Expansion Meet & Greet evening event.
- August 8, 2019.  
*Neil Wyles:* Meeting with Azeem Ahamed, President/Property Owner, Destination Auto/Regency Toyota
- August 13, 2019.  
*Member Outreach Staff:* Emailed invite to Meet and Greet Event on August 28, 2019
- August 14, 2019.  
*Member Outreach Staff:* Report detailing contacts with the 175 plus business owners including definitions of their level of interest, "unable to contact in person", "against", "need more information" and "interested" for Neil's use in follow up and focused communication strategy.
- August 22, 2019.  
*Neil Wyles & Member Outreach Staff:* Coffee Chat Meet-up with Kingsway East to Fraser North side businesses at Matchstick Café.

- August 26, 2019.  
*Staff:* Email invite to Meet & Greet with Neil.
- August 28, 2019.  
*Neil Wyles:* Expansion Meet & Greet evening event.

## SEPTEMBER, 2019

- September 3, 2019.  
*Staff:* Emailed invitation to outreach members to be the guests at the MPBIA AGM.
- September 5, 2019.  
*Neil Wyles:* Meeting with Jacky Lau, TD Canada Trust.
- September 10, 2019.  
Annual General Meeting, Approval of the Expansion Area budget.

<p><b>8. MOTION: approval of the individual budgets for each of the expansion areas.</b> <b>Mover: David Duprey, Seconder: Elizabeth Bryan, Carried with one opposing vote cast</b></p>
---

- September 12, 2019.  
*Neil Wyles:* Meeting with Andreas Seppelt, Les Faux Bourgeois.
- September 13, 2019.  
*Neil Wyles:* Meeting with Rosy Li, Smart Sweets.
- September 17, 2019.  
*Neil Wyles:* Meeting with Ben from Mount Pleasant Massage Therapy.  
Meeting with Susan Sydor, Regency Toyota.
- September 18, 2019.  
*Staff:* Researched BC Assessment website for information about properties in North-East Mount Pleasant, updated Database and Walkabout.
- September 19, 2019.  
*Neil Wyles:* Open House Meeting at Matchstick Café with Kingsway East businesses and property owners.
- September 25, 2019.  
*Neil Wyles:* Meeting with Tolanda, Kranky Café owner.
- September 26, 2019.  
*Neil Wyles:* Meeting with Whitney Robinson, Heartbreaker Salon.
- September 27, 2019.  
*Staff:* Entered expansion properties in Member365 and updated the existing information.



## OCTOBER, 2019

- October 1, 2019.  
*Staff:* Eblast for Extraordinary General Meeting.
- October 3, 2019.  
*Neil Wyles:* Meeting with Port Living group.
- October 4, 2019.  
*Staff:* Email blast for Letter of support card to fill and return.  
*Neil Wyles:* Meeting with Deborah Aniba, Leasing Manager, TD Canada Trust.
- October 9-11, 2019  
*Staff:* Letters of Support packages with October 17 Meet & Greet info mailed out, hand delivered and emailed to all expansion area business and property owners.
- October 10, 2019.  
*Neil Wyles:* Expansion Meet & Greet evening event with business and property owners.  
*Staff:* Extraordinary Meeting Invitation postcard bulk mailed to MPBIA businesses.
- October 17, 2019.  
*Neil Wyles:* Expansion Meet & Greet evening event with business and property owners.
- October 16-22, 2019.  
*Staff:* Letter of support cards received via mail.
- October 22, 2019.  
*Neil Wyles & Staff:* Extraordinary General Meeting  
Motion 3:

**Motion for a resolution to approve, in principle, expansion of the Mt. Pleasant Business Improvement Area by establishing a separate expansion area by-law, to include the areas shaded grey in the attached map titled 'Proposed Mt. Pleasant BIA Expansion Areas', for a one-year term, April 1, 2020 to March 31, 2021."**

**MOVER: David Duprey   SECONDER: Leyda Molnar   CARRIED: Unanimously**

### Motion 4:

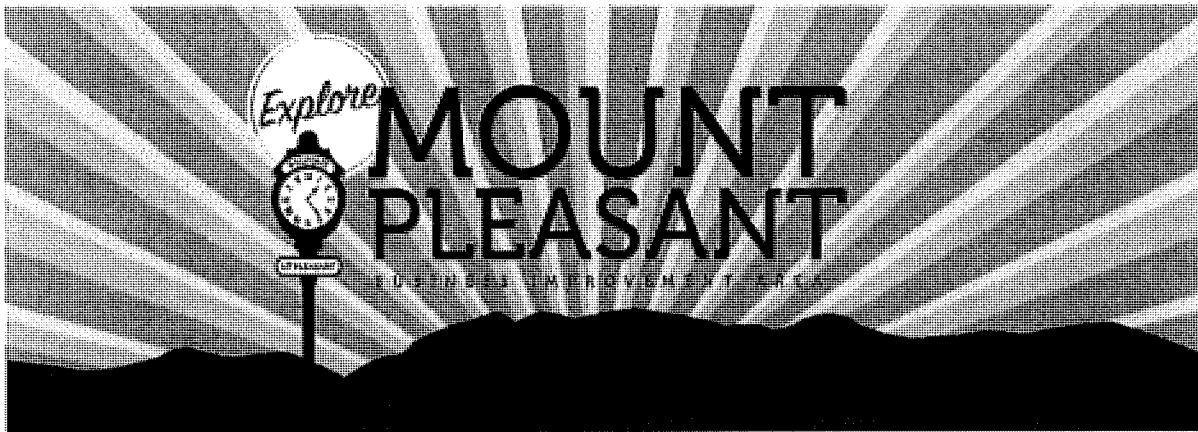
**Motion for a Resolution to approve a funding ceiling of \$179,865 for the proposed expansion area, for a one-year term, April 1, 2020 to March 31, 2021."**

**MOVER: Giovanni Benevoli   SECONDER: Jocelyne Hamel   CARRIED: Unanimously**

### Motion 4:

**Motion for a Special resolution, subject to Vancouver City Council approval of the proposed BIA expansion (Resolution 1), to approve an amendment to the Bylaws of the Mt. Pleasant Commercial Improvement Society to expand the membership eligibility boundary, by substituting the attached 'Schedule A' map in place of the current 'Schedule A' map, effective April 1, 2020."**

**MOVER: Jocelyne Hamel   SECONDER: Esar Cheema   CARRIED: Unanimously**

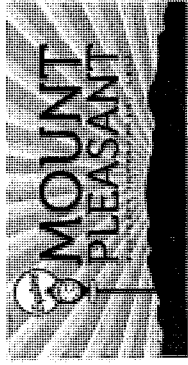


**Expansion Related Documents**  
**October 24, 2019**

**SURVEY**  
**FOR EXPANSION AREA**  
**BUSINESS & PROPERTY OWNERS**

# 2019 Expansion Area Survey

September 4, 2019

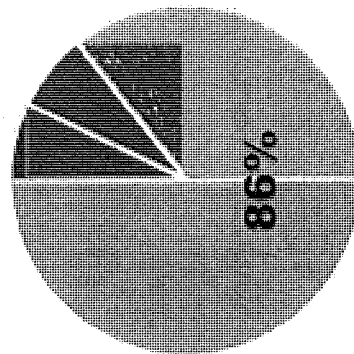


*Thank you to all who took the time to let us know their thoughts on our initiatives!*

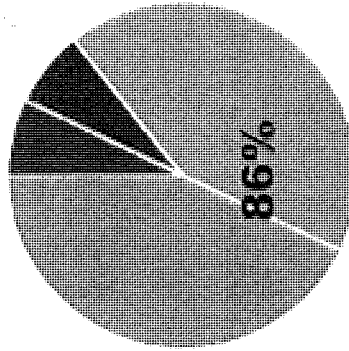
## PLEASE RATE THE FOLLOWING MPBIA INITIATIVES FROM

■ 1 (not important) ■ 2 (somewhat important) ■ 3 (important) ■ 4 (quite important) ■ 5 (very important)

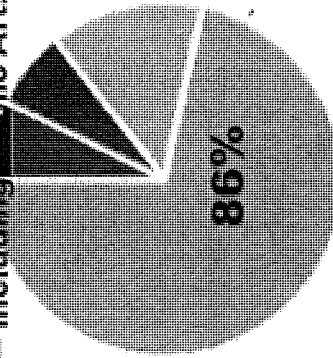
**Social Media Engagement:**



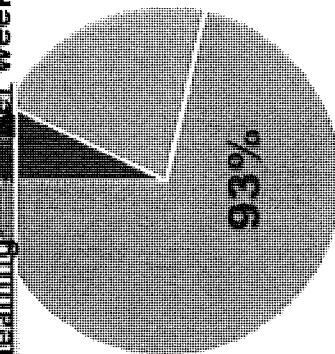
**Special Events & Street Festivals:**



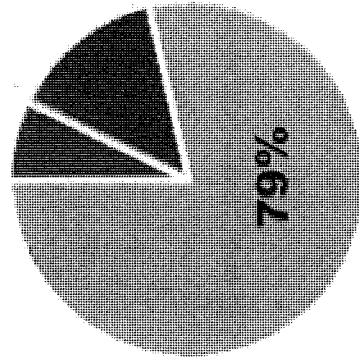
**Street & Public Realm Beautification**  
— Including Public Art:



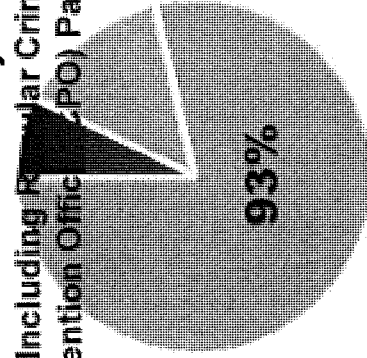
**Neighbourhood Caretaking & Cleaning**  
— Per week:



**Graffiti Removal & Mural Repair:**



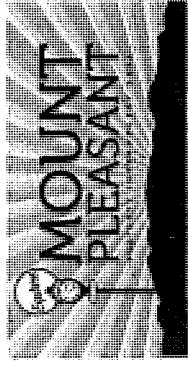
**Neighbourhood Security & Safety**  
— Including Regular Crime Prevention Officer (CPO) Patrols:



Percentages Total 'Quite Important' and 'Very Important' Answers

# 2019 Expansion Area Survey

September 4, 2019

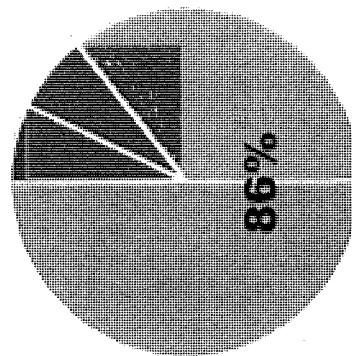


*Thank you to all who took the time to let us know their thoughts on our initiatives!*

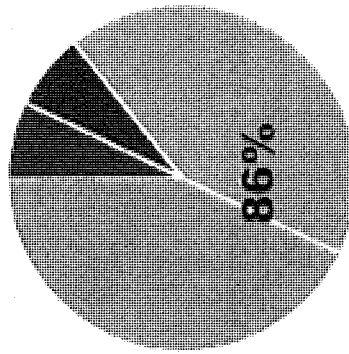
## PLEASE RATE THE FOLLOWING MPBIA INITIATIVES FROM

■ 1 (not important) ■ 2 (somewhat important) ■ 3 (important) ■ 4 (quite important) ■ 5 (very important)

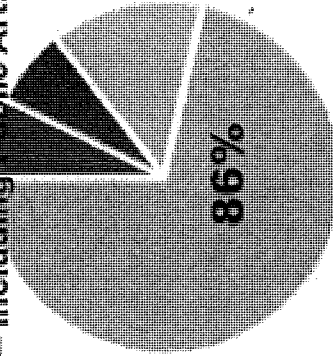
**Social Media Engagement:**



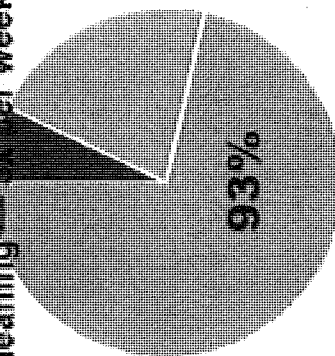
**Special Events & Street Festivals:**



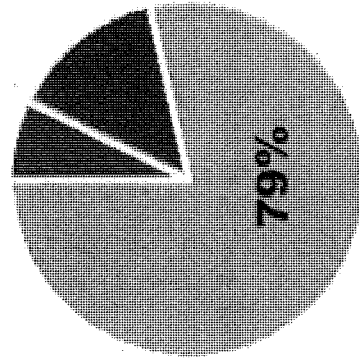
**Street & Public Realm Beautification**  
— Including Public Art:



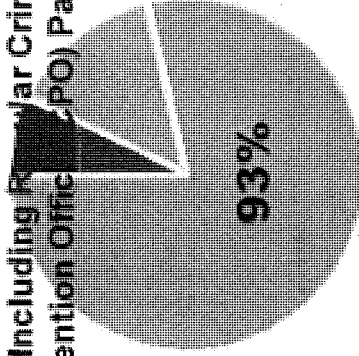
**Neighbourhood Caretaking & Cleaning — 5x per week:**



**Graffiti Removal & Mural Repair:**



**Neighbourhood Security & Safety**  
— Including Regular Crime Prevention Officer (CPO) Patrols:



Percentages Total 'Quite Important' and 'Very Important' Answers

# 2019 Expansion Area Survey

Hello!

We'd be better able to plan for your needs if you could let us know what you think! Our survey will only take a few minutes of your time, and will help immensely.

Ready, set, go!

Business Name/Position:\*

Business / Property Address\*

Email Address\*

Are you a \*

☐ Business Owner? ☐ Property Owner? ☐ Both?

Are you interested in joining the Mount Pleasant Business Improvement Association? \*

☐ Yes ☐ No ☐ I need more information, like what it will cost (each business is different, so we can respond to you personally)

Are you familiar with what we do? \*

☐ Yes ☐ Somewhat ☐ No

Do you know that the MPBIA has a free anti-graffiti program? \*

☐ Yes ☐ Somewhat ☐ No

**Please rate the following MPBIA initiatives from 1 (not important) to 5 (very important):**

Social Media Engagement \*

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Special Events and Street Festivals \*

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Street & Public Realm Beautification, including Public Art \*

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Neighbourhood Street Cleaning and Maintenance \*

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Graffiti Removal and Beautification \*

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Neighbourhood Security & Safety, including:

- Security Patrols and Response
- Work with Community Police and VPD \*

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Neighbourhood Security & Safety, including:

- Crime Alert Emails & Security Bulletin \*

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Local Government Liaison: City & Province \*

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Fight for Fairer Commercial Property Taxes \*

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Advocate:

- To the City of Vancouver (COV) on Members' Concerns \*

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Advocate:

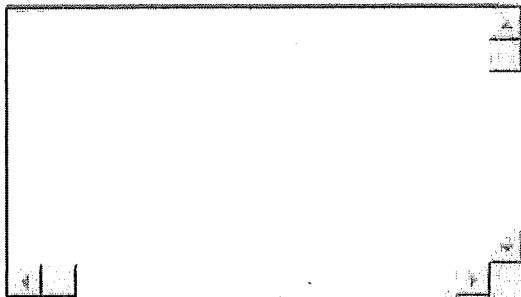
- For Transit and Transportation Concerns with COV and Translink \*
- Broadway Line Expansion \*

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Tourism Development \*

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Please share your comments & suggestions:



Submit



Please complete this survey by August 31, 2019.  
You can call us at 604.874.9816 and we will come pick it up!  
OR you can scan and email it to: memberoutreach1@mpbia.ca.  
Contact Neil Wyles, Executive Director, if you have any questions or concerns.

Business Name / Position:

Business Address:

Business Email:

Phone Number:

Are you: ☐ Business Tenant ☐ Property Owner ☐ Both

#### Awareness of the MPBIA:

Are you familiar with what we do?

Do you know that the MPBIA has a free anti-graffiti program?

YES SOMEWHAT NO

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please rate the following MPBIA initiatives from 1 to 5:

NOT IMPORTANT

VERY IMPORTANT

Social Media Engagement

Special Events & Street Festivals

Street & Public Realm Beautification, including Public Art

Neighbourhood Care-taking & Cleaning - 5x per week

Graffiti Removal & Mural Repair

Neighbourhood Security & Safety, including:

- Regular Crime Prevention Office (CPO) Street Patrols
- Crime Alert Emails & Security Bulletin

Local Government Liaison: City & Province

Fight for Fairer Property Taxes

Advocacy:

- To the City of Vancouver (COV) on Members' Concerns
- For Transit and Transportation Concerns with COV and Translink

Tourism Development

1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Please share your comments & suggestions (continue on back if necessary):



**MOUNT PLEASANT**  
BUSINESS IMPROVEMENT AREA

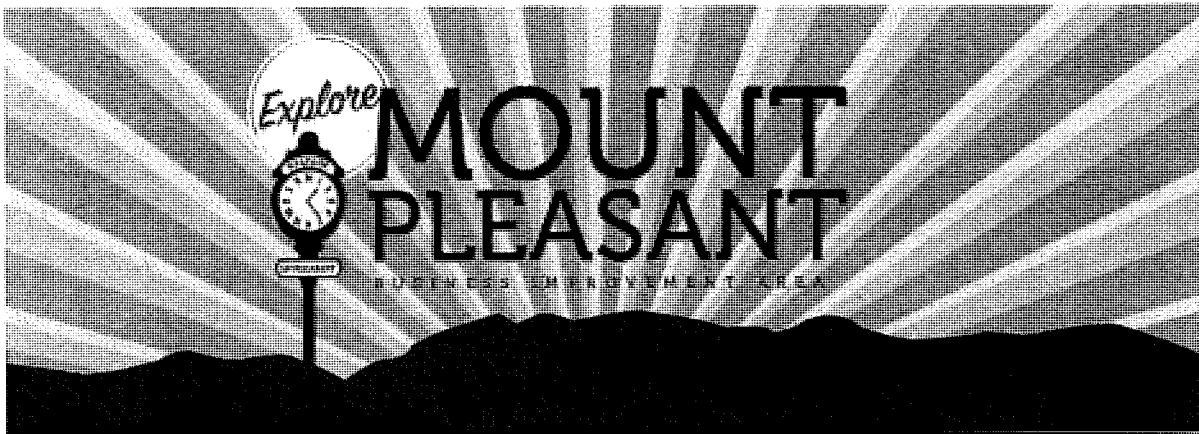
www.mountpleasantbia.com

f /explore-mount-pleasant-bia

@mountpleasantbc

explore-mount-pleasant-bia

301 - 3102 Main Street, Vancouver, BC V5T 3G7 | P: 604.874.9816 | E: connect@mpbia.ca



## **Expansion Related Documents**

**October 24, 2019**

**MEET & GREET/OPEN HOUSES  
FOR EXPANSION AREA  
BUSINESS & PROPERTY OWNERS**



# Agenda

## Meet and Greet with Business & Property Owners

August 7, 2019

1. Quick round of introductions :
2. Introduction of BIAs, what they do generally, and what MPBIA does for its existing membership
3. BIA expansion process
4. Q&A and general discussion
5. Introduce working priorities and budget and estimated costs
6. Q&A + discussion
7. Next steps & adjourn



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301 - 3102 Main Street, Vancouver, BC V5T 3G7 | P: 604.874.9816 | E: connect@mpbia.ca

MOUNT PLEASANT BUSINESS IMPROVEMENT AREA (BIA) August 7, 2019 Meet & Greet	
BUSINESS	NAME
Commercial Picture Framing	Bill Bulkey
Port Living	Malcolm Long
So Fam Hld	Lee So
Quantum Holistic Health	Peter Tsang
Mount Pleasant Cannabis Store	Joyti Gandham
Kim's Mart.	Joshua Kim.
BEST WESTERN UPTOWN	ESAR CHEEMA
CREATIVE FRAMING	ROB AUSTIN
PALLUCCI	Clive Braude
PORTLIVING	BRAD BERRY
Mount Pleasant Cannabis Store	Mike Bains.
Chique Boutique	Kamal Treha.
BARBERS Legacy	Shant Jamil

**MOUNT PLEASANT  
BUSINESS IMPROVEMENT AREA (BIA)  
August 7, 2019 Meet & Greet**

[illegible]



July 15, 2019

Dear Sir/Madam,

I am reaching out to you today because the Mount Pleasant Business Improvement Area (MPBIA) is looking to expand its boundaries, and include your property in our future operations. Enclosed is a copy of our current boundaries and noted are the desired expansion areas.

Over the last couple of years, several businesses and your neighbours outside our current district have reached out to us wanting to join the MPBIA. They have seen the benefits and improvements in our area and have expressed an interest in becoming members. We feel that this is a good time to proceed with these numerous requests, and bring these businesses into our association.

#### WHO WE ARE:

The MPBIA was established in 1989, making it one of the oldest BIAs in BC. Through our economic development endeavors, we have sought to transform the neighbourhood into a desirable location for businesses to succeed. Over the decades, the MPBIA has helped bring the district of Mount Pleasant from being designated an inner-city area to the current the fastest growing and most desired area to live, work and play in all of Vancouver. The Mount Pleasant BIA has contributed significantly to the continued success and sustainability of our City and its business sector.

The MPBIA's mission is to create an enhanced business environment and to assist our members with individual and group concerns. We support our members by offering services such as safety and security, street beautification, special events, marketing, as well as liaising with City of Vancouver Council and Staff, TransLink, and other governing bodies. Enclosed is our information brochure that elaborates on our services to members.

#### WHAT DOES THIS MEAN FOR YOU:

Over the next few months the MPBIA will be reaching out to property owners and business tenants to gauge level of interest, as well search for your input on the proposed expansion. Given that the BIA boundaries must be approved by the City, we need your support for our expansion motion to go through.

The MPBIA will be holding a Meet and Greet on **Wednesday August 7<sup>th</sup>, 6-8 PM at Heritage Hall, 3102 Main Street**. This is an opportunity to start a dialogue between the BIA, business tenants, and property owners. We would like to inform you of the benefits of being part of our BIA and hear your thoughts and questions on the proposed expansion. Please RSVP with Melissa [memberoutreach2@mpbia.ca](mailto:memberoutreach2@mpbia.ca) so we can make the appropriate arrangements for refreshments.

Our Annual General Meeting will be held on **Tuesday September 10<sup>th</sup>, 6:15-6:45 PM at Heritage Hall, 3102 Main Street**.

Our AGM is an excellent opportunity for you to meet our volunteer Board of Directors, business and property owners from the area.

You are welcome to attend both events and bring a guest to either of these sessions. Please RSVP with Mariah at [memberoutreach1@mpbia.ca](mailto:memberoutreach1@mpbia.ca) so we can make the appropriate arrangements for refreshments.

If you are unable to attend you the Meet and Greet or the AGM, you can schedule an in person info meeting by emailing [memberoutreach2@mpbia.ca](mailto:memberoutreach2@mpbia.ca).

#### HOW WE ARE FUNDED:

BIA budgets are member funded through a small annual levy added to the property taxes on commercial properties within the established boundaries. The City collects and remits the levy amount to the BIA to carry out programs approved by the membership at an Annual General Meeting.


#### HOW TO CONTACT US:

If you have any questions, do not hesitate to contact Peter Vaisbord, BIA Program Coordinator with the City of Vancouver at 604-871-6304, or Neil Wyles, Executive Director at 604-874-9816 or [neil@mpbia.ca](mailto:neil@mpbia.ca).

Warmest Regards,

Mount Pleasant BIA

Per:



Neil Wyles

Executive Director, MPBIA

Actual Date sent: July 31, 2019

**Meghan Munro**

---

**From:** admin@mpbia.ca  
**Sent:** October-04-19 10:06 AM  
**To:** admin@mpbia.ca  
**Subject:** admin@mpbia.ca



Hello from the Mount Pleasant Business Improvement Area (MPBIA)!

We are writing to share with you two of our current initiatives:

1. Letter of support for expansion
2. Meet and Greet networking event on August 7th, 2019

Please take a moment to read through this email, fill out the letter of support, and RSVP to our Meet and Greet.

---

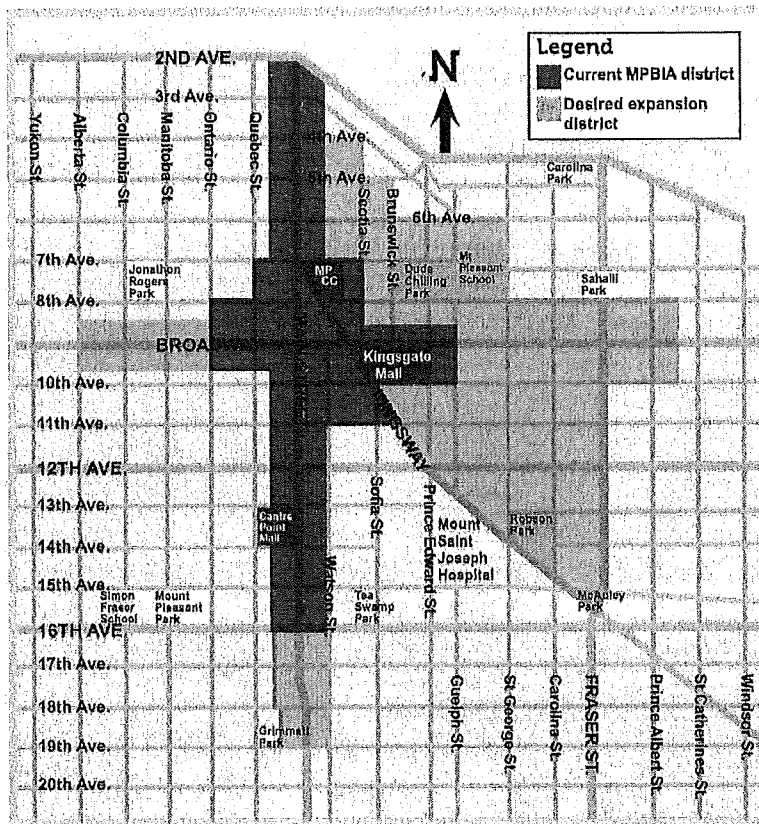
**Let us know if you're interested in the MPBIA**

We are currently in the process of determining the number of business and property owners who are interested in joining the MPBIA in the future. Please fill out the survey below to let us know your level of interest. **Even if you are not interested in joining the MPBIA, please still let us know through the survey.**

Thank you!  
Neil Wyles  
Executive Director  
neil@mpbia.ca  
604-874-9816

[Click here!](#)

---



301-3102 Main Street, Vancouver, BC V5T 3G7  
Phone: 604-874-9816  
Neil Wyles Email: [neil@mpbia.ca](mailto:neil@mpbia.ca)  
Meghan Munro Email: [admin@mpbia.ca](mailto:admin@mpbia.ca)  
Website: [www.mountpleasantbia.com](http://www.mountpleasantbia.com)

[Unsubscribe](#)

Actual Date sent: August 4, 2019

## Meghan Munro

---

**From:** Meghan Munro <admin@mpbia.ca>  
**Sent:** October-24-19 5:21 PM  
**To:** Meghan Munro  
**Subject:** Test Email Campaign - Only 2 days until Mount Pleasant BIA's Meet and Greet - don't miss out!



**When:** Wednesday, August 7th, 6-8pm

**Where:** Heritage Hall (3102 Main Street)

Hi everyone!

Our first Meet and Greet is just 2 days away! We are excited to host this event to get to know you, and learn about your concerns as Mount Pleasant business owners. **A representative from the City of Vancouver will be present to answer any questions you may have**, so please come and have your voice be heard.

Please RSVP to [memberoutreach2@mpbia.ca](mailto:memberoutreach2@mpbia.ca) by 1 2pm tomorrow, **August 6th**, with the number of attendees from your business so we can make the arrangements for refreshments. **Even if you can't join us right at 6pm or stay until 8pm, please still stop by.**

Looking forward to seeing you there!





## YOU'RE INVITED

Please join us at the Mount Pleasant Business Improvement Area Meet and Greet.

When: August 7th, 2019, 6-8pm

Where: Heritage Hall, 3102 Main Street

Dear Business and Property Owner,

We are looking to expand the boundaries of the Mount Pleasant Business Improvement Area into your neighbourhood. We would like to show you our existing programs and open a dialogue about your concerns in your area, and how we would benefit your business and property. We will go over options for the cost to expansion-area property owners and businesses if the proposed expansion is approved by City Council. Refreshments will be served.

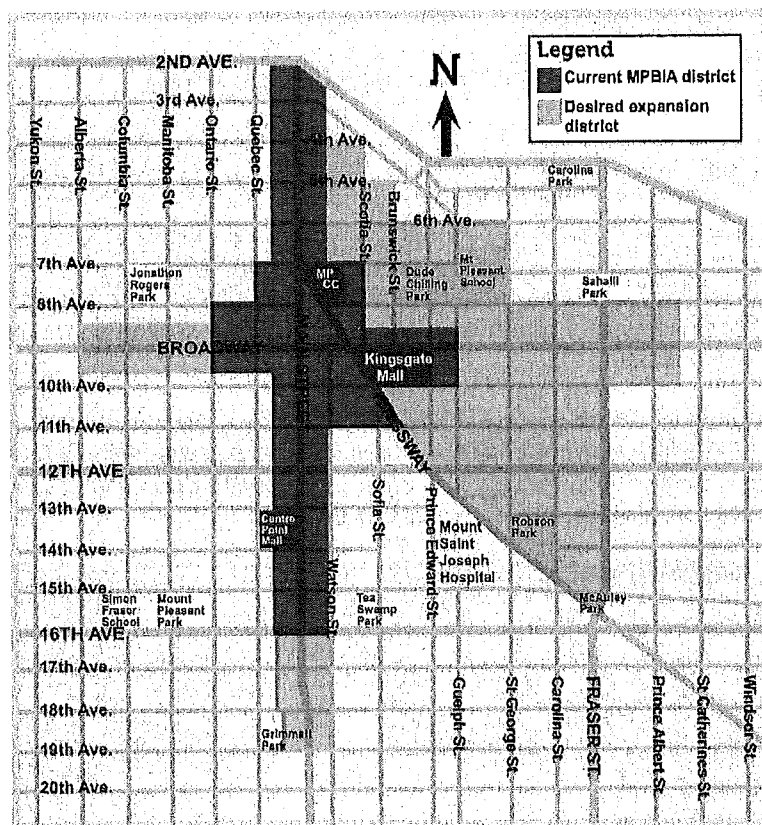
RSVP by August 5th: Please email [memberoutreach2@mpbia.ca](mailto:memberoutreach2@mpbia.ca)

 [mountpleasantbia.com](http://mountpleasantbia.com)  
604 874 9816

 [@mountpleasantbia](https://www.facebook.com/mountpleasantbia)  
301-3102 Main Street, Vancouver, BC V5T 3G7

 Mount Pleasant BIA  
[@MountPleasantBC](https://twitter.com/MountPleasantBC)

 [connect@mpbia.ca](mailto:connect@mpbia.ca)



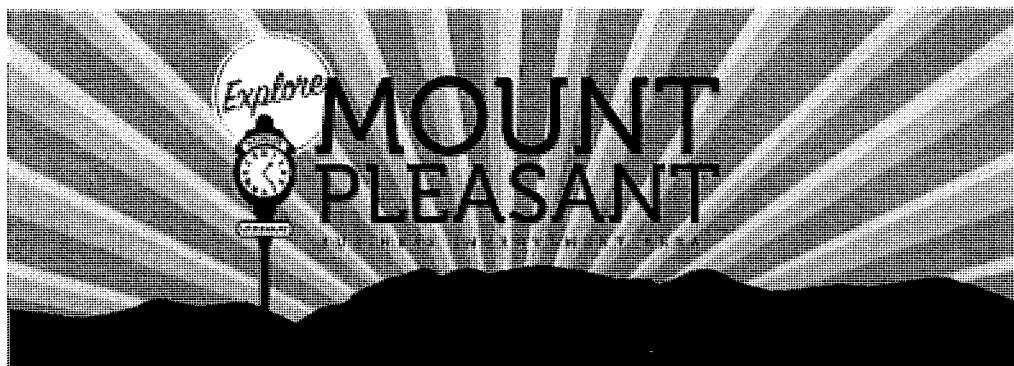
301-3102 Main Street, Vancouver, BC V5T 3G7  
 Phone: 604-874-9816  
 Neil Wyles Email: [neil@mpbia.ca](mailto:neil@mpbia.ca)  
 Meghan Munro Email: [admin@mpbia.ca](mailto:admin@mpbia.ca)  
 Website: [www.mountpleasantbia.com](http://www.mountpleasantbia.com)

# Agenda

## Meet and Greet with Business & Property Owners

August 28, 2019

1. Quick round of introductions :
2. Introduction of BIAs, what they do generally, and what MPBIA does for its existing membership
3. BIA expansion process
4. Q&A and general discussion
5. Introduce working priorities and budget and estimated costs
6. Q&A + discussion
7. Next steps & adjourn



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301 - 3102 Main Street, Vancouver, BC V5T 3G7 | P: 604.874.9816 | E: [connect@mpbia.ca](mailto:connect@mpbia.ca)

Actual Date

August 13/19

**Meghan Munro**

---

**From:** Meghan Munro <admin@mpbia.ca>  
**Sent:** October-24-19 5:21 PM  
**To:** Meghan Munro  
**Subject:** Test Email Campaign - You're invited to the Mount Pleasant BIA's Meet and Greet event!



Hello everyone!

We had a great turnout at our Meet and Greet event last Wednesday. There were a lot of interested business and property owners who asked great questions about what the MPBIA can do for their area.

We're happy to announce that we will be holding a second Meet and Greet on **August 28th**. For those who were unable to attend the first event, we hope you can join us this time and help keep the conversation going. We are interested to hear everyone's opinion, and are happy to answer any questions.

**When:** Wednesday, August 28th, 6-8pm

**Where:** Heritage Hall (3102 Main Street)

**How:** RSVP to [no.1@mpbia.ca](mailto:no.1@mpbia.ca) by August 26th

We hope to see some new and familiar faces!

All the best,

The MPBIA team

301-3102 Main Street, Vancouver, BC V5T 3G7  
Phone: 604-874-9816  
Neil Wyles Email: [neil@mpbia.ca](mailto:neil@mpbia.ca)  
Meghan Munro Email: [admin@mpbia.ca](mailto:admin@mpbia.ca)  
Website: [www.mountpleasantbia.com](http://www.mountpleasantbia.com)

# Agenda

## Meet and Greet with Business & Property Owners

October 17, 2019

1. Quick round of introductions :
2. Introduction of BIAs, what they do generally, and what MPBIA does for its existing membership
3. BIA expansion process
4. Q&A and general discussion
5. Introduce working priorities and budget and estimated costs
6. Q&A + discussion
7. Next steps & adjourn



[www.mountpleasantbia.com](http://www.mountpleasantbia.com)  /MountPleasantBIA  @MountPleasantbc  MountPleasantBIA

301 - 3102 Main Street, Vancouver, BC V5T 3G7 | P: 604.874.9816 | E: connect@mpbia.ca

Actual Date sent: August 21, 2019

## Meghan Munro

---

**From:** Neil Wyles, MPBIA Executive Director <neil@mpbia.ca>  
**Sent:** October-24-19 5:21 PM  
**To:** Meghan Munro  
**Subject:** Test Email Campaign - Join your business peers for a Meet and Greet on August 28th!



Hello!

We had a great turnout at our first "Meet and Greet" earlier this month, and were very encouraged by the interest of those properties and businesses in becoming part of the Mount Pleasant BIA expansion efforts. As you know, Mount Pleasant is one of the fastest growing neighbourhoods in Vancouver, and some of the most sought after real estate, both residential and commercial. With the upcoming Broadway Line, this should make us even more popular.

It has a busy summer of sitting down with individuals and discussing their needs and concerns for their neighbourhood, businesses and area, but we have not been able to see everyone.

We are having a second "Meet and Greet" event for those people that were unable to make it to the first one. It will be in the Boardroom of Heritage Hall, 3102 Main Street, on the second floor.

Come and meet your neighbours and key members of the Mount Pleasant BIA. Sit down and have a chat and see what the MPBIA can do to help you, and your business.

We have attached a short survey that you can click on that will let us know YOUR concerns prior to the meeting.

Best Regards,  
Neil

[Click Me!](#)

[Unsubscribe](#)

Member365  
301 - 3102 Main St.

Vancouver, Canada  
(604) 874-9816  
admin@mpbia.ca

Actual Date sent: August 26, 2019

## Meghan Munro

---

**From:** Meghan Munro <admin@mpbia.ca>  
**Sent:** October-24-19 8:51 PM  
**To:** Meghan Munro  
**Subject:** Test Email Campaign - Meet & Greet on the 28th of August



Hello everyone!

We had a great turnout at our first Meet and Greet event. There were a lot of interested business and property owners who asked great questions about what the MPBIA can do for their area.

We're will be holding a second Meet and Greet on **August 28th**. For those who were unable to attend the first event, we hope you can join us this time.

We are interested to hear everyone's opinion, and are happy to answer any questions you may have.

**When:** Wednesday, August 28th, 5-7pm

**Where:** Heritage Hall  
( 2nd Floor Conference Room /3102 Main Street)

**How:** RSVP to [no.1@mpbia.ca](mailto:no.1@mpbia.ca) by **August 26th**

We hope to see you!

All the best,

The MPBIA team

Survey

301-3102 Main Street, Vancouver, BC V5T 3G7  
Phone: 604-874-9816  
Neil Wyles Email: [neil@mpbia.ca](mailto:neil@mpbia.ca)  
Meghan Munro Email: [admin@mpbia.ca](mailto:admin@mpbia.ca)  
Website: [www.mountpleasantbia.com](http://www.mountpleasantbia.com)



August 22, 2019

Dear Sir/Madam

I am reaching out to you today because the Mount Pleasant Business Improvement Area (MPBIA) is looking to expand its boundaries, and include your property in our operations. Enclosed is a copy of our current boundaries and noted are the desired expansion areas.

Over the last couple of years, several businesses and your neighbours, outside our district have reached out to us wanting to join the MPBIA. They have seen the benefits and improvements in our area and have expressed an interest in becoming members. We feel that this is a good time to proceed with these numerous requests, and bring these businesses into our association.

#### WHO WE ARE:

The MPBIA was established in 1989, making it one of the oldest BIAs in BC. Through our economic development endeavors, we have sought to transform the neighbourhood into a desirable location for businesses to succeed. Over the decades, the MPBIA has help bring the district Mount Pleasant from being designated an inner city area to currently, the fastest growing and most desired area to live, work and play in all of Vancouver. The Mount Pleasant BIA has contributed significantly to the continued success and sustainability of our City and its business sector.

The Mount Pleasant BIA's mission is to create an enhanced business environment and to assist our members with individual and group concerns. We support our members by offering services such as safety and security, street beautification, special events, marketing, as well as liaising with City of Vancouver Council and Staff, Translink, and other governing bodies. Enclosed is our information brochure that elaborates on our services to members.

#### WHAT DOES THIS MEAN FOR YOU

Over the next few months the BIA will be reaching out to property owners and business tenants to gauge level of interest, as well search for your input on the proposed expansion. Given that the BIA boundaries must be approved by the City, we need your support for our expansion motion to go through.

The MPBIA will be holding a Meet and Greet on Wednesday, August 28<sup>th</sup>, 5 PM at Heritage Hall, 2nd Floor Conference Room, 3102 Main Street. This is an opportunity to start a dialogue between the BIA, business tenants, and property owners. We would like to inform you about the benefits of being part of our BIA and hear your thoughts and questions on the proposed expansion.

Our Annual General Meeting will be held on **Tuesday, September 10<sup>th</sup>, 6:15 PM @ Heritage Hall, Main Hall, 3102 Main Street.**

Our AGM is an excellent opportunity for you to meet the volunteer Board of Directors, business and property owners from the area, as well as other merchants, property owners and neighbours.

You are welcome to attend both events and bring a guest to any of these sessions. Please RSVP at [neil@mpbia.ca](mailto:neil@mpbia.ca) or [memberoutreach1@mpbia.ca](mailto:memberoutreach1@mpbia.ca) so we can make appropriate arrangements for refreshments.

#### **HOW WE ARE FUNDED:**

BIA budgets are member funded through a small annual levy added to the property taxes on commercial properties within the established boundaries. The City collects and remits the levy amount to the BIA to carry out programs approved by the membership at an Annual General Meeting.

#### **HOW TO CONTACT US:**

If you have any questions, do not hesitate to contact Peter Vaisbord, BIA Program Coordinator with the City of Vancouver at 604-871-6304, or Neil Wyles, Executive Director at 604-874-9816 or [neil@mpbia.ca](mailto:neil@mpbia.ca).

Warmest Regards,



Neil Wyles  
Executive Director, MPBIA

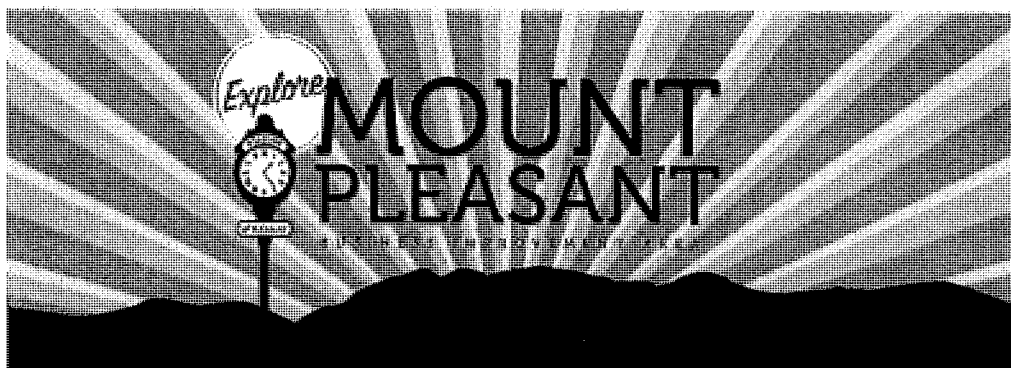


# Agenda

## Meet and Greet with Business & Property Owners

October 10, 2019

1. Quick round of introductions :
2. Introduction of BIAs, what they do generally, and what MPBIA does for its existing membership
3. BIA expansion process
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301 - 3102 Main Street, Vancouver, BC V6T 3G7 | P: 604.874.9816 | E: [connect@mpbia.ca](mailto:connect@mpbia.ca)



October 10, 2019

**Re: Letter of Support for Expansion 2019**

Dear Business Owner,

Over the past months, myself, or members of my team may have stopped by your business or contacted your office to discuss the benefits of joining our association. I am writing today to ask for your **support or opposition** as the Mount Pleasant BIA works towards expanding our boundaries in the coming year.

Our next step is going to City Council this fall for approval, as BIAs are funded through a special levy through your property taxes. Due to the varying sizes of properties, each levy is different and can be discussed one-on-one. If we get City Council approval, the start date of the new expansion would be April 1, 2020. All property owners will be getting a notice from the City of Vancouver this fall regarding this expansion and their building's individual levy amount.

We are holding an "Open House" for those property and business owners that would like more information on the benefits of a BIA, and a more in-depth conversation about costs and how the levy is spent.

**OPEN HOUSE FOR PROPERTY & BUSINESS OWNERS**

2nd Floor Conference Room, Heritage Hall, 3102 Main Street,

**October 17th, from 4:00 to 8:00**

**Please RSVP to [neil@mpbia.ca](mailto:neil@mpbia.ca) or phone 604-874-9816**

I have listed a few of the benefits of the contributions the MPBIA has made to the area in it's 30 year history. Member benefits include, but aren't limited to:

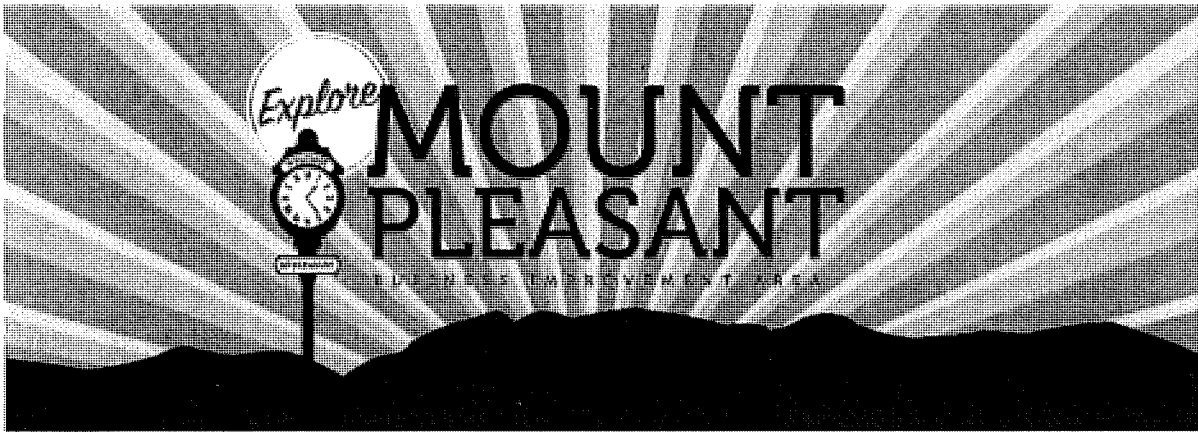
- 5 days a week sidewalk cleaning
- Crime alerts and security patrols from Mount Pleasant security personnel.
- Graffiti removal
- Banners, street furniture, planters
- Business exposure via BIA social media, events and newsletters
- Advocating to municipal government on behalf of local businesses, including a **SUCCESSFUL 2 %** property tax shift / reduction in May

We ask that you please fill out the enclosed postage paid form and return it by mail. Please note that this is **not** a binding contract, just an indication which way you are leaning.

If you have any question or concerns, or would like to have a one on one discussion, please do not hesitate to contact me at [neil@mpbia.ca](mailto:neil@mpbia.ca)

Best regards,

Neil Wyles, Executive Director



**Expansion Related Documents**  
**October 24, 2019**

**PRESENTATION MATERIALS  
FOR EXPANSION AREA  
MEETINGS, HANDOUTS AND DISPLAYS**

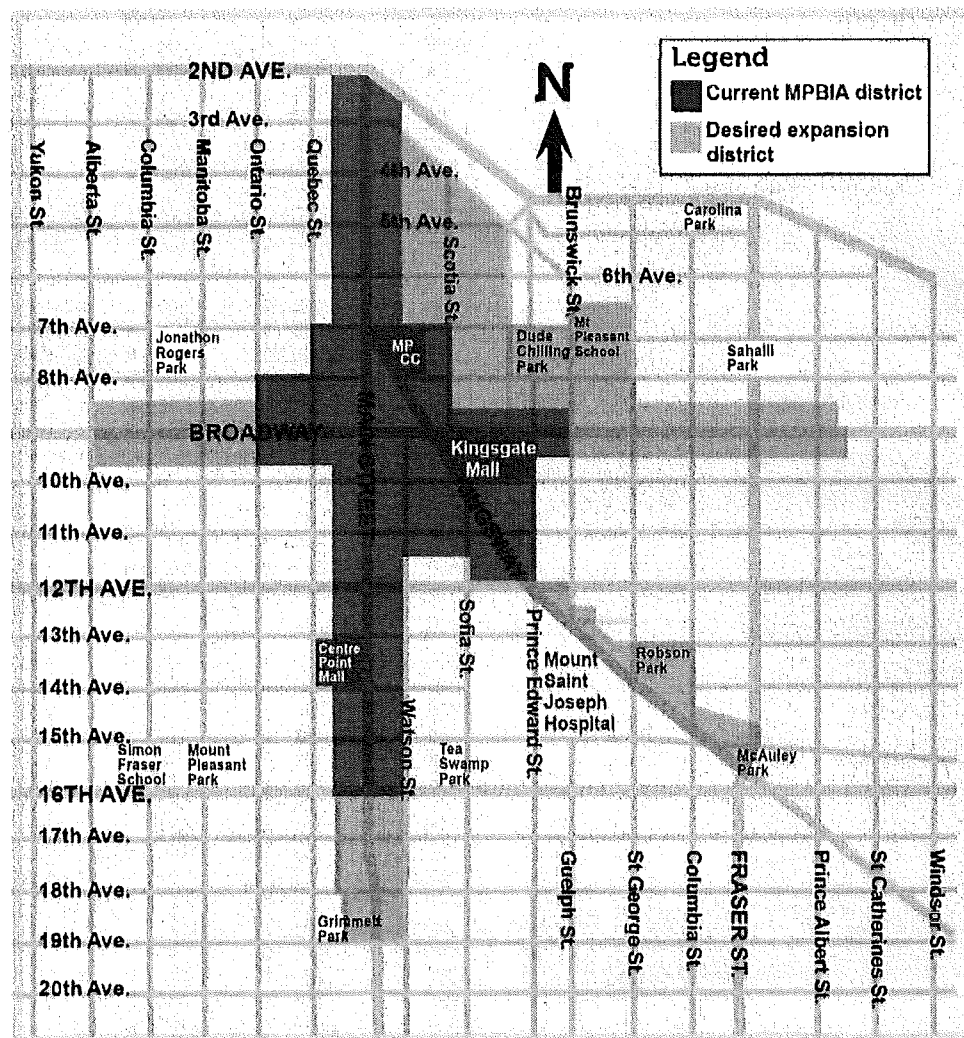
Proposed MPBIA Broadway E, Broadway W, Main St S, Kingsway E Expansion Budgets Apr 1/20-Mar 31/21

	Broadway E.	Broadway W.	16th-19th S.	Kingsway E.	TOTAL
<b>REVENUES</b>					
City Tax Levy	\$ 59,082	\$ 73,159	\$ 23,916	\$ 23,709	\$ 179,866
<b>TOTAL REVENUES</b>	<b>\$ 59,082</b>	<b>\$ 73,159</b>	<b>\$ 23,916</b>	<b>\$ 23,709</b>	<b>\$ 179,866</b>
<b>EXPENSES</b>					
<b>PROMOTIONS</b>					
Newsletter	\$ 59	\$ 74	\$ 24	\$ 24	\$ 181
Promo Items	\$ 59	\$ 74	\$ 24	\$ 24	\$ 181
Advertising Features	\$ 357	\$ 442	\$ 144	\$ 143	\$ 1,086
Banners Install + Repair + Replace	\$ 16,939	\$ 26,827	\$ 3,748	\$ 3,594	\$ 51,108
Christmas	\$ 357	\$ 442	\$ 144	\$ 143	\$ 1,086
Easter Event	\$ 178	\$ 221	\$ 72	\$ 72	\$ 543
Concierge Tours	\$ 357	\$ 442	\$ 144	\$ 143	\$ 1,086
Celebrate Mount Pleasant Day	\$ 119	\$ 147	\$ 48	\$ 48	\$ 362
Halloween	\$ 238	\$ 294	\$ 96	\$ 95	\$ 724
Brewery Event	\$ 238	\$ 294	\$ 96	\$ 95	\$ 724
RBC + Childrens' Hospital Run for the Kids	\$ 119	\$ 147	\$ 48	\$ 48	\$ 362
Broadway East Event	\$ 4,548	\$ -	\$ -	\$ -	\$ 4,548
Broadway West Event	\$ -	\$ 5,632	\$ -	\$ -	\$ 5,632
16th to 19th Event	\$ -	\$ -	\$ 1,840	\$ -	\$ 1,840
Kingsway Event	\$ -	\$ -	\$ -	\$ 1,824	\$ 1,824
Retail Event	\$ 238	\$ 294	\$ 96	\$ 95	\$ 724
Tree Chipping for Charity	\$ 59	\$ 74	\$ 24	\$ 24	\$ 181
Other Promo Events	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 4,000
Passport Challenge	\$ 95	\$ 118	\$ 38	\$ 38	\$ 290
Tent Canopies + Event Banners	\$ 178	\$ 221	\$ 72	\$ 72	\$ 543
Meetings + Supplies	\$ 59	\$ 74	\$ 24	\$ 24	\$ 181
Workshops + Tours + Seminars	\$ 59	\$ 74	\$ 24	\$ 24	\$ 181
Social Media Content Provider	\$ 1,000	\$ 1,000	\$ 500	\$ 500	\$ 3,000
Arts + Events + Outreach Students' Wages	\$ 2,000	\$ 2,000	\$ 1,000	\$ 1,000	\$ 6,000
Wages	\$ 3,000	\$ 3,500	\$ 1,500	\$ 1,500	\$ 9,500
<b>TOTAL</b>	<b>\$ 31,257</b>	<b>\$ 43,389</b>	<b>\$ 10,709</b>	<b>\$ 10,529</b>	<b>\$ 95,884</b>
<b>PLACEMAKING</b>					
Street Cleaning	\$ 5,000	\$ 5,000	\$ 2,500	\$ 2,500	\$ 15,000
Graffiti Removal/Painting	\$ 5,000	\$ 5,000	\$ 2,500	\$ 2,500	\$ 15,000
Weed Control	\$ 250	\$ 250	\$ 250	\$ 250	\$ 1,000
Power Washing	\$ 1,500	\$ 1,500	\$ 500	\$ 500	\$ 4,000
Community Art: Historical Signage	\$ 595	\$ 736	\$ 241	\$ 239	\$ 1,811
Wages	\$ 3,000	\$ 3,000	\$ 1,000	\$ 1,000	\$ 8,000
<b>TOTAL</b>	<b>\$ 15,345</b>	<b>\$ 15,486</b>	<b>\$ 6,991</b>	<b>\$ 6,989</b>	<b>\$ 44,811</b>
<b>SAFETY &amp; SECURITY</b>					
Committee Meetings	\$ 30	\$ 37	\$ 12	\$ 12	\$ 90
Crime Prevention	\$ 2,973	\$ 3,680	\$ 1,203	\$ 1,193	\$ 9,048
Wages	\$ 500	\$ 500	\$ 300	\$ 300	\$ 1,600
<b>TOTAL</b>	<b>\$ 3,502</b>	<b>\$ 4,217</b>	<b>\$ 1,515</b>	<b>\$ 1,504</b>	<b>\$ 10,738</b>
<b>GOVERNANCE &amp; ADMINISTRATION</b>					
Audit + Accounting + Bank Chgs	\$ 500	\$ 500	\$ 500	\$ 500	\$ 2,000
Conferences + Seminars + Mtgs + Emp Ads	\$ 200	\$ 200	\$ 200	\$ 200	\$ 800
Furniture and Equipment	\$ 200	\$ 200	\$ 200	\$ 200	\$ 800
Legal Fees	\$ 178	\$ 221	\$ 72	\$ 72	\$ 543
Annual General Meeting	\$ 476	\$ 589	\$ 192	\$ 191	\$ 1,448
Miscellaneous, General	\$ 178	\$ 221	\$ 72	\$ 72	\$ 543
Office Supplies: Toner+Postage+Repair+Kitchen	\$ 951	\$ 1,178	\$ 385	\$ 382	\$ 2,895
Volunteer Appreciation + Travel	\$ 595	\$ 736	\$ 241	\$ 239	\$ 1,810
Web Site Maintenance	\$ 713	\$ 883	\$ 289	\$ 286	\$ 2,171
Committee Meetings	\$ 59	\$ 74	\$ 24	\$ 24	\$ 181
Survey	\$ 59	\$ 74	\$ 24	\$ 24	\$ 181
Membership Dues + Fees	\$ 59	\$ 74	\$ 24	\$ 24	\$ 181
Fair Tax Coalition	\$ 119	\$ 147	\$ 48	\$ 48	\$ 362
Strategic Planning+Community Outreach+Expansion	\$ 595	\$ 736	\$ 241	\$ 239	\$ 1,810
<b>CONTINGENCY</b>	<b>\$ 595</b>	<b>\$ 736</b>	<b>\$ 241</b>	<b>\$ 239</b>	<b>\$ 1,810</b>
Wages	\$ 3,500	\$ 3,500	\$ 1,950	\$ 1,950	\$ 10,900
<b>TOTAL</b>	<b>\$ 8,978</b>	<b>\$ 10,067</b>	<b>\$ 4,702</b>	<b>\$ 4,686</b>	<b>\$ 28,433</b>
<b>TOTAL EXPENSES</b>	<b>\$ 59,082</b>	<b>\$ 73,159</b>	<b>\$ 23,916</b>	<b>\$ 23,709</b>	<b>\$ 179,866</b>
<b>Excess of Revenue Over Expenditures</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

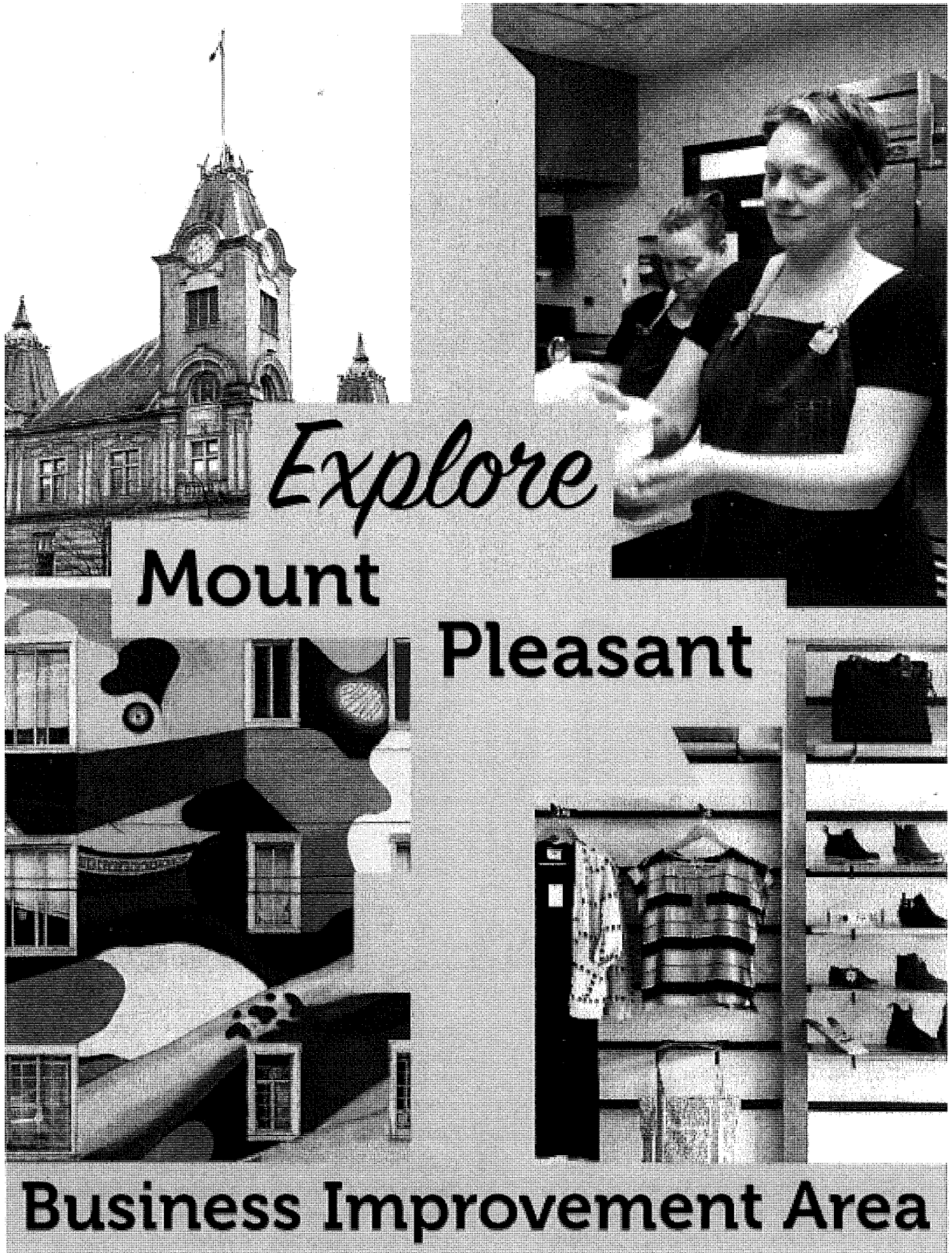


## Mount Pleasant BIA Map Schedule A

### Areas of Broadway E, Broadway W, Main St. S, Kingsway E Expansion







*Explore*  
**Mount Pleasant**

**Business Improvement Area**

Welcome to

# Mount Pleasant

Vancouver's First Suburb

*With deep historical roots and modern influences*



## *Unique Shopping*

Like many aspects of Mount Pleasant, shopping is a scene like no other. Some of Vancouver's most popular consignment and thrift stores are on Main Street along with designer and stores that are always up-to-date on the latest fashion. The area is sprinkled with artisan craft shops and other one-of-a-kind merchants.



## *Community Art*

As one of the most densely concentrated areas of public art in Vancouver, Mount Pleasant harbors a large and collaborative population of artists of all sorts. With Vancouver Mural Festival continually curating the production of new murals year after year, the area has flourished with vibrant art around every corner.



## *Heritage & History*

As Vancouver's oldest suburb, Mount Pleasant has many historic homes and buildings of long past architectural styles. Many of these landmarks are still functional to this day, serving as apartment buildings and places of business. The 20th Century architecture is iconic to the area.

A stroll of Mount Pleasant historic homes during Cherry Blossom time is a true treat!



## *Diverse Dining*

Mount Pleasant's signature is arguably the diversity of its collective kitchen. The broad range of different cooking styles and ethnic origins can hardly be defined. The Main Street area has grown to be one of the most popular dining areas.

Recognized as the original brewery creek district, the neighbourhood has several craft breweries to offer. Plus, there is no better place to find a hip coffee shop than Mount Pleasant!

# Major Street Festivals

## Car Free Day

Car Free Vancouver Society works to expand car free spaces and culture within communities around the city. In Mount Pleasant, culture and community is key. With the help of BIA merchants we are able to use this top class street festival as a showcase for everything this neighbourhood has to offer.

Main Street Car Free Day attracts upwards of 200,000 people, who enjoy the event and explore the area's shops and restaurants. The current MPBIA footprint accounts for about one third of the Main Street road closures during the festival. In 2018 the average spend per person was \$35, therefore bringing in about 2.6 million dollars into the general area.



Vancouver

Mural

Festival

Since the first Vancouver Mural Festival in 2016, the murals and festival have turned heads beyond the borders of the city. Creating large-scale permanent works of art in the Mount Pleasant Area throughout a week in August, Vancouver Mural Festival provides a venue for the city's diverse art scene and invited international artists. Add in collaborations, pre-events featuring artist talks and Mural Tours it makes for a whole lot of art going on!

To celebrate the final day of the murals' creation, local merchants set up booths along closed off streets and laneways, restaurants extend their patios and visitors flow through the area, enjoying the sights, smells, performances and artmaking. The festival brings a significant number of people to the area for the street party, making the murals a key attraction to Mount Pleasant year round.





# Mount Pleasant BIA Member Benefits



## Connections

Being a part of the Mount Pleasant BIA is the first step to joining an inclusive and extensive professional network in your community. As an MPBIA member, benefits include relationships with the community, other businesses, and municipal council and staff.

- Provides ongoing communication among the business community with updates and events
- Facilitates development of partnerships and joint promotion opportunities
- Improves connection between the business community and municipal government staff
- Advocates on behalf of local business to address issues facing the establishment and area
- The MPBIA was key in succesful 2% tax shift this year, and continues to work dilligently on other taxation solutions



## Exposure

Membership in the Mount Pleasant BIA has the potential to significantly increase the promotional reach of a business. Members are highlighted through social media, our website, advertising and can showcase their businesses at events.

- Frequent referrals to businesses via BIA social media, newsletters, and other media
- Encouragement to participate in popular street festivals plus retail, food or cultural events
- Staff, volunteer Directors and community members work together to create new events



## Maintenance

The largest positive impact on businesses in a BIA is area maintenance and genuine care for the business environment. Significant segments of the budget are devoted to street cleaning and enhancement, and the BIAs have a devoted team dedicated to implementing beneficial initiatives.

- Graffiti monitoring and removal services for registered property owners
- Graffiti Wipes available to all businesses for small size incidents of graffiti
- Sidewalk and Laneway Cleaning: on top of BIA budgets for 5x/week cleaning, we coordinate the schedule for 4 days/month Micro Cleaning by the City of Vancouver
- Beautification: Banners, Planters, Street Furniture, Power Washing, Weed Control

# Current Operating Budget

## Revenue

City Tax Levy + Grants, Sales, and Bank Interest **\$ 498,544**

## Expenses

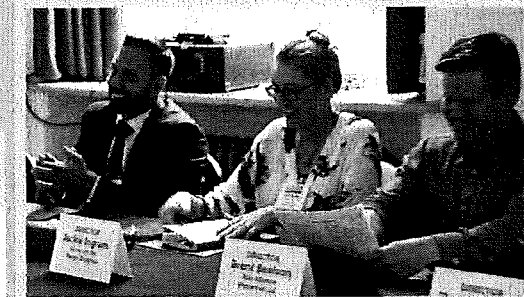
Promotion - Marketing & Advertising, Events, Community Relations	\$ 195,885
Placemaking - Maintenance, Beautification, Planning	\$ 143,969
Community Safety & Security	\$ 25,445
Governance & Administration	\$ 129,845
Contingency	\$ 3,400

**\$ 498,544**

**\*Average merchant price for membership is \$2 per day\***

# Our Board of Directors

Our Directors are business people just like you! They are looking to increase their bottom line and have successful relationships with their customer base. They have busy lives juggling work and home, often wearing many hats – manager, trainer, buyer and more.



As a not-for-profit organization, Mount Pleasant BIA has volunteer Directors making decisions on initiatives and participating on our committees: Marketing, Finance and Beautification.

2019 is the 30th Anniversary of the Mount Pleasant BIA. We greatly appreciate the vision of the original business owners!

Past Mount Pleasant BIA directors have had memorable successes. Mike Weibe, Eight 1/2 Restaurant Lounge owner, is a great example. Prior to being elected to Parks Board in 2014, then City Councillor in 2018, Mike took on the Metro Vancouver Zero Waste Restaurant Challenge pilot project back in 2011. He coordinated 5 nearby restaurants, including his own. Scraps recycling is now standard practice and BIAs are recognized as drivers for Green Standards. Nigel Pike started with two restaurants in the area, he now has 3 thriving eateries along with Main Street Brewing. Current director David Duprey and his partner have a total of 7 enterprises on the go, including the Rumpus Room and Narrow Lounge in Mount Pleasant.

**Chair/President:** Clive Braude (Pallucci Furniture)

**Vice-President:** Leyda Molnar (Kingsgate Mall)

**Secretary:** David Duprey (Rumpus Room, Narrow Lounge)

**Past President:** Sean Pacey (Pacey's Pianos)

Brent Beatson (Rize Alliance)

Elizabeth Bryan (Dock Lunch)

Jackie Ingram (Home on the Range Organics)

Jocelyne Hamel (Association of Neighbourhood Houses of BC)

Kate Nagel (Bird on a Wire Creations)

Sunny Dosanjh (Best Western Uptown Plus Hotel)

We look forward to bringing adjacent businesses into the fold, to reap the rewards that dedication and diligence have created!

## Neil Wyles, Executive Director

As a successful restaurateur for 2 decades, Neil has a strong understanding of what keeps people coming back for more. After years of owning the Hamilton Street Grill and almost as many as the Treasurer for Chef's Table of BC and Yaletown BIA, Neil joined Mount Pleasant BIA as our Executive Director.

His vision for the area is in line with what our members want – a vibrant, welcoming, interesting, clean neighbourhood. Our members' interests are what drives his work; through conversations with them and our annual survey they keep us aware of their needs and ideas.

Want to be a part of the Mount Pleasant business identity? Give Neil a call at 604-874-9816, or email him at [neil@mpbia.ca](mailto:neil@mpbia.ca) and get the conversation started!



# Business Improvement Area Basics

## What is a BIA?

A Business Improvement Area (BIA) is a specially-funded district managed and promoted by a non-profit association made up of local property owners and business tenants.

Mount Pleasant Business Improvement Area (MPBIA) exists to serve your interests as one of our 500+ businesses and 170+ property owners in our business district with the goal of creating an enhanced business environment and fostering positive economic development in Mount Pleasant.

## How does a BIA benefit the area?

The BIA can effectively organize and finance area improvement programs that would otherwise be unavailable to area businesses. BIA's are an effective vehicle for enhancing the business environment and promoting the business community.

We develop marketing platforms and special events to raise our area profile. We focus on business development, improving our streetscape, addressing safety and security issues as well as Member advocacy.

## How is a BIA funded?

At the request of area merchants and property owners, City Council enacts a by-law to establish a BIA and its boundaries.

BIA budgets are mainly funded through an annual levy added to yearly property taxes on commercial properties within the established boundaries. The City collects the levy and remits the entire amount to the business association to carry out projects and programs. Each property owner's share of the total BIA budget is proportionate to their property's share of the area's total taxable value. In most lease agreements, property owners pass the cost of this levy proportionally to their business tenants.

## How is a BIA managed?

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

The BIA society/association is governed by a volunteer Board of Directors that is elected by its membership and managed by an Executive Director. Every year at the BIA's Annual General Meeting, the Board proposes a business plan and a budget that members must approve before Vancouver City Council can assess the levy.

# Frequently Asked Questions

## What fees are involved in becoming a member?

The fees are a commercial property tax levy, and vary from business to business, based on the property value, and the amount of the property that you occupy. Our average member pays about \$2.00 a day to be a member of the BIA.

The levy flows through the City to the Business Association, which is governed by a volunteer Board of Directors that the members elect. The local business and property owners who sit on our current Board of Directors is on page 6.

## Why should I support expansion and become a BIA member?

Some of your neighbours have seen the activities and contribution to Mount Pleasant that the BIA has done, and want that level of support for your area. They see the clean streets, the increases in foot traffic, the benefits of community events and street festivals and want that for their business. We participate in transportation planning, development proposals and by-law changes.

The benefit to the entire area increases the profile of all of the businesses, and everybody benefits. To quote a member who came to the area about 10 years ago and has businesses in Vancouver that don't have a BIA, *"The value of Graffiti Removal alone far exceeds the cost of membership"*.

## What are our responsibilities as members?

Each member is unique in what services they need and use, and equally unique in how they want to become involved. Some members want to be involved at the Board level and help steer the BIA, some are more focused and want to be part of a committee, and some are happy just to be a member and let the BIA help them in any way that they can. It is all up to you as to what services you access. You will receive benefits to being a member regardless of your level of participation.

## What are the next steps if we are interested?

Let us know that you are interested, if you have any questions, and what you think you might need. We'd be happy for a chat about your needs, and how we can help you.

There is a process that will work its way through City Hall until it finally arrives before Council for approval. These would include formal and informal meetings as well as outreach from the City and host organization, as well as budgets and approvals. The entire process takes about a year.

## WHAT WE DO FOR YOU!

### Our Mandate:

To create an enhanced business environment  
and to assist our members with individual and group concerns



### MARKETING

We advertise in print and online media. Our marketing power is enhanced through:

#### Social Media

- Facebook
- Twitter
- Instagram

#### Our Online presence

- Neighbourhood Events
- Website Member Directory
- VMF Mural Map
- Mount Pleasant Breweries Map
- Professionally written blogs
- Information for Members



### SPECIAL EVENTS

We present 2 street festivals a year, Main Street Car Free Day and Vancouver Mural Festival.

#### Other Events

- Street Festivals
- Holiday Events:  
Safe Spot Trick-or-Treat  
#Vankiss  
Valentine's Love Is...  
Tree Chipping for the Kids
- Neighbourhood Events:  
Celebrate Mount Pleasant  
Tourism Challenge
- Partnered events:  
Swine Out  
Curry Cup  
The Winner's Circle



### SAFETY & STREET BEAUTIFICATION

We take care of the streets of Mount Pleasant:

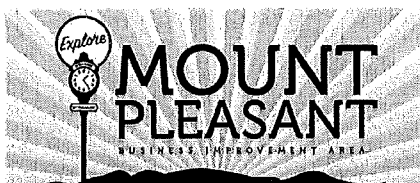
- 5 days a week sidewalk cleaning and needle pick up
- Power washing
- Security Foot Patrols and liaison with the VPD
- Crime Alerts to members

#### Graffiti Management

- Graffiti Removal
- Free Graffiti Wipes

#### Beautification

- Banners
- Planters
- Street Furniture
- Hydro Wraps
- Over 150 Murals!





## STARTING A BIA IN YOUR AREA

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

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

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

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

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

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

## FOR A STEP-BY-STEP GUIDE

to BIA formation, and more detailed information, visit the City's BIA Program web pages at:

[www.vancouver.ca/biaprogram](http://www.vancouver.ca/biaprogram)

The website also provides contact data for existing BIAs.

**ENQUIRIES** should be directed to Mr. Peter Valchord, the City's BIA Program Coordinator, at 604-871-6304 or [peter.valchord@vancouver.ca](mailto:peter.valchord@vancouver.ca)

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

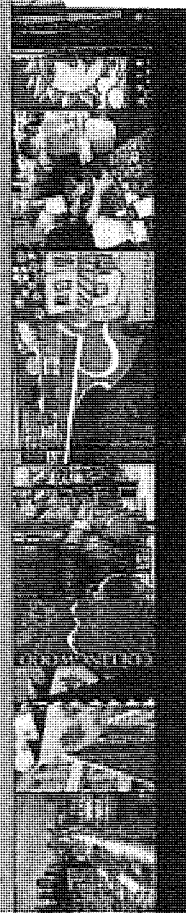
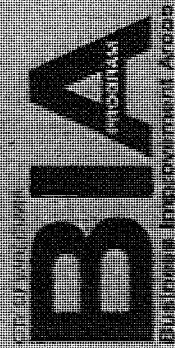
## FURTHER INFORMATION

and assistance is available from BIAFC... the Provincial BIA umbrella association, through their website at: [www.bia-bc.ca](http://www.bia-bc.ca)



For assistance with establishing a business improvement area, or for more information on BIA in Vancouver, please contact:

Peter Valchord, BIA Program Coordinator,  
City of Vancouver, 403 West 12th Avenue  
Vancouver, BC V5Y 1V4 604-871-6304  
[peter.valchord@vancouver.ca](mailto:peter.valchord@vancouver.ca)



WHAT IS A DISJUNCTIVE-IMPROVEMENT AREA?

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

The City works by helping interested groups to establish BIA. BIA funds are used to hire full- or part-time staff, retain services and equipment, and implement BIA activities. The City has a continuing role assisting with contacts between the BIA and City departments, facilitating the annual funding process, and monitoring BIA budgets. BIA is a significant role in its sense, providing an important development, safety and security, and street enhancement for the area.

A BIA can effectively organize and finance area maintenance and improvement programs that are beyond the capability of individual businesses and most merchant associations. BIAs are also important City partners in area planning and revitalization initiatives, such as the Neighborhood Center Development Program.

# COMMON SENSE AND MORAL

Wishikism funding through an annual property tax levy, much like a Local Improvement Levy. RA levies are authorized under Minnesota Chapter Section 476.

Only commercial or industrial properties may be assessed, and the SLA is limited to a one-year term, usually 5 - 7 years. Every year, the City collects the fee and remits the entire amount to the SLA to carry out projects and programs.

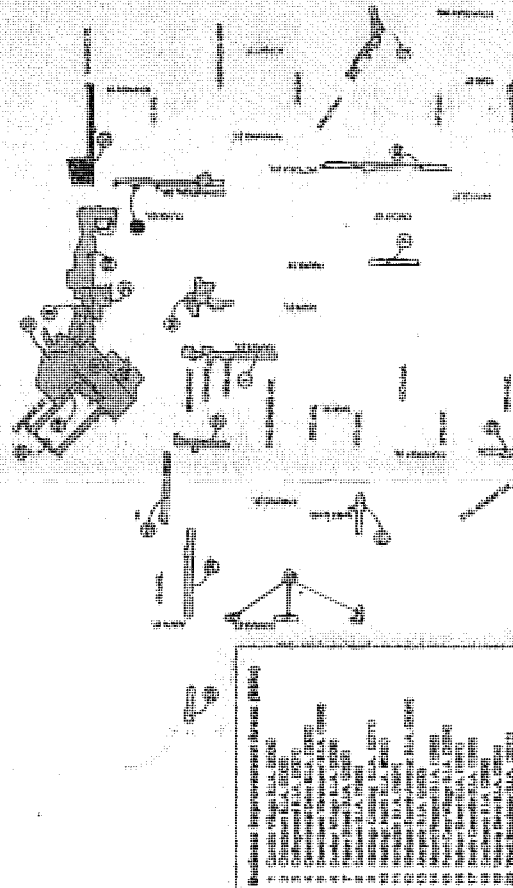
Annual budgets for BSA in Vermont range from \$80,000 to over \$2 million (Department of Vermont Budget and the number of business enterprises ranged from 200 to 2,000).

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

# HOW ARE YOU MANAGING?

BLAs are managed by registered non-profit societies similar to merchant associations. All commercial property owners and business tenants in the BLA area are eligible for membership in the BLA society, which has

The average RPA fee is about 15 percent of an owner's commercial property taxes. In larger, more complex properties, property owners pay this cost proportionally to the business benefit.



**THE UNIVERSITY OF CHICAGO**

THREAT TO QUALITY OF BUSINESS IMPROVEMENT  
PROGRAMS IN THE CITY OF WASHINGTON

CAMBRIDGE VILLAGE  
CHINATOWN  
COLLINGWOOD  
COMMERCIAL CENTRE  
DOWNTOWN VANCOUVER  
EAST END  
FRASER STREET  
GASTOWN  
HASTINGS CROSSING  
HASTINGS NORTH  
KERRISDALE  
KINGSWAY FOURTH AVENUE  
MAPLE  
MODERN LEASING  
POINT GREY VILLAGE  
POLICE STREET  
SOUTH GRANVILLE  
STANTHOPE  
VICTORIA DRIVE  
WEST BROADWAY  
WEST END

in total, there are approximately 60 ships in the fleet of British Columbia, 35 of which are located in Vancouver and the Lower Mainland area.



48" X 36" TRIFOLD DISPLAY BOARDS

# MOUNT PLEASANT

BUSINESS IMPROVEMENT AREA

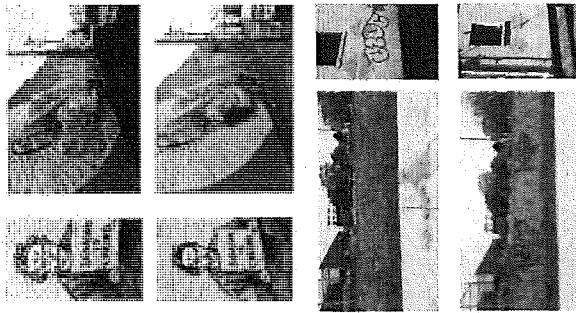
## Street Cleaning



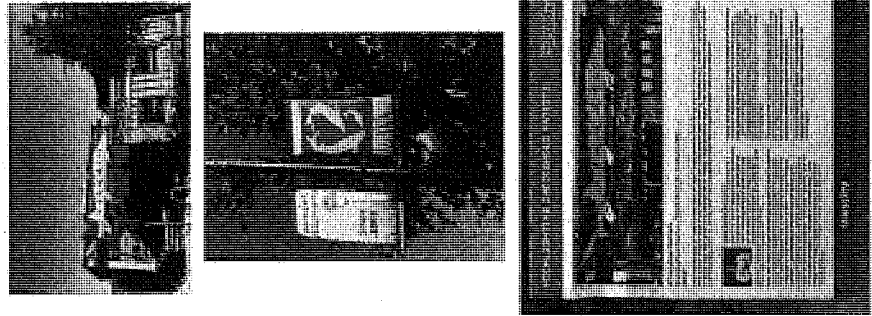
## Planters



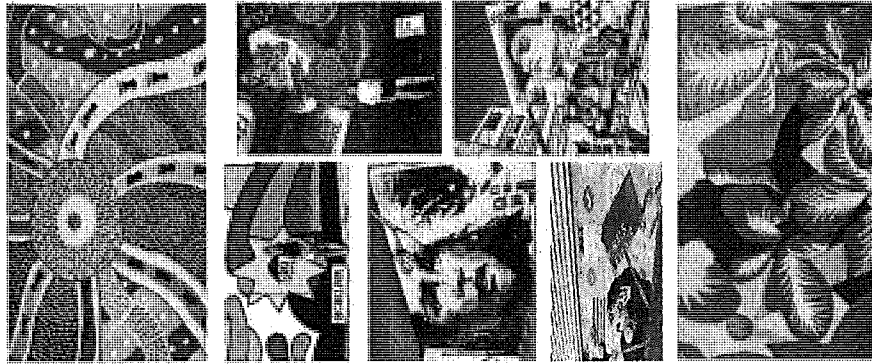
## Graffiti Removal



## Banners

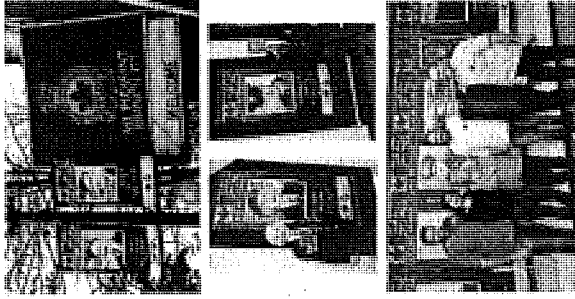


## Murals

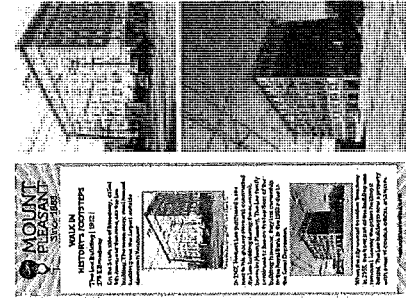


## 30 Years of the Legion:

Banner Installation



## History

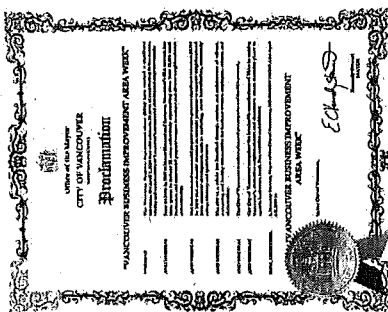




48" X 36" TRIFOLD DISPLAY BOARDS

# MOUNT PLEASANT

BUSINESS IMPROVEMENT AREA



Kennedy Stewart  
MAYOR

## THE-GEORGIA straight

BARNDOWN ARTS & PERFORMANCE SPACE

### Successfully Tax Shift of 2% from Business to Residential

by Carillo Pablo on May 1st, 2019

The city is giving business properties a \$15.8-million tax break and transferring that onto residential payers. The amount represents a two-percent tax shift. For business properties, this means about \$160 less in taxes.

The property-tax expert noted that business properties pay \$1.88 for every dollar of services they consume. According to the city, the tax shift will provide relief to business-property owners. With the shift, the commercial slice at 44.1 percent.

According to Dominato, it was about helping the mom-and-pop stores. "This tax shift provides that needed relief to our small-business community," she told the Straight by phone. "Ninety-eight percent of the businesses we have in the city are actually small businesses, and so we felt it was really important to support small businesses. According to her, local independent businesses are important in the development of a walkable city, as people will not need to have a car to drive to big-box stores.

A city staff report explained that the city can reduce its greenhouse-gas emissions by 153,000 tonnes per year by making it easier for people to get to daily destinations like shops and services.

"We want to have a thriving local economy," Dominato said. "People want to have jobs here. They want to be able to live and work here."



- 8th & Main  
Best Men's Clothing Store (Independent)
- 8th & Main  
Best Women's Clothing Store (Independent)
- Tisoli Pet Nutrition and Supply Stores  
Best Pet Supply Store
- JJ Bean Coffee Roasters  
Best Independent Coffee Shop
- Brassneck Ale - Brassneck Brewery  
Best Locally Brewed Beer
- Brewery Creek Cold Beer & Wine Store  
Best Private Beer Store
- Save-On Foods  
Best Grocery Delivery
- Aarm Dental  
Best Dental Clinic
- Ride On  
Best Independent Bike Store
- Danman Bikes  
Best Bike Shop to get a repair

### Mount Pleasant

- Best Neighbourhood
- Neighborhood with the Best Murals
- Car Free Day Best Community Festival

- Fox Cabaret  
Best Dance/DJ Club
- The Sunday Service Improv  
(Fox Cabaret)  
Best Improv Troupe or Company
- Biltmore Cabaret  
Fox Cabaret  
Best Live Music Venue (Small Club)
- JJ Bean Coffee Roasters  
Best Coffee Chain (Local)
- Brassneck Brewery  
Best Local Brewery
- Mount Pleasant Optometry Centre  
Best Optometrist
- Pure Nail Bar  
Best Salon for Pedicure/Manicure
- Barber & Co.  
Best Barbershop
- Northwest Culinary Academy of Vancouver  
Best Place For Casual Cooking Classes

## VANCOUVER IS AWESOME



I don't know why, but brunch for me often connotes bigness. Big plates, big line-ups, big meals, big noise in big rooms. So when you can get super-instantaneous heaps of saucy meat piled high on massive slabs of French Toast hugged by mounds of sticky syrup, how does a more modest – a less "big" – place like Main Street's Burdock & Co. stack up? The answer is: Impressively.

Rewind to 2018, when Burdock & Co. won "Farm to table" Mount Pleasant eatery, took the gold in the Brunch category in the Vancouver Magazine Restaurant Awards.

### Canada's Best New Restaurants of 2019



Spanish Tapas Bar  
¿Como? Tapera

One of the most influential annual national rankings of restaurants has revealed who is in contention for 2019, and the west coast has much to be proud of. Air Canada's list of 35 nominees for Canada's Best New Restaurants of 2019 includes Main Street's Spanish tapas bar ¿Como? Tapera.

by Lindsay Williams-Ross - August, 2019

## VANCOUVER COURIER



### City's Best Eats and Drinks of 2019

- COBS Bread Bakery  
Bakery
- Vera's Burger Shack  
Best Burger
- 49th Parallel Coffee  
JJ Bean Coffee Roasters  
Coffee Shop
- 33 Acres Brewing Company  
Craft Brewery
- La Taqueria  
Latin American Restaurant
- Tacofino  
Best Taco

### City's Best Lifestyle and Services of 2019

- Ride On Bike Shop  
Bike Shop
- Bird On A Wire Creations  
Gift Shop
- Pure Nail Bar  
Nail Salon

### Tisoli Pet Nutrition & Supply Stores Pet Store

- Turnabout  
Vintage/Consignment Store
- Turnabout  
Women's Clothing

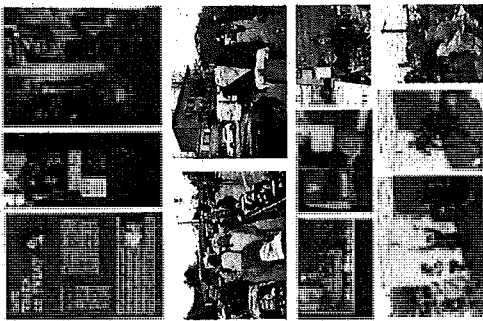
### City's Best Health and Wellness of 2019

- Kingsgate Dental - Dr. Tam Do  
Dentist
- Spin Society  
Spin Studio

48" X 36" TRIFOLD DISPLAY BOARDS

# Halloween

October 31<sup>st</sup> 2018



# Vankiss

December 2018



# Love Is

February 14<sup>th</sup> 2019

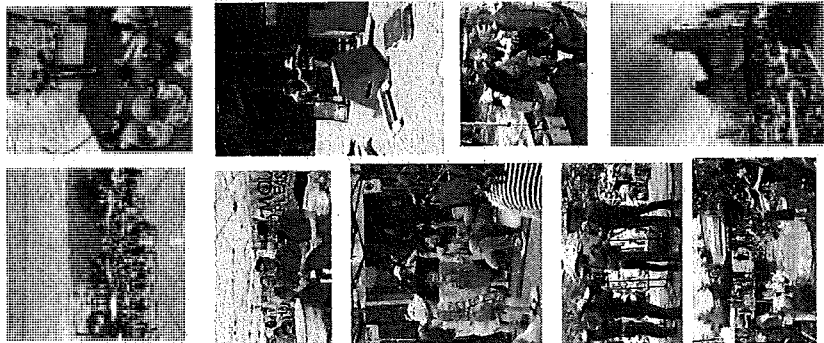


# MOUNT PLEASANT

BUSINESS IMPROVEMENT AREA

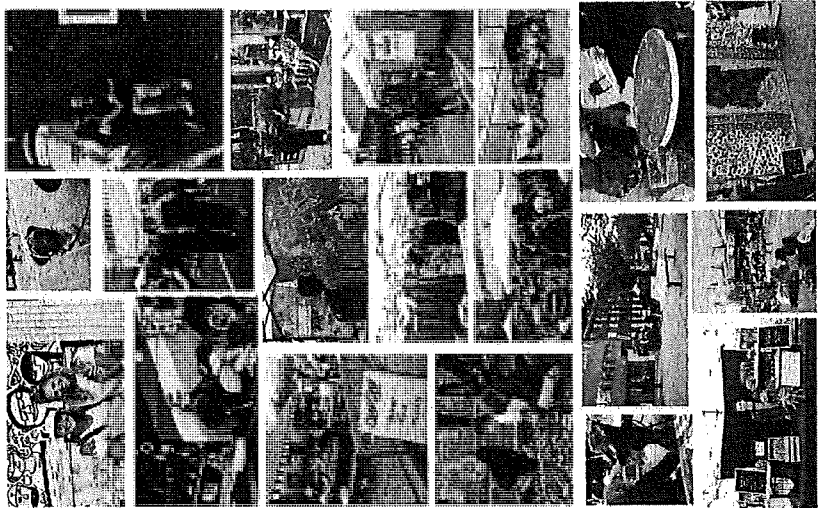
## Car Free Day

June 16<sup>th</sup> 2019



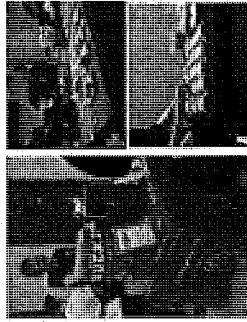
## Vancouver Mural Festival

August 10<sup>th</sup> 2019



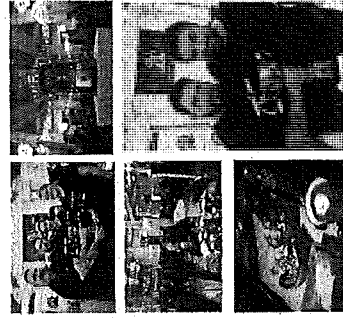
## Swine Out

November 19<sup>th</sup> 2018



## Curry Cup

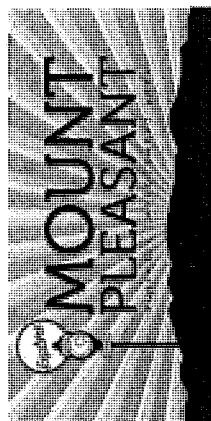
March 11<sup>th</sup> 2019



## Tourism Industry Walkabout

June 19<sup>th</sup> 2019





# Merchants' Assistance Guide

## Community Resources Contact Information

### A comprehensive guide to resources available in the neighbourhood

This document provides you with available resources in dealing with everyday situations that you might encounter in a city as busy as ours.

Sometimes just having information at hand will allow you to send a fellow citizen in the right direction.

**In the event of an  
emergency  
please call 911**

**Comments and/or updates?**  
Contact [admin@mpbia.ca](mailto:admin@mpbia.ca)  
604-874-9816

#### ADVOCACY

Healing Our Spirit BC Aboriginal  
HIV/AIDS Society 604-879-8884

#### CLOTHING &

#### HOUSEHOLD ITEMS

Community of Hope Church,  
Second Chance  
Thrift Store 604-723-0523

Grace Memorial United  
Church Thrift Store  
Every other Saturday  
10am-2pm 604-879-3412

St Vincent De Paul Thrift Store  
Low-cost items 604-873-1065

Salvation Army Thrift Store  
Vouchers for free clothing available from  
the office at 3213 Fraser Street, other  
items low cost. 604-874-4721

V.G.H. Thrift Store  
Low-cost items 604-876-3731

Vancouver Recovery Club  
Tuesday-Thursday 604-708-9955

#### COMPUTER ACCESS

Broadway Youth Resource Centre  
Ages 13-24 604-709-5720

Mount Pleasant  
Public Library 604-665-3962

#### COUNSELLING

Broadway Youth Resource Centre  
Ages 13-24 604-709-5720

Community of Hope Church  
Spiritual counselling 604-723-0523

Filipino Fellowship Baptist Church  
Spiritual Counselling 778-840-0978

La Boussole Francophone Centre  
French speaking counselling resources  
and referrals. 604-683-7337

#### Salvation Army

Counselling available. 604-872-7676

#### Vancouver Recovery Club

One on One Alcohol/Drug Counselling.  
Mondays 4pm-8pm 604-708-9955

**In an EMERGENCY  
please call 911**

#### DROP-INS

La Boussole Francophone Centre  
French speaking 604-683-7337

Salvation Army 604-874-4721

Tenth Avenue Alliance Church  
Tuesdays 10am-2pm 604-876-2181

Vancouver Recovery Club  
Open 24/7 604-708-9955

#### FOOD

Healing Our Spirit BC Aboriginal  
HIV/AIDS Society 604-879-8884

Broadway Youth Resource Centre  
Ages 13-24 604-709-5720

#### Community of Hope Church

Lunch Tuesday-Thursday  
and Saturday 604-723-0523

#### Filipino Fellowship

Baptist Church 778-840-0978

#### Food Bank

604-876-3601

#### Grace Memorial United Church

Breakfast Tuesdays  
10am-noon 604-879-3412

Mount Pleasant Community Centre  
Food Bank Friday 1 pm; no Food Bank  
on cheque issue day. 604-257-3080

#### Mount Pleasant

#### Neighbourhood House

Morning coffee/tea, low-cost lunches  
Fridays at noon, Seniors low-cost lunch  
Tuesdays at noon 604-879-8208

#### Salvation Army

Emergency food hampers Wednesdays  
9-11:30am; Drop In Breakfast Mondays/  
Fridays 9-10am 604-874-4721

#### Tenth Avenue Alliance Church

Lunch Tuesdays, Dinner Mondays  
September to May. 604-876-2181

#### HEALTH CARE

#### Broadway Youth Resource Centre

Ages 13-24: Walk-in Clinic, no MSP card  
is required. 604-709-5720

Coast Mental Health Clubhouse  
and Resource Centre

Social and health support 604-675-2357

#### Grace Memorial United Church

Healing Circle for Addictions  
Tuesday 10:30-11:30 am 604-879-3412

#### La Boussole Francophone Centre

French speaking nurse, mental health  
and medical referrals. 604-683-7337

#### Mount Saint Joseph Hospital

Emergency 8am-8pm 604-874-1141

#### MPA Society

Mental health Supports 604-482-3700

#### Raven Song

#### Community Health Centre

Walk-in Clinic, no MSP card or ID  
required. Mon-Fri 8:30am-8:30pm,  
Weekends 10am-6pm, 604-709-6400

#### Vancouver Recovery Club

Referrals for treatment, including detox;  
Recovery meetings. 604-708 9955

#### REACH Dental Clinic

Monday-Friday 8:15am-5:15pm,  
Saturday 9am-4pm 604-251-3000

#### INCOME ASSISTANCE

#### Ministry of Social Development

1-866-866-0800

#### Vancouver Recovery Club

Fast-track program 604-708-9955

## LEGAL ADVICE

Legal Services Society of BC  
Information and referrals. 604-408-2172

## NON-EMERGENCY HELP LINES

Healthlink BC 811  
For medical non-emergencies, call a  
registered nurse about symptoms.

City of Vancouver 311  
Call for information requests regarding  
traffic and parking issues or stray/wild  
animals.

BC 211  
Call for information on programs and  
services in Vancouver for homeless and  
under-housed residents.

VPD Non-Emergency 604-717-3321  
Nonemergency police situations, where  
an immediate response or dispatch of  
the police IS NOT required.

## PERSONAL DEVELOPMENT

Broadway Youth Resource Centre  
Ages 13-24: Adult Basic Education  
(ABE), Life skills. 604-709-5720

Salvation Army  
Moms & Tots program, Life skills,  
Arts & Crafts for women. 604-874-4721

Vancouver Recovery Club  
24 hour drop-in for drug-free adults,  
Recovery meetings including AA, ACOA,  
NA, CA, GA, MA, OA, Step Groups,  
Speaker Meetings. 604-708-9955

## PHONES

Broadway Youth  
Resource Centre FREE 604-709-5720

Mount Pleasant Neighbourhood  
House FREE 604-879-8208

PAYPHONE 3150 Main Street

## SHELTER, HOUSING

Aboriginal Shelter  
Operated by the Vancouver Aboriginal  
Friendship Centre Society. Opens at  
4:30pm, Meal at 6:15pm.  
604-251-4844 ext. 303

Aboriginal Youth Safehouse (ASH)  
Ages 16-18 through referrals from  
service providers. 604-254-5147

Al Mitchell Place, Lookout Downtown  
24 hour emergency shelter,  
pets allowed. 604-681-9126 ext. 1

Belkin House Men's Shelter  
24 hour emergency shelter and  
temporary housing. 604-694-6636

Belkin House Women &  
Children's Shelter  
Intake 8:30am-4:30am 604-694-6623

The Beacon Men's Shelter  
Intake 8am-11:30pm 604-646-6846

Broadway Youth Resource Centre  
Ages 13-24: Help provided to find  
housing or shelter. 604-709-5720

Catholic Charities Men's Hostel  
Intake 4pm, curfew 11pm. 604-443-3292

Covenant House  
Female Youth Ages 16-24 604-685-7474  
Male Youth Ages 16-24 604-647-4480

The Crosswalk  
Intake: 9:30pm -2:00am;  
lineup starts 9:00pm. 604-646-6875

Directions Youth Haven  
Ages 16-19: Low barrier emergency  
housing with supports. 778-800-3300

First United Church  
Shelter and Housing  
Intake: Tue/Wed/Fri 9:30-10:30am, Mon-  
Fri 5pm-5am 604-839-6880

FSGV Safe House  
Youth Ages 16-18: Call for directions to  
confidential address. 604-877-1234

The Haven Men's Shelter  
Intake 8am-11:30pm 604-646-6806  
La Boussole Francophone Centre  
Housing referrals 604-683-7337

Marc's Place  
Youth Ages 13-15  
Day number 604-660-9376  
Night number 604-660-4927  
MPA Society  
Supportive housing for people with  
Mental Health Issues. 604-482-3700

New Fountain Shelter  
Intake at 7pm;  
beds assigned at 10pm. 604-669-3306

Powell Place Shelter for Women  
Intake: 24 hours/day 604-606-0403

Springhouse for Women & Children  
Intake: 24 hours/day 604-606-0412

Triage Shelter  
Hours: 8:30am-7:30pm Best time to call:  
9:00am-9:30am. 604-254-3700

Union Gospel Mission  
Emergency Shelter For Men  
Intake at 5pm, opens at 9pm, no intake  
after 2am. 604-253-3323 ext. 305

Vancouver Recovery Club  
Provides help with permanent housing  
applications for street homeless people,  
shelter referrals. 604-708-9955

Vi Fineday Family Shelter Society  
Intake: 24 hours/day 604-736-2423

Women's Emergency  
Drop-in Night Shelter  
6pm-9am weekdays,  
24 hrs weekends 604-715-8480

Yukon Shelter  
Multi-service emergency and transitional  
shelter. 604-264-1680 ext. 1

## SHOWERS

Mount Pleasant Community Centre  
#1 Kingsway

## WASHROOMS

Jonathan Rogers Park  
110 West 7th Avenue.

Mount Pleasant Community Centre  
#1 Kingsway

Mount Pleasant  
Neighbourhood House  
800 East Broadway

Robson Park  
599 Kingsway

To confirm days and times that  
services are available, contact the  
service providers.

For other services call 211 or go to  
<http://redbookonline.bc211.ca>

## WORK

Broadway Youth Resource Centre  
Ages 13-24: Adult and youth volunteer  
program. 604-709-5720

La Boussole Francophone Centre  
French speaking services for work  
readiness. 604-683-7337

Labour Ready  
Day jobs, Government document with  
SIN + photo ID required. 604-874-5567

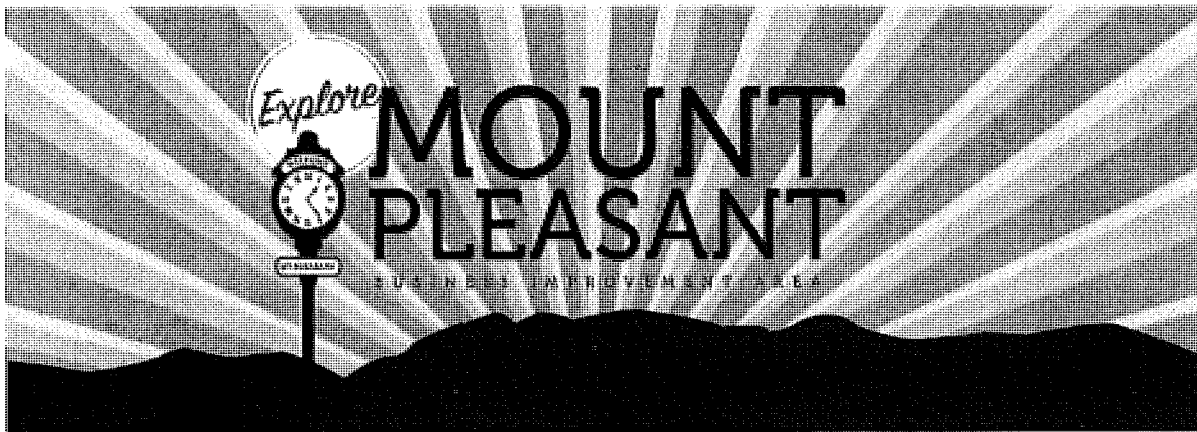
LabourLink Employment Services  
Day jobs, Government document with  
SIN + photo ID required. 604-872-5465

Collingwood  
Community Policing Centre  
Volunteer opportunities 604-717-2935

Open Door Group  
Services and resources through BC  
Employment Programs. 1-866-377-3670

Service Canada  
Employment services 1-800-622-6232

Vancouver Midtown  
Employment Resource Centre  
Employment and Training services  
through WorkBC. 604-829-2300



**Expansion Related Documents**  
**October 24, 2019**

**LETTERS OF SUPPORT  
FROM THE MPBIA/MPCIS  
EXPANSION**



# MOUNT PLEASANT BIA / MOUNT PLEASANT COMMERCIAL IMPROVEMENT SOCIETY

2019-10-21 Recap of Letters of Support Cards + Letters + Online Received

October 23, 2019

Date	Address	First Name	Last Name	Organization	Position	Response	Contact Type
07-10-2019	670 E Broadway	Mike	Zalman	Hail Mary's	Owner	Support	Personally
07-10-2019	47 W Broadway	John	Wong	Bike Repair Center	Owner	Support	Personally
07-10-2019	3388 Main Street	Vincent	Nguyen	Anh and Chi	Owner	Support	Personally
07-10-2019	3463 Main Street	Nestor	Acevedo	Silver Bones Tattoo	Owner	Support	Personally
07-10-2019	2518 Manitoba Street	Ingrid	Neufeld	Mount Pleasant Wellness	Owner	Support	Personally
07-10-2019	517 E Broadway	Joshua	Kim	Kim's Mart Enterprises	Assistant Manager	Support	Personally
07-10-2019	3456 Main street	Lynn	Plautz	My Rest Acupuncture	Owner	Support	Personally
07-10-2019	651 E 15th Avenue	Junko	Tanabe	Lion's Den Café	Owner	Support	Personally
07-10-2019	88 West Broadway	William	Li	Valhalla Pure Outfitters	Store Manager	Support	Personally
07-10-2019	197 East 17th Avenue	Jessica	Schellenberg	Chorus & Clouds	Owner	Support	Personally
08-03-2019	151 W Broadway	Jim	Georgas	Martini's Restaurant	Owner	Support	Email
07-10-2019	252 W. Broadway	Peter	Tsang	Quantum Holistic Health	Owner	Support	Personally
07-10-2019	800 E Broadway	Jocelyne	Hamel	Mt. Pleasant Neighbourhood House	Executive Director	Support	Personally
07-10-2019	107-223 W Broadway	Kamal	Trehan	Chique Boutique	Owner	Support	Personally
07-10-2019	45 West Broadway	Jyoti	Gandham	Mount Pleasant Cannabis Store	Owner	Support	Personally
07-10-2019	3482 Main Street	Tarana		NovAra Wellness Pharmacy	Owner	Support	Personally
07-10-2019	75 W Broadway	Laura	Tyrell	West Point Grey School of Music	Director	Support	Personally
07-10-2019	533 East Broadway	Genevieve	Clements	PROPERTY OWNER	Property Manager	Support	Personally
07-10-2019	3475 Main Street	Mike	Zalman	Slickity Jim's	Owner	Support	Personally
07-31-2019	305-111 Water Street	Steve	Horowitz	Reliance Properties	Director of Leasing	Support	Email
07-10-2019	3206 Main Street	Ian	So	Sofam Holdings Ltd.	Director/CEO	Support	Personally
07-08-2019	586,630,702-718,62-574 E Broadway	Evan	Huie	Portlving	Owner	Support	Eblast
07-08-2019	261 E 7th Ave	Nigel	Pike	Main Street Brewing	Office Manager	Support	Eblast
10-24-2019	233 W Broadway	Christie	Gibbs	Bicicletta	Tenant	Support	Mail Out
10-24-2019	200-75 W Broadway	Tyson	Jobke	PROPERTY OWNER	Store Manager	Support	Mail Out
10-24-2019	68 W Broadway	Dylan Knowles	Knowles	Alpine Start Outfitters	AGM	Support	Mail Out
10-24-2019	401 Kingsway	Susan	Sydor	Regency Toyota	Owner	Support	Mail Out
10-21-2019	4536 Quebec Street	Shaunak	Sood	PROPERTY OWNER	Owner	Support	Mail Out
10-21-2019	623 8629 Kingsway	Deandra	Vaughn	Heartbreaker Salon and Spa	Owner	Support	Mail Out
10-21-2019	111 West Broadway	James	Lau	PROPERTY OWNER	Owner	Support	Mail Out
10-21-2019	199 East 17th Ave	R	Lum	PROPERTY OWNER	Owner	Support	Mail Out
10-21-2019	203 East 6th Ave	R	Lum	PROPERTY OWNER	Owner	Support	Mail Out
10-21-2019	631 East 15th Ave	Rajinder	Soni	PROPERTY OWNER	Owner	Support	Mail Out
10-21-2019	617 Kingsway	Rajinder	Soni	PROPERTY OWNER	Owner	Support	Mail Out
10-21-2019	151 West Broadway	Dimitrios	Georgas	Georgas Enterprises Ltd.	Owner	Support	Mail Out
10-21-2019	111 West Broadway	Jason	Mckinlay	PROPERTY OWNER	Owner	Support	Mail Out



Actual Date sent: July 2, 2019

**Re: Seeking support for 2019 expansion of the Mount Pleasant Business Improvement Area**

**MOUNT  
PLEASANT**

BUSINESS IMPROVEMENT AREA

301-3102 Main Street  
Vancouver, B.C., V5T 3G7

Dear Business/Property Owner,

Visit us: [mountpleasantbia.com](http://mountpleasantbia.com)

My name is Neil Wyles, Executive Director of the Mount Pleasant Business Improvement Area (MPBIA). A couple months ago, members of my team may have stopped by your business to discuss the benefits of joining our association. I am writing today to ask for your support as the MPBIA works towards expanding our boundaries in the coming year.

Some of your neighbours have expressed an interest in joining the BIA after noticing the positive contributions the MPBIA has made to the area. Member benefits include, but aren't limited to:

- 5 days a week sidewalk cleaning
- Crime alerts and security patrols
- Graffiti removal
- Banners, street furniture, planters
- Business exposure via BIA social media and newsletters
- Advocating to municipal government on behalf of local businesses

We ask that you please fill out the form below, and call us at **604-874-9816** and one of our staff will pick it up or scan and email it to [memberoutreach1@mpbia.ca](mailto:memberoutreach1@mpbia.ca). Please note that this is **not** a binding contract.

Best regards,

Neil Wyles

I, \_\_\_\_\_, am the \_\_\_\_\_  
(name) (position)

of \_\_\_\_\_ located at \_\_\_\_\_  
(business name) (business address)

and I

- ☐ support, in principle,  
☐ need more information about  
☐ am opposed to

expansion of the Mount Pleasant Business Improvement Area along East Broadway until 800 Block.

Questions or comments (continue on back if necessary):

--

# Mount Pleasant BIA

## Letter of Support for Expansion 2019

### Online Letter & Form

Distributed July 25, July 31, October 4, October 10,

Dear Business/Property Owner,

This is when the "rubber hits the road"!!

There has been enough positive feedback that we are encouraged enough to proceed to City Council for final approval.

We have had multiple Open Houses, many months of door to door contact and about a hundred "coffee" meetings.

The Mount Pleasant BIA is holding two more "Open Houses" for anyone that still has questions or concerns, or has not been able to meet with us.

Mount Pleasant is one of the fastest growing neighbourhoods in the city right now, and with that comes increases in business opportunities.

The business area is expanding, and those businesses are in need of some, if not all of the services that we provide.

The Broadway Skytrain plan has also been announced, and this will impact Mount Pleasant as we are getting a station right at Main and Broadway.

We ask that you please fill out the form below. Please note that this is **not** a binding contract, just an indication what way you are leaning.

If you have any question or concerns, or would like to have a one on one discussion, please do not hesitate to contact me at [neil@mpbia.ca](mailto:neil@mpbia.ca)

Best regards,

Neil Wyles

Executive Director,

Mount Pleasant BIA

I,  
(your name)\*

am the



Actual Date sent: July 31, 2019

**Meghan Munro**

---

**From:** admin@mpbia.ca  
**Sent:** October-04-19 10:06 AM  
**To:** admin@mpbia.ca  
**Subject:** admin@mpbia.ca



Hello from the Mount Pleasant Business Improvement Area (MPBIA)!

We are writing to share with you two of our current initiatives:

1. Letter of support for expansion
2. Meet and Greet networking event on August 7th, 2019

Please take a moment to read through this email, fill out the letter of support, and RSVP to our Meet and Greet.

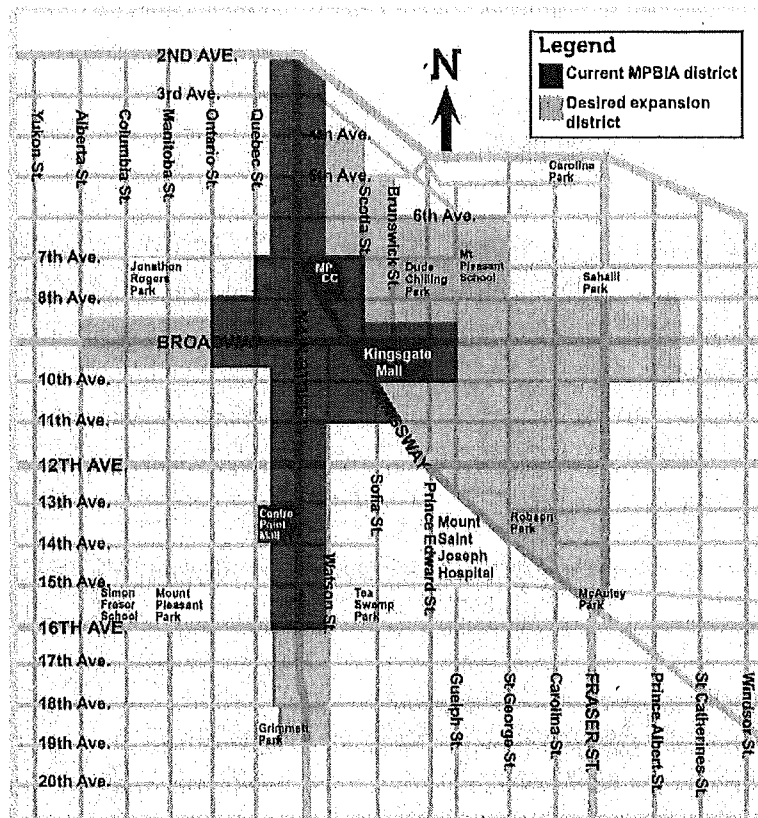
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**Let us know if you're interested in the MPBIA**

We are currently in the process of determining the number of business and property owners who are interested in joining the MPBIA in the future. Please fill out the survey below to let us know your level of interest. **Even if you are not interested in joining the MPBIA, please still let us know through the survey.**

Thank you!  
Neil Wyles  
Executive Director  
neil@mpbia.ca  
604-874-9816

[Click here!](#)



301-3102 Main Street, Vancouver, BC V5T 3G7  
Phone: 604-874-9816  
Neil Wyles Email: [neil@mpbia.ca](mailto:neil@mpbia.ca)  
Meghan Munro Email: [admin@mpbia.ca](mailto:admin@mpbia.ca)  
Website: [www.mountpleasantbia.com](http://www.mountpleasantbia.com)

[Unsubscribe](#)

Actual Date sent: August 1, 2019

**Meghan Munro**

---

**From:** Neil Wyles, MPBIA Executive Director <neil@mpbia.ca>  
**Sent:** October-24-19 5:21 PM  
**To:** Meghan Munro  
**Subject:** Test Email Campaign - Are you interested in joining the Mount Pleasant BIA?



### Letter of Support for Expansion 2019

Dear Business/Property Owner,

Over the past few months, myself, or members of my team may have stopped by your business to discuss the benefits of joining our association. I am writing today to ask for your **support or opposition** as the Mount Pleasant BIA works towards expanding our boundaries in the coming year.

Our next step is going to City Council this fall for approval, as BIAs are funded through a special levy through your property taxes. Due to the varying sizes of properties, each levy is different and can be discussed one-on-one. If we get City Council approval, the start date of the new expansion would be April 1, 2020. All property owners will be getting a notice from the City of Vancouver this fall regarding this expansion and their building's individual levy amount.

We are holding two "Open Houses" for those business and property owners that would like some more information on the benefits of a BIA, and a more in-depth conversation about costs and how the levy is spent. We will be holding these in the 2nd floor conference room of the Heritage Hall, at 3102 Main Street, on **October 10th and 17th, from 4:00 to 8:00. Please RSVP at neil@mpbia.ca**

I have listed a few of the benefits of the contributions the MPBIA has made to the area in it's 30 year history. Member benefits include, but aren't limited to:

- 5 days a week sidewalk cleaning
- Crime alerts and security patrols from Mount Pleasant security personnel.
- Graffiti removal
- Banners, street furniture, planters
- Business exposure via BIA social media, events and newsletters
- Advocating to municipal government on behalf of local businesses, including a **SUCCESSFUL 2 % property tax shift / reduction**

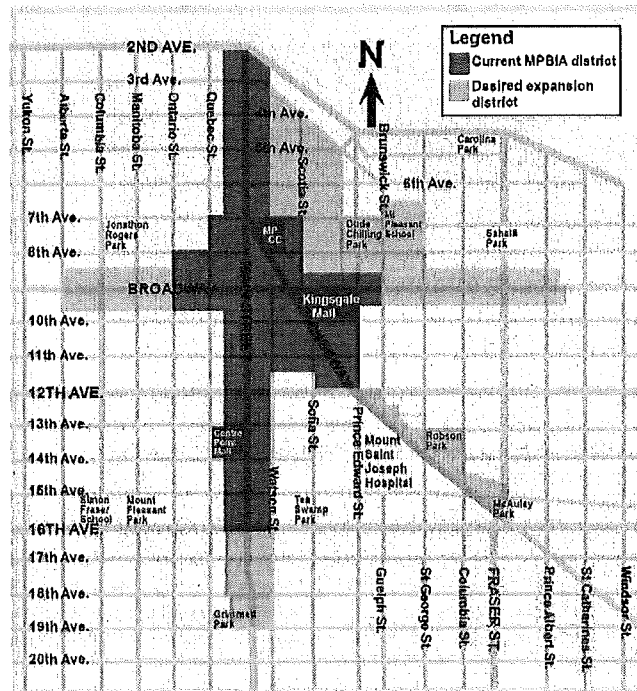
We ask that you please fill out the form below by clicking the blue and white button. Please note that this is **not** a binding contract, just an indication what way you are leaning.

If you have any question or concerns, or would like to have a one on one discussion, please do not hesitate to contact me at neil@mpbia.ca

Best regards,  
Neil Wyles  
Executive Director,  
Mount Pleasant BIA

[Click Here!](#)

## Map of Proposed Areas to Include in the Mount Pleasant BIA



301-3102 Main Street, Vancouver, BC V5T 3G7  
Phone: 604-874-9816  
Neil Wyles Email: [neil@mpbia.ca](mailto:neil@mpbia.ca)  
Meghan Munro Email: [admin@mpbia.ca](mailto:admin@mpbia.ca)  
Website: [www.mountpleasantbia.com](http://www.mountpleasantbia.com)

[Unsubscribe](#)



October 10, 2019

**Re: Letter of Support for Expansion 2019**

Dear Business Owner,

Over the past months, myself, or members of my team may have stopped by your business or contacted your office to discuss the benefits of joining our association. I am writing today to ask for your **support or opposition** as the Mount Pleasant BIA works towards expanding our boundaries in the coming year.

Our next step is going to City Council this fall for approval, as BIAs are funded through a special levy through your property taxes. Due to the varying sizes of properties, each levy is different and can be discussed one-on-one. If we get City Council approval, the start date of the new expansion would be April 1, 2020. All property owners will be getting a notice from the City of Vancouver this fall regarding this expansion and their building's individual levy amount.

We are holding an "Open House" for those property and business owners that would like more information on the benefits of a BIA, and a more in-depth conversation about costs and how the levy is spent.

**OPEN HOUSE FOR PROPERTY & BUSINESS OWNERS**

2nd Floor Conference Room, Heritage Hall, 3102 Main Street,

**October 17th, from 4:00 to 8:00**

**Please RSVP to [neil@mpbia.ca](mailto:neil@mpbia.ca) or phone 604-874-9816**

I have listed a few of the benefits of the contributions the MPBIA has made to the area in it's 30 year history. Member benefits include, but aren't limited to:

- 5 days a week sidewalk cleaning
- Crime alerts and security patrols from Mount Pleasant security personnel.
- Graffiti removal
- Banners, street furniture, planters
- Business exposure via BIA social media, events and newsletters
- Advocating to municipal government on behalf of local businesses, including a SUCCESSFUL 2 % property tax shift / reduction in May

We ask that you please fill out the enclosed postage paid form and return it by mail. Please note that this is **not** a binding contract, just an indication which way you are leaning.

If you have any question or concerns, or would like to have a one on one discussion, please do not hesitate to contact me at [neil@mpbia.ca](mailto:neil@mpbia.ca)

Best regards,

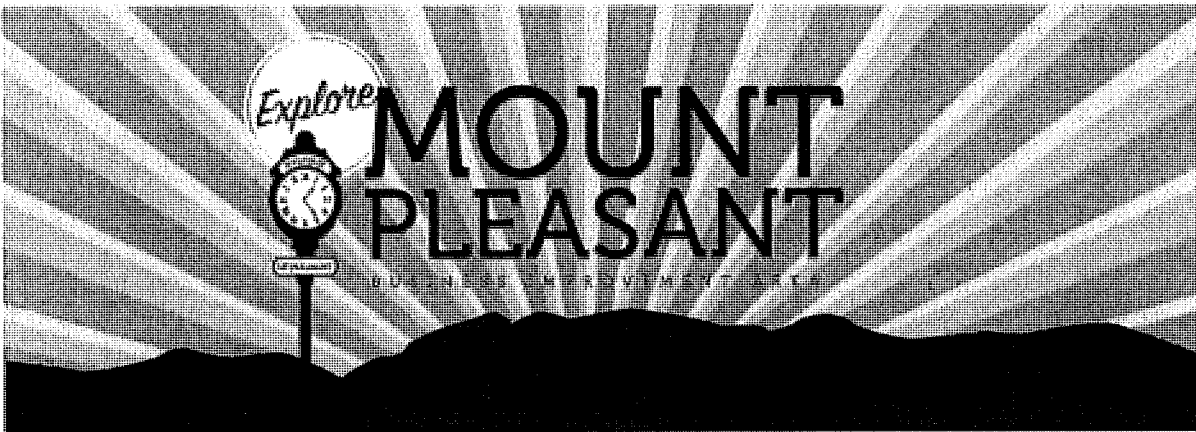
Neil Wyles, Executive Director

Mount Pleasant Commercial  
Improvement Society  
301-3102 Main Street  
Vancouver, BC V5T 3G7

Mount Pleasant Commercial  
Improvement Society  
301-3102 Main Street  
Vancouver, BC V5T 3G7

I, \_\_\_\_\_, am the \_\_\_\_\_  
(name) (position)  
of \_\_\_\_\_ located at \_\_\_\_\_  
(property name) (property address)  
and I ☐ support, in principle,  
☐ need more information about  
☐ am opposed to  
expansion of the Mount Pleasant Business Improvement Area along Kingsway.

Questions or comments (continue on back if necessary):



**Expansion Related Documents**  
**October 24, 2019**

**ANNUAL GENERAL MEETING  
OF THE MPBIA/MPCIS  
MEMBERSHIP  
INVITATION TO  
EXPANSION AREA BUSINESSES**

**Meghan Munro**

---

**From:** Meghan Munro <admin@mpbia.ca>  
**Sent:** September-03-19 4:54 PM  
**To:** Meghan Munro  
**Subject:** Be our guest at the Mount Pleasant BIA 30th Annual General Meeting!



## **Join us for Mount Pleasant BIA's 30th Annual General Meeting**

**Tuesday, September 10th**  
**Main Hall at Heritage Hall, 3102 Main Street, Vancouver, BC**  
**Sign in at 5:30pm      Meeting starts at 6:00pm**

Neil and our outreach staff, Mariah and Mellissa, have been having conversations for a few months with the business owners on our borders, letting you know what our Business Improvement Area does for it's members. Coming up on our AGM we thought your might be interested in learning more about our members and what we do.

Please consider this email your invitation to our ***Annual General Meeting*** as our guest!

The Society's business will be first on the agenda, which includes short reports about the past year's accomplishments, and the passing of motions that are standard to such meetings; approving the past year's financials, election of directors for 2 year terms and budgets for the upcoming year.

As the topics will include the exploration of our boundaries we thought that while you are not yet a member with voting privileges, the meeting could be of interest to you.

After the nuts and bolts of the meeting are dealt with, stay and enjoy wine and cheese with our business and property members!

**If you'd like to attend, please click "reply" to this email  
and add YES to the subject line!**

**Our website's 2019 AGM information can be found here:**

**Mount Pleasant BIA AGM Information**

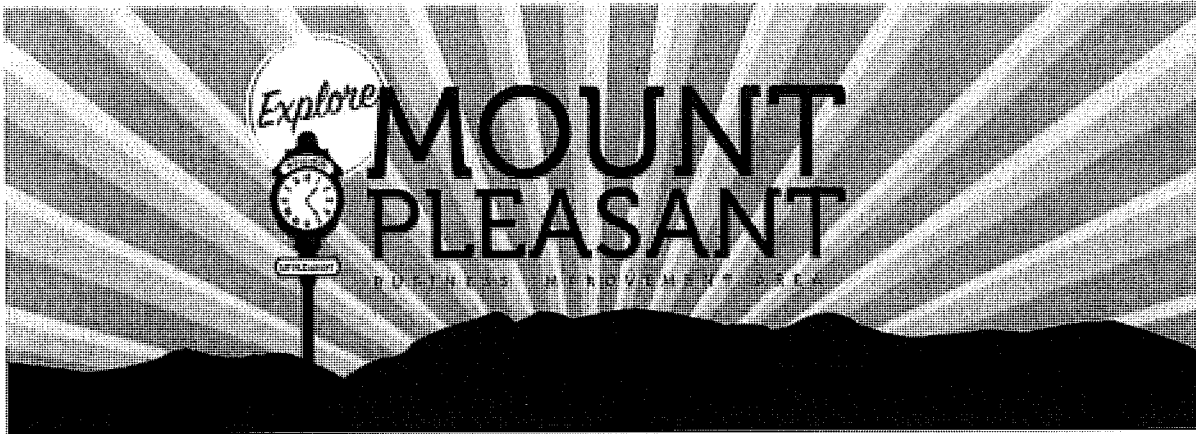


## MOUNT PLEASANT BUSINESS IMPROVEMENT ASSOCIATION (BIA)

## AGM ON SEPTEMBER 10, 2019

## ATTENDEE REGISTRATION - MEMBER GUESTS

[illegible]



**Expansion Related Documents**  
**October 24, 2019**

**EXTRAORDINARY MEETING  
OF THE MPBIA/MPCIS  
MEMBERSHIP**



## Notification of our Extraordinary Meeting

Tuesday, October 22, 2019 at 6:30 pm  
Main Street Brewing Co., 261 East 7th Avenue  
Registration: 6:00 pm Meeting Start: 6:30 pm

September 29, 2019

Dear Mount Pleasant Business Improvement Area Member;

On behalf of the Board of Directors of the Mount Pleasant Commercial Improvement Society (MPCIS/MPBIA), I invite you to join for a special Extraordinary Meeting of MPBIA Members.

The meeting will be followed by light refreshments and a Networking mixer from business and property owners from the proposed expansion areas.

If you have questions about the meeting or completion of the forms, please contact Neil Wyles (neil@mpbia.ca), Meghan Munro (admin@mpbia.ca) or phone 604-874-9816. For you to be eligible to vote, you must be a Business Tenant with a valid City of Vancouver Business license or a Property Owner of a commercial, retail, or industrial property within the boundaries of the MPBIA.





We look forward to seeing you at our Extraordinary Meeting on Tuesday, October 22nd at 6:00 pm at Main Street Brewing Co!

Sincerely,

Clive Braude, President, MPBIA

### Information Enclosed:

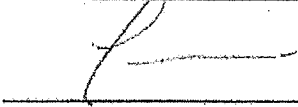
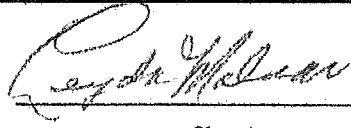

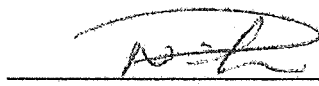

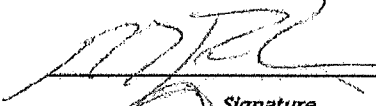
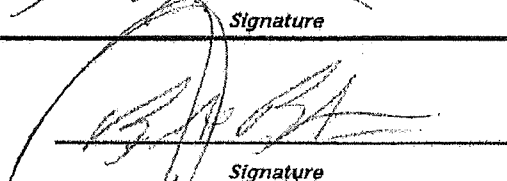

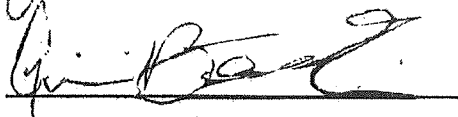
- Extraordinary Meeting Agenda
- Membership Application & Confirmation of Authorized Representative Form
- Approved MPBIA Expansion Area Budget: April 1, 2020 - March 31, 2021
- Proposed MPBIA N+E+W+S Expansion Boundaries Map

MOUNT PLEASANT BUSINESS IMPROVEMENT ASSOCIATION (BIA)	
EXTRAORDINARY GENERAL MEETING ON OCTOBER 22, 2019	
ATTENDEE REGISTRATION	
Name	Signature
AJ Caridi Owner AJ's Brooklyn Pizza	<i>Signature</i>
Jocelyne Hamel Director Ass'n of Neighbourhood Houses of BC	 <i>Signature</i>
Steve Choi Owner Bean Around the World	<i>Signature</i>
Esar Cheema Managing Director Best Western Plus Uptown Hotel	 <i>Signature</i>
Kate Nagel Owner Bird on a Wire Creations	 <i>Signature</i>
Douglas Stewart Director Colourstrings Music & Movement	<i>Signature</i>
Sandi Swanigan President DH1 Developments	 <i>Signature</i>
Elizabeth Bryan Owner Dock Lunch	<i>Signature</i>
Katherine Eagleson Owner Eagleson Properties	<i>Signature</i>

**MOUNT PLEASANT BUSINESS IMPROVEMENT ASSOCIATION (BIA)**

**EXTRAORDINARY GENERAL MEETING ON OCTOBER 22, 2019**


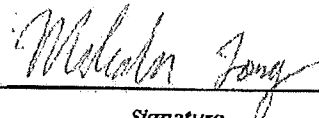
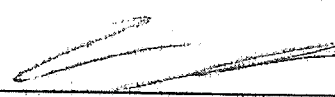
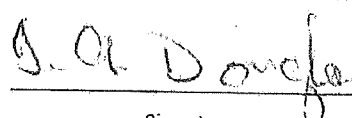
**ATTENDEE REGISTRATION**

Name	SIGNATURE
<b>Terence Chang</b> Owner Grand City Autobody	 Signature
<b>Leyda Molnar</b> Manager Kingsgate Mall	 Signature
<b>Adam Mitchell</b> Asset Manager Low Tide Properties	 Signature
<b>Nigel Pike</b> Owner The Cascade Room	 Signature
<b>Clive Braude</b> Owner Pallucci Furniture	 Signature
<b>Mike Passingham</b> Asset Manager Port Living	 Signature
<b>Brent Beatson</b> Development Manager Rize Alliance	 Signature
<b>David Duprey</b> Co-Owner Rumpus Room	 Signature
<b>Giovanni Benevoli</b> Store Manager The Society of St. Vincent de Paul	 Signature

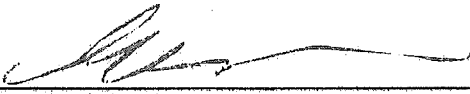









**MOUNT PLEASANT BUSINESS IMPROVEMENT ASSOCIATION (BIA)**

**EXTRAORDINARY GENERAL MEETING ON OCTOBER 22, 2019**

**ATTENDEE REGISTRATION**

Name	SIGNATURE
<b>Kathy Schleyer</b> Co-Owner Fable Diner	 _____ <i>Signature</i>
<b>Malcolm Long</b> Asset Manager Main Street Arts Development	 _____ <i>Signature</i>
<b>Conrad Gmoser</b> Partner/Head Brewer Brassneck Brewery	 _____ <i>Signature</i>
<b>Ivan Douglas</b> Designated Representative AJ's Brooklyn Pizza	 _____ <i>Signature</i>
	_____ <i>Signature</i>
	_____ <i>Signature</i>
	_____ <i>Signature</i>
	_____ <i>Signature</i>
	_____ <i>Signature</i>

**MOUNT PLEASANT BUSINESS IMPROVEMENT ASSOCIATION (BIA)  
EXTRAORDINARY GENERAL MEETING ON OCTOBER 22, 2019  
ATTENDEE REGISTRATION - MEMBER GUESTS**

NAME OF GUEST	SIGNATURE
Peter Vaisbord City of Vancouver BIA Program	 Signature
Ron McGillivray Co-Owner Fable Diner	 Signature
Jason Chang Co-Owner GrandCity Autobody	 Signature
	 Signature
	 Signature
	 Signature
	 Signature
	 Signature
	 Signature
	 Signature



**Mount Pleasant Commercial Improvement Society  
Mount Pleasant Business Improvement Area**

**Extraordinary Meeting**

Tuesday, October 22, 2019, Sign in 5:30 pm, Meeting Start 6:00 pm  
Main Street Brewing, 261 East 7<sup>th</sup> Ave, Vancouver BC V5T 0B4

**Draft Minutes**

**1. Call of Meeting to Order**

Time: 6:12 p.m.

Number of Eligible Voting Members in Attendance: 17

**2. Approval of Agenda**

"Motion to approve the Agenda as presented."

MOVER: David Duprey

SECONDER: Jocelyne Hamel

CARRIED: Unanimously

**3. Motion to Approve the Expansion of the MPBIA Boundaries**

Motion for a resolution to approve, in principle, expansion of the Mt. Pleasant Business Improvement Area by establishing a separate expansion area by-law, to include the areas shaded grey in the attached map titled 'Proposed Mt. Pleasant BIA Expansion Areas',  
for a one-year term, April 1, 2020 to March 31, 2021."

MOVER: David Duprey

SECONDER: Leyda Molnar

CARRIED: Unanimously

**4. Motion to approve a funding ceiling for the budget approved September 10, 2019**

Motion for a Resolution to approve a funding ceiling of \$179,865 for the proposed expansion area, for a one-year term, April 1, 2020 to March 31, 2021."

MOVER: Giovanni Benevoli

SECONDER: Jocelyne Hamel

CARRIED: Unanimously

**5. Motion to Approve our Society By-Laws with the expansion of the MPBIA Boundaries**

Motion for a Special resolution, subject to Vancouver City Council approval of the proposed BIA expansion (Resolution 1), to approve an amendment to the Bylaws of the Mt. Pleasant Commercial Improvement Society to expand the membership eligibility boundary, by substituting the attached 'Schedule A' map in place of the current 'Schedule A' map, effective April 1, 2020."

MOVER: Jocelyne Hamel

SECONDER: Esar Cheema

CARRIED: Unanimously

**6. Motion to Adjourn**

"Motion to Adjourn the meeting."

MOVER: David Duprey

SECONDER: Giovanni Benevoli

CARRIED: Unanimously

Time: 6:30 p.m.