



REPORT

Report Date: November 23, 2020
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VanRIMS No.: 08-2000-20
Meeting Date: December 8, 2020
[Submit comments to Council](#)

TO: Vancouver City Council
FROM: General Manager of Planning, Urban Design and Sustainability
SUBJECT: Approval of Council Initiatives - BIA Renewals & Expansion 2021

RECOMMENDATION

Hastings Crossing BIA Renewal:

- A1. THAT Council confirm the Hastings Crossing Business Improvement Association as sponsor for the Hastings Crossing BIA.
- A2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Hastings Crossing BIA, for a further term (5 years) commencing April 1, 2021;

FURTHER THAT Council forward the application of the Hastings Crossing Business Improvement Association to a hearing of the Court of Revision.
- A3. THAT the City notify property owners and tenants within the area (outlined in Appendix A1) of the proposed BIA renewal and levy.
- A4. THAT Council approve a 5-year (2021-2026) funding-ceiling of \$1,140,000 for the Hastings Crossing BIA, subject to Council approval of the renewal.

Kerrisdale BIA Renewal:

- B1. THAT Council confirm the Kerrisdale Business Association as sponsor for the Kerrisdale BIA.
- B2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Kerrisdale BIA, for a further term (5 years) commencing April 1, 2021;

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

- B3. THAT the City notify property owners and tenants within the area (outlined in Appendix B1) of the proposed BIA renewal and levy.
- B4. THAT Council approve a 5-year (2021-2026) funding-ceiling of \$1,825,000 for the Kerrisdale BIA, subject to Council approval of the renewal.

Kitsilano 4th Avenue BIA Renewal:

- C1. THAT Council confirm the Kitsilano 4th Avenue Business Association as sponsor for the Kitsilano 4th Avenue BIA.
- C2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Kitsilano 4th Avenue BIA, for a further term (5 years) commencing April 1, 2021;

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

- C3. THAT the City notify property owners and tenants within the area (outlined in Appendix C1) of the proposed BIA renewal and levy.
- C4. THAT Council approve a 5-year (2021-2026) funding-ceiling of \$2,686,244 for the Kitsilano 4th Avenue BIA, subject to Council approval of the renewal.

Mount Pleasant BIA Renewal:

- D1. THAT Council confirm the Mount Pleasant Commercial Improvement Society as sponsor of the Mount Pleasant BIA.
- D2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the Mount Pleasant BIA¹, for a further term (5 years) commencing April 1, 2021;

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

- D3. THAT the City notify property owners and tenants within the area (outlined in Appendix D1) of the proposed BIA renewal and levy.
- D4. THAT Council approve a 5-year (2021-2026) funding-ceiling of \$3,740,705 for the Mount Pleasant BIA, subject to Council approval of the renewal.

¹ Including the areas currently designated as the Mount Pleasant Expansion BIA and the Mount Pleasant Expansion #2 BIA

West Broadway BIA Renewal:

- E1. THAT Council confirm the West Broadway Business Improvement Association as sponsor for the West Broadway BIA.
- E2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the West Broadway BIA, for a further term (5 years) commencing April 1, 2021;

FURTHER THAT Council forward the application of the West Broadway Business Improvement Association to a hearing of the Court of Revision.
- E3. THAT the City notify property owners and tenants within the area (outlined in Appendix E1) of the proposed BIA renewal and levy.
- E4. THAT Council approve a 5-year (2021-2026) funding-ceiling of \$ \$1,850,000 for the West Broadway BIA, subject to Council approval of the renewal.

West End BIA Renewal:

- F1. THAT Council confirm the Davie Village Business Improvement Association as sponsor for the West End BIA.
- F2. THAT Council approve the commencement of a Council Initiative to re-establish (renew) the West End BIA, for a further term (5 years) commencing April 1, 2021;

FURTHER THAT Council forward the application of the Davie Village Business Improvement Association to a hearing of the Court of Revision.
- F3. THAT the City notify property owners and tenants within the area (outlined in Appendix F1) of the proposed BIA renewal and levy.
- F4. THAT Council approve a 5-year (2021-2026) funding-ceiling of \$5,120,520 for the West End BIA, subject to Council approval of the renewal.

Hastings North BIA Expansion:

- G1. THAT Council confirm the Hastings North Business Improvement Association as sponsor for the proposed Hastings North BIA expansion.
- G2. THAT Council approve the commencement of a Council Initiative to expand the Hastings North BIA;

FURTHER THAT Council forward the application of the Hastings North Business Improvement Association to a hearing of the Court of Revision.
- G3. THAT the City notify property owners and tenants within the proposed expansion area (grey-shaded in Appendix H1), of the proposed BIA expansion and levy.
- G4. THAT Council approve a 4-year (2021-2025) funding-ceiling of \$134,250 for the proposed Hastings North BIA expansion, subject to Council approval of the expansion.

REPORT SUMMARY

BIA RENEWALS

The following BIA terms will expire March 31, 2021:

<u>BIA</u>	<u>Date BIA established or renewed</u>	<u>Current Term</u>
Hastings Crossing BIA	April 1, 2016 (renewed)	5 years
Kerrisdale BIA	April 1, 2016 (renewed)	5 years
Kitsilano 4 th Avenue BIA	April 1, 2016 (renewed)	5 years
Mount Pleasant BIAs		
- Original BIA	April 1, 2014 (renewed)	7 years
- Expansion-area #1	April 1, 2016 (established)	5 years
- Expansion-area #2	April 1, 2020 (established)	1 year
West Broadway BIA	April 1, 2016 (renewed)	5 years
West End BIA	April 1, 2016 (renewed)	5 years

The six Business Improvement Areas must now be re-established (renewed) for a further term to continue to operate. The re-established Mount Pleasant BIA will merge the original BIA and the two separate expansion areas into a single consolidated BIA.

HASTINGS NORTH BIA EXPANSION

The Hastings North Business Improvement Association (HNBIA) has applied to expand the Hastings North BIA to include 34 commercial properties located on 3 blocks of East Hastings between Cassiar Street and Boundary Road. The proposed expansion-area is located five blocks east of the existing Hastings North BIA.

The purpose of this report is to advance the BIA renewal and expansion process 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 / Expansion Process Overview

The BIA renewal and expansion processes are similar and have two basic steps as described below – the first is the BIA's role and the second is the City's role:

Step 1

The seven BIA managing societies have completed the first step in the BIA Council Initiative process. This step involves consultation with all affected BIA property and business owners regarding BIA renewal or expansion, and cost ("BIA outreach").

The outreach process culminates in membership approval of renewal or expansion resolutions at the BIAs' Annual (or Special) General Meetings.² Those resolutions include a) formally requesting the City to consider BIA renewal or expansion and b) stipulating a by-law term and funding-ceiling³ for Council approval and c) approving a

² In the case of a proposed expansion, resolutions approving BIA expansion only reflect the views of existing BIA members, as expansion-area owners / businesses are not yet members of the BIA.

³ *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,

first-year renewal or expansion budget (Appendix A2 - G2). Each BIA's renewal / expansion outreach is summarized in this report based on an outline provided by the BIAs (Appendix A3 - G3). Detailed documentation is retained by the BIAs and is available at the City's request.⁴

Step 2

Step 2 requires Council approval of the recommendations in this report as follows: a) to approve or confirm the BIA society as sponsor of the BIA expansion or renewal; b) to approve a Council Initiative to renew or expand the BIA, which means the City will notify the affected property owners and tenants prior to Council approval or rejection of the Initiative;⁵ c) to forward the application to Court of Revision, and; d) subject to final Council approval, to approve the proposed funding ceiling for the proposed BIA renewal or expansion term.

If, after notification of owners and businesses, Council approves the BIA renewals /expansion, the year-1 budgets will be reported along with all of the other BIAs' 2021 - 2022 budget requests. Although Council does not approve the proposed year-1 budgets at this stage in the process, copies of the proposed budgets are attached to this report for reference, to indicate the anticipated cost of the proposals. 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 – Additional 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 each of the six BIA renewal areas and the one proposed expansion.

BIA Renewals

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.

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.

⁴ For BIA expansion, documentation of outreach is attached for Council's information (part of Appendix G3)

⁵ 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.

BIAs retain all materials generated as part of their renewal outreach and agree to produce their materials for the City on request. In addition, each BIA provides a point-form outline of their outreach materials and activities. Outreach outlines from each BIA society are attached to this Report as Appendix A3 - G3. Council reports related to BIA renewals include a factual summary of each BIA's outreach activities.

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

BIA Expansion

BIA expansions are akin to the establishment of new BIAs because they involve property owners and businesses that have not previously been in a BIA. This is different from BIA renewals, where members are already familiar with BIA costs and benefits. As such, outreach requirements are more prescriptive.

The City has set minimum outreach / engagement requirements, including:

- distribution of information about BIA expansion, possible costs, proposed budgets
- delivery of owner / tenant surveys to determine priorities, issues and to gauge potential support / opposition
- hosting of meetings / open houses to discuss expansion issues and gauge support.

BIAs retain and submit all materials generated as part of the expansion outreach. The materials are reviewed and attached to the Council report as supporting evidence of outreach (Appendix G3).

The above self-reported outreach is the first step of the BIA expansion process. Subsequently, as part of the Council Initiative (Step 2), all expansion-area 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 expansion is made by Council.

Strategic Analysis

Hastings Crossing BIA Renewal

BACKGROUND

The Hastings Crossing BIA was one of two BIAs established in 2011, along with the West Broadway BIA. The BIA was last renewed in 2016 for its second term (5 years) which expires at the end of March 2021. The Hastings Crossing Business Improvement Association (HXBIA) wishes to renew the BIA for a further term (5-years) (April 1, 2021 - March 31, 2026)

DISCUSSION

BIA Renewal Proposal

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

When approved by Council, the proposed funding-ceiling of \$1,140,000 will define the maximum amount that may be levied over the Hastings Crossing BIA 5-year renewal term, and reflects an increase of about 10% over the previous 5-year ceiling. As the ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA annual expenditure increases.

The HXBIA proposes a Year 1 renewal budget having a levy of \$206,000⁶, representing an annual rate of \$0.21 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the Hastings Crossing BIA renewal, the BIA's renewal year-1 budget will be reported along with all of the other BIAs' 2021 - 2022 budget requests. (See budget in Appendix A2.)

Renewal Outreach Activities

Renewal outreach activities extended from February to October 2020. Renewal outreach activities with property owners, businesses and community partners included:

- in-person and telephone conversations
- emailed newsletters
- online survey (members alerted in person, on HXBIA website and by email)
- two online town hall meetings (discussion of HXBIA services, priorities and budget)
- distribution of AGM package with renewal materials
- HXBIA AGM held October 14, 2020. The 5-year renewal and budget were discussed during the AGM

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

Comments

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

On October 14, 2020, at a duly constituted AGM, the HXBIA membership unanimously approved BIA renewal, a new 5-year funding ceiling, and the 2021-2022 budget.

⁶ No increase over 2020-21 levy

HXBIA reports that it has received no opposition in response to its member outreach. However, prior to the HXBIA AGM, the City was contacted by two BIA members expressing opposition to the proposed BIA renewal.

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

Kerrisdale BIA Renewal

BACKGROUND

The Kerrisdale BIA was one of two BIAs established in 1991, along with the Robson Street BIA. The BIA was last renewed in 2016 for a fifth 5-year term which expires at the end of March 2021. The Kerrisdale Business Association (KBA) wishes to renew the BIA for a further term (5-years) (April 1, 2021 - March 31, 2026).

DISCUSSION

BIA Renewal Proposal

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

When approved by Council, the proposed funding-ceiling of \$1,825,000⁷ will define the maximum amount that may be levied over the Kerrisdale BIA 5-year renewal term, and reflects an increase of about 1% over the previous 5-year ceiling. As the ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA annual expenditure increases.

The KBA proposes a Year 1 renewal budget having a levy of \$365,000⁷, representing an annual rate of \$0.56 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the Kerrisdale BIA renewal, the BIA's renewal year-1 budget will be reported along with all of the other BIAs' 2021 - 2022 budget requests. (See budget in Appendix B2).

Renewal Outreach Activities

Renewal outreach activities extended from February to September 2020. Member outreach included:

- Renewal Strategic Plan
- Member survey (electronic distribution)
- Renewal edition of KBA newsletter (by mail, online posting, and hand-delivery)
- Review of proposed budget with major stakeholders
- General member open house
- Member notification for the Annual General Meeting (AGM); the meeting notification package included content about BIA renewal, including a description of the renewal process, budget and funding ceiling.

⁷ No increase over 2020-2021 levy

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

Comments

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

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

On September 10, 2020, at a duly constituted AGM, the KBA membership approved BIA renewal, a new 5-year funding ceiling, and the 2021-2022 budget.

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

Kitsilano 4th Avenue BIA Renewal

BACKGROUND

The Kitsilano 4th Avenue BIA was one of three BIAs established in 2001, along with the Collingwood and Hastings North BIAs. The BIA was last renewed in 2016 for a fourth 5-year term, which expires at the end of March 2021. The Kitsilano 4th Avenue Business Association (K4BA) wishes to renew the BIA for a further term (5-years) (April 1, 2021 - March 31, 2026).

DISCUSSION

BIA Renewal Proposal

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

When approved by Council, the proposed funding-ceiling of \$2,686,244⁸ will define the maximum amount that may be levied over the Kitsilano 4th Avenue BIA 5-year renewal term, and reflects an increase of about 28% over the previous 5-year ceiling. As the ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA annual expenditure increases.

The K4BA proposes a Year 1 renewal budget having a levy of \$440,000⁸, representing an annual rate of \$0.51 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the Kitsilano 4th Avenue BIA renewal, the BIA's renewal year-1 budget will be reported along with all of the other BIAs' 2021 - 2022 budget requests. (See budget in Appendix C2).

⁸ No increase over 2020-2021 levy

Renewal Outreach Activities

Renewal outreach activities extended from January to September 2020, and included:

- Membership survey for renewal input
- Strategic Plan development
- Pre-COVID-19 in-person renewal open house
- Several virtual open houses
- One-on-one member outreach
- AGM notification package, which included renewal materials and proposed budget
- K4BA AGM held on September 29, 2020. The renewal proposal /budget was presented and discussed during the AGM

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

Comments

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

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

On September 29, 2020, at a duly constituted AGM, the K4BA membership approved BIA renewal, a new 5-year funding ceiling, and the 2021-2022 budget.

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

Mount Pleasant BIA & Expansion Areas

BACKGROUND

The Mount Pleasant BIA was established in 1989 and was last renewed in 2014 for a fifth term (seven years) which expires at the end of March 2021. In 2016 and 2020, the Mount Pleasant Commercial Improvement Society (MPCIS) extended the area under its management through the enactment of two separate BIA expansion by-laws,

The 2016 expansion includes five blocks south along Main Street from 7th to 2nd Avenue. The 2020 expansion includes three blocks of Main Street south of 16th Avenue, portions of E. / W. Broadway between Alberta and Prince Albert, and Kingsway between 12th Avenue and Fraser Street. The terms of the two expansion areas were set to expire at the same time as the original BIA so that all three BIA by-laws could be merged into a single by-law on renewal.

The Mount Pleasant Commercial Improvement Society (MPCIS) now wishes to renew its mandate with a single, consolidated BIA for a further term (5-years) (April 1, 2021 - March 31, 2026).

DISCUSSION

BIA Renewal Proposal

The boundary of the Mount Pleasant BIA and two BIA expansion areas roughly comprises Main Street between 2nd Avenue and 19th Avenue, Broadway from Alberta Street to Prince Albert Street, and Kingsway from Main Street to Fraser Street. (See map in Appendix D1).

When approved by Council, the proposed funding-ceiling of \$3,740,705 will define the maximum amount that may be levied over the Mount Pleasant BIA 5-year renewal term. As the BIA renewal boundary merges three sub-areas with different term lengths, direct comparison with the previous funding-ceiling cannot be precise. However, a general comparison suggests a 10%-12% increase over the combined funding-ceilings for the three former by-laws. 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 MPCIS proposes a Year 1 renewal budget having a levy of \$676,973⁹, representing an annual rate of \$0.36 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the Mount Pleasant BIA renewal, the BIA's renewal year-1 budget will be reported along with all of the other BIAs' 2021 - 2022 budget requests (See budget in Appendix D2).

Renewal Outreach Activities

Renewal outreach activities extended from May to September 2020, and included:

- Member satisfaction survey
 - By email and three rounds of in-person survey engagement
 - Hand-delivery of renewal/survey package to business and property owners
- Direct member contact in person and by email to attend renewal AGM
- Three town hall meetings (via Zoom teleconferencing)
- Digital communications including electronic newsletters and renewal documentation posted online
- Member notification for the 2020 Annual General Meeting (AGM) including a pamphlet covering BIA renewal, survey results, BIA programs, and information about the proposed budget and cost
- AGM held on October 6, 2020. The renewal proposal/ budget were discussed during the AGM

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

⁹ No increase over 2020-21 levy

Comments

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

The City has not been contacted by owners or businesses expressing opposition to the proposed BIA renewal. The MPCIS reports that it has received no opposition in response to its member outreach.

On October 6, 2020, at a duly constituted AGM, the MPCIS membership unanimously approved the BIA renewal, new 5-year funding ceiling, and the 2021-2022 budget.

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

West Broadway BIA Renewal

BACKGROUND

The West Broadway BIA was one of two BIAs established in 2011, along with the Hastings Crossing BIA. The BIA was last renewed in 2016 for a second 5-year term, which expires at the end of March 2021. The West Broadway Business Improvement Association (WBBIA) wishes to renew the BIA for a further term (5-years) (April 1, 2021 - March 31, 2026).

DISCUSSION

BIA Renewal Proposal

The West Broadway BIA boundary roughly comprises 10 linear blocks of West Broadway between Collingwood and Larch Streets. (See map in Appendix E1).

When approved by Council, the proposed funding-ceiling of \$1,850,000 will define the maximum amount that may be levied over the West Broadway BIA 5-year renewal term, and reflects an increase of about 35% over the previous 5-year ceiling. As the ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA annual expenditure increases.

The WBBIA proposes a Year 1 renewal budget having a levy of \$275,000¹⁰, representing an annual rate of \$0.32 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the West Broadway BIA renewal, the BIA's renewal year-1 budget will be reported along with all of the other BIAs' 2021 - 2022 budget requests. (See budget in Appendix E2).

¹⁰ No increase over 2020-2021 levy

Renewal Outreach Activities

Renewal outreach activities extended from Summer to Fall 2020, involving invitations and materials distributed to property owners and businesses by mail, email, and hand-delivery, and meetings by Zoom teleconference, including:

- Member survey soliciting renewal input, including background information
- Outreach information/ feedback town hall meetings (2) via Zoom teleconference
- Door-to-door business visits and in-person meetings
- Renewal and AGM package including:
 - Renewal proposal plans and 5-year budget options choices
 - Cost estimates for property owners and businesses per option
- Annual General Meeting (AGM) November 3 2020, including presentation and discussion of alternative renewal proposals, budget options and costs

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

Comments

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

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

On November 3, 2020, at the association's AGM, the WBBIA membership approved BIA renewal, a new 5-year funding ceiling, and the 2021-2022 budget.

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

West End BIA Renewal

BACKGROUND

The West End BIA (then Davie Village BIA) was one of three BIAs established in 1999, along with the South Granville and Yaletown BIAs. The BIA was last renewed in 2016 for a fourth term (5-years) which expires at the end of March 2021. The West End Business Improvement Association (WEBIA)¹¹ wishes to renew the BIA for a further term (5-years) (April 1, 2021 - March 31, 2026).

¹¹ The registered legal name of the BIA managing society is the Davie Village Business Improvement Association. The association established the then 3-block Davie Village BIA under that name, but when the BIA expanded its boundaries to create the West End BIA (map – Appendix F1), it applied to the Provincial Registrar to amend the name of the society. The Registrar rejected the proposed amendment (to 'West End Business Improvement Association') on the ground that another BC society had a similar name. For consistency, the society has been 'doing business as' the West End Business Improvement Association, and accordingly so does this Report. If BIA renewal is approved by Council, enactment of the West End BIA Grant Allocation By-law will employ the legal registered name.

DISCUSSION

BIA Renewal Proposal

The West End BIA boundary roughly comprises Davie Street between Burrard to Denman, Denman Street from Pacific to Georgia, and Robson Street between Denman and Jervis. (See map in Appendix F1).

When approved by Council, the proposed funding-ceiling of \$5,120,520 will define the maximum amount that may be levied over the West End BIA 5-year renewal term, and reflects an increase of about 13% over the previous 5-year ceiling, corrected for length of term. As the ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling increase does not necessarily reflect BIA annual expenditure increases.

WEBIA proposes a Year 1 renewal budget having a levy of \$926,684¹², representing an annual rate of \$0.46 per \$1,000.00 of assessed property value. If, after owner and business notifications, Council approves the West End BIA renewal, the BIA's renewal year-1 budget will be reported along with all of the other BIAs' 2021 - 2022 budget requests. (See budget in Appendix F2).

Renewal Outreach Activities

Renewal outreach activities extended from January to September 2020, and included:

- Renewal strategic plan
- Online member survey
- Regular electronic communications and materials posted online
- Member notification (mailed out and hand-delivered) for the Annual General Meeting (AGM); the meeting notification package included content about BIAs and BIA renewal, the strategic plan, and the proposed budget and funding ceiling
- Two town hall meetings (via Zoom teleconferencing)

WEBIA's renewal request letter and an outline of its outreach process are attached as Appendix F3.

Comments

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

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

On September 24, 2020, at a duly constituted AGM, the WEBIA membership approved BIA renewal, a new 5-year funding ceiling, and the 2021-2022 budget.

¹² No increase over 2020-2021 levy

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

Hastings North BIA Expansion

BACKGROUND

The Hastings North BIA was established in 2001, and was last renewed in 2018 for a fourth term (7 years) which expires at the end of March 2025. In 2015, through enactment of a separate expansion-area BIA by-law, the area under Hastings North Business Improvement Association (HNBIA) management was extended east and north to include the area roughly bounded by Commercial Drive, Clark Drive, East Hastings, and Powell Street, as well as a small area near Wall and Dundas. In 2019, the original BIA was expanded to include an additional property at the request of the owner/occupier.

The HNBIA wishes to further expand the area under its management by approval of a second expansion-area BIA (Hastings North Expansion #2 BIA) for a four-year term (April 1, 2021 - March 31, 2025) timed to coincide with expiry of the existing Hastings North BIA and the existing Hastings North Expansion BIA by-laws.

DISCUSSION

BIA Expansion Proposal

The proposed BIA expansion would include 34 commercial properties in the 3 blocks of East Hastings Street between Cassiar Street and Boundary Road, and is located 5 blocks east of the existing Hastings North BIA (See Appendix G1).

If approved by Council, the proposed funding-ceiling of \$134,250 will define the maximum amount that may be levied over the Hastings North Expansion #2 BIA four-year term. As the ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling does not necessarily reflect BIA annual expenditures.

HNBIA proposes a Year-1 expansion-area budget having a levy of \$31,670, representing an annual rate of \$0.30 per \$1,000.00 of assessed property value (Appendix G2). The consolidated BIA budgets (existing areas plus new expansion area) will be reported along with all of the other BIAs' 2021 - 2022 budget requests.

Expansion Outreach Activities

The idea of expansion to the Cassiar-Boundary area was encouraged by a locally-active development company, by local businesses attending BIA networking meetings, and by neighbourhood residents. HNBIA followed up with the interested businesses to confirm support and raised the proposed expansion with the BIA membership at its AGM in September 2019. HNBIA members supported outreach to owners and businesses in the proposed expansion area.

The expansion outreach process extended from March to October 2020. Meeting invitations and information materials were mailed (3 mailings), emailed (4 e-mailings) and hand-delivered (3 walkabouts) to all expansion-area property owners business tenants (20 owners / 65 businesses) and included the following:

- Preliminary in-person meeting (pre-COVID-19); 10 persons in attendance
- Survey: to determine priorities & issues; test preliminary support (8 returns)
- Distribution of proposed expansion budget with Zoom meeting invitation
- Conversations with businesses where possible with door-to-door distribution
- Zoom teleconference meeting (attracted no attendees)
- Final Yes/No survey mailed, hand-delivered and emailed (3 returns)
- Final door-to-door 'walk-around' engagement with business owners

HNBIA's expansion request letter, along with documentation of property-owner and business tenant outreach, is attached as Appendix G3.

Comments

The number of property-owner and business tenants engaging in the expansion consultation process has been low, despite HNBIA best efforts to draw attention to the proposed expansion. A pre-COVID-19 in-person meeting had 10 attendees (all supportive of the expansion), but a post-COVID-19 Zoom invitation attracted no attendees. The two surveys (total 11 responses) and the 10 attendees represent a total of 21 active responses.

Although the absolute engagement numbers appear low, those engaged represent a reasonable proportion of property owners and businesses in this small 3-block area. The combined total number of owners and business licenses is 85 (20 owners + 65 business licenses); therefore, the total participation including survey responses and meeting attendance was 21, or 18% of total owners and businesses. For context, the engagement rate for the successful HNBIA expansion in 2015 was 9%, and for the HNBIA original formation in 2001 was 13%.

HNBIA notes that as Canada Post returned 25 envelopes, the number of current operating businesses is likely fewer than the number of recorded licenses. The BIA believes the returned mail reflects closures due to the impact of the pandemic, and the termination of leases on several development sites.

In September 2020, the City encouraged HNBIA to conduct a further round of outreach to augment the number of responses. This further outreach included the final walkabout and the 'yes/no' survey in the last two bullets above. The final survey generated three responses, all in favour of the expansion. HNBIA reports that it has made significant efforts to contact owners and businesses, that additional HNBIA outreach is unlikely to generate significant additional response and that, aside from a couple of uncertain conversations, it has heard no opposition to the expansion.

The City has received no calls or correspondence from individuals expressing opposition or concern regarding the expansion proposal.

Based on the input received to date, the HNBIA believes that the BIA expansion, the proposed 4-year funding ceiling, and the Year-1 budget are generally supported.

Should Council approve commencement of an Initiative and notification by the City, all of the property owners and businesses will have further opportunity to review the expansion proposal and costs: Expansion property owners will receive the City's notice by mail to their address for property tax notices. City-directed teams will notify all

businesses by hand-delivery at their place of business. Envelopes containing the City's notification materials have an attention label in English¹³ indicating important contents that could affect recipients' property taxes. The delivery teams are instructed to request reception staff deliver the notice directly to the business owner or manager if not available in person.

On September 15, 2020, at a duly constituted AGM, the HNBIA membership unanimously approved BIA expansion and the 2021-2022 budget.

Financial

There are no financial implications.

CONCLUSION

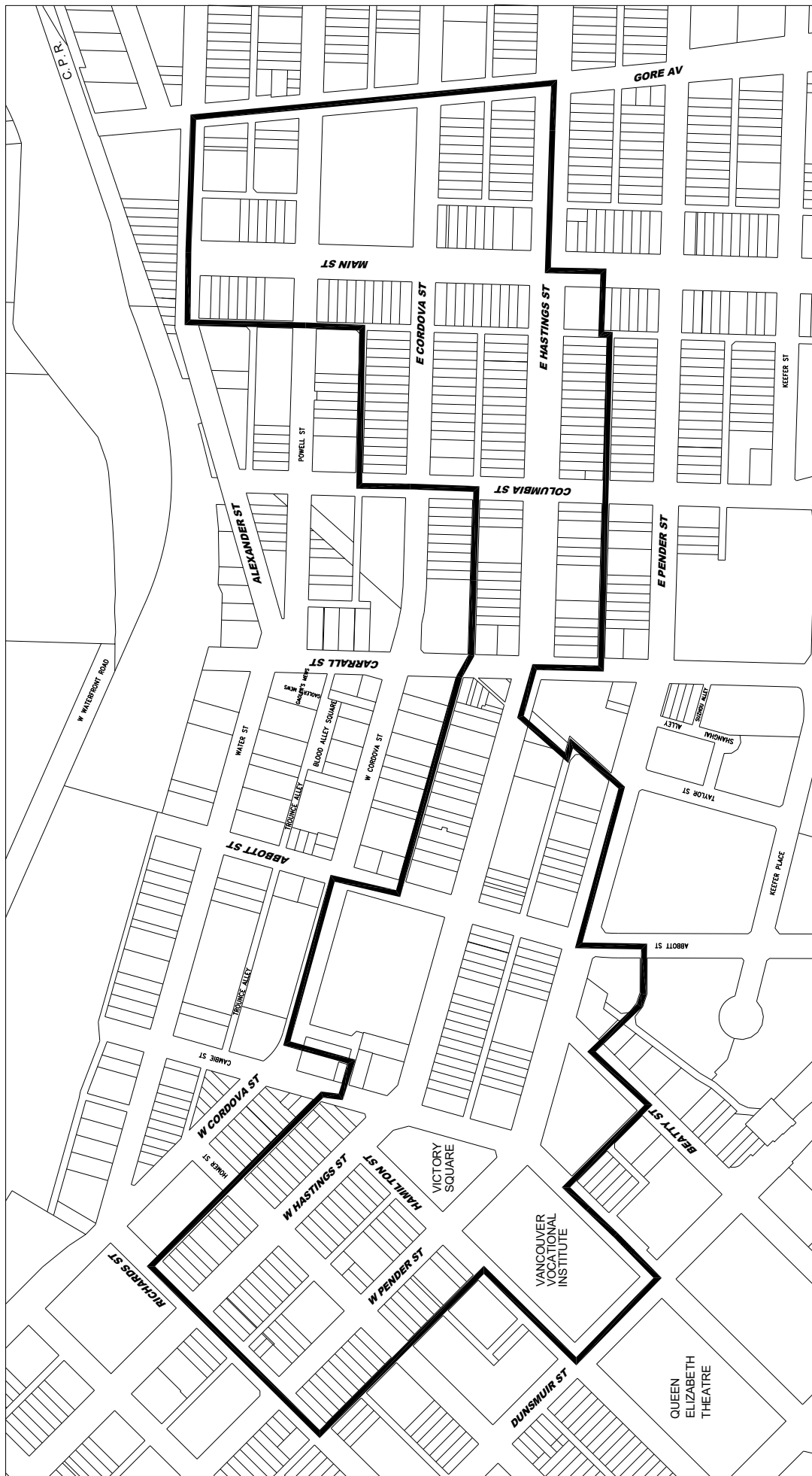
The by-laws for six Business Improvement Areas are set to expire at the end of March 2021. The respective BIA societies have asked that their applications be forwarded by way of Council Initiative to a Court of Revision. The results of the BIA outreach activities indicate little or no opposition at this stage in the process. It is recommended that all six renewal applications be forwarded to Court of Revision.

The Hastings North Business Improvement Association (HNBIA) proposes to expand the BIA to include 34 additional commercial properties on three blocks of East Hastings Street between Cassiar Street and Boundary Road. BIA outreach activities in this small area attracted 21 participants, representing a participation rate of 18%. As there is no known opposition to the proposed expansion, it is recommended that the HNBIA'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' 2021 - 2022 budget requests.

* * * * *

¹³ Envelopes have standard translation on reverse side.



Hastings Crossing B.I.A.

BUDGET 2021-2022

Revenues

Tax Levy	\$206,000
Reserves	\$45,735
Subtotal	\$251,735

Expenses

Administration

Staff Payroll	\$82,279
Accounting	\$6,500
Rent	\$6,600
Board/Committee Expenses	\$300
Web	\$2,500
Insurance and Benefits	\$3,900
Networking, Meetings	\$500
Professional Development	\$1,000
Membership Fees	\$875
Office Supplies	\$500
Communications + Technology	\$600
Subtotal	\$105,554

Marketing + Public Relations

Sponsorships	\$4,000
Marketing	\$3,000
BIA Member Events	\$3,000
BIA Member Resources	\$2,000
Subtotal	\$12,000

Public Realm

Public Art + Placemaking Activities	\$12,000
Clean Streets + Maintenance	\$30,000
Subtotal	\$42,000

Safety

Community Neighbour Patrol	\$70,000
Safety Events	\$2,000
Subtotal	\$72,000

Total Expenses	\$231,554
Reserves at Year End	\$20,181



Hastings Crossing Business Improvement Association
210-128 W Hastings Street
Vancouver, BC V6B 1G8
604-352-9439
hello@hxbia.com

26 October 2020

Mayor Kennedy Stewart and Members of Council
% Peter Vaisbord, Program Lead
City-Wide and Regional Planning, City of Vancouver
453 West 12th Avenue
Vancouver, BC, V5Y 1V4

Re: Proposed renewal of Hastings Crossing Business Improvement Association (HxBIA)

Dear Mayor Stewart and Council,

On behalf of the directors and members of Hastings Crossing Business Improvement Association, I hereby request that Vancouver City Council consider our application to renew HxBIA for a five-year term commencing April 1, 2021.

In its first ten years of operation, Hastings Crossing has become a strong advocate, convener, and organizer for its downtown eastside neighbourhood. We are part of a unique and eclectic neighbourhood in the heart of Vancouver, and our mission reflects both our commitment to serving our members and our mission to contribute to the social and cultural health of the area through collaboration with other organizations.

A great deal of our time and resources are spent working on programs and initiatives that improve conditions for both businesses and residents. Through our partnerships with peer-work organizations, for example, we support programs that offer work for many downtown eastside residents while improving sanitation and security conditions for members and residents.

We are driven to increase engagement within the community. Though event planning has changed in light of the Covid-19 pandemic, we continue to support member engagement through in-person visits, conversations by phone and internet, town hall meetings, and newsletter updates on BIA activities. And we have continued to work with campaigns such as BC Buy Local week and Open with Care that support our local businesses.

Please consider this letter to be our formal application for renewal of Hastings Crossing BIA as required by the City of Vancouver's BIA Program. Thank you very much for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Adam Hayashi". The signature is fluid and cursive, written over the word "Sincerely,".

Adam Hayashi
Executive Director
Hastings Crossing BIA

Renewal Activities Summary
Hastings Crossing BIA
Vancouver, BC
www.hxbia.ca



Autumn 2019

Planning for renewal year begins; meetings with other Vancouver BIAs entering renewal year and planning with HxBIA board

January 2020

HxBIA board engages new Executive Director with specific renewal mandate

February 2020

Engagement plan created and outreach activities launched with in-person and telephone conversations

March 2020

First email newsletter outreach by HxBIA to members on priorities for the BIA sent; message shared on Co-op Radio and HxBIA website
Phone and in-person outreach continued, deeper engagement with community partners

April 2020

Continued outreach of all types including newsletter highlighting the key priorities identified to date (safety and sanitation)

July 2020

Developed draft budget in consultation with board; Discussed plan for flat levy(0% change) in year-one budget in member outreach
Updated BIA workplan for engagement and renewal activities in response to COVID support activities altering HxBIA's focus

August 2020

Member survey launched online and announced in person, by email, and on HxBIA website
Two online town halls held to discuss HxBIA services, draft budget, and priorities

September 2020

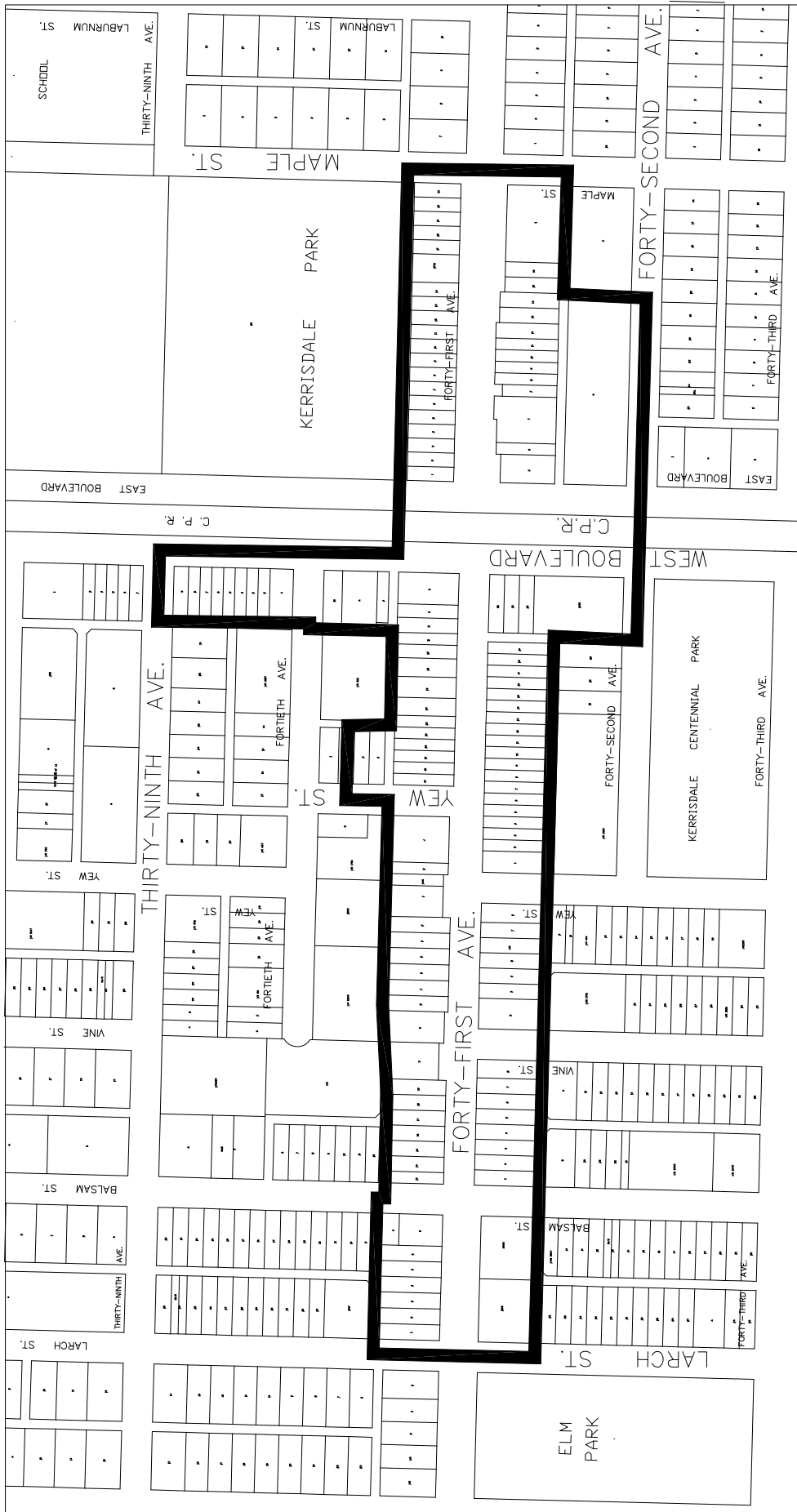
Budget finalized with 0% levy increase
Online survey analysed and major priorities identified, incorporated into outreach
AGM invitations distributed by mail (Sept 23) and email (Sept 30) with all supporting materials

October 2020

Hosted AGM online (October 14) and passed renewal motions
Outreach summary prepared and provided to Peter Vaisbord and Paul Siggers at City of Vancouver

November 2020

Promotional insert to be provided to City of Vancouver for distribution to HxBIA members



Kerrisdale B.I.A.



Kerrisdale Business Association Plan for the Period Ending March 31, 2022

Income Statements For the Years Ended March 31

	Year 1 NEW
	March 31/22
REVENUE	
Levy Revenue	
Business Improvement Ass'n Levy	365,000
Non Levy Revenue	
Parkade Management Fee	
Interest Income	
Fundraising Income	
Carnival Days	2,000
Kerrisdale Days	1,500
Other Donations/movies	
Total Non Levy Revenue	3,500
TOTAL REVENUE	368,500
EXPENSES	
PROMOTION	
Marketing & Advertising	
Advertising	50,000
Banners (Need plans for each year)	26,000
Signage	3,000
Posters	7,500
Newsletter	2,000
Website	2,000
Total Marketing & Advertising	90,500
Events	
Carnival Days	20,000
Kerrisdale Days	30,000
Music Under the Clock	6,500
Christmas	25,000
Free Skate	4,000
New Event Developments (plans?)	
Total Events	85,500
TOTAL PROMOTION	176,000
PLACE MAKING	
Maintenance & Beautification	
Cleanup & Maintenance	16,000
Graffiti Removal	
Landscaping and Gardens	23,000
Benches - to be reimbursed	
Water and energy (no info to use to estimate)	2,000
TOTAL PLACEMAKING	41,000
COMMUNITY SAFETY	100,000
GOVERNANCE & ADMINISTRATION	
Governance	
Meetings and AGM	5,500
Administration	
Coordinator	30,000
Clerical Support	2,400
Insurance	2,500
Telephone	2,500
Office & Supplies	1,000
WorkSafe (WCB)	100
BIA Renewal (Contingency)	
Total Administration	38,500
Legal & Accounting	
Accounting	5,400
Audit	4,300
Total Legal & Accounting	9,700
TOTAL GOVERNANCE & ADMINISTRATION	53,700
TOTAL EXPENSE	370,700
Net Income (Loss) before Capital Projects	(2,200)
Less: Capital Projects	
Contingency expenditures (to do)	
Net Income (Loss) after Capital Projects	(2,200)
	Mar 31/2020 EST
Cash on hand - March 31 (Contingency Fund)	\$50,289
	48,089

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

October 14, 2020
Mayor & Council
City of Vancouver

Re: Renewal Request for the Kerrisdale Business Association 2021-2026

On behalf of the property owners and merchants of Kerrisdale Village, I am pleased to advise Council of our intention to seek a new five-year mandate for the Kerrisdale Village BIA. The extended mandate was presented and approved at our recent Annual General Meeting on September 10, 2020, and we are confident there is a strong majority in favour of this initiative throughout the full membership.

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

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

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

Sincerely,

Terri Clark
Kerrisdale Business Association
Coordinator
778-866-9875

Kerrisdale Renewal Calendar

2021- 2026

February 2020

- Update Membership re Impending Five Year BIA Renewal

February

- BIA wide survey by email due to COVID.

March 2020

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

June 2020

- Finalize 2021-2026 budget
- Finalize 5 year funding cap – no increase
- Produce BIA Renewal Newsletter and distribute to all businesses and property owners plus put on website

July 2020

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

August 2020

Member Correspondence: Legal AGM package newsletter

- Cover letter
 - Membership application
 - AGM notice, rules of membership, voting, proxies etc.
 - Proxy form
 - The year in review
 - Minutes from 2019 AGM
 - Explain Renewal Process
 - 5 year budget plan, no increase over 5 years
 - Budget for 2021-2026
 - Declaration of notification to City
 - Member Outreach advertised
-
- Board nominations close** – 20 days prior to AGM

September 10, 2020
AGM Meeting

- Membership Applications close** – 7 days prior to AGM
- Proxies Close** – 48 hours prior to AGM
- AGM** – members approved:
5 year mandate
5 year funding cap \$1,825,000 (budget for 5 year term)
Budget for year 1 (2021-2022) \$365,000

October 2020

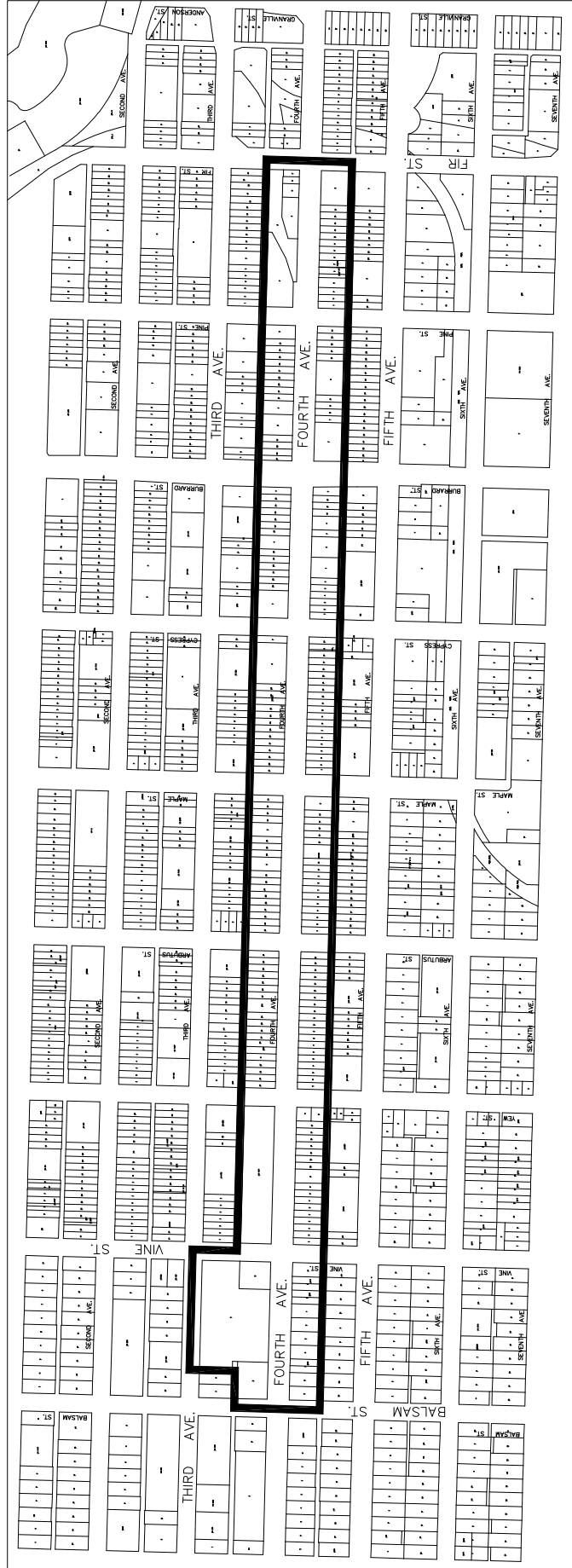
- Letter of Intent** sent by BIA to Mayor and Council to renew mandate
- Outreach summary to Peter Vaisbord

December 2020

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

February 2021

Court of Revision



Kitsilano Fourth Avenue B.I.A.

KITSILANO WEST 4TH AVE BUSINESS ASSOCIATION	
2020-2021 APPROVED BUDGET	\$440,000
PROMOTION & MARKETING	\$175,000
STREET ENHANCEMENTS	\$90,000
SAFETY & SECURITY	\$60,000
ADVOCACY & ENGAGEMENT	\$10,000
ADMINISTRATION	\$105,000



October 30, 2020

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

Dear Mayor Stewart & Council:

On behalf of the Directors and Members of the Kitsilano West 4th Ave Business Improvement Association, I hereby request that Vancouver City Council consider our application to renew the Kitsilano West 4th Ave BIA for a 5-year term, commencing April 1st, 2021.

Our renewal process started in September of 2019 with a review of our goals and objectives with the Board of Directors and stakeholders of the Association including property owners and business owners. We created a survey and outreach materials were sent to all members. We received positive feedback throughout the renewal process. Based on the feedback from the general membership our plan and five-year budget as well as the funding cap was established. The membership voted unanimously at the AGM to support both the five year renewal and the five-year member cap.

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "jmf", followed by a period.

Jane McFadden
Executive Director

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



Renewal Timeline & Outreach

September 2019: Members informed of upcoming renewal process at AGM

January 2020: Finalize Survey Questions

- Determine if current programs meet member expectations
- Determine if members want other services not currently provided
- Determine priority of members
- Gauge Support for 5 year mandate

February 2020

- Confirm Strategic Plan with Board of Directors
- Open House with members at Warby Parker

February – May 2020

- Collect and compile survey data
- Revise strategic plan: align goals and objectives
- Virtual meetings with members (open house call)

June 2020

- Finalize 2021 budget
- Finalize 5 year funding cap

July 2020

- Virtual Open House with Members
- Call for Board Nominations

August 2020

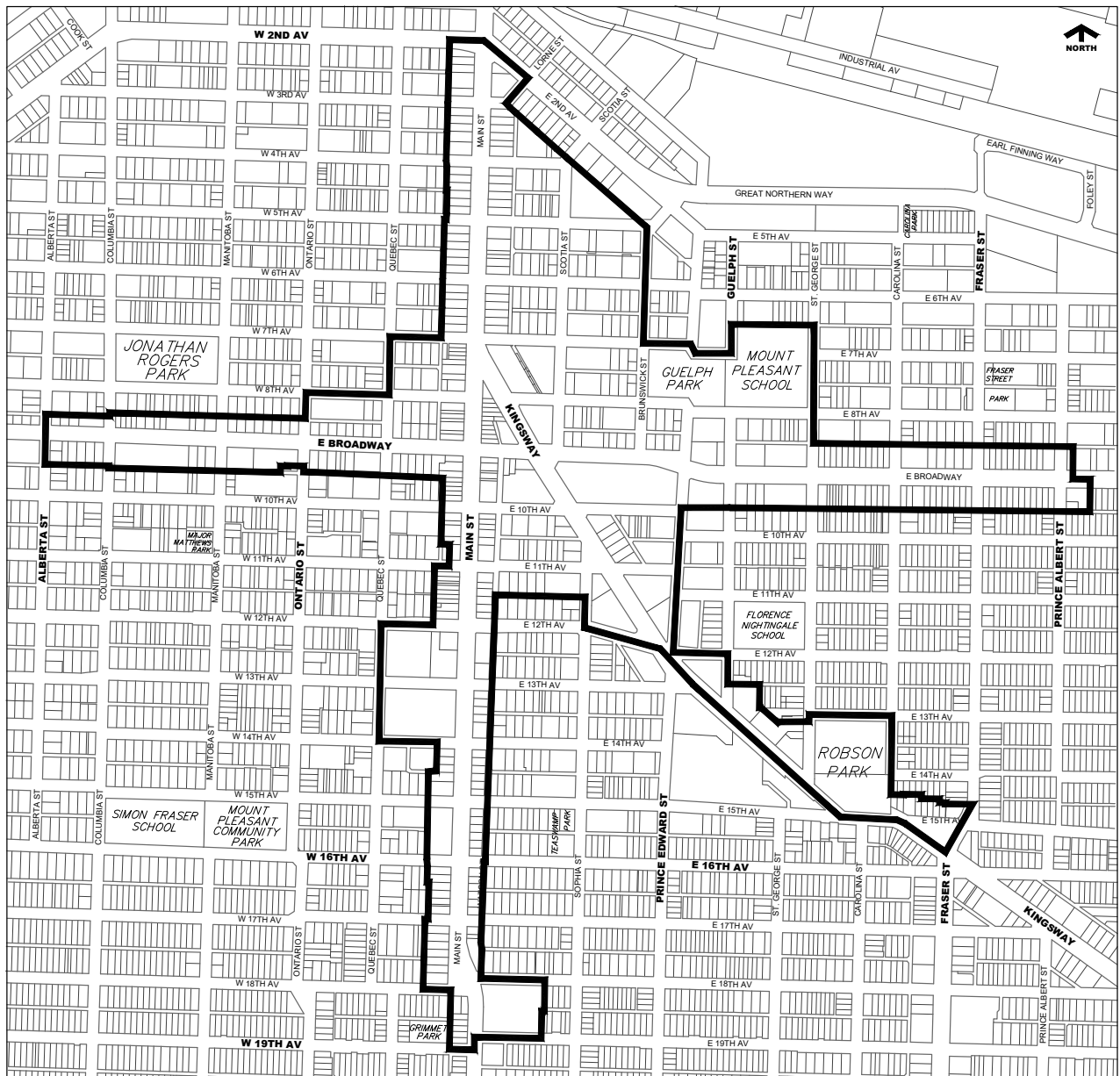
- AGM Legal Package mailed and hand delivered to all members
- Member Outreach
- Declaration of notification to City

September 2020

- Proxies Close
- AGM Membership Approve: 5 year budget, max budget cap and budget for Year One

October 2020

- Letter of Intent to Mayor and Council to renew mandate
- Outreach summary to Peter Vaisboard



Mt. Pleasant BIA

Mount Pleasant BIA Proposed 2021-2022 Budget	Proposed Budget 2021/2022 0% INCREASE	TOTAL PROPOSED FUNDING CEILING 5 YEAR CAP
---------------------------------------------------------	------------------------------------------------------	----------------------------------------------------------

REVENUES

TOTAL City Tax Levy	\$676,973	\$3,740,705
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EXPENSES**GOVERNANCE & ADMINISTRATION**

Audit and Accounting + Bank Chgs	10,000
Conferences + Seminars + Meetings	3,500
Furniture and Equipment	2,800
Insurance	3,000
Legal Fees	2,000
Meetings - AGM	4,000
Miscellaneous - General	2,000
Office Supplies + Repair + Kitchen	10,000
Rent	28,000
Repairs & Maintenance: Premises	3,000
Telephone/Fax/Internet	2,900
Volunteer/Staff Appreciation + Travel	6,000
Committee Meetings	600
Survey	600
Membership Dues/Fees	600
Fair Tax Coalition	0
Strategic Planning + Outreach + Expansion	5,000
Wages	95,031
CONTINGENCY	1,500

TOTAL GOVERNANCE & ADMINISTRATION	\$180,531
----------------------------------------------	------------------

COMMUNITY SAFETY

Committee Meetings	500
Crime Prevention	45,000
Wages	12,563

TOTAL COMMUNITY SAFETY	\$58,063
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PROMOTION

Web Site Maintenance	5,000
Banners Install Repair & Replace	20,000
Newsletter	500
Promo Items	1,000
Tent Canopies + Event Banners	1,500
Advertising Features + Printing	3,000
Meetings/Supplies	1,000
Christmas	4,000
Easter Event	2,000
Workshops/Tours/Seminars	1,000
Concierge Tours	4,000
Celebrate Mount Pleasant Day	1,500
Car Free Day	15,500
Halloween	2,000
Brewery Event: Swine Out	2,000
Curry Cup	2,000
New Event #1	4,000
New Event #2	4,000
Retail Event	3,000
Tree Chipping for Charity	1,000
Passport Challenge	1,500
VMF	40,000
Social Media Content Provider	12,300
Other Promo Event	5,000
Wages	53,624
Arts + Events Students' Wages	21,000
CONTINGENCY	4,086
Special Projects + Broadway Line	24,592

TOTAL PROMOTION	\$240,102
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PLACEMAKING

Street Enhancement - Special Projects	5,000
Street Enhancement - Historical Signage	5,000
Planters	5,000
Lighting	6,000
Street Cleaning	70,000
Graffiti Removal/Painting	60,000
Weed Control	4,000
Power Washing	7,000
Wages	36,277

TOTAL PLACEMAKING	\$198,277
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TOTAL EXPENSES 5 YEARS PLUS CEILING CAP	\$676,973	\$3,740,705
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REVENUE LESS EXPENSES

TOTAL	\$0	\$0
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October 13, 2020

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

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

Dear Mayor Stewart and Council:

On behalf of the Directors and Members of the Mount Pleasant Commercial Improvement Society (MPCIS), I hereby request that the Vancouver City Council consider our application to renew the Mount Pleasant BIA for a 5-year term, commencing on April 1st, 2021.

The MPBIA is now in its 32nd year. Our area encompasses the area on Main Street from 2nd to 19th Avenue, Kingsway from 7th Avenue to Fraser Street, Broadway from Columbia to Prince Albert Street and the commercial properties within those boundaries. Over the decades, the MPBIA has partnered with our property owner and business members to transform our business community into one of the top neighbourhoods in Vancouver; a welcoming, safe, vibrant, and successful commercial area.

Over the past 7 years, we have expanded our boundaries twice to better represent the businesses in all of Mount Pleasant. We have more than doubled the number of commercial properties and businesses we serve, and now provide over 125 blocks of business services to residents and visitors.

We have developed strong relationships with our members over the years, maintaining personal contact on issues such as crime, graffiti, street cleanliness, events, bike racks, tax reductions and, for the last 7 months, support through the Coronavirus Pandemic. Our Newsletters, Annual Survey and 5 Year Renewal information was placed in the hands and inboxes of all of our members. Having listened to members' input the Strategic Plan responds with initiatives that reflect their priorities. Members have had strongly positive responses.

Our 2020 Annual General Meeting on Zoom was well attended, with a particularly strong representation from the business sector. The membership was updated on the renewal process and presented with a zero increase budget for the next year. The support shown by our members for the 5 Year Renewal is very positive. At present we have almost 200 commitments from business and property owners of full support, with more coming in.

Please consider this letter to be the MPCIS formal application for BIA renewal as required by the City's BIA Program.

If you have any questions about this BIA renewal request, contact me; our information is below.

Your consideration of our BIA renewal request is greatly appreciated.

Best regards,

Neil Wyles
Executive Director, MPBIA



Summary of Outreach Activities & Materials: 5 Year Renewal Process 2020

October 14, 2020

Survey Engagement – Survey Included

- Full member E-blast on May 7th, 2020: first round of in-person survey engagement
- Full member E-blast on June 16th, 2020: second round of in-person survey engagement
- Full member E-blast on June 23rd, 2020: included with Graffiti Sign Up engagement
- Full member E-blast on July 10th, 2020: second round of in-person survey engagement
- Renewal/Survey packages hand delivered to businesses July 22nd to 24th, 2020
- Renewal/Survey packages mailed to property owner August 4th, 2020
- Full member E-blast on August 7th, 2020: third round of in-person survey engagement
- 112 total survey responses (all surveys stated support of renewal)

AGM Sign Up/Renewal Engagement Including Renewal Information and Surveys

- AGM targeted invite mail out to businesses September 10th, 2020
- Mail out package on September 11th, 2020 to members without emails, including COV Renewal Letter
- Individual emails sent to business owners from September 14th to 22nd, 2020
- E-blast on September 15th, 2020: first round of registration, including COV Renewal Letter
- E-blast on September 22nd, 2020: second round of registration including COV Renewal Letter
- E-mail to Improvement grant applicants with AGM/Renewal info on September 22nd, 2020
- E-Blast on September 28th, 2020: third round of registration, Strategic Plan and COV Renewal Letter included

... page 2

Town Hall Engagement

- Over 42% of members read the emails, 66 members responded, 30 attended
- E-blast on September 16th, 2020: invitation to Town Hall Meetings
- 3 Town Hall meetings: September 22nd, 2020; 9:00am, 3:00pm, and 7:00pm; 15 unique sign-ups
- Met with numerous members in-person and throughout September and October

Newsletters Featuring Renewal Information

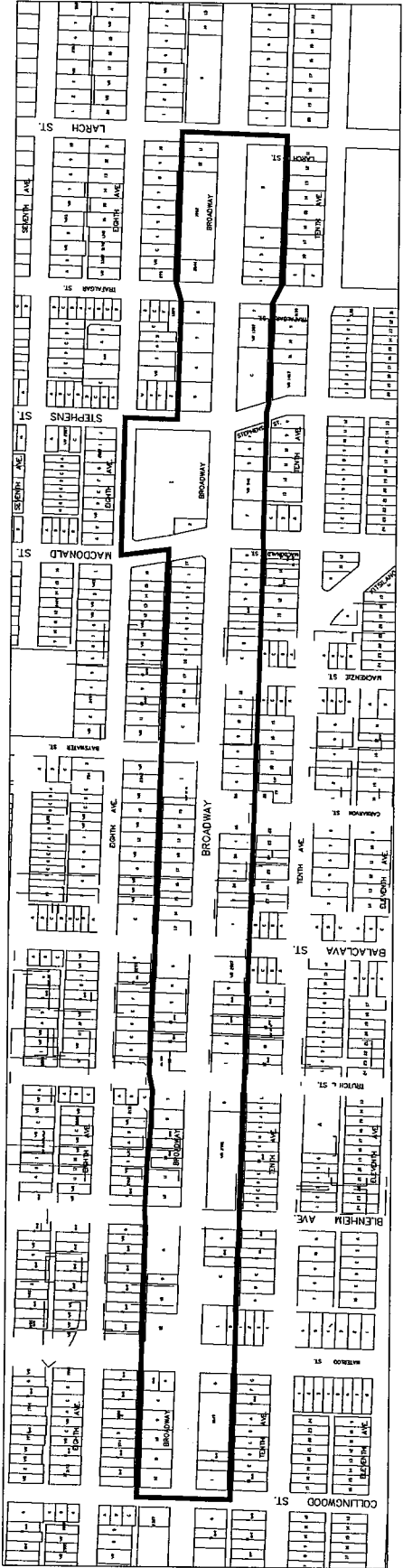
- E-blast Newsletter on March 19th, 2020; including Renewal and Survey information
- E-blast Newsletter on May 5th, 2020; including Renewal information and Survey links
- E-blast Newsletter on August 17th, 2020; including Renewal information and Survey links

Strategic Renewal Plan 2021 to 2026

- Strategic Renewal Plan posted on MPBIA Website, information circulated to membership September 22, 2020,
- Strategic Renewal Plan delivered to AGM attendees, Peter Vaisbord and Paul Siggers on October 2, 2020

MPBIA Directors and Staff Planning

- BIA Partnership Executive Directors meeting to plan a Renewal Survey with all questions in common December 12, 2019 to April 30, 2020
- Strategic Plan development with Executive Director, MPBIA Board of Directors and BIA Partnership BIAs Renewing in 2021, January 8 to August 24, 2020
- MPBIA Board of Directors unanimously approved the 5 year Financials (2021-26) including Year One with a 0% increase and a 5 Year Budget Cap to go to the AGM, July 14, 2020



West Broadway BIA



Draft Budget

April 1, 2021 to March 31, 2022

AREA / INITIATIVE	BUDGET
ADMINISTRATION	
Bookkeeping, Audit and Registered Office (note 1)	\$3,700.00
Insurance	\$2,400.00
AGM: annual meeting, annual report and distribution	\$2,500.00
Operation Expenses: mailbox, telephone and data, internet, Board meetings, supplies, storage	\$11,200.00
BIA Coordinator (note 2)	\$72,600.00
Contingency Fund (note 3)	<u>\$27,500.00</u>
	\$119,900.00
STREET ENHANCEMENT	
Street Lighting: tree and pole lights, maintenance, electrical infrastructure (note 4)	\$65,500.00
Street Cleaning: litter/waste pick-up services (note 5)	\$17,000.00
Graffiti/Vandalism Management: monitoring, reporting, resources (note 7)	\$1,000.00
Public Art: murals and other art installations (note 9)	<u>\$5,000.00</u>
	\$88,500.00
MARKETING	
Events & Campaigns: seasonal events, outdoor movie, Greek Day partnership, activations (note 11)	\$34,800.00
Advertising & Promotions: digital / social media, radio, print, co-op ads, videos (note 13)	\$10,225.00
Branding Materials: business directory, wayfinding maps, direct mail, promotional items (note 14)	\$3,750.00
Website: domain hosting, maintenance, upgrades and revisions (note 15)	\$1,500.00
Shop Local App & Staff Discount Program: shop local directory, offers, updates (note 16)	<u>\$5,000.00</u>
	\$55,275.00
BUSINESS DEVELOPMENT	
Member Communication & Events: updates, networking events, workshops / webinars (note 17)	\$1,500.00
Community Engagement: outreach, cross-promotions, events, student initiatives (note 19)	\$3,300.00
Fair Tax Coalition: advocacy for lower commercial property tax (note 20)	\$400.00
Vancouver BIA Partnership (note 21)	\$525.00
Tourism Vancouver: cross-promotions, i.e. brochure display at Tourist Info Centre	\$100.00
Memberships: BIABC, IDA (note 22)	\$975.00
Education/Conferences (note 22)	<u>\$4,525.00</u>
	\$11,325.00
TOTAL	\$275,000.00



November 9th, 2020

Dear Mayor Stewart and Councillors,
c/o Peter Vaisbord, Program Lead
BIA Program | Business Districts
City-Wide & Regional Planning
Planning, Urban Design & Sustainability
City of Vancouver
453 W. 12th Ave
Vancouver, BC V5Y 1V4

Re: Proposed Renewal of West Broadway Business Improvement Association 2021-2026

On behalf of the Directors and Members of the West Broadway Business Improvement Association (WBBIA), I hereby request that the Vancouver City Council consider our application to renew the West Broadway BIA for a 5- year term, commencing on April 1st, 2021.

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

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

Our renewal process began in September 2019. We participated on a Vancouver BIAs renewal committee, and assisted with developing a collective renewal survey. Our outreach materials were sent to all members, as well as consultation meetings and communication updates. We received input from members to provide more marketing, events and street enhancement projects, as well as advocate for priority issues. Based on the feedback, we proposed plans and budget options to meet the needs of local businesses and effectively serve the business area.

In addition to the proposed plans and budget, we provided sample calculations to show the nominal increase of business contributions at different budget levels and the benefit of pooling resources together among many local businesses. We presented members with an update on the renewal process and the 5-year renewal plan and budget, and received a unanimous vote in favour of a BIA renewal at the AGM on November 3, 2020.

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

If you have any questions about the BIA renewal request of the West Broadway Business Improvement Association, please feel free to call or email us. Thank you for your continued support and consideration of our BIA renewal request.

Sincerely,

Michelle Barile, Executive Director
West Broadway BIA



West Broadway BIA (WBBIA) Renewal 2021-2026

Outline of Renewal Activities

- 1. RESEARCH & PREPARATION - FALL 2019 to SPRING 2020**
 - a. Meetings / correspondence with BIA Renewal Committee and City of Vancouver.
 - b. Develop print and digital surveys for renewal committee.
 - c. Review renewal resources and materials from other areas and City BIA staff.

- 2. MEMBER SURVEY - SUMMER 2020 to FALL 2020**
 - a. Distributed renewal information, survey and local business area updates to business and property owners requesting feedback on BIA initiatives and input to help shape BIA priorities and budget.
 - b. Correspondence was distributed by mail, delivery to all businesses and email.

- 3. MEETINGS - SUMMER to FALL 2020**
 - a. Conducted two consultation virtual meetings with business and property owners to present information about renewal, facilitate a dialogue about ideas and plans for the area, and receive feedback. Meeting invitations were distributed by mail, delivery to all businesses and email.
 - b. In addition, visited all businesses and had in-person meetings with various businesses, and received positive and constructive dialogue.

- 4. RENEWAL PACKAGE & AGM PACKAGE - SUMMER to FALL 2020**
 - a. Prepared and distributed renewal and AGM package to all property owners, which outlines plans and proposed budget options for the next 5-year term.
 - b. Developed detailed spreadsheet to calculate proposed levies for all property owners, and approx. cost for business owners, for proposed options each year.
 - c. Packages were distributed by mail, delivery to all businesses and email.

- 5. AGM - NOVEMBER 3, 2020**
 - a. Presented members with 2019-2020 BIA project highlights, and proposed 5-year term renewal process, plans and budget options.
 - b. There were 2 budget options with a nominal and incremental increases over the 5-year term from Years 2 to 5. There was no proposed budget increase in Year 1 due to COVID.
 - c. The WBBIA has one of the smallest annual budgets (W. Broadway annual budget \$275,000, W. 4th \$440,000 (increasing to \$644K+), S. Granville \$728K+, Cambie \$427K+, Mt. Pleasant \$676K+)
 - d. Received a unanimous vote in favour of a BIA renewal budget and a motion was passed to approve a BIA renewal term budget with a budget ceiling of \$1,850,000 (Year 1: \$275,000, Year 2: \$325,000, Year 3: \$375,000, Year 4: \$425,000, Year 5: \$450,000).

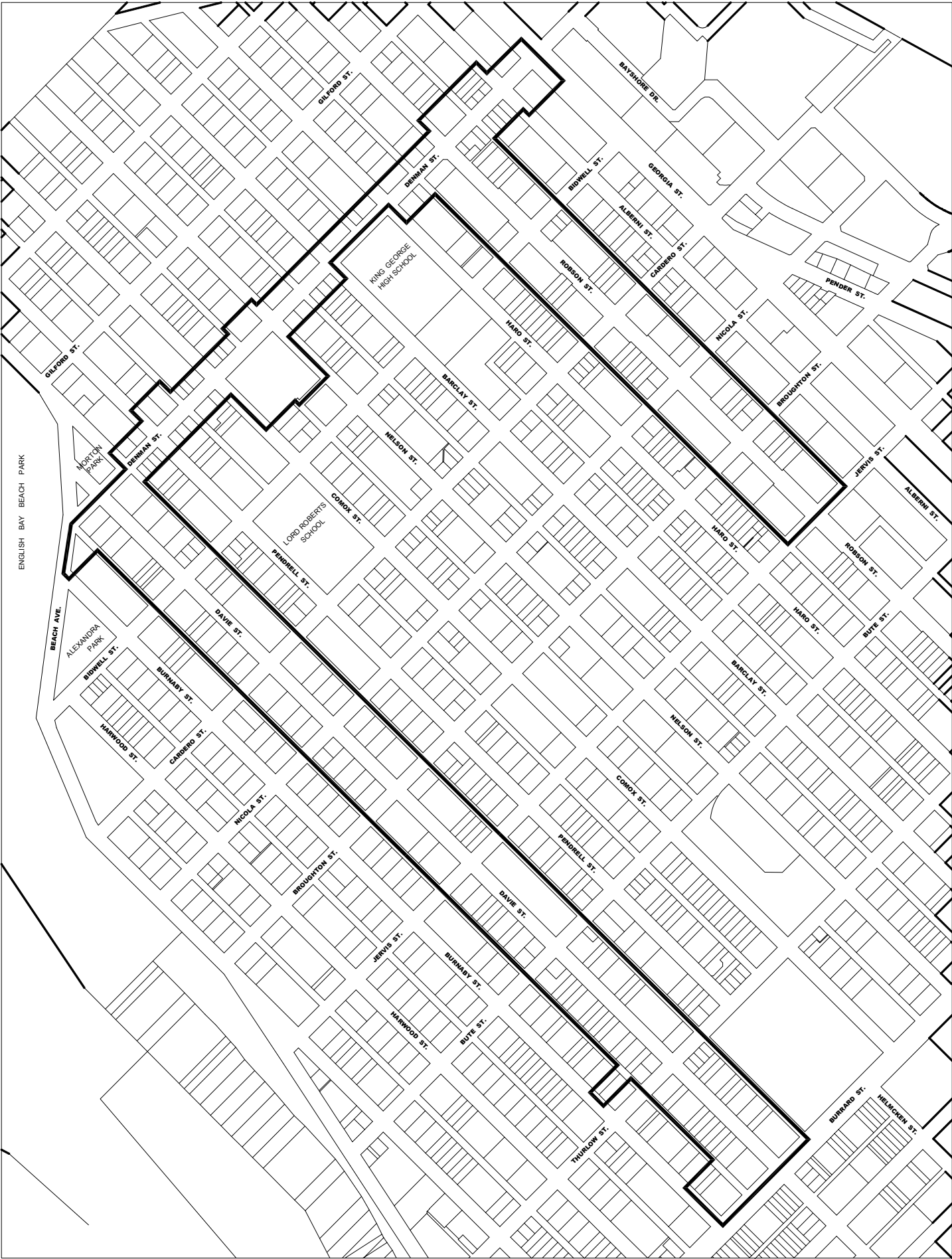
6. ONGOING CONSULTATION

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

7. LINKS TO RENEWAL MATERIALS

- [Survey](#)
- [Renewal cover letter for property owners](#)
- [Renewal cover letter for business owners](#)
- [Renewal consultation meetings presentation](#)
- [CoV renewal letter](#)
- [Renewal proposal and annual report](#)
- [AGM package](#)
- [Business area update](#)
- [Email update: renewal survey and meeting](#)
- [Email update: renewal proposal and annual report; AGM](#)

*friendly reminder emails were also provided.



West End BIA





WEST END BIA

DRAFT Presentation Budget for the 2021-2022 Fiscal Year

June 5/20

Appendix F2

Revenue		
City of Vancouver Levy	\$	926,684.09
Other Revenue		
Sponsorship		
Jim Deva Plaza Operating Funds		
2018YE GST Rebate (est)	\$	7,500.00
Contingency Fund Withdrawal	\$	-
Interest	\$	3,500.00
Total Revenue	\$	937,684.09
		\$ 937,684.09
Expenses		
Community Safety		
Leveraged Services (CPC)	\$	45,000.00
Meetings	\$	198.90
Security (contractor)	\$	42,663.83
Wages	\$	23,094.47
Total Community Safety	\$	110,957.20
Place Making		
Equipment Purchase (e.g. street decorative lights)	\$	11,791.92
Hanging Flower Baskets	\$	18,000.00
Leveraged Services (GNH)	\$	62,000.00
Meetings	\$	300.00
Research & Policy Development	\$	12,000.00
Sponsorship (Lumiere)	\$	45,000.00
Street Maintenance & Beautification	\$	65,000.00
Wages	\$	34,968.95
Total Place Making	\$	249,060.87
Promotion		
Advertising/Brand Development	\$	3,000.00
Banner Program	\$	5,000.00
Events	\$	114,500.00
Jim Deva Plaza Sponsorship		
Jim Deva Plaza Operating Agreement		
Meetings	\$	3,750.00
Printing	\$	2,000.00
Sponsorship	\$	6,000.00
Tourism	\$	13,000.00
Wages	\$	154,835.42
Website Development & Digital Marketing	\$	22,250.00
Total Promotion	\$	324,335.42
Administration/Governance		
Bank Charges	\$	175.00
Insurance	\$	6,700.00
Information Technology	\$	4,500.00
Meetings, Memberships, Professional Development & Con	\$	19,000.00
Office Equipment	\$	3,500.00
Office Supplies	\$	6,000.00
Printing	\$	525.00
Professional Fees (e.g. Legal, Accounting)	\$	19,500.00
Rent	\$	45,500.00
Repair & Maintenance	\$	500.00
Storage	\$	2,700.00
Telephone and Internet	\$	4,600.00
Tranportation	\$	1,500.00
Wages, Benefits & Fees	\$	138,630.60
Total Administration	\$	253,330.60
Contingency		
Contingency Fund Repayment	\$	-
Total Contingency	\$	-
Total Expenses	\$	937,684.09
		\$ 937,684.09
Net Income		
		\$ -



Three great streets.
One amazing neighbourhood.

DAVIE. DENMAN. ROBSON.

October 19, 2020

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

Dear Mayor Stewart and Council:

Re: Proposed Renewal of the West End Business Improvement Association

On behalf of the Directors and Members of the West End Business Improvement Association (WEBIA), I hereby request that the Vancouver City Council consider our application to renew the West End BIA for a five year term, commencing on April 1st, 2021.

The WEBIA encompasses the three commercial streets of the West End, namely Davie west of Burrard, all of Denman and Robson from Denman to Jervis. The WEBIA has led efforts on behalf of property owners and businesses to revitalize the commercial street and promote the area as a great place to own and operate a business. Our stated mission is to: 'Brand, promote and revitalize the West End.'

Our renewal process began in January 2020 when the WEBIA surveyed our property owners and businesses to find out what their top issues, concerns and priorities were. The Board went through a strategic planning process in March based on member input. Starting in May 2020 WEBIA began sending out our Annual General Meeting (AGM) information including Save the Date, Call for Nominations and the Official Meeting Notice via email, mail and hand delivery. June through August WEBIA shared a Five Year Strategic Framework brochure with all members which included a draft 2021-22 budget and a five budget forecast. In August, year-end financial and final budget documents were distributed. On August 27, WEBIA held two online (via Zoom) Town Hall meetings to encourage additional input. See attached Member Outreach Appendix for more details.

On September 24, 2020, the Board of Directors hosted our AGM with unanimous votes received for all motions including those related to our proposed five year renewal term and budget cap.

This letter is the WEBIA's formal BIA Renewal Request as required by the City's BIA Program.

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

Stephen Regan
Executive Director

cc WEBIA Board of Directors



Three great streets.
One amazing neighbourhood.

DAVIE. DENMAN. ROBSON.

WEBIA Renewal Outreach - Summary of Activities

Online Survey

- Utilized combination of Survey Monkey Website reaching members via email. We also sent printed surveys via mail to property owners if we did not have their email contact information.
- Survey was distributed mid-January through to the end of March 2020. Email prompts were sent throughout the process to increase response rate.
- 95 responses in total. 80% of respondents were tenants (mainly retail and dining categories) and 20% property owners.
- Asked for feedback in four main areas: 1) Promotion, 2) Placemaking, 3) Safety & Crime Prevention and; 4) Advocacy & Member Relations. Highest levels of support per activity area noted below:
 - Promotions - support for investments in events ranked highest followed by tourism development and expanding social media promotions.
 - Placemaking – Cleaning (including graffiti removal) rated highest, followed by beautification (eg utility box wraps, hanging flower baskets).
 - Safety – All initiatives rated highly.
 - Advocacy & Member Relations – advocacy received highest rating post COVID pandemic announcement.

E-News Communications to database of over 450

- **January 24 and 30:** Renewal Process Announced including Member Survey
- **February 7:** Survey Reminder
- **May 27:** Call for Nominations
- **July 17:** AGM Reminder and Call for Nominations Follow up
- **August 10:** Official AGM Notice with links to all relevant information
- **August 21:** Town Hall Invitation
- **August 27:** Town Hall Reminder
- **September 11:** AGM Registration Reminder
- **September 18:** Final AGM Reminder

Website Updates:

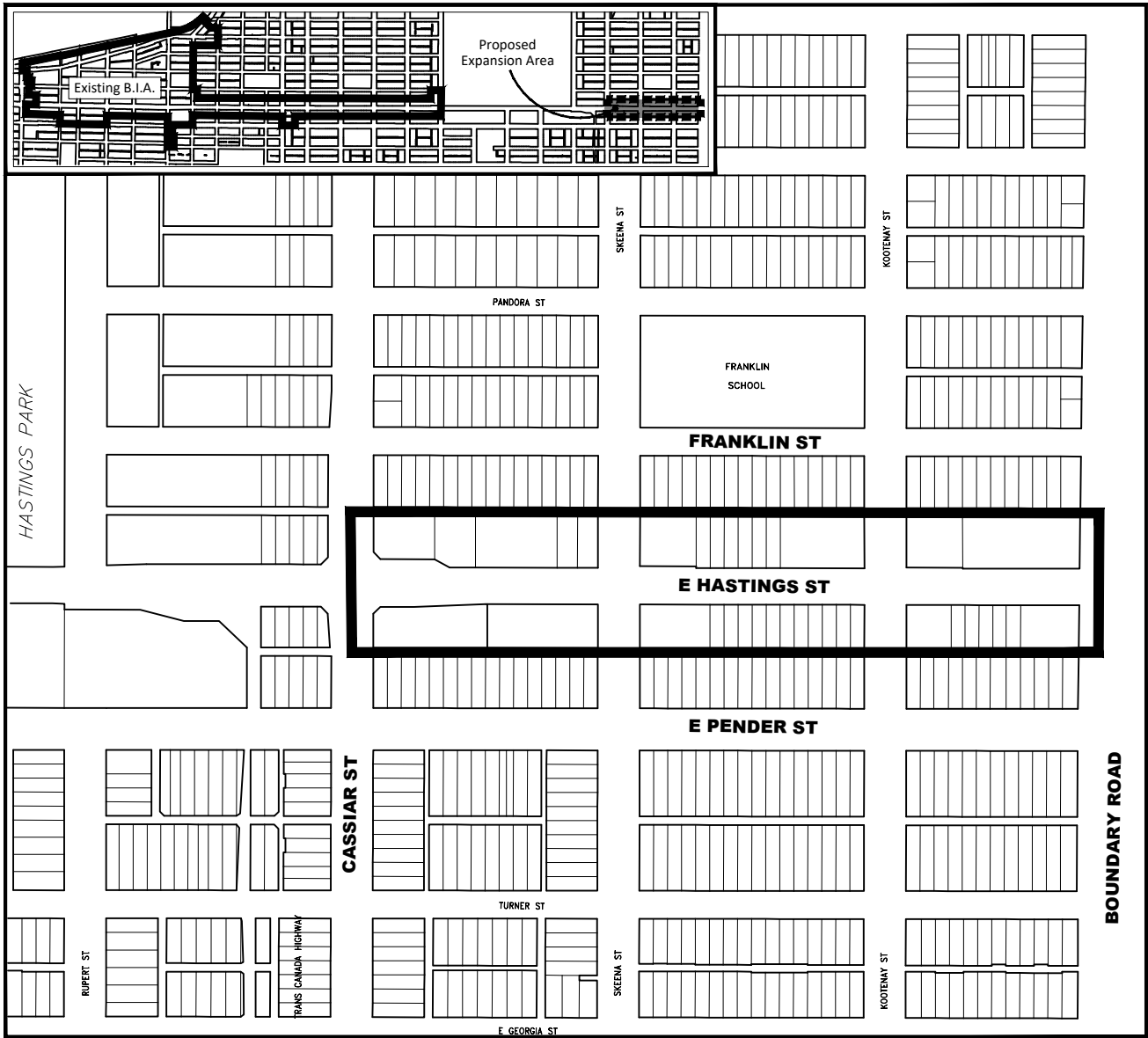
- **May 25, 2020** - All AGM documents go live on the WEBIA Website: Save the Date, Nomination form, Registration and Membership forms.

Town Halls:

- **August 27th** -2 town hall meetings, 9am and 4pm conducted via Zoom

Information Mail Outs (property owners) and Hand Deliveries (tenants)

- **May 27th** – AGM Save the Date, Call for Nominations, AGM Registration and Membership Form.
- **August 12th and 13th** - AGM Package hand delivered to tenants with Registration and Membership Form, Nomination Form, Notice of AGM, Five Year Strategic Framework document (direction to website for draft Minutes, Audited Financials).
- **August 17th** – **AGM Package** mail to property owners including AGM Registration and Membership Form, Notice of AGM, Nomination Forms, and Five Year Strategic Framework document (including 2021-22 budget and five year budget cap).
- **September 8th:** AGM reminder mailed out to property owners including City insert with levy details, AGM Registration and Membership Form.
- **September 9th & 11th:** AGM reminder hand delivery to tenants including City insert with levy details, AGM Registration and Membership Form.



Hastings North B.I.A. Proposed Expansion Area #2



**HASTINGS NORTH BUSINESS IMPROVEMENT ASSOCIATION
EXPANSION AREA BUDGET (If Expansion Approved)
April 1, 2021 – March 31, 2022**

REVENUE:	DOLLAR
Tax Levy	\$31,670
TOTAL REVENUE	<u>\$31,670</u>
EXPENSES:	
Community Resource Centre	
<u>Administration</u>	
Wages & Payroll Tax	\$ 2,000
Office Expenses	<u>0</u>
Sub Total	\$ 2,000
Community Improvement Programs	
<u>Clean & Safe</u>	
CPC Grant	\$ 0.00
CPC Patrols	18,670
Street Clean Team	4,000
Anti-Graffiti Program	0
Initial Area Cleanup	0
Program Management	<u>0</u>
Sub Total	\$22,670
<u>Marketing & Communications</u>	
Communications	\$ 0
Design and Promotion	<u>0</u>
Sub Total	\$ 0.00
<u>Revitalization and Communication</u>	
Banners	\$ 3,000
Hardware and Installation	4,000
Community Relations	<u>\$ 0</u>
Sub Total	\$ 7,000
TOTAL EXPENSES	\$31,670



Hastings North Business Improvement Association

November 3, 2020

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

Re: Proposed Expansion of the Hastings North Business Improvement Association

Dear Mayor Stewart and Council,

On behalf of the membership and Directors of the Hastings North Business Improvement Association, I am requesting that Vancouver City Council consider our application to expand the HN BIA district east along Hastings Street from Renfrew Street to Boundary Road. Based on the feedback we have received through various methods of outreach we believe that the expansion is being viewed positively.

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

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

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

Our expansion process commenced in 2019 and the Board of Directors have undertaken a number of outreach activities over the past year to inform and enable the potential expansion area commercial property and business owners to have input into the process. We undertook two public meetings, a survey, a number of mailed and emailed outreach documents, personal walk



Hastings North Business Improvement Association

about in the proposed expansion area and an exit survey to inform both the area businesses and our budget process. This was undertaken to ensure that we met the priorities of the area in questions. The proposed budget and expansion were approved unanimously at our September 2020, Annual General Meeting.

We are concurrently applying for a 4-year funding ceiling of \$134,250 for the area. The first-year budget will amount to \$31,670. This budget has been made available to all the property and business owners within the boundaries of the proposed expansion area and was presented at a public meeting.

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

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

Sincerely,

HASTINGS NORTH BUSINESS IMPORVEMENT ASSOCIATION

A handwritten signature in cursive script that reads 'Patricia Barnes'.

Patricia Barnes
Executive Director



Hastings North Business Improvement Association

November 3, 2020

Peter Vaisbord,
BIA Program /Business District Initiatives
City Wide and Regional Planning
City of Vancouver
Vancouver, BC, V5Y 1V4

Re: Expansion outreach activities

Dear Mr. Vaisbord;

The purpose of this letter is to outline the expansion outreach activities undertaken by the Hastings North Business Improvement Association over the last year. The HN BIA is proposing to expand its boundaries east along Hastings Street from Renfrew Street to Boundary Road. This expansion was initiated at the request of PCI a developer in the area, businesses who have attended our networking meetings in the past and is supported by residents of the area.

The expansion process was announced and explained at the September 2019 Annual General Meeting to the membership of the HN BIA. At that point we outlined the process and the various mechanisms that we would put in place to allow the proposed membership to inform the process. An invitation to a first meeting with detailed information about BIAs and the Hastings North BIA in particular was mailed to business and property owners as well as being delivered in person to businesses in the proposed expansion area the first week of March 2021. A preliminary meeting was convened March 11, 2021 with 10 people in attendance. Those who attended were supportive of the expansion.

The process was interrupted by the COVID 19 pandemic and was temporarily put on-hold. It was reinitiated by the HN BIA Board at the request of a property owner and a few businesses in the area. A survey was mailed out and dropped off both asking for priorities, opportunities and challenges as well as whether people in the area wished to move forward with an April 2021 start date or delay for a year. We received back 100% support to move forward. A budget was prepared and forwarded to the business and property owners with an invitation to a second meeting to be held on zoom. This meeting did not attract any attendees from the area.

At the September 2020 AGM the members of the HN BIA approved both the proposed expansion budget and the expansion unanimously. A final survey was conducted and again mailed out, emailed twice and dropped off in the area. This was a simple Yes or No to the expansion. We received 2 responses both indicating yes. After a final walkaround in the area we spoke with a number of business people who were supportive of the expansion and one that refused to comment either way.



Hastings North Business Improvement Association

We feel confident that the expansion will be successful and that the area is in need of support. Many of the businesses have closed either due to redevelopment or to COVID. A number of business owners noted that they felt forgotten and wanted somebody to give them a voice and represent them in discussions with the City, Translink, the VPD, etc. We believe that the HNBIA can provide that voice and support given our proven track record over the last 19 years.

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

Sincerely,

HASTINGS NORTH BUSINESS IMPROVEMENT ASSOCIATION

A handwritten signature in cursive script that reads 'Patricia Barnes'.

Patricia Barnes
Executive Director

Hastings North Expansion Outreach Package

YOU'RE INVITED

The Board of Directors of the Hastings North Business Improvement Association (HNBIA) would like to invite you to the

Hastings North BIA 2020/2021 Expansion Meeting

to discuss the possibility of expanding the boundaries of the HNBIA west from Renfrew Street to Boundary Road.

DATE

**Wednesday, March 11th, 2020
6pm - 8pm**

VENUE

**2620 East Hastings Street
BIA Office (Upstairs)**

RSVP

**604-215-2401
info@eastvillagevancouver.ca**

Refreshments and snacks will be provided!





Hastings North Business Improvement Association

The Board of Directors of the Hastings North Business Improvement Association (HNBIA) would like to invite you to a meeting on **Wednesday, March 11 at 6pm at the Hastings North BIA office (2620 East Hastings Street)**, to discuss the possibility of expanding the boundaries of the HNBIA west from Renfrew Street to Boundary Road. This is a preliminary meeting to allow you to provide input and ask questions of the Board regarding the advantages and disadvantages of joining the Hastings North BIA.

What is a BIA?

Business Improvement Associations are self-funded, self-governing, grassroots organizations established through the collective will of like-minded businesses operating within a defined geographic area. The City assists by helping the merchants and landlords to form BIAs. Once a BIA is formed, it is managed by a volunteer board of property owners and tenants, which uses BIA funds to hire staff and implement BIA activities. BIAs are funded through a special property levy. The City has an ongoing role: facilitating the annual funding process, collecting the levy from individual businesses on our behalf and remitting to the BIA Board annually following member approval of draft annual budgets, and monitoring annual budgets.

The mandate of the BIA is to promote and improve its local business district. These associations exist to promote and to physically improve their areas as well as to be a central voice for the business and commercial property owners in actively advocating for the neighbourhood and becoming involved with other community partners.

Hastings North BIA

The HNBIA represents approximately 800 business and property owners. Its boundaries follow Hastings Street between Renfrew Street and Clark Drive, north along Clark Drive to the CPR right-of-way and south along Lakewood/Semlin Drive to Hastings Street.

We have a number of programs that could be extended into the area depending on the priorities of the commercial property and business owners, including Graffiti removal, sidewalk and laneway litter removal, and safety patrols with the Sunrise Patrol Team managed by the Hastings Sunrise Community Policing Centre. We also provide a central voice for all our businesses at City Hall and advocate on behalf of the businesses both with Staff and Council. We believe that this expansion could be of benefit as we are currently facing much pressure with respect to parking restrictions, rapid bus expansion, development, and affordability. We are asking you to attend this meeting to voice your interest and concerns with respect to having BIA representation in this area.

Moving Forward

If there is interest, we would like to strike a committee to provide input on a number of items including: business plan, budget, meeting dates, information materials, etc. The HNBIA is committed to providing the support and materials required to ensure that all commercial property and business owners in the area receive the information necessary to make a decision regarding becoming members of the HNBIA.

Please note that if interest is not expressed in moving forward with an expansion the HNBIA will not proceed with the initiative. We are proposing this initial meeting as we believe there is strength in numbers and are very concerned about the future of the unique character Hastings Sunrise. We would like to present a unified voice to the City and provide a plan that you and the HNBIA can support and believe will provide a blue print for a successful business environment into the future. While ensuring that the area is successful in the present and is a place that clients, employees and businesses feel comfortable locating, working and conducting business.



Hastings North Business Improvement Association

The Hastings North Business Improvement Association (HNBIA) is interested in consulting with you and your fellow businesses and commercial property owners with respect to expanding our boundaries from Renfrew Street east to meet the Burnaby Heights BIA boundaries at Boundary Road. We wish to hear from you to help set the priorities for the area that would enable us to continue to improve business conditions. We already represent those businesses in the area west of Renfrew Street and partner closely with the Vancouver BIA when advocating on behalf of small businesses within the city. It is important that your voice be heard. Please answer the following simple questionnaire which we can be emailed to us at: info@eastvillagevancouver.ca or faxed to 604-216-0991 or picked up by one of our representatives. (Phone: 604-215-2401)

Given the current economic climate, we would appreciate knowing if you are supportive of the HNBIA moving forward with expansion in 2020. Please answer the following question prior to answering the survey.

Proceed with expansion for 2020
(HNBIA Membership beginning 04/01/2021)

Delay expansion to 2021
(HNBIA Membership beginning 04/01/2022)

QUESTIONNAIRE

Please place a check (/) next to the THREE most important issues/activities:

- () Maintenance: Cleaning/Sweeping, Graffiti Removal, Needle Pickup, Garbage Dumping
- () Safety and Security: Crime Prevention Resources, Community Policing Centre (CPC) Support, CPC Foot Patrols, Community/Volunteer Patrols, nuisance issues
- () Liaison With City Hall: Advocacy, Development and Zoning Support, City Issues, Property Taxes, Sidewalks, Street Paving
- () Street Beautification: Banners, Benches, Garbage Receptacles, Seasonal Decoration,
- () Parking Issues
- () Marketing and Promotion: Branding, Area Image, Social Media promotion, Retail Promotions, Special Events
- () Other (please specify): _____

I am interested in the idea of the HNBIA expanding east between Renfrew and Boundary

Yes No I am not sure, I need more information

I am a: Business Owner/Manager Commercial Property Owner Both

Name: _____

Company: _____

Street Address: _____

Mailing Address (if different): _____

Tel: _____ Fax: _____ Email: _____



 Hastings North Business Improvement Association

The Hastings North Business Improvement Association (HNBIA) is interested in consulting with you and your fellow businesses and commercial property owners with respect to expanding our boundaries. The current boundaries of our area are Renfrew Street, East Hastings Street, Clark Drive, East Pender Street, Powell Street, Semlin Drive, Victoria Drive, and Turner Street. It is important that your voice be heard. Please answer the following simple question which we can be emailed to us at info@eastvillagevancouver.ca, faxed to 604-216-0991 or picked up by one of our representatives in the next week (phone: 604-215-2401).

QUESTIONNAIRE

I am interested in the idea of the HNBIA expanding its boundaries:

Yes No I am not sure, I need more information

I am a: Business Owner/Manager Commercial Property Owner Both

Name: _____

Company: _____

Street Address: _____

Mailing Address (if different): _____

Tel: _____ Fax: _____ Email: _____

If you are in support of the HNBIA Expansion, please consider writing us an email of support for us to pass onto the City of Vancouver. For example, are you in support of the HNBIA Expansion to utilize our clean team, to further your online audience via social media promotion, or benefit from our advocacy work? Let us know in an email.

Thank you,

Patricia Barnes
Executive Director

From: Tim Grant
To: [Vaisbord, Peter](#); [Siggers, Paul](#)
Cc: [East Village](#); [John Abraham](#); [Jared Stern](#)
Subject: [EXT] Support for Proposed East Village BIA Expansion
Date: Thursday, November 5, 2020 8:46:37 AM
Attachments: [1FC029F561A641DBB5F81D056ECD6F8D.png](#)

City of Vancouver security warning: Do not click on links or open attachments unless you were expecting the email and know the content is safe.

Peter and Paul,

I am writing in strong support of the East Village BIA's proposed expansion of its territory to include area reaching to Boundary Road.

PCI is owner of recently completed retail & secured rental apartment building at 388 Kaslo (within existing BIA area) and upcoming retail & secured rental apartment developments at 3555, 3600 & 3680 East Hastings (3 properties within proposed expansion area). The proposed expansion area is currently isolated with challenged streetfront commercial, despite directly serving active residential neighbourhood. Through our community consultation for our proposed developments, expansion of the East Village BIA to include area to Boundary Road was a frequent and important request from broad section of the community.

Tricia and her team do an incredible job with East Village BIA, and the proposed expansion area would benefit greatly from their initiative & leadership.

Please let me know if we can provide anything further.

Regards,

Tim

Tim Grant CPA, CA
VICE PRESIDENT, DEVELOPMENT

PCI

PCI DEVELOPMENTS

300 – 1030 West Georgia Street, Vancouver, BC Canada V6E 2Y3
604 684 1151 tel | 604 331 5247 direct
778 668 7024 cell
tgrant@pci-group.com
www.pci-group.com [pci-group.com]