



COUNCIL REPORT

Report Date: October 26, 2023
Contact: Chris Robertson
Contact No.: 604.873.7684
RTS No.: 15945
VanRIMS No.: 08-2000-20
Meeting Date: November 28, 2023
[Submit comments to Council](#)

TO: Vancouver City Council
FROM: General Manager of Planning, Urban Design and Sustainability
SUBJECT: Approval of Council Initiatives - Business Improvement Areas; Renewals and Expansion 2024

Recommendations

Chinatown BIA Renewal:

- A1. THAT Council confirm the Vancouver Chinatown Business Improvement Area (BIA) Society as sponsor for the Chinatown BIA.
- A2. THAT Council approve the commencement of a Council Initiative to renew the Chinatown BIA, for a further term (7 years) commencing April 1, 2024;
FURTHER THAT Council forward the application of Vancouver Chinatown BIA Society to a hearing of the Court of Revision.
- A3. THAT the City notify property owners and tenants within the area (outlined in Appendix A1) of the proposed BIA renewal and levy.
- A4. THAT Council approve a 7-year (2024-2031) funding-ceiling of \$4,078,742 for the Chinatown BIA, subject to Council approval of the renewal.

Fraser Street BIA Renewal:

- B1. THAT Council confirm the South Hill (Fraser Street) Business Association as sponsor for the Fraser Street BIA.
- B2. THAT Council approve the commencement of a Council Initiative to renew the Fraser Street BIA, for a further term (5 years) commencing April 1, 2024;
FURTHER THAT Council forward the application of South Hill (Fraser Street) 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 (2024-2029) funding-ceiling of \$1,050,000 for the Fraser Street BIA, subject to Council approval of the renewal.

Gastown BIA Renewal:

- C1. THAT Council confirm the Gastown Business Improvement Society as sponsor for the Gastown BIA.
- C2. THAT Council approve the commencement of a Council Initiative to renew the Gastown BIA, for a further term (5 years) commencing April 1, 2024;

FURTHER THAT Council forward the application of Gastown Business Improvement Society 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 (2024-2029) funding-ceiling of \$5,438,500 for the Gastown BIA, subject to Council approval of the renewal.

Point Grey Village BIA Renewal:

- D1. THAT Council confirm the Point Grey Village Business Association as sponsor for the Point Grey Village BIA.
- D2. THAT Council approve the commencement of a Council Initiative to renew the Point Grey Village BIA, for a further term (5 years) commencing April 1, 2024;

FURTHER THAT Council forward the application of Point Grey Village Business Association to a hearing of the Court of Revision.
- D3. THAT the City notify property owners and tenants within the area (outlined in Appendix D1) of the proposed BIA renewal and levy.
- D4. THAT Council approve a 5-year (2024-2029) funding-ceiling of \$1,378,125 for the Point Grey Village BIA, subject to Council approval of the renewal.

South Granville BIA Renewal:

- E1. THAT Council confirm the South Granville Business Improvement Association as sponsor for the South Granville BIA
- E2. THAT Council approve the commencement of a Council Initiative to renew the South Granville BIA, for a further term (5 years) commencing April 1, 2024;

FURTHER THAT Council forward the application of South Granville 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 (2024-2029) funding-ceiling of \$6,000,000 for the South Granville BIA, subject to Council approval of the renewal.

Strathcona BIA Renewal:

- F1. THAT Council confirm the Strathcona Business Improvement Association as sponsor for the Strathcona BIA
- F2. THAT Council approve the commencement of a Council Initiative to renew the Strathcona BIA, for a further term (7 years) commencing April 1, 2024;

FURTHER THAT Council forward the application of Strathcona 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 7-year (2024-2031) funding-ceiling of \$9,273,673 for the Strathcona BIA, subject to Council approval of the renewal.

Victoria Drive BIA Renewal:

- G1. THAT Council confirm the Victoria Drive Business Improvement Association as sponsor for the Victoria Drive BIA.
- G2. THAT Council approve the commencement of a Council Initiative to renew the Victoria Drive BIA, for a further term (5 years) commencing April 1, 2024;

FURTHER THAT Council forward the application of Victoria Drive Business Improvement Association to a hearing of the Court of Revision.
- G3. THAT the City notify property owners and tenants within the area (outlined in Appendix G1) of the proposed BIA renewal and levy.
- G4. THAT Council approve a 5-year (2024-2029) funding-ceiling of \$1,366,116 for the Victoria Drive BIA, subject to Council approval of the renewal.

Yaletown BIA Renewal:

- H1. THAT Council confirm the Yaletown Business Improvement Association as sponsor for the Yaletown BIA.
- H2. THAT Council approve the commencement of a Council Initiative to renew the Yaletown BIA, for a further term (5 years) commencing April 1, 2024;

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

- H3. THAT the City notify property owners and tenants within the area (outlined in Appendix H1) of the proposed BIA renewal and levy.
- H4. THAT Council approve a 5-year (2024-2029) funding-ceiling of \$5,957,660 for the Yaletown BIA, subject to Council approval of the renewal.

Mount Pleasant BIA Expansion:

- I1. THAT Council confirm the Mount Pleasant Commercial Improvement Society as sponsor for the proposed Mount Pleasant BIA Expansion.
- I2. THAT Council approve the commencement of a Council Initiative to expand the Mount Pleasant BIA as described herein;
- FURTHER THAT Council forward the application of Mount Pleasant Commercial Improvement Society to a hearing of the Court of Revision.
- I3. THAT the City notify property owners and tenants within the proposed expansion area (grey-shaded in Appendix I1) of the proposed BIA expansion and levy.
- I4. THAT Council approve a 2-year (2024-2026) funding-ceiling of \$308,000 for the proposed Mount Pleasant BIA expansion, subject to Council approval of the expansion.

Purpose and Executive Summary

The terms for eight BIAs will expire March 31, 2024 and must now be renewed for a further term to continue to operate. Additionally, Mount Pleasant BIA seeks to expand its boundary south along Main Street to include the businesses between 19th and 30th Avenues. BIA Renewals and Expansions are accomplished by Council approved By-laws in February of each year.

Prior to By-law approvals, the City conducts a formal notification process to inform affected property owners and businesses of the terms of renewal and expansion activities, and provide opportunity for them to submit an objection toward a formal tabulation of opposition.

This report requests Council to initiate the notification process. The objections received in response to the notifications will be tabulated and presented to Council in February with a recommendation on whether to approve the proposed BIA renewals and expansion.

Council Authority/Previous Decisions:

- Council Authority to establish, renew and expand BIAs by By-law is set out in [the Vancouver Charter, Part XXI](#).
- [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.
- Requirements for the notifications process and threshold for Council approval of a BIA formation, renewal or expansion are articulated in the [Vancouver Charter section 506](#)

and Council adopted policy from July 30, 1992, [October 14, 1997](#), [November 28, 2017](#) and [March 7, 2023](#).

City Manager’s Comments

The City Manager concurs with the foregoing recommendations.

Context and Background

Renewals

The by-laws for the Chinatown, Fraser Street, Gastown, Point Grey Village, South Granville, Strathcona, Victoria Drive, and Yaletown Business Improvement Areas are set to expire at the end of March 2024. Each of the eight managing BIA societies have asked that their applications be forwarded by way of Council Initiative to a Court of Revision (request letters to Mayor and Council are in appendices A2 – H2).

The table below summarizes the proposals for each BIA in undertaking renewal, including term and funding ceiling (i.e., the cumulative total that can be levied from the area over the term), and appendices where BIA boundaries, renewal request letters, and information about renewal outreach can be found.

Table 1: BIA Renewal Terms and Funding Ceilings

<u>BIA</u>	<u>Term</u>	<u>Funding Ceiling</u>	<u>Appendices</u>
Vancouver Chinatown BIA	7 years (2024 to 2031)	\$4,078,742	A
Fraser Street BIA	5 years (2024 to 2029)	\$1,050,000	B
Gastown BIA	5 years (2024 to 2029)	\$5,438,500	C
Point Grey Village BIA	5 years (2024 to 2029)	\$1,378,125	D
South Granville BIA	5 years (2024 to 2029)	\$6,000,000	E
Strathcona BIA	7 years (2024 to 2031)	\$9,273,673	F
Victoria Drive BIA	5 years (2024 to 2029)	\$1,366,116	G
Yaletown BIA	5 years (2024 to 2029)	\$5,957,660	H

Mount Pleasant BIA Expansion

The Mount Pleasant Commercial Improvement Society (MPCIS) proposes to expand their boundary by way of a separate BIA expansion-area by-law, and have asked that their application be forwarded by way of Council Initiative to a Court of Revision (request letter in appendix I2).

The proposed expansion is south along Main Street from 19th Avenue to 29th Avenue, containing approximately 125 properties and 200 licensed businesses. The expansion area by-law would have a 2-year term to align with the term end date of the current BIA by-law and a

funding ceiling of \$308,000 (or \$154,000 per year).

BIA Renewal/Expansion Process

Renewals and Expansions are accomplished through By-laws approved by City Council in February of each year. Prior to these approvals, the Vancouver Charter and City policy outline a process to inform affected businesses and property owners of the proposals, and provide an opportunity to object prior to Council decision in February.

The process involves the following steps:

1. BIA societies consult with affected businesses and property owners to refine their proposal and assess sentiment (outline of outreach that took place over the last year in Appendices A2 – I2)
2. Resolutions to proceed endorsed by vote of membership at Annual General Meetings
This was completed in fall of 2023.
3. BIAs request Council to consider their renewal or expansion proposal and to forward their application to the Court of Revision. This report contain the BIAs formal renewal requests letters (Appendices A2 – I2).
4. Council initiates the notification process for each BIA through approval of the recommendations of this report. Specifically, this step of renewal requires Council approval of the following: a) to confirm the BIA society as sponsor of the BIA; b) to approve a Council Initiative to renew the BIA, which means the City will notify the affected property owners and tenants prior to Council approval or rejection of the Initiative; c) to forward the renewal application to Court of Revision, and; d) subject to final Council approval, to approve the proposed funding ceiling for the proposed BIA renewal term.
5. In February of 2024, staff will return to Council with a report on the objections received between the start of December and end of January, including a recommendation on whether to proceed with the renewals and expansion described here.

Per the Vancouver Charter, Council must not proceed with the initiative if more than half of assessed owners representing more than half of commercially assessed value in the area object to the renewal or expansion initiative. Further, Council Policy provides that the initiative will generally not proceed if more than one-half of commercial tenants submit objections.

Discussion

Renewals

The eight renewing Business Improvement Associations have completed consultation with affected BIA property and business owners regarding BIA renewal and cost (“BIA outreach”). Resolutions regarding the proposed renewal terms and funding ceilings have been approved at the BIAs’ respective Annual General Meetings held this fall. An outline of renewal outreach for all eight renewing BIAs are provided in Appendices A2 through H2.

The results of the BIA outreach activities indicate little or no opposition at this stage in the process. It is recommended that the renewal applications be forwarded to Court of Revision and the formal notification to BIA members be initiated.

Mount Pleasant BIA Expansion

MPCIS has completed consultation with affected property and business owners in the

expansion area and existing BIA boundary regarding the proposed expansion and cost (“BIA outreach”). Resolutions regarding the proposed term and funding ceiling for the expansion area were approved at the MPCIS Annual General Meeting held September 19, 2023. An outline of expansion outreach is provided in Appendix I2.

Based on results from outreach activities, the MPCIS believes the expansion is generally supported, though there is indication of a lack of support in some areas due to mixed responses at outreach events.

It is recommended that the MPCIS’s expansion application be forwarded to Court of Revision and the formal notification to expansion-area businesses and property owners be initiated. If Council approves the expansion, the year-1 budget for the expansion area will be reported along with all of the other BIAs’ 2024 - 2025 budget requests.

Financial Implications

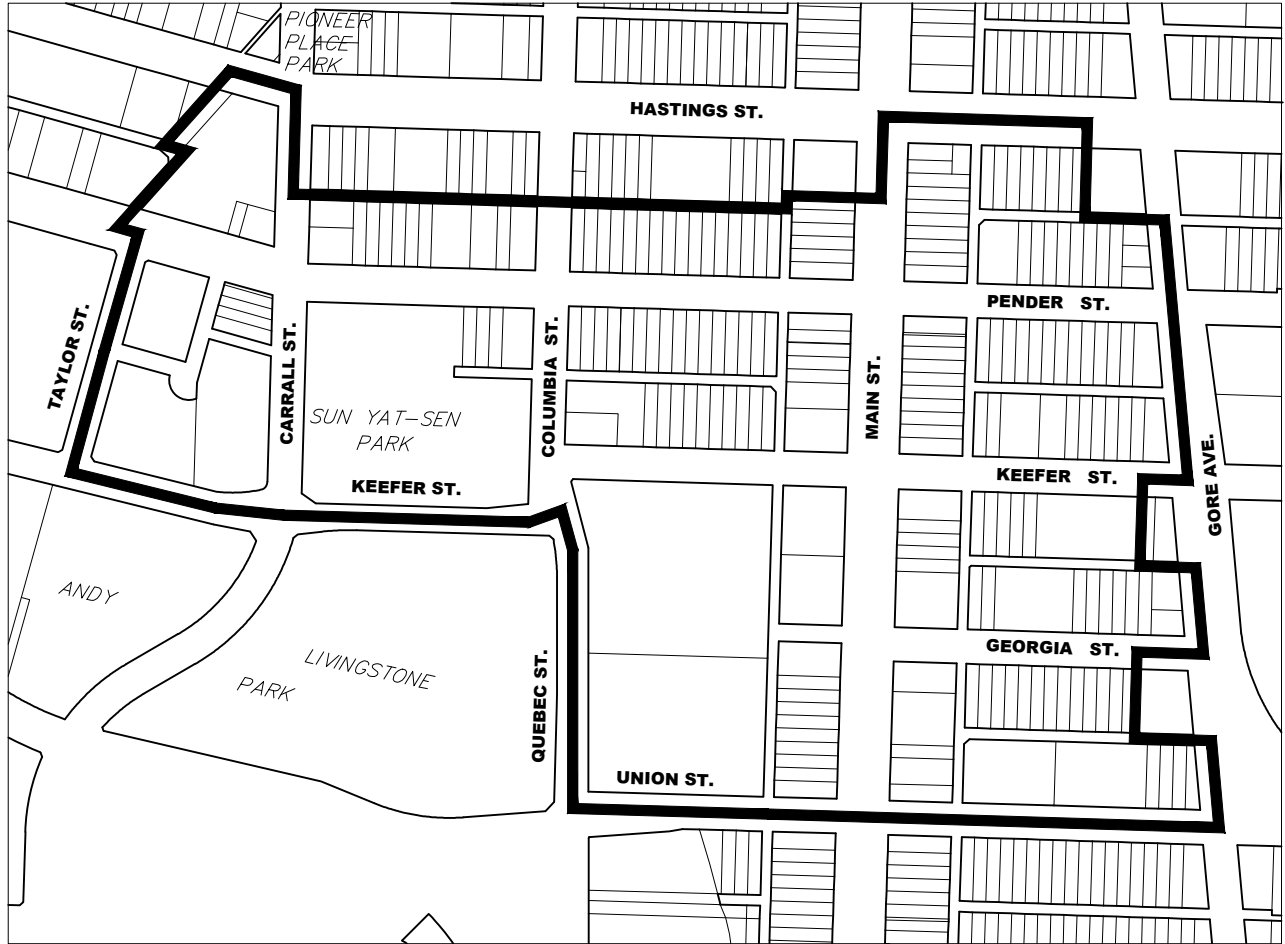
There are no financial implications associated with this report’s recommendations.

Legal Implications

There are no legal implications associated with this report’s recommendations

* * * * *

APPENDIX A1



Chinatown B.I.A.





溫哥華華埠商業促進會
Vancouver Chinatown BIA Society

October 10th, 2023

Mayor Ken Sim & Members of Council
% Paul Siggers, BIA Program Coordinator
City of Vancouver
453 W12th Ave
Vancouver, BC V5Y 1V4

Dear Mayor Sim and Council,

Proposed Renewal of Vancouver Chinatown Business Improvement Area Society

On behalf of the Directors and Members of Vancouver Chinatown Business Improvement Area (VCBIA), I hereby request that Vancouver City Council consider our application to renew the Vancouver Chinatown BIA for a 7-year term, commencing April 1st, 2024.

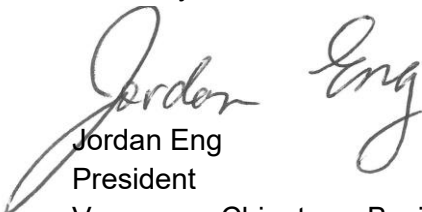
Our renewal process began in early 2023 with meetings with Mr Peter Vaisbord, the past BIA Program Coordinator and later with Mr Paul Siggers, the BIA Program Coordinator to discuss the requirements and activities for the renewal process. We developed a comprehensive survey of member businesses and property owners. Based on the feedback from the survey and member comments, the Board developed a draft budget and strategic plan reflecting member priorities and goals. At our October 4th, 2023, Annual General Meeting, the membership was updated on the renewal process and presented a seven-year budget and funding ceiling. The membership voted to support both the seven-year renewal and the seven-year funding ceiling.

Please consider this letter to be Vancouver Chinatown BIA's formal BIA application as required by the City's BIA program.

Should you have any questions about the BIA renewal request of Vancouver Chinatown Business Improvement Area Society, please feel free to contact me.

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

Sincerely,



Jordan Eng
President

Vancouver Chinatown Business Improvement Area Society



溫哥華華埠商業促進會

Vancouver Chinatown BIA Society

Summary of Outreach Prior to VCBIA 2023 Renewal AGM

Early 2023 - Meeting with City BIA Co-ordinator

- VCBIA President and BIA Executive Director contacted Peter Vaisbord for renewal requirements. Then, subsequent meeting with Paul Siggers to follow up on renewal discussions.
- VCBIA office prepared the outline of the renewal process

January to August 2023 - Outreach Events

- New Executive Director visited the businesses and discussed their concerns and challenges
- Continuous engagement with merchants through our SafeWalk Ambassador program

February to March 2023 - BIA Renewal Committee

- The Board of Vancouver Chinatown BIA forms the Renewal Committee.
- VCBIA office collected data and information about the renewal
- Renewal Committee & Board meetings: Identified current challenges to determine new direction and discussed timeline and methods of collecting members' feedback; discussing and preparing various surveys, analyzing results to prepare proposals for the 7-year budget plan.

March to April 2023 - BIA Survey

- Online Survey was launched and reached out to 432 subscribers via eNewsletter
- BIA staff also visited every business within the VCBIA boundary to explain and encourage them to complete the survey
- A few follow up reminders were given to members both online and by in-store visit.

June 2023 - BIA Survey Results

- Survey Results were published online via eNewsletter to 432 subscribers
- 171 copies of the survey report mailed out to property owners

July - August 2023 - Renewal Budget

- Renewal Committee & Board meetings discussed the drafted 7-year budget plan.

September 2023 - AGM

- Notice of Annual General Meeting: informed merchants and property owners of the AGM, the renewal, and the 7-Year budget plan.
- Official AGM packaged mailed to all member businesses and property owners

October 4th, 2023

- Annual General Meeting: members voted and approved the 7-year renewal and budget plan of the Vancouver Chinatown BIA Society.



Mayor Sim and Members of Council
c/o Paul Siggars, BIA Program Coordinator
Vancouver City Hall
243 West 12th Avenue
Vancouver, BC V5Y 1V4

October 1, 2023

Dear Mayor Sim and Councillors:

Re: Renewal Request for the South Hill (Fraser St.) BIA

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

The South Hill BIA encompasses 9 blocks of Fraser Street from 41st Avenue to 50th Avenue. This will be our 4th 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 SHBIA's formal application as required by the City's BIA Program.

Should you have any questions about the BIA renewal request of the South Hill (Fraser Street) Business Association, please feel free to call or email us.

Thank you for your continued support and leadership.

Sincerely,

Rob Nijjar

Rob Nijjar, Executive Director

A STREET AS DIVERSE AS ITS PEOPLE

Mailing address:

465 – 6647 Fraser Street
Vancouver, BC
V5X 0K3

Office address:

200A – 6325 Fraser Street
Vancouver BC
V5W 3A3

South Hill (Fraser St.)
Business Association
DBA Sunset on Fraser
Business Association



Renewal Communications Delivered to Members of the South Hill BIA

- Renewal Message and Survey to all members (April 2023)
- Visit every business, call property owners with multiple properties to discuss survey purpose and pick-up or assist in completing (April-May 2023)
- Mail survey results with renewal process described to all members (June 2023)
- Visit every business and ensure understanding and support for renewal (July-August)
- Mail letter to all members with board decision for funding ceiling, the reasoning of that ceiling amount, and the proposed next year budget increase (August 2023)
- Executive Director and Board Outreach (one-on-one) with Members (August-September)
- AGM Package including description of renewal AGM process, renewal vote and board recommendation, next year's budget vote and board recommendation (September 2023)

A STREET AS DIVERSE AS ITS PEOPLE

Mailing address:

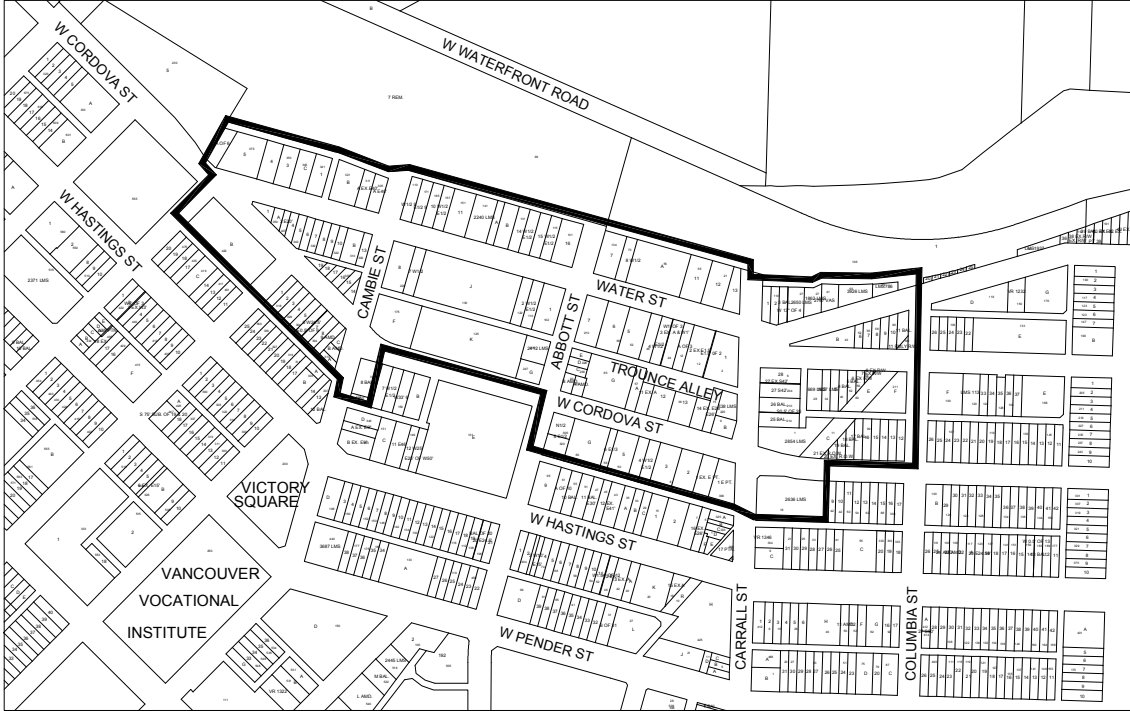
465 – 6647 Fraser Street
Vancouver, BC
V5X 0K3

Office address:

200A – 6325 Fraser Street
Vancouver BC
V5W 3A3

South Hill (Fraser St.)
Business Association
DBA Sunset on Fraser
Business Association

APPENDIX C1



Gastown B.I.A.



GASTOWN

October 10, 2023

Mayor Ken Sim and Members of Council
c/o Paul Siggers, BIA Program Coordinator
Vancouver City Hall
453 West 12th Street
Vancouver, BC V5Y 1V4
[Via Email- paul.siggers@vancouver.ca](mailto:paul.siggers@vancouver.ca)

Dear Mayor Sim and Council,

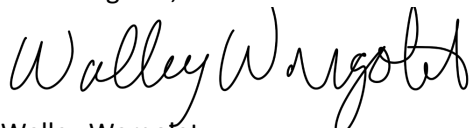
On behalf of the property owners and business members of the Gastown Business Improvement Society (GBIS), I am pleased to advise Council of our intention to seek a new five-year mandate for the (GBIS). The extended mandate was presented and approved at our recent Annual General Meeting on September 27, 2023, and we are confident there is a strong majority in favour of this initiative throughout the full membership.

The GBIS encompasses 12 blocks in the designated Gastown neighbourhood, including commercial properties along Water Street, Cordova Street from Richards Street East to Columbia Street, Powell Street and Alexander Street West of Columbia to Carrall Street, Carrall, Abbott and Cambie Streets North of the CPR tracks to the Laneway between Cordova Street and Hastings Street. This will be our 8th Mandate and will lead us to the 40th anniversary of the GBIS in 2029, 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 GBIS' formal application as required by the City of Vancouver's BIA Program. Should you have any questions about the BIA renewal request of the GBIS, please feel free to contact us.

Thank you for your continued support and leadership.

Warm regards,



Walley Wargolet
Executive Director

Gastown Business Improvement Society

Walley@Gastown.org

604-816-5917

GASTOWN BUSINESS IMPROVEMENT SOCIETY

318 Homer Street – Suite 210, Vancouver, BC V6B 1E8

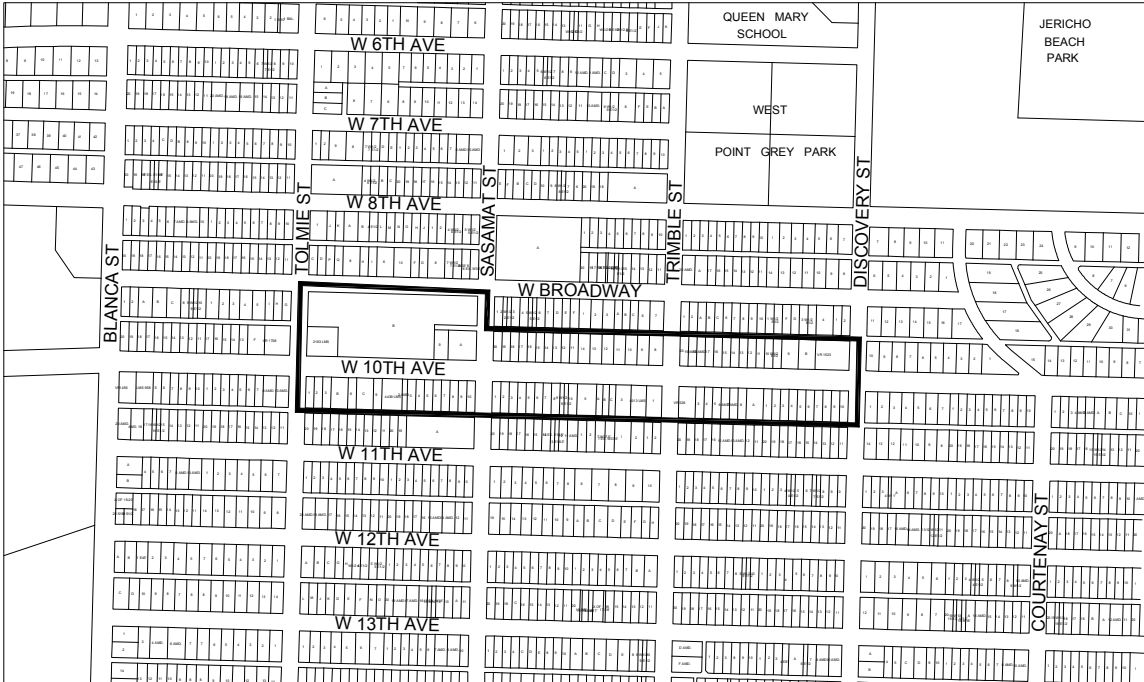
GASTOWN

GASTOWN BUSINESS IMPROVEMENT SOCIETY
210 – 318 HOMER STREET, VANCOUVER, BC V6B 2V2
PHONE: 604-683-5650 EMAIL: WALLEY@GASTOWN.ORG

RENEWAL CALENDAR 2022-2023

December 2022	Review of past strategic planning documents, budgets, and member feedback. Established Renewal Committee developed renewal survey, informal member outreach to update members on the renewal process.
January 2023	<p>Sent 5-Year Renewal Survey to all members, requesting feedback on past GBIS focus and what areas members wanted the organization to focus on over the next 5-Year Period. Outreach to educate members about and to encourage them to complete the survey. Review of Renewal Survey results and preparation for Strategic Planning Session with the GBIS Board.</p> <p>GBIS Board of Directors Strategic Planning Session with outside consultant leading the process to ensure we had a non-biased leader involved in the process.</p>
March 2023	Review of Strategic Planning process with GBIS Board, discuss next steps in the process.
April 2023	Consultant provides GBIS Board with draft Strategic Plan and walks through the process and document to gather feedback prior to finalizing plan.
June 2023	Developed draft budget, met with major stakeholders regarding draft budget, finalized and presented draft 5-Year Strategic Plan & Budget Cap to GBIS Board, who approved for release to Members.
July 2023	Presented 5-Year Strategic Plan & Budget Cap to all members (also sent to COV BIA Liaison Paul Stiggers) for review and feedback. Outreach to educate members about Plan and Budget, requesting they provide any feedback by August.
August 2023	No substantive comments received and Board approves 5-Year Strategic Plan & Budget Cap to be presented to members at the 2023 AGM.
September 2023	AGM Materials sent to all members. Hosted AGM on September 27, 2023.
October 2023	Letter of Intent sent by BIA to Mayor and Council to renew mandate, Outreach summary, and AGM Materials to Paul Stiggers.
November 2023	GBIS promo insert to be provided to the City of Vancouver/Paul Stiggers.

APPENDIX D1



Point Grey Village B.I.A.





www.pointgreyvillage.ca

Mayor Ken Sim & Members of Council
c/o Paul Siggers, BIA Program Coordinator
City of Vancouver
453 West 12th Avenue
Vancouver, BC, V5Y 1V4

Dear Mayor Sim and Council

Re: Proposed Renewal of the Point Grey Village Business Association 2024 – 2029

I am writing on behalf of the Directors and Members of the Point Grey Village Business Improvement Association (PGVBIA) to formally request the consideration of our application for the renewal of the Point Grey Village BIA for a 5-year term, commencing on April 1st, 2024.

The PGVBIA represents three blocks along West 10th between Discovery and Tolmie Street, as well as side streets up to the laneways. Since our establishment in 2004, we have been dedicated to the promotion and enhancement of our community through various initiatives, including marketing campaigns, events, street beautification projects and advocacy that benefit both our local residents and visitors.

Despite having one of the smallest budgets among the 22 BIAs in Vancouver, we have successfully collaborated with local businesses and property owners to make a meaningful difference. Our volunteer Board and part-time staff have played a pivotal role in coordinating successful events, creating engaging video & photo content and marketing materials, implementing street enhancements such as flower baskets, planters, tree lighting and banners, and fostering partnerships with local community organizations.

Our renewal process began in January 2023, during which we conducted 2 surveys and organized one on one meetings to gather feedback from our members. In response to their input, we developed a strategic plan and



www.pointgreyvillage.com

proposed a budget increase that aligns with the needs of our membership and the overall betterment of the business area.

Throughout this process, we received overwhelmingly positive feedback. We communicated our plans for essential marketing initiatives, street enhancements, member relations, and advocacy efforts that would benefit and support local businesses. We also provided sample calculations to demonstrate the nominal increase in individual business contributions and the cost-effective impact of a collective budget.

At our Annual General Meeting held on September 28th, 2023, we presented our members with an update on the renewal process and the 5-year renewal budget. The outcome was a unanimous vote in favor of BIA renewal.

I am submitting this letter as the PGVBA's formal application, as required by the City's BIA Program. Additionally, Paul Siggers, the BIA Coordinator, has been informed of this proposal and will receive a copy of this letter.

If you have any questions or require further information regarding our BIA renewal request for the Point Grey Village Business Improvement Association, please do not hesitate to contact us by phone or email.

We appreciate your time and consideration of our BIA renewal request and look forward to the opportunity to continue our efforts in enhancing our vibrant community.

Sincerely,

Lance Chung

Executive Director

Point Grey Village Business Improvement Association (PGVBIA)

805 - 4481 West 10th Avenue | Vancouver | BC | V6R 4R8
info@pointgreyvillage.ca | 604.262.9377



Summary Results of PGVBIA Renewal Member Outreach

April 2023 - PGVBIA Business & Property Owner Renewal Survey

- a) April 2023 - Emailed via newsletter to 175 business owners & property owners.
- b) April – July 2023 – Direct out reach to 43 businesses & property owners to provide feedback through online survey or

Survey Results: 28 surveys completed, 73.08% Business Owners, 19.23% Property Owners, 7.69% Both, 100% support the PGVBIA renewal.

August 2023 – PGVBIA Renewal Budget & 5 Year Budget Ceiling Survey

- a) August 2023 - Emailed via newsletter to 175 business owners & property owners.

Survey Results: 6 surveys completed, 100% support the PGVBIA 2024 Budget increase to \$275K, 50% Support An Increase by 15% (\$258K) in 2024, and then increase by 2.5% for the next 3 years) 50% Support An Increase by 22.5% (\$275K) in 2024, and then keeping the same budget yearly.

APPENDIX E1





October 1, 2023

Mayor and Council
c/o Paul Siggers, BIA Program Coordinator
Vancouver City Hall
243 West 12th Avenue
Vancouver, BC V5Y 1V4

Re: Renewal Request for the South Granville Business Improvement Association

Dear Mayor Sim and Council,

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

The South Granville BIA encompasses 11 blocks of Granville Street from 5th Avenue to 16th Avenue. This will be our 6th 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 SGBIA's formal application as required by the City's BIA Program. Should you have any questions about the BIA renewal request of the South Granville Business Improvement Association, please feel free to call or email us.

Thank you for your continued support and leadership.

Regards,

A handwritten signature in blue ink that reads "Ivy Haisell".

Ivy Haisell, South Granville BIA
South Granville Business Improvement Association

South Granville BIA Summary of Renewal Outreach Activities

The South Granville BIA began its renewal activities at the beginning of 2023 with outreach throughout the year to inform and engage our membership on their vision for the future, satisfaction with BIA programs at the renewal process.

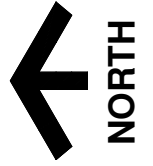
We notified the membership of the renewal and collected their feedback through an online survey, in person interviews, and a focus group which was then distilled into a strategic plan with the board and a facilitator at Vantage point. The draft Strategic Plan and budget were distributed to the membership once again for their online and in person comments, feedback and considerations to which we received enthusiasm for the new direction. There was opportunity for revisions to be made to the plan and budget, but none were requested or required.

The draft plan and budget went forward to the AGM in September 13, 2023 and was unanimously approved and attended by the largest showing of members and partners ever seen by the SGBIA.

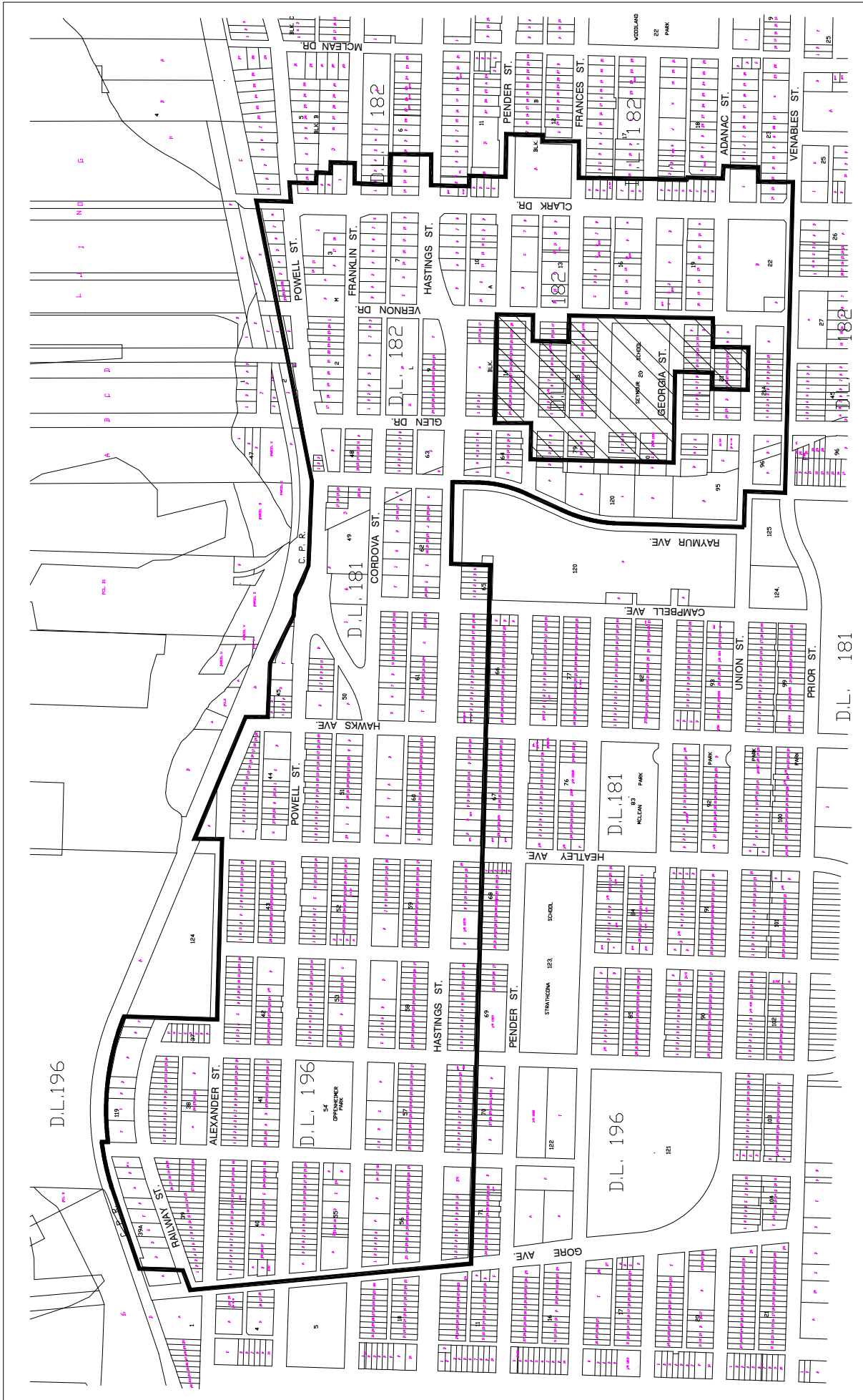
Renewal outreach activities extended through Spring and Summer 2023 with property owners and businesses included:

- Membership Survey (February 2023 [link](#))
- Membership Focus group with third party facilitator (May 2023 [link](#))
- Development and circulation of renewal strategic plan; (May 2023 [link](#))
- Development and circulation of renewal ceiling cap and 5 year budget; (Summer 2023 [link](#))
- In-person visits and personal interviews conducted by staff and management;(Summer 2023)
- Renewal information sessions (July 2023 [link](#))
- Annual General Meeting (September 2023 [link](#))

The South Granville BIA confirms it has notified all commercial property owners and tenants within the proposed renewal area. As required, the South Granville BIA has provided a summary of its outreach process, and has included the City's information letter in its AGM materials. On September 13, 2023, at a duly constituted AGM, the South Granville BIA membership unanimously approved BIA renewal, a new 5-year funding ceiling, and the 2024-2025 budget. South Granville BIA has received little or no opposition in response to its member outreach expressing opposition to BIA renewal. Based on the AGM results and member input received to date, the South Granville BIA believes that the BIA 5-year renewal, the proposed 5-year funding ceiling, and the renewal year-1 budget are generally supported



Strathcona B.I.A.





September 25, 2023

Mayor Sim & Members of Council
c/o Paul Siggers, Lead BIA Program
City of Vancouver
453 West 12th Avenue
Vancouver, BC V5Y 1V4

Dear Mayor Sim & Council,

On behalf of the Board of Directors and members of the Strathcona Business Improvement Association (SBIA), I hereby request that Vancouver City Council consider our application to renew the Strathcona Business Improvement Association for a seven year term, commencing April 1, 2024 and concluding March 31, 2030. The Strathcona BIA's catchment is from Clark Drive in the east, Gore Avenue in the west, Railway Street in the north and Venables Street in the south and comprises over 800 members in a diverse business district. Directors and staff spent considerable time and effort to connect with members to planning as part of this renewal process. Member survey, focus groups and interviews were conducted together with four member open houses between November and July 2023. Newsletters as well as a summary document of this work through this process were disseminated to members leading up to the AGM.

At the AGM held on September 21, 2023, the membership voted unanimously in favour of both the seven year renewal term and the renewal cap. We are confident that there is strong majority support for renewal throughout the full membership. This letter is to be considered the Strathcona BIA application required by the City's BIA Program. Please contact me at 604.258.2727 if you have any questions or comments of the Strathcona BIA's renewal process

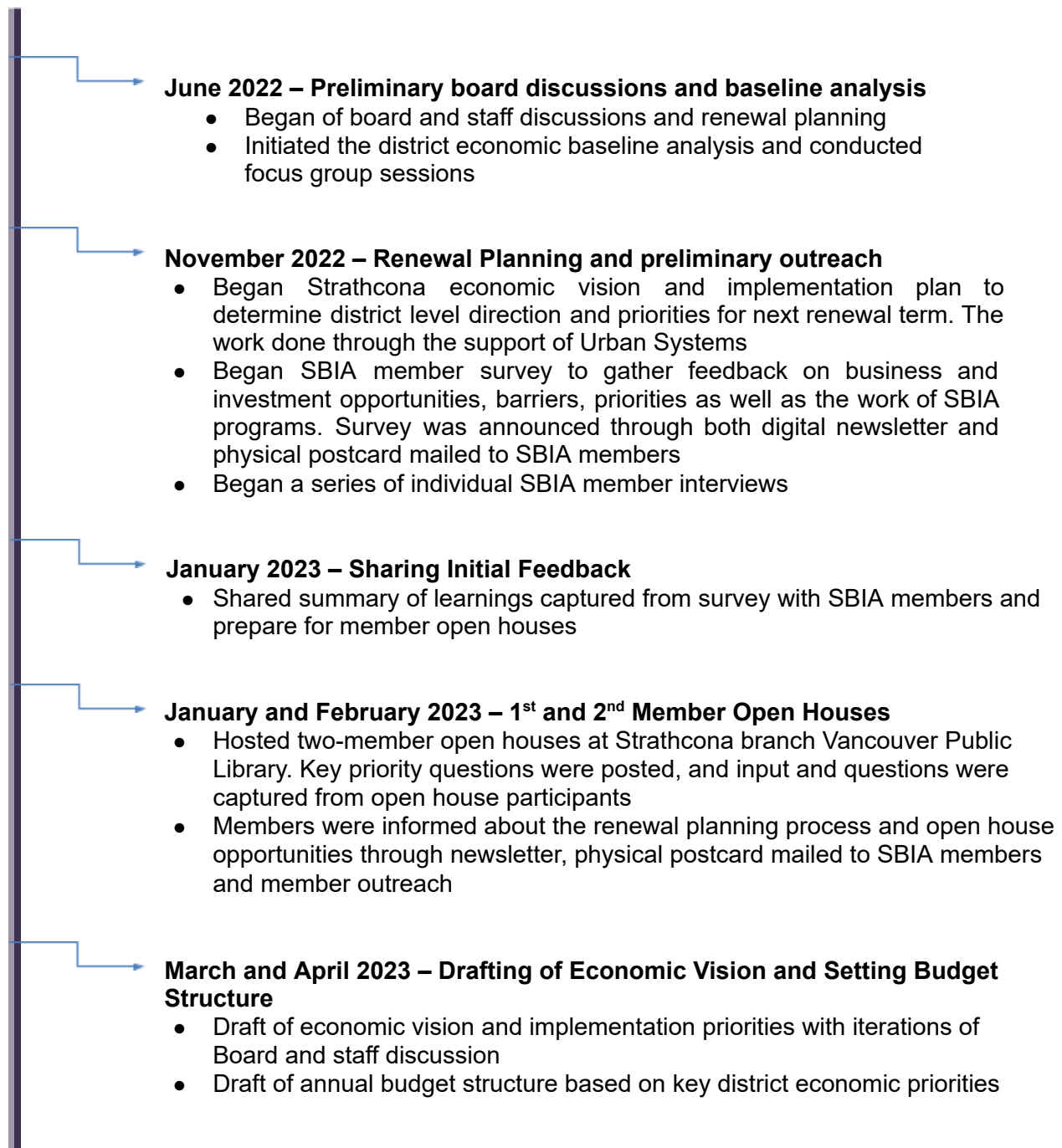
Thank you,

A handwritten signature in black ink, appearing to be "V. Kwan", written in a cursive style.

Vincent Kwan
Executive Director
Strathcona Business Improvement Association

Strathcona BIA Renewal Process

Through the months between June 2022 and September 2023, Strathcona BIA embarked on a rigorous planning process as part of the new 7-year renewal. This work captured the valuable and diverse input from our SBIA members. Strathcona BIA wants to thank the members for their generosity with time, insights, ideas, and support. As we look towards the next 7 years, Strathcona BIA will continue to work hard to support its property and business members through maintaining, improving and developing Strathcona as an urban industrial business district



→ **May 2023 – Member Open House**

- 3rd member open house to present summary of economic vision and implementation plan of economic vision and implementation priorities as well as the proposed draft of the 7-year levy cap and 2024/2025 annual budget
- Members were informed of the economic vision and implementation priorities as well as the proposed draft of the 7-year levy cap and 2024/2025 annual budget through digital newsletter, physical postcard mailed to SBIA members and direct member outreach
- Draft of annual budget structure based on key district economic priorities

→ **June 2023 – Refining draft budget and 7-year renewal levy cap proposal**

- Finalized Strathcona economic vision and implementation plan
- Refined Strathcona 7-year renewal levy cap and annual budget proposal

→ **July 2023 – 4th Member Open House**

- Hosted 4th member open house to present the summary of economic vision priorities, the proposed draft of new 7-year renewal levy cap and 2024-2025 annual budget. Promotion of the open house was sent to members through newsletter, physical postcard mailed to SBIA members and member outreach
- Further door to door member outreach with proposed budget and direction moving forward to gather member feedback

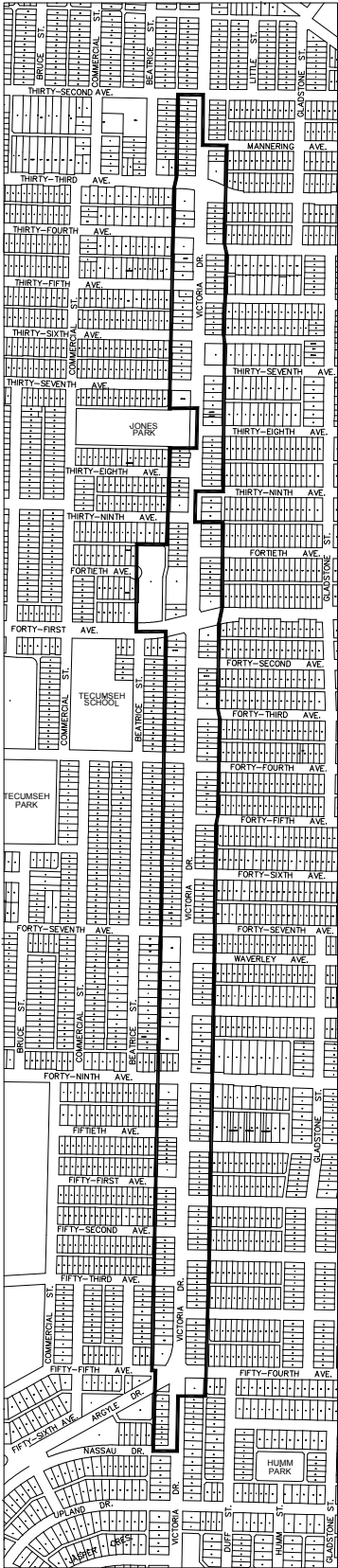
→ **August and September 2023 – Annual General Meeting**

- AGM package sent to members in August through newsletter and direct physical mail
- AGM and renewal outreach member meetings lead up to the AGM
- AGM held on September 21
 - **Members voted unanimously to approve the 7-year renewal term of the Strathcona BIA from 2024 - 2030, the 2024/2025 annual budget and the 2024 - 2030 levy cap of 9.273 million**

→ **October 2023 – City Formal Process Update**

- Newsletter sent updating members on the AGM results and informing them of the formal City process

APPENDIX G1



Victoria Dr. B.I.A.

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October 10, 2023

His Worship Ken Sim and Members of the Council
City of Vancouver
453 West 12th, Avenue
Vancouver, BC V5Y 1V4

Dear Mayor and Council,

Re: Proposed Renewal of the Victoria Drive Business Improvement Association

On behalf of the Directors and Members of the Victoria Drive Business Improvement Association (VDBIA), I hereby request that the Vancouver City Council consider our application to renew the VDBIA for a new 5-year term, commencing on April 1, 2024.

The VDBIA area encompasses commercial properties on Victoria Drive from 32nd Avenue to 55th Avenue (Nassau Drive) and on the side streets up to the laneways. The two residential areas that fall within the blocks of 44th to 48th Avenue, and 50th to 53rd Avenue are not included in the BIA.

As part of our renewal process, a seven-page renewal survey was hand-delivered to business members, mailed to property owners, and made available at our AGM on September 28, 2023, to gain insight into the success of current programs and the interest in new proposals - to help the VDBIA set the priorities and the new budget for 2024-2029. Visits to some business members were made to provide additional information. With a unanimous vote at the AGM, the VDBIA was in favour of the BIA renewal.

This letter is to be considered the VDBIA's formal application as required by the City's BIA Program. Mr. Paul Siggers, the Lead BIA Program, who attended the AGM, is aware of the proposal and will also be sent a copy of this letter.

Should you have any questions regarding the BIA renewal request of the Victoria Drive Business Improvement Association, please feel free to contact us.

Thank you for your attention and consideration of our VDBIA renewal request.

Sincerely,

Po-wah Ng, Coordinator
Victoria Drive Business Improvement Association
604.323.2301 / vdbia@telus.net

cc: Mr. Paul Siggers, Lead BIA Program



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Victoria Drive BIA Renewal Process

February 2023

Pre-renewal meeting with Peter Vaisbord, City of Vancouver BIA Program coordinator.

March 2023

Second pre-renewal meeting with Peter Vaisbord, City of Vancouver BIA Program coordinator.

April 2023

Peter Vaisbord reviewed the BIA renewal survey with comments.

The VDBIA Board approved the final copy for distribution to the members.

April/May 2023

BIA renewal survey copies were hand-delivered to business members and mailed to property owners. Members were given extended time to respond. Visits to some business members to provide more information.

June/July 2023

Survey results were tabulated for the Board to review and develop the new 5-year draft budget for 2024-2029. 13.4% of the survey return, which was higher than any of the previous renewals, with 88% supporting the BIA renewal.

August 2023

The Board approved the new 5-year draft budget.

Meeting with Paul Siggers, Lead of BIA Program regarding the proposed new 5-year draft budget.

August/September 2023

AGM/BIA Renewal packages including the letter from the City of Vancouver were hand-delivered to business members and mailed to property owners in due time.

The AGM/BIA Renewal event was also posted on our website and social media prior to the event.

We did not receive any negative feedback regarding the proposed new budget for 2024-2029.

September 28, 2023

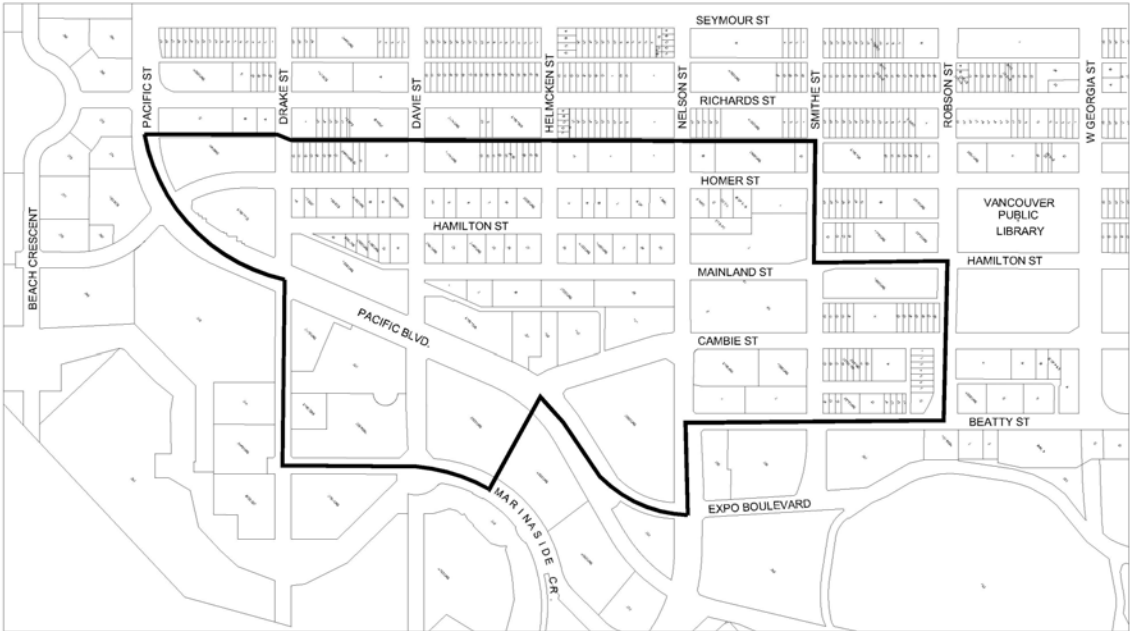
AGM/BIA Renewal packages were again provided to members attending the AGM.

The renewal/survey summary results and the proposed new 5-year budget were presented at the AGM, with Paul Siggers assisting in explaining the city levy.

The attending members voted unanimously to approve the new 5-year term, its funding cap for 2024-2029, and the first-year budget.

(Prepared for the City on October 10, 2023)

APPENDIX H1



Yaletown B.I.A.





YALETOWN
WHERE NEXT BEGINS

Mayor and Council
Vancouver City Hall
253 West 12th Avenue
Vancouver, BC V5Y 1Y4

October 11, 2023

Dear Mayor and Council:

RE: Renewal Request for the Yaletown Business Improvement Association

On behalf of the commercial property owners and merchants of Yaletown, I am pleased to present our official request of Council to approve our renewal for a new five-year term beginning April 1, 2024 to March 31, 2029 for the Yaletown BIA. Our renewal request to our membership received a 97% approval response, with all respondents approving a minimum 5 year term. With the five year term, our members unanimously approved a five year levy funding cap total of \$5,957,660 with the first year budget of \$1,465,000. At our Annual General Meeting held on September 20, 2023 our members unanimously passed all motions for our BIA's five-year renewal, including the levy increase, the five year funding cap and the adoption of a five-year Strategic Plan.

This outcome supports the results we received from a survey of our membership conducted in April 2023. This survey was designed to gauge property owner and tenant support for our current activities and future initiatives. Key findings indicate that a significant majority of our members are in favour of the work the YBIA is doing on their behalf. For example:

- 97% support the Yaletown BIA renewing its mandate.
- 73% support a five year renewal term, 27% support a longer renewal term.
- 45% indicated safety and security, garbage and cleanliness or marketing as their #1 issue — priorities consistent with the Yaletown BIA's mandate.

Over the past 12 months we have also conducted a number of outreach activities for our members as part of our renewal process requirements. These include:

- Roundtables on security and community policing
- Member networking, open houses and special presentations
- Sixty one-on-one meetings with members on a range of topics including BIA operations, security, marketing, event planning, garbage management and dumpster removal
- Various email, direct-mail, door deliveries of renewal packages to over 500 members on the key issues of renewal, street parking, economic development, security and garbage management.

We look forward to continuing the work we have accomplished in our community and appreciate your support in this matter.

Sincerely,

Annette O'Shea
Executive Director
Yaletown BIA

cc. Paul Siggers, Coordinator, BIA Program, City of Vancouver

P 604.683.7473 F 604.683.7483	Suite 200, 1226 Hamilton St., V6B 2Y5 yaletowninfo.com
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YBIA Renewal: Outline of Renewal Activities & Results

Business & Property Member Surveys

APRIL 2023

- Members were invited to complete the YBIA Services and Priorities Survey 5 times.
 - 41 respondents (10% response rate) to the Yaletown Strategic Planning Member Survey
 - Top 3 Priorities for Yaletown:
 1. Safety & Security
 2. Marketing & Special Events
 3. Public Realm Enhancements
- 97% of respondents are satisfied with YBIA's programs and services

Open House & Networking

MAY 2023

- May 1-18 6 invitations and reminders to attend open houses and networking sessions
- May 9 Open House at Ooma Enterprises offices, attendance 9 people
- May 16 Open House at Ooma Enterprises offices, attendance 5 people

Renewal AGM Invitations, Reminders and Document Packages

JUNE THROUGH SEPTEMBER 2023

6 Newsletter invitations and reminders to attend the Renewal AGM were sent to members with document packages, which included links to the Yaletown 5 Year Strategic Plan.

- 250 AGM/Renewal packages were hand delivered to members
- 588 AGM/Renewal packages were sent via Canada Post Mail using the COV supplied list
- 84 AGM/Renewal packages were emailed to individual members to invite them to attend our Annual General Meeting
- Staff met individually with new business owners to introduce them to what we do and provide information that included our Strategic Plan and our AGM registration package

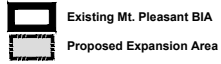
In July 2023 we began circulating our completed Strategic Plan "Yaletown, a Bright Future Begins Now", making it available online, emailing it to members, and delivering it in person.

Renewal AGM September 20, 2023

44 members and guests attended our Renewal Annual General Meeting.

The vote for a 5 year renewal was unanimous, 100% of registered voting members voted in favour of renewal and all associated motions.

APPENDIX I1

LEGEND:

Existing Mt. Pleasant BIA
Proposed Expansion Area



Proposed Mount Pleasant South Main Street Expansion BIA



Dear Mayor and Council,

I am pleased to inform you that the Mount Pleasant Business Improvement Association is looking to expand south on Main Street, from 19th to 30th and Main, inclusive.

We have been looking at this area over the last few years because of the strong retail, hospitality and service businesses in the area. We feel that combined with the current MPBIA businesses, they would represent one of the strongest shopping and entertainment districts in the city.

This expansion would enable all of these businesses, together, to market and brand Main Street as not only a great neighbourhood, but also a great shopping district. With the addition of the Broadway Subway Millennium Line Extension's anticipated completion in the coming years, this expansion will position the area to capitalize on the potential influx of new residents, businesses and visitors. We feel that with the addition of these interesting businesses to our current membership, we will be able to draw more and more customers and visitors to the area to explore and enjoy all of the great things in the neighbourhood.

While we have seen some opposition to this expansion, we feel that it is small and localized, and that the support indicated has propelled us forward to make this proposal. We hope that you will look favourably on this application.

Warmest regards,

A handwritten signature in black ink, appearing to read 'Neil Wyles', is written over a white background.

Neil Wyles, Executive Director, Mount Pleasant BIA

Report on Expansion Activities

Motivation: Over the past few years, there have been numerous inquiries about event participation and creation, and services that the BIA provides, and why they were not provided to the area south of the current BIA boundary. There have been a few attempts over the years to expand into this area, and there is a misconception with some of the merchants that they are in the BIA. There is also a small group that are determined not to see this happen, and have been blocking any BIA activity for many years. During our initial outreach, we felt that there was enough support and interest to see this through, rather than abandon the process like previous attempts because of some localized opposition.

Staffing:

The MPBIA dedicated significant staff resources to the Expansion proposal.

The Executive Director, and staff have spent significant amounts of time doing outreach, meetings, follow-up and other communications throughout the past 2 summers and up to present day.

Two full time Canada Summer Grants Students were hired to work on expansion activities and outreach from mid May 2023 to late August.

The MPBIA also enlisted two international interns to assist with the expansion proposal over the summer of 2023

One International Intern was tasked with Expansion activities during the summer of 2022

Walkabouts:

Walkabouts were conducted in expansion areas to gather information from the business and making them aware about expansion. They were conducted over many weeks by staff. Below is listed 2023 outreach. In addition to this, there was substantial outreach in the summer of 2022 to gauge interest, and determine next steps.

- First walkabout along Main, from 19th to 29th, introductions, and dropping off documentation.
- Second walkabout to follow up, and request meetings and / or discussions.
- Third walkabout to continue to show our interest.

Some businesses showed interest whereas others were reluctant to talk. During those walkabouts' interns made the business people aware about the Mount Pleasant BIA and benefits to its members.

The information is updated in documentation throughout the process.

Letters of support:

Letters of support were circulated through emails, Eblasts and during walkabouts to the property owners, business owners and business tenants, whether they support the expansion or not

Initial Outreach:

The MPBIA enlisted the support of an International intern to canvass door to door during the summer of 2022.

- 26 businesses support the expansion which includes property owner as well. They considered the benefits of MPBIA for the neighbourhood.
- 13 businesses owners need more information about expansion.
- 5 Businesses do not support expansion because they are mainly concerned about levy.

The Above report was created by member outreach in summer 2022 to gauge interest about expansion.

Meet and Greet #1:

Meet and Greet was hosted by Neil on July 19th, 2022, at the Plaza on 21st and Main. This was where business owners and business tenants were invited to know more about MPBIA and can voice their concerns about expansion. The main intension of Meet and Greet was focused on gathering their views about expansion and a BIA in general. The Meet and Greet was helpful in gathering different business people at one place and share a discussion about expansion. This event was marred an individual that has opposed a BIA for many years, challenging ED, and calling names. Peter Vaisbord was in attendance.

Meet and Greet #2:

Meet and Greet was hosted by Neil on Heroes Welcome on July 19th, 2023. Again, business owners and business tenants were invited to know more about MPBIA and voice their concerns about expansion. This event was marred by the same business owner that has opposed a BIA for many years, challenging ED, and calling names etc. This changed to overall tone of the meeting, and as one person expressed, they were hesitant to speak out because they did not want to make enemies of their neighbours.

Meet and Greet #3:

Meet and Greet was hosted by Neil on August 22nd 2023 at Café Artigiano where business owners and business tenants were invited to know more about MPBIA. Although attendance was smaller, it was positive, and meaningful questions were asked. Paul Siggers from the COV attended.

Survey:

During initial and subsequent outreach, staff conducted survey questions to gauge interest in the BIA, and what merchants felt the area needed regardless of BIA expansion. The responses provided clarification about the initiatives of MPBIA that ranked highest by businesses, and at the same time, what they felt was not important. The initial response was overwhelmingly about increases in traffic / foot traffic / exposure. The second biggest concern was about security, and social disruptions / shoplifting.

Eblasts:

- Emails were sent to businesses for letters of support for expansion.
- Emails regarding Meet and Greet were sent to businesses so that people came and participated in meet and greet sessions.
- As it came to our attention that the person opposing the expansion was spreading disinformation, we felt the need to clarify a few points, so an additional eblast was sent out. As we understood it, the reduced footprint of Car Free Day was being blamed on the MPBIA, whereas we had nothing to do with that decision, and in fact, was encouraging the CFD Society to return to it's former footprint, and include more of the Main Street merchants.
- As the end of the summer of 2023 approached, we sent another Eblast was sent regarding expansion, Car Free Day and new accolade the area had received.

Meetings:

In addition to the group meetings, e-blasts and mail outs, the Executive Director conducted many 1 on 1 meetings with interested parties to discuss their individual needs and concerns, as well as many phone calls. A vast number of these resulted in letters of support, and a clearer understanding of what benefits a BIA brought to an area, and let the merchants decide for themselves if this was a benefit to them.