

November 29, 2023

## **Notice of Proposed Mt. Pleasant Business Improvement Area (BIA) South Main Expansion**

Dear Property Owner(s):

### Why are you receiving this notification?

The City's records show that you own commercial property within the proposed Mt. Pleasant Business Improvement Area (BIA) expansion. The City encourages BIAs as a way for commercial property owners and business tenants to effectively promote business, enhance services, and make their area more attractive for customers. The BIAs allocate funds for the purpose of improving commercial area profile, through various marketing, beautification, revitalization, safety and advocacy initiatives on behalf of their members.

The BIA movement in the City of Vancouver has a very long history starting with the first associations being formed in Gastown and Mt. Pleasant in 1989. The Mt. Pleasant Commercial Improvement Society (MPCIS) and the many other BIAs located across Vancouver have made important contributions to the continued success and sustainability of our City and its business districts.

Provincial legislation sets out the process by which BIAs are established or expanded. For the Mt. Pleasant BIA to provide programs and services to your property and related business operation, an expansion must be approved by City Council. This letter explains your role in the expansion approval process.

### How do BIAs work?

The BIAs are associations managed by a Board of local owners and business tenants elected by their fellow owners and tenants. Funding for BIA programs and activities comes from a special BIA levy paid by all commercial property owners in the BIA, based on each owner's share of the total BIA commercial assessed value. Property owners in the existing Mt. Pleasant BIA have been paying a BIA levy annually along with the property taxes since the BIA was established in 1989. That levy is based on a budget approved every year by BIA members at the MPCIS annual general meeting (AGM).

After the City receives the BIA levy from the property owners, it turns all of the money over to each BIA association to fund activities on behalf of both the owners and their business tenants.

As most of the property owners pass the cost of the levy to their business tenants, most of the businesses indirectly contribute their share of the cost to promote and improve the business district. As BIA expenses are spread out among all the businesses, the cost per business is small, but the total funding is large enough to impact potential customer traffic and area appeal.

### What's been happening?

Earlier this year, the MPCIS reached out to expansion-area businesses and commercial property owners (shaded grey in enclosed map) to receive input on your needs and priorities, to solicit comments on the BIA

expansion proposal and budget, and to assess support for the proposal. As part of an Annual General Meeting (AGM), the proposed expansion was approved in principle by the BIA's current membership. If the proposed expansion is approved by City Council, the MPCIS society by-laws will be amended to include expansion-area owners and businesses as eligible members.

Please read the enclosed information from the MPCIS which outlines the types of programs and activities they offer as a BIA. The enclosed materials also include contact information in case you have questions about BIA activities or the expansion proposal.

#### What happens next?

The MPCIS has submitted a BIA expansion application to the City. Before the BIA expansion can be approved, the proposal must be considered by City Council. If approved by Council, the BIA will extend its area-wide benefits through an annual property levy.



The attached Notice of Special Assessment indicates the amount to be charged to your property in 2024 should the proposed BIA expansion be approved. The estimate is based on 2023 assessed values. Over the program's lifespan, it is possible that your share of the BIA budget may change. Each property owner's share will be reapportioned annually according to the assessed values determined by the BC Assessment Authority.

A BIA expansion initiative will not proceed if more than one-half of the assessed owners, representing 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 that they object to the BIA Expansion Initiative. Further, Council's policy is to also notify business tenants, and to consider rejection of a BIA expansion initiative if one-half or more of businesses (counted separately) object in writing.

If you support the proposed BIA expansion, you need not respond to this letter. **If you wish to object, please submit your objection in writing to the City Clerk, Vancouver City Hall, 453 West 12th Avenue, Vancouver, BC, V5Y 1V4, or by e-mail to [ccclerk@vancouver.ca](mailto:ccclerk@vancouver.ca). The letter or e-mail should include the writer's name and position, (e.g. owner or property manager), the property owner's name, and the address, folio number and/or legal description of the property. Written objections should be filed with the City Clerk *before 5pm on Friday January 26, 2024.***

If you want further information about the City's role in the BIA renewal process, please reach out to the City's BIA program staff by email at [biainquiries@vancouver.ca](mailto:biainquiries@vancouver.ca).

**LEGEND:**

-  Existing Mt. Pleasant BIA
-  Proposed Expansion Area



**Proposed Mount Pleasant South Main Street Expansion BIA**