



COUNCIL REPORT

Report Date: October 28, 2025
Contact: Siobian Smith
Contact No.: 604.877.5009
RTS No.: 18170
VanRIMS No.: 08-2000-20
Meeting Date: November 26, 2025
[Submit comments to Council](#)

TO: Standing Committee on Policy and Strategic Priorities
FROM: Chief of External Relations
SUBJECT: Business Improvement Area (BIA) Renewals 2026

Recommendations

Dunbar Village BIA – Renewal:

- A1. THAT Council confirm the Dunbar Village Business Association as the sponsor for the Dunbar Village BIA.
- A2. THAT Council approve the commencement of a Council Initiative to renew the Dunbar Village BIA, for a further term (5 years) commencing April 1, 2026;

FURTHER THAT Council forward the application of the Dunbar Village Business Association to a hearing of the Court of Revision.
- A3. THAT the City notify property owners and tenants within the area (outlined in Appendix A) of the proposed BIA renewal and levy.
- A4. THAT Council approve a 5-year (2026-2031) funding ceiling of \$1,049,425 for the Dunbar Village BIA, subject to Council approval of the renewal.

Hastings Crossing BIA – Renewal:

- B1. THAT Council confirm the Hastings Crossing Business Improvement Association as the sponsor for the Hastings Crossing BIA.
- B2. THAT Council approve the commencement of a Council Initiative to renew the Hastings Crossing BIA, for a further term (5 years) commencing April 1, 2026;

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

- B3. THAT the City notify property owners and tenants within the area (outlined in Appendix B) of the proposed BIA renewal and levy.
- B4. THAT Council approve a 5-year (2026-2031) funding ceiling of \$1,833,404 for the Hastings Crossing BIA, subject to Council approval of the renewal.

Kerrisdale BIA – Renewal:

- C1. THAT Council confirm the Kerrisdale Business Association as the sponsor for the Kerrisdale BIA.
- C2. THAT Council approve the commencement of a Council Initiative to renew the Kerrisdale BIA, for a further term (5 years) commencing April 1, 2026;

FURTHER THAT Council forward the application of the Kerrisdale 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 C) of the proposed BIA renewal and levy.
- C4. THAT Council approve a 5-year (2026-2031) funding ceiling of \$1,991,500 for the Kerrisdale BIA, subject to Council approval of the renewal.

Kitsilano 4th Avenue BIA – Renewal:

- D1. THAT Council confirm the Kitsilano 4th Avenue Business Association as the sponsor for the Kitsilano 4th Avenue BIA.
- D2. THAT Council approve the commencement of a Council Initiative to renew the Kitsilano 4th Avenue BIA, for a further term (5 years) commencing April 1, 2026;

FURTHER THAT Council forward the application of the Kitsilano 4th Avenue 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 D) of the proposed BIA renewal and levy.
- D4. THAT Council approve a 5-year (2026-2031) funding ceiling of \$5,195,002 for the Kitsilano 4th Avenue BIA, subject to Council approval of the renewal.

Mount Pleasant BIA – Renewal for Combined Areas:

- E1. THAT Council confirm the Mount Pleasant Commercial Improvement Society as the sponsor for the Mount Pleasant BIA and Mount Pleasant Expansion BIA.
- E2. THAT Council approve the commencement of a Council Initiative to renew and consolidate the Mount Pleasant BIAs, for a further term (5 years) commencing April 1, 2026;

FURTHER THAT Council forward the application of the Mount Pleasant Commercial Improvement Society to a hearing of the Court of Revision.
- E3. THAT the City notify property owners and tenants within the area (outlined in Appendix E) of the proposed BIA renewal and levy.

- E4. THAT Council approve a 5-year (2026-2031) funding ceiling of \$5,700,000 for the Mount Pleasant BIA, subject to Council approval of the renewal.

West Broadway BIA – Renewal:

- F1. THAT Council confirm the West Broadway Business Improvement Association as the sponsor for the West Broadway BIA.
- F2. THAT Council approve the commencement of a Council Initiative to renew the West Broadway BIA, for a further term (5 years) commencing April 1, 2026;
- FURTHER THAT Council forward the application of the West Broadway 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 F) of the proposed BIA renewal and levy.
- F4. THAT Council approve a 5-year (2026-2031) funding ceiling of \$2,610,861 for the West Broadway BIA, subject to Council approval of the renewal.

West End BIA – Renewal:

- G1. THAT Council confirm the Davie Village Business Improvement Association as the sponsor for the West End BIA.
- G2. THAT Council approve the commencement of a Council Initiative to renew the West End BIA, for a further term (10 years) commencing April 1, 2026;
- FURTHER THAT Council forward the application of the Davie Village 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 G) of the proposed BIA renewal and levy.
- G4. THAT Council approve a 10-year (2026-2036) funding ceiling of \$14,110,831 for the West End BIA, subject to Council approval of the renewal.

Purpose and Executive Summary

A Business Improvement Area (BIA) is established through the enactment of a Designation By-law by Council. The Designation By-laws of seven BIAs expire in March 2026. These BIAs have submitted formal requests to the City of Vancouver seeking approval to initiate their respective renewal processes. This report seeks Council's approval to initiate formal notification to property owners and businesses within the seven BIAs. A follow-up report will be presented to Council in February 2026, summarizing the feedback from the notification process and seeking Council's decision on the renewal requests.

Council Authority/Previous Decisions

- Council authority to establish, renew and alter boundaries of a BIA, by by-law, is set out in [Part XXI](#) of the Vancouver Charter.
- In accordance with [Section 462](#) of the Vancouver Charter, a BIA is permitted to have a term up to twenty years.
- Requirements for the notification process and threshold for Council approval for establishing, renewing or altering boundaries of a BIA are set out in [Section 506 \(2\)](#) of the Vancouver Charter, including an updated [Council Policy](#) for approval of BIA Council initiatives, recorded on November 28, 2017.

City Manager's Comments

The City Manager concurs with the foregoing recommendations.

Context and Background

BIA Establishment and Renewal Process

In accordance with the Vancouver Charter, Council has the authority to designate a BIA by enacting a by-law that establishes the BIA's boundaries, its operating duration, and the maximum levy that may be collected from commercial and light industrial property owners within the area to fund BIA programs and services. While the Vancouver Charter permits a designation period of up to twenty years, most BIAs request terms ranging from five to ten years. Prior to the expiry of the designated term, it is the responsibility of the BIA to obtain approval from its membership for renewal, and subsequently to submit a request to Council. If a BIA intends to change its boundaries during the renewal process, whether by reducing the area, expanding it, or merging with another, this intent must also be stated in its request to Council. Before Council can grant approval, the City is required to notify property owners and businesses within the affected area and collect feedback on the proposed changes.

The following outlines the key steps for renewals:

- **Spring 2025** - The BIA engages property owners and businesses within its area and shares its intent to renew and/or alter its boundaries. Feedback from the membership is used to shape the renewal proposal.
- **Summer 2025** - The BIA presents its renewal proposal to its membership at the Annual General Meeting (AGM). At this meeting, the membership votes on a resolution to seek Council approval to renew the BIA based on the proposed term and the maximum levy to be applied to eligible properties within the BIA.
- **Post-AGM 2025** – Following approval of the proposal by its membership, the BIA submits a renewal request to Council for consideration.
- **November 2025** - Council may direct staff to notify property owners and businesses within the affected area and collect feedback on the proposed renewal. If proceeding

with notification, Council also instructs staff to forward the BIA's renewal request to a hearing of the Court of Revision, where property owners may raise concerns about errors related to their property, such as ownership details or property measurements. Notifications are sent in December, and property owners and businesses are given almost double of the required minimum of one full month to provide feedback.

- **February 2026** - Council reviews the feedback received through the formal notification process and considers each renewal request.

In accordance with the Vancouver Charter, Council cannot approve a renewal request if more than half of the assessed property owners within the BIA, representing more than half of the total commercial assessed value, object to the proposal. In addition, Council policy states that a renewal proposal should generally not be supported if more than half of the businesses within the BIA have conveyed their opposition.

Renewal Initiatives

The Designation By-laws of seven BIAs will expire on March 31, 2026. Each has been in operation for over a decade, with two BIAs operating in their respective communities for more than thirty years (refer to Table 1 below for details). These BIAs have submitted formal requests to Council, seeking approval to initiate their respective renewal processes. Corresponding letters from each BIA are provided in the Appendices for reference.

Table 1: BIA Renewal Terms and Levy Ceilings

BIA	Established Since	Proposed New Term	Levy Ceiling	Request	Letter with Map of BIA
Dunbar Village	2008	5 Years (April 2026 to March 2031)	\$1,049,425	renew current area	Appendix A
Hastings Crossing	2011	5 Years (April 2026 to March 2031)	\$1,833,404	renew current area	Appendix B
Kerrisdale	1991	5 Years (April 2026 to March 2031)	\$1,991,500	renew current area	Appendix C
Kitsilano 4th Avenue	2001	5 Years (April 2026 to March 2031)	\$5,195,002	renew current area	Appendix D
Mount Pleasant	1989	5 Years (April 2026 to March 2031)	\$5,700,000	renew and combine current areas	Appendix E
West Broadway	2011	5 Years (April 2026 to March 2031)	\$2,610,861	renew current area	Appendix F
West End	1999	10 Years (April 2026 to March 2036)	\$14,110,831	renew current area	Appendix G

Discussion

In late-summer of this year, the seven renewing BIAs held their respective AGMs. At each of these meetings, BIA members passed a resolution to seek Council approval to renew the respective BIA, based on the proposed term and levy ceiling set out in Table 1.

Prior to the AGMs, each BIA engaged its membership to raise awareness of the upcoming meeting and to gather feedback. The input from membership was instrumental in shaping the renewing BIAs' proposed budgets, renewal terms, and levy ceilings. Membership engagement efforts included a variety of outreach channels, such as door-to-door visits, in-person member

mixers, open houses, newsletters, surveys and social media promotion.

Renewal for Current Area

Six BIAs, namely Dunbar, Hastings Crossing, Kerrisdale, Kitsilano 4th Avenue, West Broadway, and the West End, are seeking Council approval to renew their existing areas without any changes to their respective boundaries. Formal letters of request and maps for each BIA are included in the Appendices. The West End BIA is seeking a ten-year renewal term but all 6 of the other BIAs are requesting a five-year renewal term.

Renewal for Consolidated Areas

Mount Pleasant BIA currently operates two areas: the principal area (established in 1989), and the expansion area (established in 2024). The BIA is seeking Council approval to renew and merge these two current areas. The BIA has thus proposed a renewal term and levy ceiling for the consolidated areas. A formal letter of request, along with a map illustrating the consolidated area, is included in Appendix E. The BIA is requesting a five-year renewal term.

Next Steps

Upon receiving Council approval, staff will initiate formal notification to property owners and businesses within the seven BIAs. Staff will also forward the renewal requests to a hearing of the Court of Revision. A follow-up report will be provided to Council in February 2026, summarizing any feedback from the notification process.

Financial Implications

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

Legal Implications

If the Recommendations in this report are approved, staff will commence formal notifications for the seven BIAs in accordance with the Vancouver Charter.

* * * * *

APPENDIX A
Dunbar Village BIA: Letter and Map of Area



October 21, 2025

Mayor and Council
c/o Brian Lin
Brian Lin
Manager, BIA Program
Business and Economy Office
Office of the City Manager
453 West 12th Avenue
Vancouver, BC
V5Y 1V4

Re: Proposed Renewal of the Dunbar Village Business Improvement Association

Dear Mayor Sim and Council,

On behalf of the members and Directors of the Dunbar Village Business Improvement Association (DVBA), I respectfully request that Vancouver City Council approve our application to renew the DVBA mandate for a five-year term, beginning April 1, 2026, for the business improvement area managed by the DVBA.

The DVBA's renewal process began in 2024 with meetings, member surveys, door-to-door visits, email communications, and DVBA Meet and Mingle member events. These activities provided opportunities to discuss the DVBA, its efforts on behalf of members, and what a five-year renewal would mean for both DVBA members and Dunbar Village. Handouts, including Values and Benefits Received (from the DVBA), BIA 101, and a Renewal Brochure, were mailed and hand-delivered to foster conversations.

Based on feedback from this outreach, the DVBA Board developed a draft budget that reflects member priorities and the continued success of the DVBA's work in Dunbar Village. This budget, along with the potential implications for Dunbar if approved or rejected at the AGM, was shared with members and discussed through phone and email communication. I am pleased to report that at the DVBA's Annual General Meeting held on September 16, 2025, members overwhelmingly approved the five-year renewal mandate, the DVBA's budget, and a five-year funding ceiling of \$1,049,425.11.

It should be noted that one member of the DVBA, who voted to renew the DVBA's mandate, voted against approving the proposed DVBA budget because they believed this action would send a message to the City about the discontent and frustration businesses feel regarding commercial property tax costs. A discussion ensued among



DunbarVillage

members who concluded that a financially strained DVBA, unable to provide hanging baskets or banners, would not be an effective form of protest. All other members voted to approve the budget despite discussing and acknowledging that all businesses are frustrated with soaring property taxes, the lack of commercial rent control, empty storefronts, and insufficient consultation over the development permitted in Dunbar, which has caused a significant reduction in the number of small businesses and drastically changed Dunbar's streetscape and pedestrian traffic.

Please accept this letter as our formal BIA application as required by the City's BIA program, and do not hesitate to contact me with any questions regarding the DVBA or the work the DVBA Board has achieved to date.

Thank you for your support of the BIA program and for your consideration of Dunbar Village's BIA renewal request.

Sincerely,

DUNBAR VILLAGE BUSINESS ASSOCIATION

Lisa Clement
Executive Director

cc Brian Lin



Dunbar Village B.I.A.



APPENDIX B

Hastings Crossing BIA: Letter and Map of Area

Hastings Crossing Business Improvement Association
312 Main Street
Vancouver, BC V6A2T2
604-259-1466
hello@hxbia.com



September 24, 2025

Mayor Ken Sim & Members of Council
c/o Brian Lin, Manager, Business Program
City of Vancouver
453 West 12th Avenue
Vancouver, BC
V5Y 1V4

RE: Proposed Five-Year Renewal of Hastings Crossing Business Improvement Association April 1, 2026 to March 31, 2031

Dear Mayor and Council,

On behalf of the Directors and Members of Hastings Crossing Business Improvement Association (HxBIA), I hereby request that Vancouver City Council consider our application to renew HxBIA for a 5-year term, commencing April 1, 2026.

Our renewal process began in early 2024 with meetings and surveys of our members to discuss both the requirements and activities for the renewal process. Please see the following page for a summary of our engagement activities. Based on the feedback from our outreach and member comments, we developed a draft budget reflecting member priorities and the continuation of the current success of HxBIA. At our Annual General Meeting, held on September 23, 2025, our membership was updated on the renewal and presented with a five-year budget and funding ceiling. The membership voted to support the five-year renewal budget, recognizing the five year funding ceiling at \$1,833,404.45.

Please consider this letter to be Hastings Crossing Business Improvement Association's formal BIA application as required by the City's BIA program.

Should you have any questions about the BIA renewal, please feel free to contact me. Thank you for your time and consideration of our BIA renewal request.

Sincerely,

Landon Hoyt

A handwritten signature in black ink, appearing to read "Landon Hoyt".

Executive Director
Hastings Crossing Business Improvement Association
landon@hxbia.com

Hastings Crossing Business Improvement Association
 312 Main Street
 Vancouver, BC V6A2T2
 604-259-1466
hello@hxbia.com



Hastings Crossing BIA 2026 Renewal - Summary of Engagement Activities

2024 - September - AGM

- Members were advised at the previous year's AGM that our 5-year mandate was coming to an end and there would be a renewal consideration next year, including the opportunity for an increased budget.

2025 - February 27 - Member Event - Nemesis Coffee

- Member only event held as networking opportunities and to share about HxBIA's work, gather feedback on renewal visions and priorities. This meeting included a report back on two major research projects commissioned by HxBIA around filling empty storefronts in our area. City Councillors and city staff were present

2025 - April to July - Member Survey

- An online survey was shared with members to provide input on strategic priorities for our renewal.
- The survey was shared to all members via our online newsletter, which includes over 650 member subscribers and is provided via the City. Reminders were sent out six times for a total of approximately 3,700 touchpoints. We received 34 responses from members.

2025 - June 25 - Member Event - Save on Meats

- Member only event held as networking opportunities and to share about HxBIA's work, gather feedback on renewal visions and priorities. This meeting included proposed strategic priorities for the next 5-year renewal, where members provided feedback to our staff and board.

2025 - July - Board Meeting

- HxBIA board members approved a draft renewal budget and funding ceiling for the 5-year period, including a 5% annual increase year over year. This decision was made based on member feedback heard from the survey and member events.

2025 - July to September - In-person engagement and outreach

- Throughout the rest of summer, HxBIA staff and community patrollers went door to door to engage with members directly, requesting survey input, feedback, and reminders of our upcoming AGM.
- A total of approximately 500 touchpoints were achieved.

2025 - August 23 - Official AGM Notice

- Notice was sent to all HxBIA members via a mailed postcard and email newsletter. The full AGM package, including audited financials, annual report, strategic plan, proposed renewal budget, and funding ceiling were included in the package.

2025 - September 23 - AGM

- HxBIA members voted and approved the proposed 5-year renewal period, budget, and funding ceiling for HxBIA. Siobian Smith of the City's Business and Economy Office was present at the meeting.
- The Executive Director informed Brian Lin, Manager, Business Program at the Business and Economy Office of the completion of the meeting and approval of the renewal.

Hastings Crossing B.I.A.



APPENDIX C
Kerrisdale BIA: Letter and Map of Area



Kerrisdale Business Association

October 14, 2025
Mayor & Council
City of Vancouver

Re: Renewal Request for the Kerrisdale Business Association 2026-2031

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 unanimously at our recent Annual General Meeting on September 5, 2025 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 eighth 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.

The prospect of renewal was discussed in depth at our 2024 Annual General Meeting which was followed up by general notice thru delivered and emailed newsletters six times in 2025. Five months before the AGM a four page Renewal Newsletter was delivered by hand to each business explaining the process and asking for feedback. In early July the KBA Board approved a proposed Five Year Renewal Budget ceiling of \$1,991,500. The modest increase followed the previous 5 Year Budget of 0% due to COVID recovery. The eight page AGM Newsletter, including the proposed budget, agenda and member info, was delivered 6 weeks before the meeting to property owners and businesses.

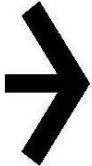
This letter is to be considered the KBA's formal BIA application as required by the City's BIA Program.

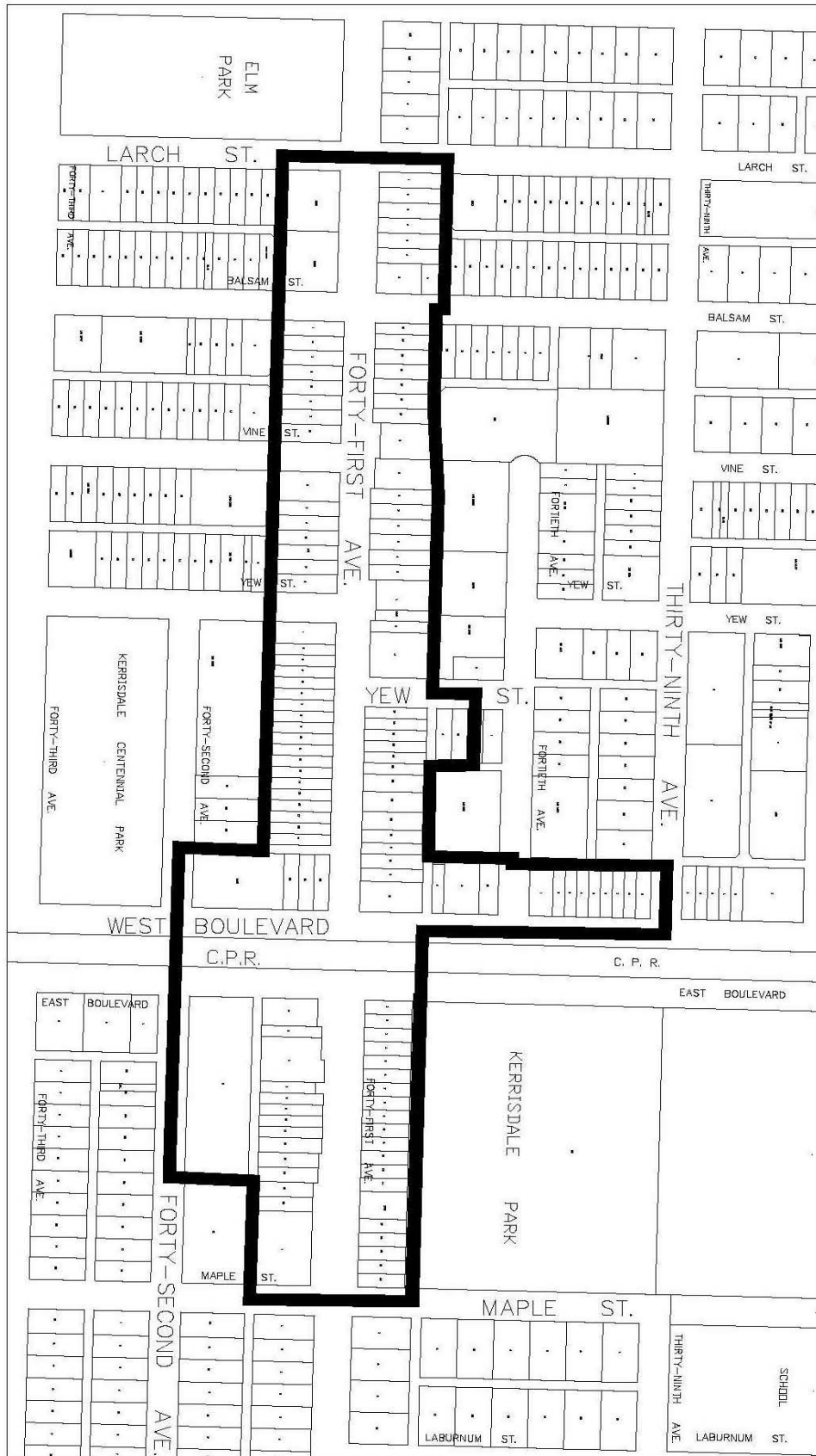
Should you have any questions about the BIA renewal request of the Kerrisdale Business Association, please feel free to call or email us.

Sincerely,

Terri Clark
Kerrisdale Business Association
Coordinator
778-866-9875

Kerrisdale B.I.A.

NORTH 



APPENDIX D
Kitsilano 4th Avenue BIA: Letter and Map of Area



October 15th, 2025

Mayor Ken Sim & Members of Council

Business and Economic Office
City of Vancouver
453 West 12th Avenue
Vancouver, BC V5Y 1V4

Dear Mayor Sim and Council,

**Proposed Five-Year Renewal of the Kitsilano West 4th Avenue Business Association
2026/27 to 2030/31**

On behalf of the Directors and Members of the **Kitsilano West 4th Avenue Business Association**, I am writing to formally request that Vancouver City Council consider our application to renew the Association for a five-year term, commencing **April 1st, 2026**.

Our renewal process began in early 2024 with consultations, meetings, and surveys of our members to gather feedback on priorities and opportunities for the next five years. Based on this valuable input, we developed a draft budget and renewal plan that reflects member needs and builds upon the continued success of our commercial district. In 2025, there were two member open houses and two member surveys regarding the renewal and budget. The response both in person at the open houses and via survey was a resounding yes to increase the annual budget so that the Association can continue to host events such as Khatsahlano, support the public plaza realm, continue and increase security along with several other initiatives.

At our **Annual General Meeting held on September 27th, 2025** members were presented with the proposed renewal framework, including a five-year budget and funding ceiling. The membership voted in support of the renewal and approved a **five-year funding ceiling of \$5,195,002**.

Please accept this letter as the **formal application** for renewal of the Kitsilano West 4th Avenue Business Improvement Area, as required by the City's BIA Program.

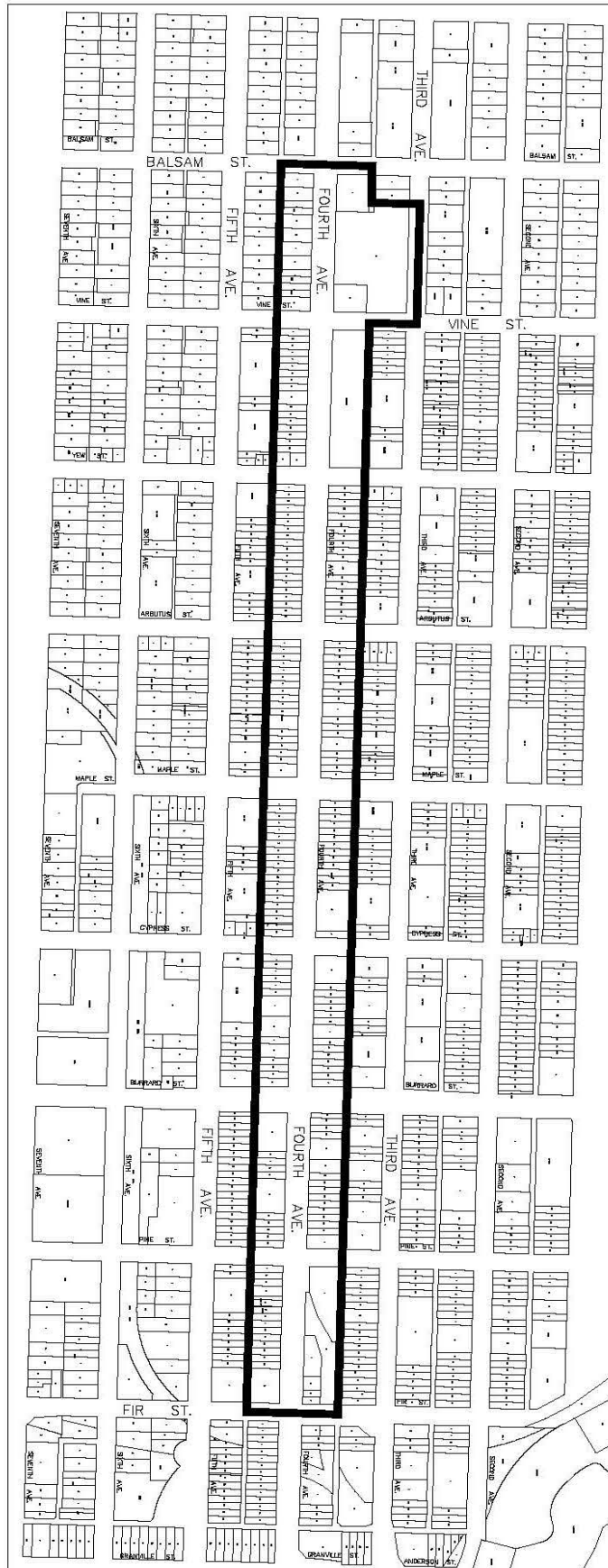
Should you have any questions or require further information regarding our renewal, please do not hesitate to contact me.

Thank you for your time and continued support of the Kitsilano West 4th Avenue business community.

A handwritten signature in black ink, appearing to be 'JMF' or similar, written in a cursive style.

Sincerely,
Jane McFadden
Executive Director
Kitsilano West 4th Avenue Business Association

Kitsilano Fourth Avenue B.I.A.



APPENDIX E
Mount Pleasant BIA: Letter and Map of Area



Mayor Ken Sim and the City of Vancouver Council
City Hall
City of Vancouver

17th September 2025

Dear Mayor Ken Sim and the City of Vancouver Council,

RE: NEW MOUNT PLEASANT BIA TERM AND LEVY CEILING

On behalf of the Board of Directors of the Mount Pleasant Business Improvement Area, I declare that on the 16th September 2025 at the Annual General Meeting, members of the Mount Pleasant BIA voted in favor of Motion 8:

“Approval of the 5 Year renewal of the Mount Pleasant BIA, combining both the primary BIA area (Established 1989), and the 2024 Expansion area (19th and Main to 29th and Main), with a budget cap from April 1, 2026 to March 31, 2031 of \$5,700,000.00”.

This letter should serve as notification of the 5-year renewal of the Mount Pleasant BIA (2026 – 2031) and the confirmed levy cap of \$5,700,000.00.

A handwritten signature in black ink, appearing to read 'Neil Wyles'.

Neil Wyles
Executive Director of the Mount Pleasant BIA

17 September 2025
Date



MPBIA Engagement Summary

Newsletter Engagement

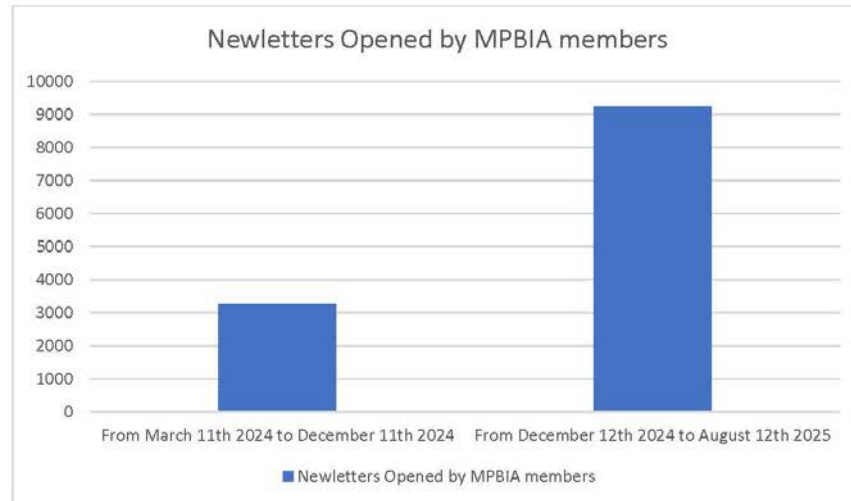
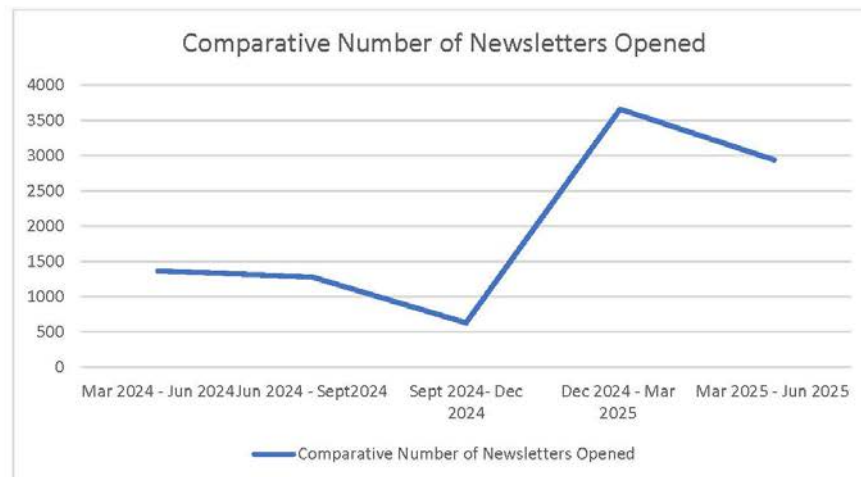
In December 2024 the MPBIA made the decision to further invest our time and labor into our communication and member outreach by increasing our Newsletter frequency from Quarterly to Biweekly. The below is a report on how this improved our communications with all MPBIA members in both the primary and expansion areas and how frequently they are engaging with it.

For context, the MPBIA Newsletter includes details of upcoming events and community engagement opportunities, business spotlights - particularly highlighting our new BIA members and welcoming them to the neighbourhood, we also provide updates on street cleaning and beautification as well as safety and security notices. Finally, we open the lines of communication between the MPBIA and its members and highlight the ways in which we are advocating for them. It is community-focused engagement designed to keep local business owners and residents informed.

Since the decision to increase the frequency (12th December 2024 i.e. the date of the first bi-weekly newsletter) the BIA has sent 16,815 Newsletter emails. Of those emails sent 9246 were opened, this is an engagement rate 54.97%.

Graph A: Increased communication from the MPBIA.



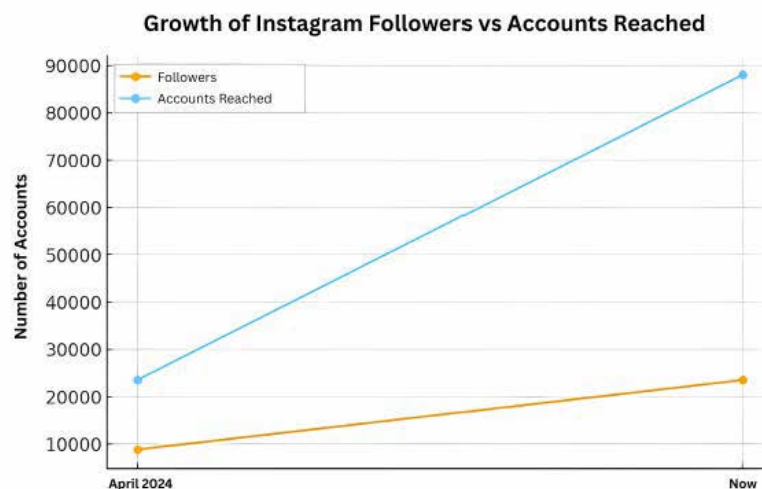
Graph B: Increased engagement from MPBIA members.**Graph C: Increased member engagement with the newsletter over time.**

As it is clear from the graphs above, we are continuously increasing our communication from the MPBIA to our members but more importantly this increased communication is resulting in much higher levels of engagement from our members.

Social Media and MPBIA Event Engagement Summary

The following is a report on the increased engagement on both Instagram and Tiktok over the last financial year as well some quick stats about the different events that have been put on by the Mount Pleasant Business Improvement Area.

Growing the Mount Pleasant BIA's Instagram following has been crucial as Instagram remains the go-to platform for community updates, event promotion, and local business discovery. A larger audience means more visibility for neighbourhood events, greater support for member businesses, and stronger engagement with both locals and visitors. It helps position the neighbourhood as a must-visit destination while building a local, connected online community.



Quick stats for Instagram:

- 300 feed posts and over 3,000 stories from April 2024-2025
- Grew our Instagram following by about 155% from roughly 9k to 23k
- Accounts reached per month has gone from around 6,200 to 66,000 at an increase of 1,319%
- Seeing 850k-1M total views roughly 120,000 unique accounts per month (this is a new metric to IG so cannot show growth over the year)
- Most engaged posts are event related (especially event round ups) and new business features



TikTok has become a top tool for discovery, with many younger audiences using it instead of Google to explore new places, plan outings, and find recommendations. It's also rapidly growing among the 35-55 age group, as more people move away from X and Facebook. Building the Mount Pleasant BIA's TikTok reach ensures we stay visible to both younger explorers and this expanding demographic, driving visitors to the neighbourhood and supporting local businesses.

Quick Stats for Tiktok:

- 100 Tiktoks posted amounting to 1.3M views total
- 90% of views from FYP, 6% from search (this is the area we want to see increase now that we've established our account), 4% from profile & following
- Most engaged posts are event related (especially event round ups)

Quick Events Stats:

- Participated in, supported, or hosted just over 100 events
- Coordinated 50 MPBIA hosted events including pop up concerts, block parties, music festivals, cultural and holiday celebrations, and more.
- Held our first annual Pleasant Day Fest which brought over 100,000 people to Main Street.



APPENDIX F

West Broadway BIA: Letter and Map of Area



October 10th, 2025

Dear Mayor Sim and Councillors,
c/o Brian Lin, Business Program Manager
Business and Economy Office
Office of the City Manager
453 W. 12th Ave
Vancouver, BC V5Y 1V4

Re: Proposed Renewal of West Broadway Business Improvement Association 2026-2031

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, 2026.

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 operate with a smaller budget and mainly one contractor, as a newer BIA relative to others, our Executive Director and volunteer Board 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 planning process began in September 2024. 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.

At the AGM on October 8th, we received a majority vote in favour of the WBBIA's renewal and 5-year term budget. The total approved levy ceiling value from April 1st, 2026 to March 31st, 2031 is \$2,610,861. The annual budget in year 1 (April 1st, 2026 to March 31st, 2027) would be \$472,500, with a 5% increase per year up to \$574,327 in year 5 (April 1st, 2030 to March 31st, 2031).

Please accept this letter as the WBBIA's formal application for BIA renewal. Brian Lin, the Business Program Manager, 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 WBBIA, please feel free to call or email us. Thank you for your continued support and consideration.

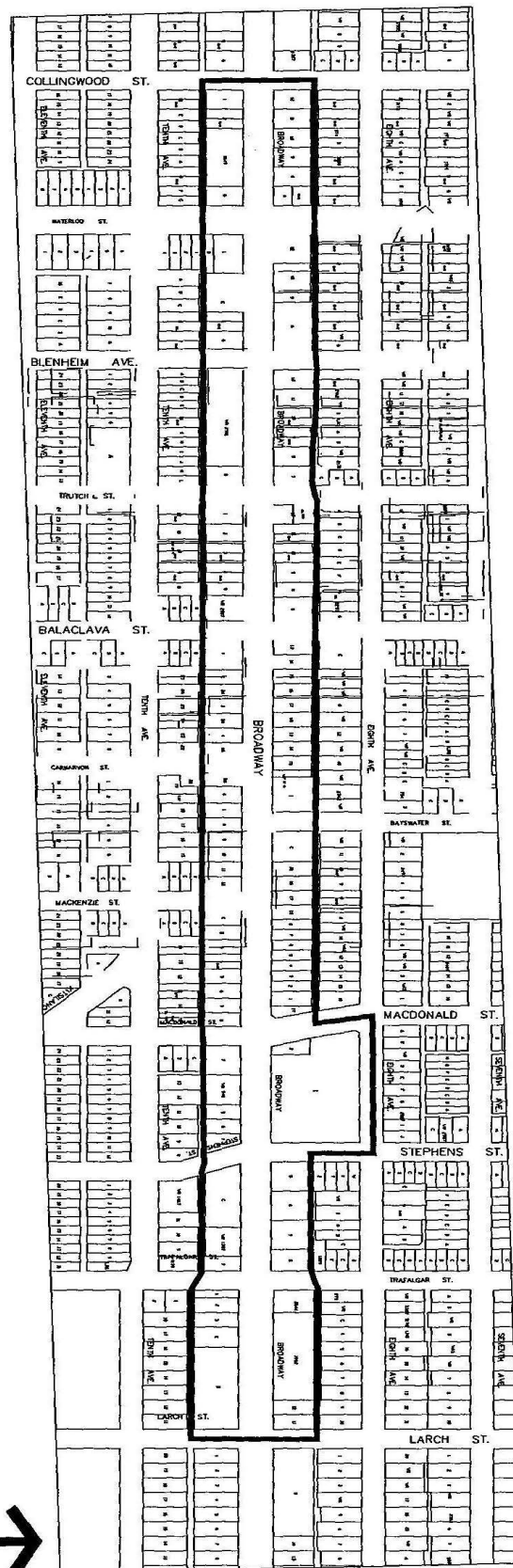
Sincerely,



Michelle Barile
Executive Director
West Broadway BIA



West Broadway BIA



APPENDIX G

West End BIA: Letter and Map of Area



October 3, 2025

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

Re: Request for Renewal of the West End Business Improvement Association

Dear Mayor Sim and Members of Council,

On behalf of the Board of Directors and members of the West End Business Improvement Association (WEBIA), I am writing to respectfully request that Council proceed with the renewal of the West End BIA for a 10-year term commencing April 1, 2026, with a budget ceiling of \$14,110,831 reflecting a 5% annual levy increase, as presented and approved by our membership at the September 18, 2025 Annual General Meeting.

Since early 2025, WEBIA has undertaken an extensive engagement process to ensure that our mandate, priorities, and budget reflect the needs of our membership. An Ad-Hoc Renewal Committee was formed in late 2024 and began meeting monthly in January 2025 to discuss process, strategy, potential boundary expansion, as well as the development of a new Strategic Plan and budget. This process has included member outreach in the form of a survey, two mixer events in March and May with businesses and property owners, as well as increased member communications.

As this is the fifth Renewal since the association was established in 1999, the Board agreed to propose a 10-year mandate (2026–2036) rather than a five-year mandate, reflecting both the maturity of the organization and the ongoing value it provides to the business community, while also recognizing that the renewal process consumes significant staff time and resources that are better directed toward delivering core programs and services to members.

The Renewal Committee also explored a boundary expansion; however, the group determined the value proposition was not yet evident and plans to revisit the opportunity when the St. Paul's Hospital site is redeveloped in the near future.

Through the Renewal process, the WEBIA gathered valuable input from members via a survey, mixer events, and direct outreach. The feedback was analyzed and incorporated into the first (2026–2031) of two five-year Strategic Plans, ensuring alignment with the priorities of our membership. The Renewal survey and results, as and the 2026-2031 Strategic Plan are attached for your review.

The successful approval of the Renewal proposal at our September 18, 2025 AGM demonstrates broad

**THE WEST END BUSINESS
IMPROVEMENT ASSOCIATION**

411 – 1033 Davie Street
Vancouver, BC V6E 1M7

phone: 604.696.0144
fax: 604.669.3323

Facebook.com/WestEndBIA
Twitter.com/WestEndBIA



member support and confidence in WEBIA's ability to continue advancing the economic vibrancy of the West End. We've also obtained several support letters from area property owners and businesses. These are also attached for your records.

Below is a brief summary outlining the WEBIA's Renewal engagement activities this past year:

- February 4 – Renewal survey distributed to members via E-newsletter (700+ email contacts)
- February 18 – Survey reminder and invitation to first Renewal Mixer via E-newsletter
- February 28 – Survey and mixer reminder circulated via E-newsletter
- March 6 – First Renewal Mixer at Sula Restaurant with 35 attendees. Survey available via QR code.
- February / March – Targeted requests (~50) via email / Instagram to encourage survey participation & mixer attendance
- April 7 – Survey reminder and invitation to second Renewal Mixer via E-newsletter
- May 7 – Renewal reminder and survey follow-up via E-newsletter
- April / May – Targeted requests (~50) via email / Instagram to encourage survey participation & mixer attendance
- May 8 – Second Renewal Mixer at Los Chavos with 20 attendees. Survey available via QR code.
- July 16 – Advance AGM notification mail-out to property owners (150) & businesses (418)
- July 17 – Advance AGM notice and call for Board nominations via E-newsletter
- August 28 – Official AGM package mail-out to property owners (150)
- August 29 – September 4 – AGM packages hand-delivered to businesses (418)
- August 29 – AGM reminder distributed via E-newsletter
- September – Targeted outreach (~50) via email / Instagram to encourage AGM attendance

We look forward to continuing our partnership with the City of Vancouver and respectfully ask for your support in approving the renewal of the West End BIA for the proposed 10-year term and budget ceiling.

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

Thank you for your consideration.

Sincerely,

Teri Smith
Executive Director

**THE WEST END BUSINESS
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RENEWAL SURVEY RESULTS

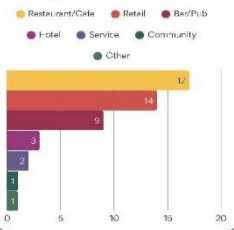


Survey Respondents

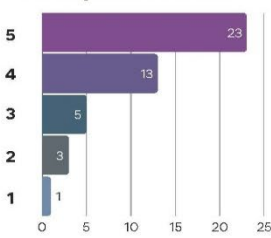


The majority of respondents represented business tenants in the West End.

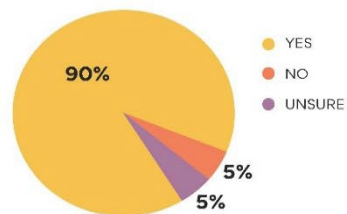
Type of Business



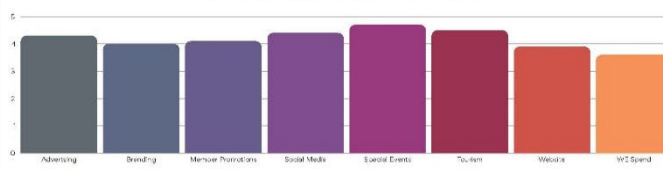
Perception of Value



Awareness of WEBIA

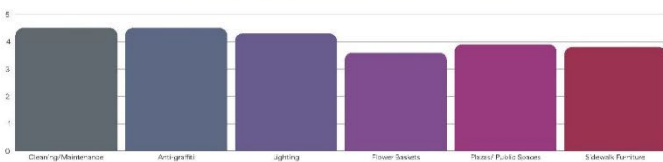


Promotions & Events - Priorities



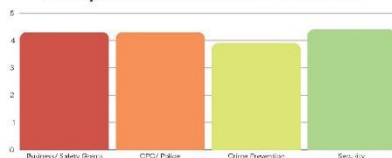
Top 3: Events, Tourism and Social Media

Maintenance and Beautification - Priorities



Top 3: Cleaning / Maintenance, Anti-Graffiti and Lighting

Safety & Crime Prevention - Priorities



Security topped the list, followed by equal split between Business Safety Grants and CPC/NPO partnership

Advocacy & Member Relations - Priorities



Equal split between Advocacy and Community Partnerships



West End BIA

