

# WEST BROADWAY BIA

A N N U A L   R E P O R T   2 0 1 9



## — purpose statement —

TO ENHANCE THE PROSPERITY OF OUR LOCAL BUSINESSES THROUGH ENGAGING AND COOPERATIVE INITIATIVES THAT CONNECT OUR COMMUNITY.

# WELCOME TO #ten blocks of heart!



## What is the West Broadway BIA?

The West Broadway Business Improvement Association represents the Business Improvement Area (BIA), spanning from Collingwood to Larch Street, along West Broadway. All business and commercial property owners within this area are members of the BIA – over 300 businesses!

The West Broadway BIA formed in 2011. A group of local business and commercial property owners made a proposal to municipal council to be designated as a “BIA”, whereby the business community would undertake activities to improve the area, with an annual budget contributed by its members. All businesses within the proposed boundary were consulted with and a special bylaw was approved. There are 22 BIAs in Vancouver. The first BIAs formed in 1989 – Gastown and Mt. Pleasant.

## How is the BIA funded?

The City collects a levy from commercial property owners (usually via their business tenants) and provides it to the BIA to promote and enhance the area. Members can provide input to shape the budget and vote on the budget annually at the AGM.

Budgets vary in different areas depending on factors like size and property value – i.e. W. Broadway \$275,000, W. 4th \$400,000+. Each property owner's contribution to the BIA is a fraction of their total taxes. The BIA levy is approx. 4% of the area's total commercial property taxes.

## What does the BIA do?

Through partnerships and collaborations, we make a positive impact. Our goal is to benefit local businesses and contribute to the community. We do this by promoting the area, enhancing the street, building valuable connections, engaging community and advocating for businesses.

The BIA maximizes resources to develop infrastructure and implement valuable initiatives, including: street pole and tree lighting, banners, business directory/brochures, website, social media, advertising, promotions and events (Greek Day sponsor and activities, outdoor movie, seasonal events and campaigns), community engagement, business updates and advocacy (i.e. taxes, transit, permits, street issues).

## Operations & Collaborations!

The West Broadway BIA is operated by an Executive Director, and volunteer Board of local business and property owners. As a newer BIA relative to other, we operate with a smaller budget and leverage resources through creative collaborations and diligent teamwork!

We value feedback from members and welcome businesses to provide input at any time, attend meetings or participate on the Board. The Board meets on the 2<sup>nd</sup> Wednesday of each month to plan and guide local initiatives. For more information or assistance, please contact us at [info@kitsonbroadway.com](mailto:info@kitsonbroadway.com) or (778) 384-6377, or visit us online at [www.kitsonbroadway.com](http://www.kitsonbroadway.com).

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## Executive Director BIO:

Michelle Barile is the Executive Director of the West Broadway BIA, since its formation 2011, and a consultant in BIA formations and marketing. Her role includes graphic design, promotions, events, street beautification, strategic planning and advocacy to support small businesses. She has worked internationally in marketing communications, and has 12 years of BIA experience, implementing award-winning initiatives that engage the community and enhance business areas. Her small business experience began by making aluminum railings at her Dad's factory (coincidentally called Broadway Manufacturing) and attempting to waitress at her Mom's restaurant (breaking dishes since 1995. OPA!)



# COMMUNITY PARTNERS *connect with local heart & fantastic events!*



**Canuck Place:** Children's Hospice providing pediatric palliative care, and making a difference in the lives of children and families in need in BC. For more info and ways to support, visit [www.canuckplace.org](http://www.canuckplace.org) or contact Caitlin Jung at: [Caitlin.Jung@canuckplace.org](mailto:Caitlin.Jung@canuckplace.org).

**Car Free Day Kitsilano:** For Vancouver's Car Free Days in summer, Kits residents host street block parties with their neighbours! To host a block party, visit [www.carfreevancouver.org](http://www.carfreevancouver.org) or contact: [Kitsilano@carfreevancouver.org](mailto:Kitsilano@carfreevancouver.org).

**Family Services of Greater Vancouver:** providing counselling and other essential services to the most vulnerable people, from youth to adults in our community, and helping build strong families. The West Broadway BIA partners with FSGV and local merchants on the Caring Neighbours Holiday Fundraiser, raising donations for local families in need. For more info, visit [www.fsgv.ca](http://www.fsgv.ca) or contact: [giving@fsgv.ca](mailto:giving@fsgv.ca). **SAVE THE DATE:** Speakeasy Soiree, October 24<sup>th</sup>, 6pm-10pm; Caring Neighbours Holiday Fundraiser, throughout December.

**Hub Cycling:** through education, action and events in Metro Vancouver, HUB improves cycling conditions and nurtures healthier, happier and more connected communities! For more info, visit [www.bikehub.ca](http://www.bikehub.ca), or contact: [info@bikehub.ca](mailto:info@bikehub.ca). **SAVE THE DATE:** Bike to Work Week, October 21<sup>st</sup> to 27<sup>th</sup>.

**Kitsilano Business Leaders:** Kickstart your day with networking and keynote presentations by business leaders! For more info, visit [www.meetup.com/kitsilanobusinessleaders/](http://www.meetup.com/kitsilanobusinessleaders/) or contact Judy Reiman at: [judyreiman2@gmail.com](mailto:judyreiman2@gmail.com). **SAVE THE DATE:** Meetups on the second Thursday of the month, 7:30am, at Foot Solutions on West Broadway.

**Kitsilano Community Centre:** An inclusive, organization, offering a variety of recreational activities for people of all ages. For more info, visit [www.kitscc.com](http://www.kitscc.com) or contact Kelly Rolland at: [kelly.rolland@vancouver.ca](mailto:kelly.rolland@vancouver.ca). **SAVE THE DATE:** Halloween Howl, October 26<sup>th</sup>, 10:30am-12:30pm; Diwali in Kits, November 3<sup>rd</sup>, 5pm-7pm; Breakfast with Santa, December 14<sup>th</sup>, 9am-10am.

**Kitsilano-Fairview CPC:** Volunteers and police provide safety resources, patrols, audits and more for residents and businesses. Learn more at [www.vancouver.ca/police/community-policing/kitsilano-fairview.html](http://www.vancouver.ca/police/community-policing/kitsilano-fairview.html) or contact: [kitsfaircpc@gmail.com](mailto:kitsfaircpc@gmail.com).

**Kits Fest:** A sports and healthy living community festival at Kits Beach in summertime, celebrating diversity and inclusiveness for all ages and walks of life. To find out more, visit [www.kitsfest.com](http://www.kitsfest.com) or contact: [KitsFest@gmail.com](mailto:KitsFest@gmail.com).

**Kitsilano Neighbourhood House:** Engaging community needs, from tots to seniors, through valuable and inclusive programs and services. For more info, visit [www.kitshouse.org](http://www.kitshouse.org) or contact Janick Hayek at: [JanickH@kitshouse.org](mailto:JanickH@kitshouse.org). **SAVE THE DATE:** Autumn Fair, October 19<sup>th</sup>, 11am-4pm; Winter Market, November 30<sup>th</sup>, 10am-4pm.

**Kitsilano Secondary:** **WORK EXPERIENCE PROGRAM:** providing volunteer opportunities for students. For more info, contact Alicia Kersten at: [akersten@vsb.bc.ca](mailto:akersten@vsb.bc.ca) | **COMMUNITY SCHOOLS TEAM:** programs for youth in collaboration with community. For more info, contact Jasica Grewal at: [jigrewal@vsb.bc.ca](mailto:jigrewal@vsb.bc.ca) | **ALUMNI ASSOCIATION:** raising scholarship funds, fostering fellowships, and supporting school achievements, thereby strengthening relationships in the Kits community. For more info, visit [www.kssaa.ca](http://www.kssaa.ca) or contact David Angel at: [davidangel@shaw.ca](mailto:davidangel@shaw.ca).

**Kitsilano Showboat:** Providing free multi-cultural entertainment to residents and visitors, and a venue for entertainers of all ages and abilities to perform at a world class venue, since 1953! The Showboat operates every summer from June to August at Kits Beach. For more info, visit [www.kitsilanshowboat.com](http://www.kitsilanshowboat.com) or contact Barry Leinbach at [KitsilanoShowboat@hotmail.com](mailto:KitsilanoShowboat@hotmail.com).

**Music Heals:** Supporting a wide range of music therapy services to communities in BC and across Canada, including access to music therapy for patients of all ages in hospitals, habilitation, bereavement support and more. For more info, visit [www.musicheals.ca](http://www.musicheals.ca).

**Small Business BC:** Tools, resources and education at every stage of business. Visit [www.smallbusinessbc.ca](http://www.smallbusinessbc.ca) for events and free resources or contact expert advisors at: [askus@smallbusinessbc.ca](mailto:askus@smallbusinessbc.ca). Small Business BC Awards nominations open in Fall!

**St. James Community Square:** Affordable space for educational, cultural, recreational and social activities, including St. James Hall and multi-purpose rooms. For more info, visit [www.sjcommunitysquare.org](http://www.sjcommunitysquare.org) or contact: [info@sjcommunitysquare.org](mailto:info@sjcommunitysquare.org).

**Tourism Vancouver:** the official source of tourist information for Vancouver - hotels, restaurants, things to do, events and much more! Plus, valuable member opportunities for businesses. For more info, visit [www.tourismvancouver.com](http://www.tourismvancouver.com).

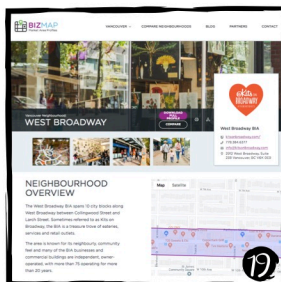
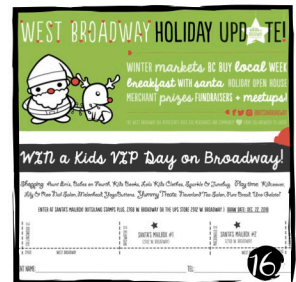
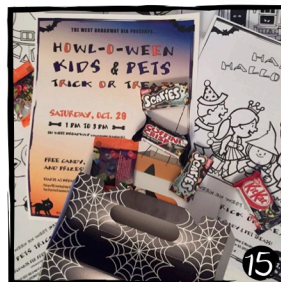
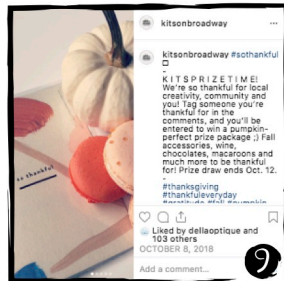
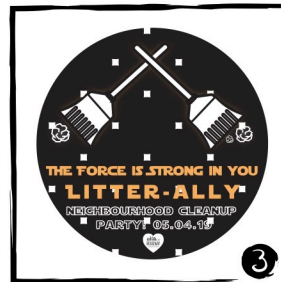
**Residents Associations:** **UPPER KITS:** from Macdonald to Alma St., and W. 10th to W.16th Ave. For more info, contact: [upperkitsilanoresidentsassociation@hotmail.com](mailto:upperkitsilanoresidentsassociation@hotmail.com) | **WEST KITS:** from English bay shore to Broadway, and Alma to Balsam and Vine. For more info, visit [www.westkitsresidents.wordpress.com](http://www.westkitsresidents.wordpress.com) or contact: [westkitsresidents@gmail.com](mailto:westkitsresidents@gmail.com).

**Vancouver Public Library - Kitsilano Branch:** The VPL has been dedicated to your lifelong learning, reading and information needs! For more info, visit [www.vpl.ca/branches/details/kitsilano\\_branch](http://www.vpl.ca/branches/details/kitsilano_branch) or contact: [info@vpl.ca](mailto:info@vpl.ca).

**West Side Family Place:** A family resource centre offering parenting support and child-focused programming for families with children from birth to six years. For more info, visit [www.westsidefamilyplace.com](http://www.westsidefamilyplace.com) or contact Diane Elliot-Buckley at: [wsfp@telus.net](mailto:wsfp@telus.net). **SAVE THE DATE:** Ghostly Gala: A Wicked Fundraiser for West Side Family Place, October 25<sup>th</sup>, 7pm.

# 2018-2019 PROJECT HIGHLIGHTS

STREET ENHANCEMENT | MARKETING | EVENTS | COMMUNITY ENGAGEMENT | ADVOCACY







## project descriptions

### 1 to 3. Street Lighting, Bike Racks, Street Cleaning

**FALL/ WINTER LIGHTING:** decorative pole and tree lighting, and electrical infrastructure, including 50+ building outlet installations, to illuminate the street in a cost-effective way. Negotiated competitive rates and financing on **100+ trees and 26 decorative pole lights**.

**BIKE RACKS:** installation of heart-shaped bike racks through the City of Vancouver street furniture program. Spreading the love!

**STREET CLEANING:** weekly **litter pick up** in partnership with Coast Mental Health and Mission Possible, and **neighbourhood cleanup** event in partnership with the City of Vancouver and MLA David Eby's Community Office. Helping to spruce up the street and connect the community, and providing valuable support for social employment programs.

### 4 to 6. Murals and Utility Box Artwork

In partnership with the City of Vancouver and local artists and organizations, we have installed **9 art wraps and 5 murals** including murals painted by students at BrainBoost Education, and murals painted by the community through Paintillio's art activations at local events. These unique public space enhancements help to **deter graffiti, animate the street, attract patrons, and tell a story!**

### 7. Communications and Branding Materials

Designing and distributing BIA brochures and swag. Also, promoting the business area in the Kitsilano Map by Landmark Media. Publications are displayed at events, and business and community organizations, and used in prize draw baskets, media kits and more.

### 8. Merchant Updates and Networking

Relevant updates (**safety incidents / tips, business opportunities, local initiatives / events**) are distributed by e-newsletter (**600+ business and community contacts**), and / or provided through deliveries and visits to businesses. Also, networking events to promote and connect businesses and community stakeholders, provide updates, and highlight local eats / treats!

### 9 to 12. Advertising, Social Media & Website

**ADVERTISING:** Features with The Georgia Straight, 102.7 The Peak and more. Maximizing the budget through **discounted rates and sponsorship** for digital, radio, print ads, co-op ads (discounted merchant rates), **in-kind ads and cross-promos** with community partners.

**SAVE THE DATE LIST & COLOURING SHEETS:** BIA info / event list posters are displayed locally, and featured in Kits Community Centre's Program Guide distributed to **8,000+ residents**. The list is also featured on event flyers and colouring sheet flyers (creative and useful!)

**SOCIAL MEDIA & WEBSITE:** Spreading the word about initiatives and merchants through **engaging posts, interactions and contests**. The BIA website, developed by iContext, features a business directory, blog, events, community partners, member updates and helpful resources.

### 13 to 18. Events and Campaigns

**MUSIC AND A MOVIE:** presented in partnership with the Kits Community Centre. Includes an **outdoor movie** provided by Fresh Air Cinema, **pre-show performances**, activities, exhibits, **merchant concession**, and **on-screen ads** promoting businesses and local initiatives. It's popular, cost-effective and excellent community engagement!

**KIDS & PETS TRICK OR TREAT:** A furry-friendly event that brings feet (and paws) to the street to visit merchants and enjoy local treats! We coordinate **70+ locations**, photo booth, prizes / giveaways, event decals and maps. The event also **supports pet shelters / adoption**.

**HOLIDAY CAMPAIGN:** includes **Santa photos** and **roaming holiday entertainment**, fundraiser for Family Services (**500+ donations** for local families), **ad campaign** (holiday gift guide, social media contest); and **colouring contest** to win a VIP Day on Broadway to local merchants. Entry at Santa's mailbox on West Broadway ;)

**GREEK DAY:** the BIA sponsors the event, and **assists with marketing and programming**. We coordinate the Corus Entertainment partnership (TV, radio); **negotiate a lower participation fee** for local businesses; feature the business area through prizes and event marketing; coordinate the **"community hub"** (150' of BIA and community partner exhibits); provide media interviews, and opening reception presentation.

**OTHER COMMUNITY ENGAGEMENT:** we partner with community organizations, local schools and event organizers, and cross-promote the business area through event exhibits, fundraisers, prizeing and more. These initiatives connect the retail neighbourhood with patrons and residents, and make a positive impact in the community. **We coordinate or participate in over 50 annual events!**

### 19. Business Recruitment and Retention

Developed **BIZMAP commercial and neighbourhood profiles** in partnership with Small Business BC, the City of Vancouver and Vancouver BIAs. The profiles provide prospective and current businesses / investors with **valuable data and market info**. Also, as one of 6 study areas in Vancouver, the BIA facilitated a Small Business Retail Study and roundtable event to **improve the City's policies and services for small businesses**.

### 20. Resources and Advocacy

**VALUABLE AFFILIATIONS:** Vancouver BIA Partnership (22 BIA's meeting monthly, sharing resources, addressing key issues), BIABC and IDA (annual conferences, project development, networking), LOCO BC and Tourism Vancouver.

**ADVOCACY:** Addressing priority issues: **i.e. commercial property tax, permits and development, and transportation**. Liaising with stakeholders (elected officials, business / community leaders and more) to support small businesses. As part of the Vancouver BIAs tax committee, **our advocacy resulted in lower taxes**, and we are working with municipal and provincial stakeholders on additional solutions.

**PRESENTATIONS & MEDIA:** We **presented at** the BC Land Summit Conference, RAIC Built City Speaker Series, and Mayor & Council hearings, and were **featured on** Breakfast TV, Global TV, The National Post, The Vancouver Sun, The Province, The Courier and more.



## Looking Ahead

### Events and Campaigns

Initiatives on and off Broadway to promote the business area and engage the community in memorable ways! **SAVE THE DATE:** Kids and Pets Trick or Treating, Oct. 26, 1pm-4pm; Caring Neighbours Holiday Fundraiser, month of Dec.; and much more eventfulness! Stay tuned @kitsonbroadway for dates to save!



### Map Poster and Brochure

Featuring a resourceful map of the business area, landmarks and merchant locations. Displayed at local businesses, community organizations and destinations, and posted online, the map poster and brochure will showcase the area's fantastic eats, treats and helpful services.



### Staff Discount Program and BIA App

The app, developed by Fusion Software in partnership with the BIA, features merchant offers, rewards, community updates/events and more, encouraging staff to shop local and connect. It's timely, interactive and celebrates all things local. We look forward to completing the app updates, training over 50 participating merchants, and launching asap!

### Digital Marketing

Creatively promoting the business area on Facebook, Twitter, Instagram, digital ads and more. Driving online traffic into feet on the street! We are excited to work with Emily Carr and local students to assist with social media, and spread the word about #localupdates in #theheartofkits ☺



### Public Art

We are transforming graffitied walls into creative destinations, in partnership with local artists, the City of Vancouver and community partners. From street corners, to visible alcoves and alleyways, murals and art wraps will inspire and engage locals and visitors, to explore a *heartful* and animated urban canvas.

### Banners

The award-winning, long-time merchant banners, featured in media and displayed at community art galleries, will be replaced with new designs. Banners are replaced approx. every 2 years due to weather and wear. We are coordinating a range of creative illustrations, from eats, shops and services, to sports and recreation involving community and pro teams - it's going to be a banner year of community spirit!



### Street Lighting

Lighting things up with unique, custom-made, decorative street lighting throughout business area's 10 blocks between Collingwood to Larch Street. Over 25 pole lights and 100 tree lights with festive ornaments, will be shining bright and warming up the Fall and Winter seasons. We have installed 50+ outlets on building exteriors, and refurbished light strings to help make the sidewalk glow!



### Advocacy

Together with BIAs across the city and province, we are working on key issues (i.e. commercial property assessments and taxation, development and permit policies, transportation, city services, etc.) to benefit the business area and support small business. Our proactive and collaborative efforts are making a positive impact, and we will continue to serve as a liaison on these important issues.

*got ideas?*

Please let us know your priorities, comments or concerns. Complete our short survey and you'll be entered to win merchant prizes! **SURVEY LINK:** [www.surveymonkey.com/r/TR5MLXT](http://www.surveymonkey.com/r/TR5MLXT)



## A Warm Welcome

From sweets to services, there's a new biz on the block! Check out these exciting additions to the neighbourhood and stay tuned for what's coming soon!

**1. Soma Studio West**, 2460 Trafalgar | **2. Trafalgar Dental**, 2618 W. Broadway | **3. Regent Dental Centre**, 2681 W. Broadway  
**4. Café Crêpe Express**, 2699 W. Broadway | **5. Rice & Noodle** - coming soon, 2857 W. Broadway | **6. Kaboodles Toy Store**,  
 2901 W. Broadway | **7. JJ Bean** - coming soon, 2902 W. Broadway | **8. David Richardson - The Colour of Real Estate**, 2916 W.  
 Broadway | **9. Active Baby**, 2918 W. Broadway | **10. Pokay Vancouver**, 2965 W. Broadway | **11. Orange Theory Fitness**, 3055  
 W. Broadway | **12. The Hollywood Theatre** - coming soon - 3123 W. Broadway | **13. Hai Di Lao Restaurant** - coming soon, 3204  
 W. Broadway | **14. Sungiven Foods** - coming soon, 3301 W. Broadway | **15. Hidden Treasures Consignment**, 3476 W. Broadway

## Updates & Resources

Visit our member resources page for valuable info and local updates:  
[www.kitsonbroadway.com/resources](http://www.kitsonbroadway.com/resources).

You can also download the BIA business directory, including social media links, to connect with your neighbours on the street and online!

Plus, check out the events calendar, and if you have a special event or offer, please email the details to [info@kitsonbroadway.com](mailto:info@kitsonbroadway.com) or tag us on social media @kitsonbroadway and we'll spread the word ☺



## get on board!

You can help develop the vision for the area and put plans into action. Get involved by attending monthly Board meetings, joining the Board, or providing input at any time. We welcome your participation, ideas and insights!

### Board of Directors:

The following dedicated group of Board volunteers help to make good things happen!

Sabrina Faas, BIA President | Bayswater Tea Co; Dave Rayat, Vice President | Commercial Property Owner; Alex Zbar, BIA Treasurer | Commercial Property Owner; Patrick North, GNK Insurance; Nick Panos, Omega Travel; Nikki Voutsilakos, RBC Royal Bank; Johnny Yeap, G&F Financial.

## say hello!

For more information or assistance, please contact Michelle Barile, Executive Director of the West Broadway BIA, at [info@kitsonbroadway.com](mailto:info@kitsonbroadway.com) or (778) 384-6377.



@kitsonbroadway



@Kits ON  
BROADWAY

#TENBLOCKSOFEART



3400

WEST BROADWAY BIA

2500

OVER 300 MERCHANTS  
& community heart  
@KITS ON BROADWAY  
FROM COLLINGWOOD TO LARCH!