

WBIA 2019 PROJECT LIST TIMELINE														
#	PROJECT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	NOTES
1	<b>Advocacy to support small businesses</b> - advocating through events, conferences, presentations; liaising with municipal and provincial leaders; working with Vancouver BIA Partnership, BIABC, etc. on key issues for small business areas.													Develop/deliver presentation at RAIC + MOV Built City Speakers Series Jan. 31, and BC Land Summit conference May 9 re: commercial property assessment and tax policy issues and solutions; presentation/meetings with Mayor & Council, MLAs and other stakeholders; develop BIA/business area value report for distribution at events/meetings/online; coordinate BIA site tour for City officials.
2	<b>BIZMAP Commercial and Neighbourhood Profiles</b> - developed in partnership with Vancouver BIAs, Small Business BC and City.													Circulate to BIA members, commercial realtors and other stakeholders to support business recruitment and retention.
3	<b>Decorative Street Lighting</b> - pole lighting fixtures and tree lighting with sphere and star ornaments.													Coordinate electrical infrastructure and installations/removals/storage for pole lights and tree lights. Tree lights removed approx. end of Feb. Pole lights removed approx. end of March.
4	<b>BIA Week - Apr. 1 to 7</b> - proclamation from Mayor and BIA Week celebrating 30 years of BIAs in Vancouver.													As part of Vancouver BIA partnership Brand and Communications committee, coordinate BIA week activities including BIA booth at City Hall and Vancouver community centre (set-up, host, take-down); liaise with Mayor and City staff; online and social media posts.
5	<b>Spring/Summer digital newsletter, Save the Date poster and What's new on Broadway postcard</b> - project highlights, upcoming projects, events listings, ways to participate and survey.													Digital newsletter: design/distribute digital newsletter to business member list (500+) and community contacts list (90+). Save the Date poster: compile listing of local Spring/Summer events (community partners & BIA events), print/distribute poster to merchants and community organizations. What's new on Broadway postcard: design/distribute postcard with links to events, projects, resources.
6	<b>BIABC + IDA Conference - Apr. 28 to May 1</b> - annual conference with BIA colleagues from BC and internationally, sharing best practices, workshops, awards.													BIABC Conference: includes local and international leaders, workshops and keynote presentations. Participate as a conference session presenter and panel member. Attend conference sessions.
7	<b>Keep Vancouver Spectacular event - May 4</b> - partnering with CoV, Kits community ctr, Kits CPC and Kits secondary on clean-up day. <b>Street Maintenance</b> - advocate with City; merchant communications; service providers; volunteer programs.													Keep Vancouver Spectacular event - community litter pick-up on Broadway, coordinate prizes and promos for launch event in Kits. Street Maintenance - advocate with City (report issues), merchant communications (relay resources, highlight best practices), service providers (group discounts, referrals, etc.), volunteer programs. This initiative will be ongoing.
8	<b>"What's new on Broadway" member networking event - May 8</b> - event for local businesses and community partners, to highlight what's new in area.													Coordinate venue, refreshments, new merchant prizes / giveaways / displays.
9	<b>Greek Day - June 23</b> - street festival from Macdonald to Blenheim, 11am - 9pm.													Sponsorship; Coordinating media and ads: radio, digital and designing print ads; Coordinating 150 foot community hub area at Macdonald, including community booths, BIA booth/merchant promos, live painting, DJ, photo booth; Designing/coordinating community mural at Broadway and Trutch.
10	<b>Street Enhancement: public art and street furniture</b> - utility boxes, murals, bike racks, etc.													Coordinate murals in partnership with City and other sponsors (locations / artists / sponsors); coordinate utility box art wraps in partnership with City (locations, artists, installation); coordinate bike rack installations. 2019 murals include 1) TD Bank lot - Sportsnet partnership 2) Amy's Loonie Toonie - partnership with BrainBoost students 3) Gurvin Jewellers' shutter, 4) west wall alcove at Collingwood - SE side.
11	<b>Student volunteer and scholarship program</b> - in partnership with Kits Secondary, VSB and school organizations.													Meetings in Jan. and Feb. with Kits Secondary Work Experience Program staff and VSB westside community outreach staff, and presentation to students, to establish student volunteer program and scholarship for students assisting with 2019+ projects.
12	<b>Retail / Commercial District Small Business Study</b> - in partnership with City of Vancouver.													The WBIA has been selected as one of six analysis areas for a study commissioned by the City on the challenges and opportunities for small, independent business in Vancouver. The study includes a roundtable to engage BIA members, and find out what changes have occurred over the last decade, and what are the primary drivers of observed changes.
13	<b>Fiesta Del Sol - Aug. 9</b> - hosting BIA booth at West Side Family Place event; <b>Kits Fest - Aug. 10 and 11</b> - co-hosting kids zone at the annual sports event at Kits beach.													Fiesta Del Sol - coordinating BIA booth to promote business area and Music and a Movie event. Kits Fest - coordinating activities for the kids zone (similar to outdoor movie event) and promoting outdoor movie event and business area.
14	<b>Outdoor Music and a Movie Event - August 25</b> - popular event at Connaught Park to promote merchants and engage community.													Coordinate marketing, programming and logistics in partnership with Kits community centre. Featuring the movie "Spider-Man: Into the Spider-Verse" and live performances, entertainment and activities.
15	<b>AGM - September 11</b> - annual report packages (August) and AGM event (September).													Coordinate AGM venue, refreshments, prizes, guests; Design/print/distribute AGM packages (draft budget, member forms, project highlights) for business and property owners; send documents to City.
16	<b>Kids and Pets trick or treating - Oct. 26</b> - participating merchants give out Halloween treats to kids, patrons and pets!													Sign up participating merchants, promote event, and coordinate BIA booth with free treat bags, map of participating locations, and donations to BC SPCA.
17	<b>BIA Directory Map, Decal and Brochure</b> - directory map and decal for merchants to display; postcards for merchants to distribute.													Update directory brochure and post online. Create and distribute directory poster, decal and brochure (featuring BIA info and map).
18	<b>Banners</b> - street pole banners on 70+ street poles, illustrating local images (shops, eats, services, activities and recreation) with BIA branding/messaging.													Develop concept with banner artists. Provide sample fonts / image ideas / layouts. Develop sponsor and program opportunities (i.e. featured recreation activities and organizations). Coordinate printing and installation with banner company.
19	<b>Shop Local Program &amp; APP</b> - features offers from local merchants and incentives to shop local! Piloting program with staff and then expanding to other groups (i.e. seniors, students, public patrons, etc.)													Provide businesses/staff with a list of participants, app info and link, and key tags to shop local. Outreach includes info sessions, merchant visits, presentations, email blasts, etc. Set-up online form for app ads / revenue. Update to timeline: the app has been developed and is being updated (with new merchants, participants, events, etc.). Next steps are beta testing, merchant training and developing marketing materials prior to launch. Targeting Fall to work on tasks, and launch early in new year (ideal time to adjust to app, tweak it, etc.).
20	<b>Holiday campaign</b> - marketing campaigns (social media contests, holiday blogs, ad campaigns); Kids VIP Day colouring contest; Roaming entertainment; Family services fundraiser; community event partnerships.													Coordinate marketing (social media contests, holiday gift guide blogs, ads with Peak FM and Georgia Straight); Kids VIP Day holiday colouring contest; roaming street with Santa and carollers; Family Services holiday fundraiser; community event cross-promotions (booths and prize draws at Kits House, Kits community centre, West Side Family Place and local school holiday events).
21	<b>BC Buy Local Week</b> - partnership with LOCO BC, promoting local business areas and merchants. Online and in-store promotions.													Coordinate in-kind sponsorship with LOCO BC Buy Local Week; promote event; distribute shop local materials and encourage merchants to display materials.
22	<b>Beer for a Year contest - date TBC</b> - participating pub locations provide prizes (gift cards, beer swag, prize packages) for a lucky winner, once a month for a full year!													Coordinate participating venues. Develop ads with Georgia Straight and CFOX (99.3 The Fox). Create prize schedule for winner to redeem prizes at participating locations.
23	<b>Social Media &amp; Website Updates</b>													Facebook, Twitter, Instagram: posting, liking, sharing content; increasing engagement and interactions; ad campaigns. Web page updates, blog posts, maintenance / upgrades (features and functions).
24	<b>Kitsilano Business Leaders monthly networking event</b> - with local entrepreneurs, sharing valuable business and professional development tips.													Monthly networking event on 2nd Thursday of the month. Attend throughout the year (pending schedule) and present local merchants/event-themed door prize and promote the business area, local merchants and activities, upcoming events, etc.
25	<b>Board of Directors monthly meetings</b> - with local business and property owners that volunteer on the Board.													Monthly meetings on 2nd Wednesday of the month. Provide BIA updates / work updates, review budget and projects, discuss ideas, action items and other local happenings. Various guests attend throughout the year relating to area and initiatives.
26	<b>Vancouver BIA Partnership monthly meetings and committees</b> - with Vancouver's 22 BIAs to advocate on common issues to support small businesses, and share resources.													Monthly meetings on 1st Wednesday of the month. Participating on Communications, Commercial Tax Advocacy, Streets and Transit Committees. Liaising with Mayor & Council and CoV staff re: business area activities and policies to support small businesses.

\* Light shade = planning period, dark shade = implementation period.

\* In addition to above, Executive Director participates in various community / business initiatives and business area development (City of Vancouver, Vancouver BIA partnership, BIABC, Tourism Van, Small Business BC, Board of Trade, Chambers, local community organizations, schools, and more).