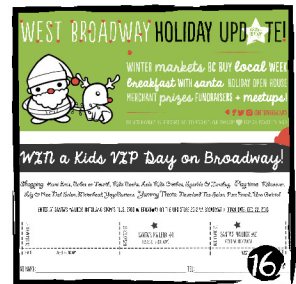
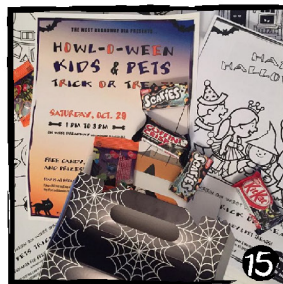


WEST BROADWAY BIA project highlights

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.