



**joy, happiness, kindness, gratitude, and a whole lotta love.*

Dear Merchant,

I hope you and your loved ones are well and safe. The pandemic has been a challenging time for all, and a time of reflection. Through it, we have adapted and supported each other. It has been inspirational to see the resilience and encouragement among the local businesses community.

On behalf of local businesses, the West Broadway BIA has advocated for economic relief and support for local business and property owners. We helped to expand government relief programs, develop street use programs including temporary patios and plazas, and develop the citywide "Open with Care" campaign with Vancouver BIAs to raise awareness that businesses are operating safely, and encourage local shopping.

In addition to providing resources through email updates, we are delivering printed materials for your business, including a window decal and posters (see sample on reverse side).

For additional resources for your business, including campaign materials (print and digital), PPE supplies and more, please visit www.kitsonbroadway.com/resources. We will continue to provide updates about resources and local initiatives. To receive email updates, please contact info@kitsonbroadway.com.

We are here to support you, and excited to work together on local initiatives (see details on reverse side). As a newer BIA relative to other areas, we operate with one of the smallest budgets in the city. Based on local input, we are focusing on advocacy, marketing and street enhancements that can make the greatest positive impact to benefit businesses now and in future. In response to COVID, we are reassessing priorities, and adapting and innovating to balance short-term needs and long-term goals.

We understand that affordability is a key issue, especially now. Building on the success of lowering business taxes, we are advocating for policy improvements including commercial property assessments and taxes, permits and licensing, street use and more. We will also continue pandemic advocacy, with all levels of government and stakeholders, for provisional and permanent measures to support local businesses.

Together, we are caring, healing, and making things better. For more information, to provide input, or if there is anything the BIA can do to assist, please contact 778-384-6377 or info@kitsonbroadway.com.

*Thank you and take good care,
Michelle*

Michelle Barile, Executive Director, West Broadway BIA

WEST BROADWAY BIA INITIATIVES

We are adapting initiatives to support the business community in the short and long-term. We operate with a smaller budget as a newer BIA relative to others, and have a creative and dedicated volunteer Board and one staff. Based on local input, we are optimizing resources toward the following:

ADVOCACY

- Actively engaging stakeholders and all levels of government on key issues, and near and long-term solutions to support business and property owners.
- Advocating for broadening and expanding **economic relief** programs, expediting and permitting **street use, permits and licensing** improvements, **marketing** programs (including digital tools), and other policies to support businesses and areas.
- Participating on COVID-19 Vancouver BIAs response team, and Vancouver BIAs Marketing and Revitalization committee. Weekly and bi-monthly meetings with Vancouver BIAs and stakeholders. Liaising with BIABC, Board of Trade, CFIB, BOMA, BCRFA and others for supportive measures for businesses across industries, including restaurant, retail and service sectors.
- Working with City on flexible, innovative and expedited **public space opportunities to support commercial activity** and the safety of customers, and enhance the streetscape.

MARKETING & EVENTS

- Developing **Open with Care campaign** in partnership with Vancouver BIAs, to raise awareness that businesses are operating safely and encourage people to shop local. Assisted with concept, media, designing materials, and website. The campaign is being adopted by BIAs across Canada!
- Developing digital services including **shop local rewards app**. Initially developed as a staff discount program. Due to COVID, app will be expanded for staff and patrons. Currently populating app, and developing training and marketing materials. Stay tuned!
- Developing **Masks and Meals retail fundraiser**. Masks made from recycled street banners by a social employment collective, are retailing at local businesses with proceeds donated to the Food Bank.
- Coordinating and facilitating local events, including performances on Broadway, and fall and winter seasonal events (pending provincial health guidelines due to COVID). Partnering on events, including **Dine OutSide with Tourism Vancouver**.
- Working with a creative agency to assist with **communications, branding and social media**. Coordinating **new BIA website**.
- **Updating website and member directory**. Visit kitsonbroadway.com/resources to download the member spreadsheet with social media contacts, to connect with neighbours online and on the street!

STREET ENHANCEMENT

- Coordinating **new street banners**. Due to COVID, we had to pivot the banner concept and are excited to install new banners, featuring inspirational messages and landmarks.
- Developing **murals and signs** with quotes from local merchants, local celebrities, and Greek philosophers.
- Developing a **street enhancement plan** for the BIAs next 5 year-term to help implement **street infrastructure, landscaping and public art**. The plan will also help leverage partners and sponsors.
- Coordinating decorative **street pole and tree lighting** for Fall and Winter. Refurbishing pole lights and planning logistics.

RENEWAL & COMMUNITY ENGAGEMENT

- Planning the next 5-year term (2021-2026). Liaising with members and community stakeholders to develop a **5-year renewal plan**, including street enhancement, marketing and more. Stay tuned for updates and outreach, including surveys and events.
- Working with Kits Secondary School and other organizations to develop **student volunteer programs**.
- Supporting community initiatives. We received the 2020 **Good Neighbours Award** from Kits House for our community support!

SAMPLE "OPEN WITH CARE" POSTER DIAGRAM:

Using the diagram on the poster, businesses can share the ways they are operating safely, encourage patrons to shop local, and share encouraging messages too!

PARTICIPATE IN MASKS & MEALS!

Social employment + recycled banners + fundraising = many good causes! Masks retail locally for \$18+ tax. Revenue will be allocated to the retailer (\$5), production costs (\$5), and Food Bank (\$8). If you would like to retail the masks, please contact the BIA at info@kitsonbroadway.com or 778-384-6377. Thanks ☺

