

WEST BROADWAY BIA RENEWAL PLANNING

(APRIL 2021 – MARCH 2026)



Local merchants and community heart, along West Broadway, from Collingwood to Larch!

3400

WEST BROADWAY

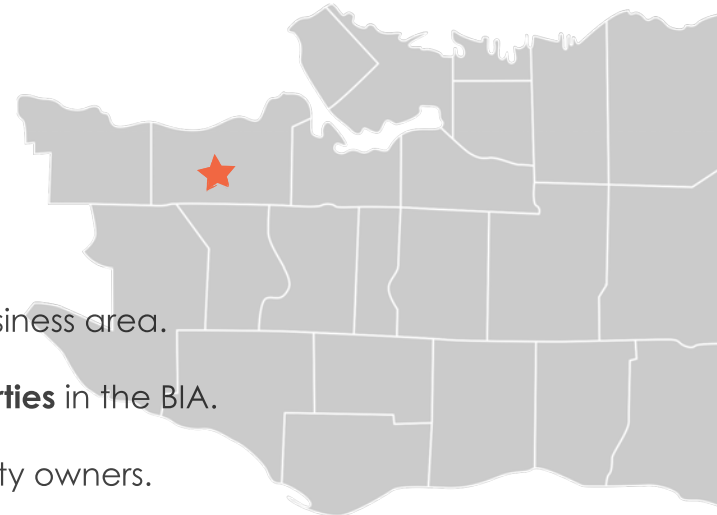
2500

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5-YEAR TERM FROM APRIL 2021 – MARCH 2026

WHAT IS THE WEST BROADWAY BIA?

- **1 of 22** Business Improvement Areas (BIAs) in Vancouver.
- Specifically funded district to **promote and enhance** the business area.
- Represents all **300+ businesses and 150+ commercial properties** in the BIA.
- **Volunteer Board** of (awesome) local merchants and property owners.
- Operates with **one staff and smallest budget** as a newer BIA relative to others.



OVER 300 MERCHANTS & COMMUNITY ❤️ ALONG WEST BROADWAY FROM COLLINGWOOD TO LARCH!

3400 WEST BROADWAY 2500

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EXECUTIVE DIRECTOR INTRODUCTION:

- Growing up in small business. International business experience, marketing education / background (communications and design).
- Making railings at Dad's factory and breaking dishes at Mom's restaurant. OPA!
- Working in small business neighbourhoods since 1995, and with WBBIA since formation.
- Developed award-winning initiatives in multiple business areas, including festivals, street enhancements and marketing.



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BIA ADVOCACY TO SUPPORT SMALL BUSINESSES

- Part of the Vancouver BIA Partnership
 - A coalition of all 22 BIAs in the City of Vancouver representing over 20,000 commercial businesses and property owners.
 - Collectively, we champion healthy and vibrant commercial districts.
 - We liaise on civic initiatives, share resources and advocate to address common issues for businesses and business areas.
- Memberships & Partnerships:
 - BIABC, Small Business BC, LOCO BC, Tourism Vancouver and much more.
 - City of Vancouver – valuable partnership with various departments for streetscape initiatives, events, small business support and more.



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WHAT DOES THE BIA DO?!

Marketing and Events | Street Enhancement | Community Engagement | Advocacy



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VALUE OF SMALL BUSINESS NEIGHBOURHOODS

- Local amenities
 - Providing necessary goods and services for locals to 'live local', and serving visitor needs too.
- Independent, family businesses
 - In BC, small businesses represent 98% of businesses (<50 employees), 84% with less than 5 employees.*
- Local employment
 - Over 1 million jobs in BC are derived from small businesses, accounting for **45%** of the total employment in the province.*



*Retrieved from: https://www2.gov.bc.ca/assets/gov/employment-business-and-economic-development/business-management/small-business/sb_profile.pdf



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VALUE OF SMALL BUSINESS NEIGHBOURHOODS

- Social connections
 - The 'living room' of the community - gathering places to come together.
 - Attracting tourists from around the world.
- Supporting community
 - Providing resources and donations to local neighbourhood houses, schools and more. (Eg. WBBIA raised \$5000 for a local playground build)
- Civic engagement
 - Constructive dialogue and informed decision making for the greater good.



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LOCAL PROPERTY OWNERS = LOCAL COMMUNITY DEVELOPERS

- **Property developers from family businesses with over 75 years of community roots.**

- Eg. Dino and Dimitri Bonnis, Riley and Brandon Mari, Alex and Tim Orr

- **Engaging the community to inform developments.**

- Eg. Hollywood Theatre Revitalization

- **Local property owners/developers help merchants relocate and stay in the community.**

- Eg. Kidsbooks, The Travel Bug, Exposure, Sparkle & Junebug



Retrieved from:
www.orrdevelopment.com



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Street enhancement

- **Past and present initiatives** - tree and pole lighting, social employment clean team, bike racks and other infrastructure.



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Street enhancement

- **Past and present initiatives** – murals, live painting activations and utility box art wraps.

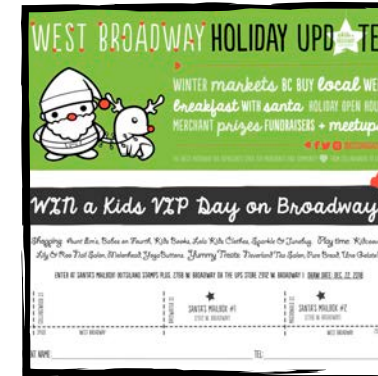


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Marketing

- **Past and present initiatives** – Promotion campaigns, advertising, seasonal events, Greek Day support and sponsorship.



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Marketing

- **Past and present initiatives** – BIA website, social media, and digital updates (e-newsletters to business and community contacts).

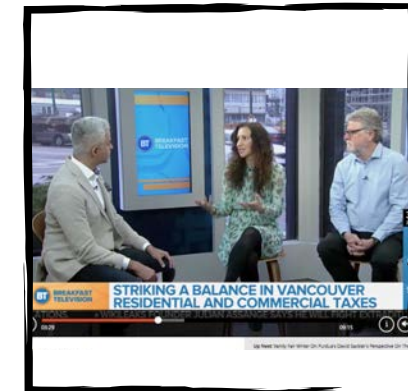
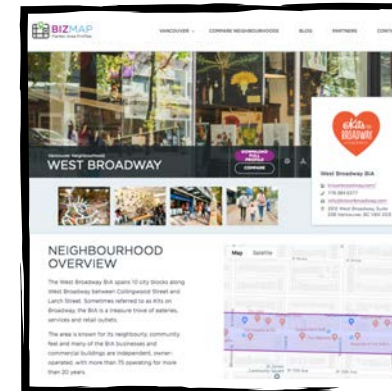


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Advocacy and Partnerships

- **Past and present initiatives** – lowering businesses taxes (presentations and media features, improved policies), BIZMAP Neighbourhood profiles, community engagement and partnership with business and community stakeholders*



*Local businesses, City of Vancouver, Board of Trade, Tourism Vancouver, BIABC, IDA, Kits Business Leaders, Kits Community Centre, Kits House, West Side Family Place, Family Services, Kits Library, local schools and more. More info: www.kitsonbroadway.com/resources/community

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Advocacy and Partnerships

- **Past and present initiatives** – COVID economic response and recovery: Masks and Meals campaign, Open with Care reopening campaign, economic relief and recovery (developed economic recovery presentation for Mayor & Council)*



*Participating on Vancouver BIA committees and developing citywide BIA campaigns (seasonal promotions, developed Vancouver BIA value report and website). **More info:** www.kitsonbroadway.com/resources and www.vancouverbiapartnership.com

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Upcoming initiatives

- **Street Enhancement** – more street lighting, banners, public art, public space.
- **Marketing** – new website, shop local neighbourhood app, more social media.
- **Advocacy** – property assessments and tax policy; permits / licensing / zoning; transit.



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Q&A, ideas, suggestions:

- **Street Enhancement** – initiatives to beautify and brighten the streetscape, safety and cleanliness / maintenance.
- **Marketing** – initiatives to promote the business area and local businesses.
- **Advocacy** – initiatives to support local business and commercial property owners.



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Thank you!



Please complete our brief (less than 5 minute!) renewal survey at:

www.surveymonkey.com/r/QCJMYBK