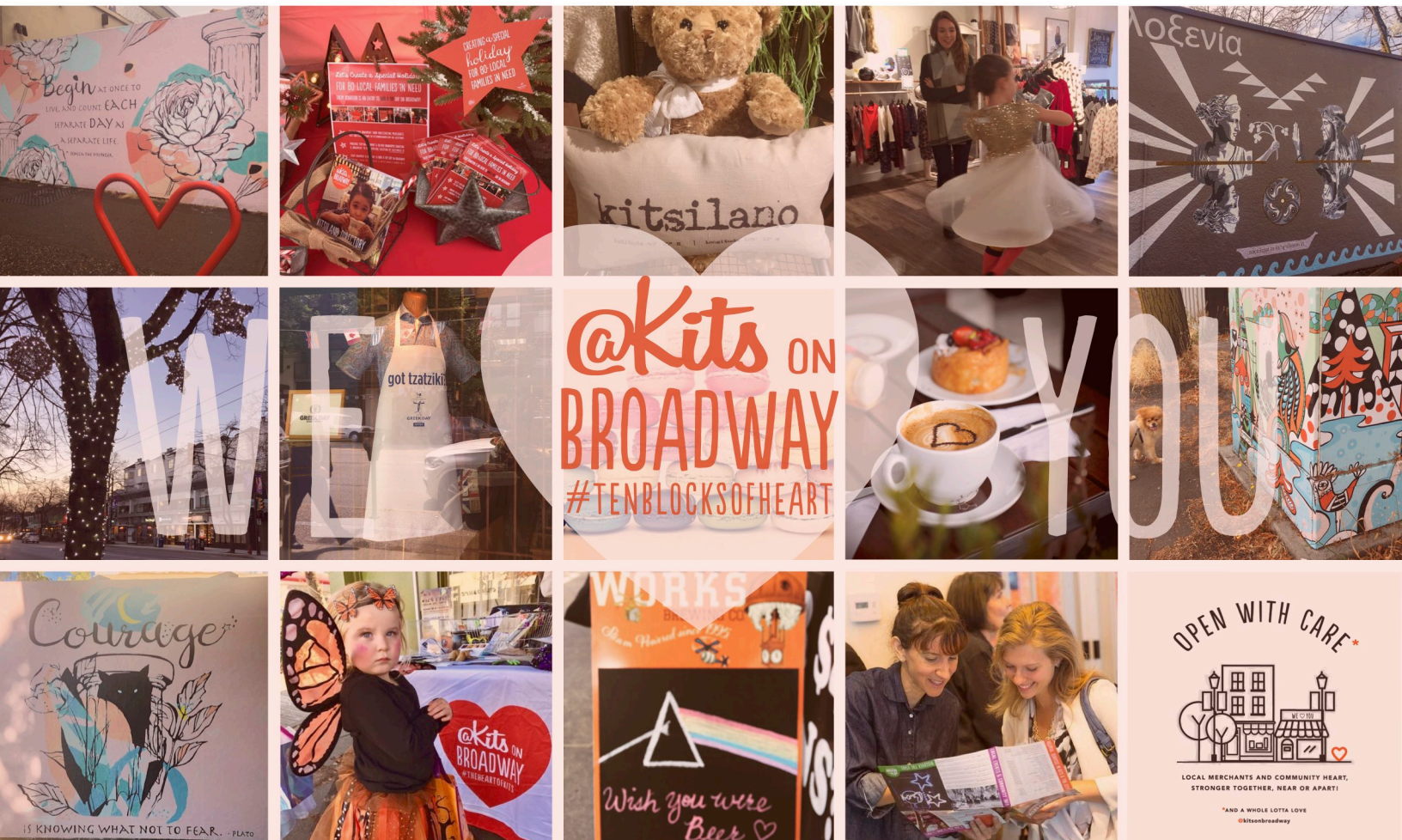


WEST BROADWAY BIA

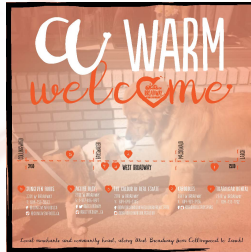
ANNUAL REPORT 2020



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.

BIA annual budgets can vary depending on various factors such as area size and property value – i.e. West Broadway \$275,000, West 4th \$440,000 (and 5-year increase up to \$644,204), South Granville \$728,600, Cambie \$427,000, Main Street / Mount Pleasant \$676,973. Each property owner's contribution to the BIA is a fraction of their total taxes. The West Broadway 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 both business owners and commercial property owners.

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. pandemic economic response and recovery, property assessments and tax policies, development, permits and licenses, transit and 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 others, 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 2nd Wednesday of each month to plan and guide local initiatives.

For more information or assistance, please contact us at info@kitsonbroadway.com or (778) 384-6377, or visit us online at www.kitsonbroadway.com.

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!)

@kitsonbroadway

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 or contact Caitlin Jung at: 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 or contact: 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 on the Caring Neighbours Holiday Fundraiser. For more info, visit www.fsgv.ca or contact Lisa Mitchell at lmitchell@fsgv.ca. **EVENTS:** annual events include a Speakeasy Soiree fundraising gala in October, and the 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, or contact: info@bikehub.ca.

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

Kitsilano Community Centre: An inclusive, organization, offering a variety of recreational activities for people of all ages. For more info, visit www.kitscc.com or contact Natalia Ramirez at: kcca.vancouver@gmail.com. The West Broadway BIA founded and partners with Kits CC on the annual Music and a Movie outdoor movie event and performances at Connaught Park. **EVENTS:** annual events include Halloween Howl in October, Diwali in Kits in November, and Breakfast with Santa in December.

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 or contact: 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 or contact: 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 or contact Allen Smith at: allens@kitshouse.org. **EVENTS:** annual events include an Autumn Fair in the fall, and Winter Market during the winter holiday season.

Kitsilano Secondary WORK EXPERIENCE PROGRAM: providing volunteer opportunities for students. For more info, contact Alicia Kersten at: akersten@vsb.bc.ca | **COMMUNITY SCHOOLS TEAM:** programs for youth in collaboration with community. For more info, contact: info@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 or contact David Angel at: 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.kitsilanoshowboat.com or contact Barry Leinbach at KitsilanoShowboat@hotmail.com.

Music Heals: Supporting a range of music therapy services to communities in BC and across Canada, including music therapy for patients of all ages in hospitals, habilitation, bereavement support and more. For more info, visit www.musicheals.ca or contact: info@musicheals.ca.

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

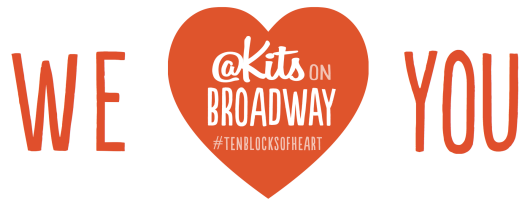
St. James Community Square: Affordable space for educational, cultural, recreational and social activities, including St. James Hall and multi-purpose rooms. For more info, visit www.sjcommunitysquare.org or contact: info@sjcommunitysquare.org.

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.

Residents Associations: **UPPER KITS:** from Macdonald to Alma St., and W. 10th to W.16th Ave. For more info, contact: 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 or contact: westkitsresidents@gmail.com.

Vancouver Public Library - Kitsilano Branch: The VPL has been dedicated to your lifelong learning, reading & information needs! For more info, visit www.vpl.ca/branches/details/kitsilano_branch or contact Mark Koep at: Mark.Koep@vpl.ca.

West Side Family Place: A family resource centre offering parenting support and child-focused programming for families with children from birth to 6 years. For more info, visit www.westsidefamilyplace.com or contact Diane Elliot-Buckley at: wsfp@telus.net. **EVENTS:** Annual events include Ghostly Gala: A Wicked Fundraiser for West Side Family Place in the fall, and Fiesta Del Sol event in the summer.



Business Area Renewal

5-year term – April 2021 to March 2026

WHAT IS RENEWAL & THE BENEFIT TO BUSINESSES?

The BIA has operated with limited resources over the last 4 years to promote and enhance the business area. We operate with one of the smallest annual budgets of Vancouver BIAs, as a newer BIA relative to other business areas in the City (i.e. Other 2020-2021 annual budgets: West 4th BIA \$440,000, South Granville BIA \$728,600, Cambie BIA \$427,000, Main Street / Mount Pleasant BIA \$676,973).

Valuable initiatives include advocacy (lowering property/business taxes and other measures to support businesses), street lighting, banners, digital marketing, promotions, events, information updates, and community partnerships.

Building on what's been done, and based on input from outreach to business and property owners, we are excited to develop plans for the BIA's third five-year term, 2016-2021. Please see Project Highlights page for initiatives to-date.

A SMALL INCREASE IN RESOURCES, WILL COLLECTIVELY MAKE A BIG DIFFERENCE...

A small and incremental increase in business contributions will make a big difference to benefit your business and the business area, to implement initiatives based on input from businesses, support and advocate for businesses, and enhance West Broadway as a destination.

- **OUR CURRENT BUDGET (\$275,000) IS ONE OF THE SMALLEST BUDGET OF THE CITY'S 22 BIAs**
 - smaller budget as a newer BIA relative to other areas, i.e.: W. 4th BIA 2020-2021 annual budget = \$440,000.
- **WE ARE OPERATED BY ONE CONTRACTOR**
 - limited time to implement initiatives, versus other areas with additional contractor support.
- **IT CAN COST LESS THAN A LATTE A DAY or ONE 1/4 PAGE AD PER YEAR**
 - to implement initiatives that will benefit your business. A small, collective investment among local businesses = a BIG impact.
- **ACCOUNTABILITY AND ADAPTABILITY**
 - our proposed budget for each year would need to be approved and voted on annually at the AGM.
- **THE PROPOSED 5-YEAR TERM BUDGET OPTIONS = CONTRIBUTIONS AS LOW AS \$15 to \$25/month**
 - business contributions range from approx. \$15 to \$100/month depending on property value and number of tenants per property. Please contact us to confirm amount, and visit www.kitsonbroadway.com/resources for full budget details.

HOW DOES THE BUDGET WORK?

- **THE BUDGET IS DERIVED ANNUALLY FROM OVER 140 PROPERTY OWNERS AND 300 BUSINESSES**
 - the City collects a levy from commercial properties, usually provided by tenants, in the BIA boundary (West Broadway, from Collingwood to Larch street). The budget is based on businesses' feedback and voted on at the AGM.
- **THE CURRENT BUDGET IS 4.8% OF THE AREA'S COMMERCIAL PROPERTY TAXES**
 - the total taxes collected in the West Broadway BIA (West Broadway, from Collingwood to Larch street) = \$5.7 million, and the total assessed property value = \$859 million.
- **THE CURRENT COST IS AN AVERAGE OF \$20 to \$60/MONTH PER PROPERTY OWNER BUSINESS TENANT**
 - for marketing and events, street enhancements and advocacy on key issues to help promote, beautify and support the viability of the business area and local merchants. Contributions depend on property value and number of tenants.

WORKING TOGETHER MAKES A BUSINESS AREA BETTER:

The business area includes over 300 businesses and 140 commercial properties - it's a collective voice that makes a positive impact. Together, we can benefit local businesses, address economic challenges and contribute to the community. You can help develop the vision for the area and put plans into action by providing input, attending meetings, or participating on the volunteer Board.

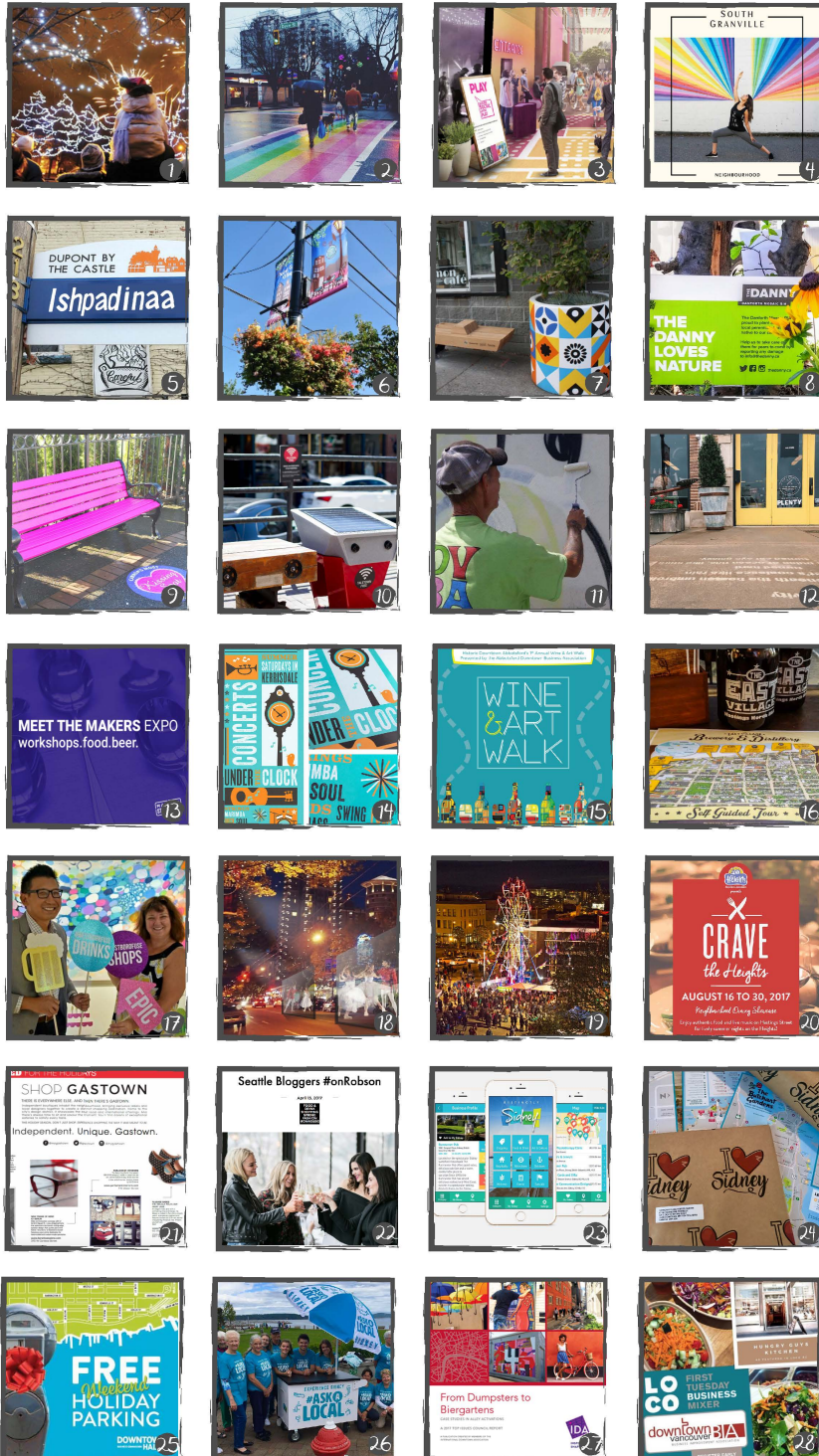
- What can help your business? What has been beneficial? What would you like to see? Complete the brief renewal survey at: www.surveymonkey.com/r/QCJMYBK



What we can do with increased resources

THE CAPABILITY TO IMPLEMENT VALUABLE INITIATIVES FOR BUSINESSES AND THE BUSINESS AREA, BASED ON LOCAL INPUT

The 5-year term renewal budget will enable the BIA to develop the following types of initiatives to support local business and property owners, and enhance the business area. Relative to resources, initiatives would be strategically planned for optimal implementation and results.



STREET ENHANCEMENT & SAFETY

Objectives: brighter, cleaner, safer streets; a welcoming and positive environment for patrons and staff.

- ✓ More tree and decorative pole lights (1)
- ✓ Decorative crosswalks (2)
- ✓ Murals - gateway/welcome and visible alley artway murals (3, 4)
- ✓ Art wraps - utility boxes, mailboxes
- ✓ Street signs - decorative signs, wayfinding signs (5)
- ✓ Street banners - seasonal and all-year (6)
- ✓ Landscaping - maintenance, planting and planters (7, 8)
- ✓ Street amenities - benches, litter cans, bike racks, wifi charging stations (9, 10)
- ✓ Street façade improvements - facilitating power washing, window and awning cleaning (11, 12)
- ✓ Sidewalk engravings (12)
- ✓ Safety initiatives - increased graffiti and vandalism management, updates, directory, business audits, safety guides, workshops, webinars (11)

MARKETING - EVENTS, ADVERTISING, PROMOTIONS

Objectives: promoting local businesses, attracting patrons to the area; creating memorable experiences and a vibrant area.

- ✓ Seasonal events (13, 15, 16, 18, 20)
- ✓ Street festival (17, 19)
- ✓ Street entertainment/activations (14)
- ✓ Social media and area website (22)
- ✓ Business videos/area videos
- ✓ Shop local neighbourhood app with rewards/incentives (23)
- ✓ Business directory brochures/rack card distribution
- ✓ Wayfinding directory map (24)
- ✓ Advertising - digital & print (21)
- ✓ Direct mail campaigns
- ✓ Promotional products, i.e. shopping bags

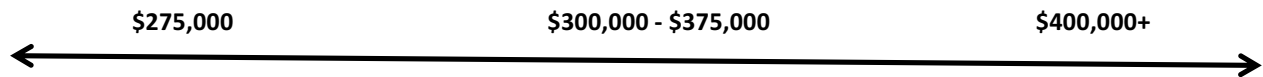
BUSINESS DEVELOPMENT - RELATIONS / ADVOCACY / PARTNERSHIPS

Objectives: connecting businesses, engaging community, sharing opportunities/resources, advocacy to support businesses/area.

- ✓ Member communications and events - updates, networking, workshops / webinars (28)
- ✓ Business recruitment and retention (27)
- ✓ Advocacy on priority issues - property assessments/tax policies, development, permits/licenses, gov services, transit
- ✓ Community engagement - including volunteers, street team, info kiosk, event exhibits, fundraising, scholarships (26)

A little more goes a longer (Broad)way

The small difference in cost with the incremental annual budget, will make a big impact in WHAT CAN BE DONE AND WHEN to meet the needs of local businesses, and make valuable improvements for the business area from marketing to street enhancements to advocacy:



MARKETING – EVENTS, ADVERTISING, PROMOTIONS

- ✓ Limited events
- ✓ BIA website - maintenance and updates
- ✓ Limited social media
- ✓ Shop local app and staff discount program - minimal functionality
- ✓ Buy local campaign
- ✓ Limited advertising

- ✓ Events, street activations/entertainment
- ✓ BIA website - maintenance and updates
- ✓ More social media
- ✓ Direct mail campaign
- ✓ Shop local app and staff discount program - increased functionality and incentives
- ✓ Buy local campaign
- ✓ Advertising
- ✓ Business directory brochure/rack card
- ✓ Wayfinding directory map

- ✓ More events, street activations / entertainment
- ✓ BIA street festival
- ✓ BIA website - maintenance and more updates and upgrades
- ✓ More social media
- ✓ More direct mail campaigns / reach
- ✓ BIA videos
- ✓ Shop local app and staff discount program - increased functionality and incentives
- ✓ Buy local campaign
- ✓ More advertising
- ✓ More business directory brochure / rack card distribution
- ✓ Wayfinding directory map
- ✓ Promotional products including shopping bags, retailing locally, fundraising for charity / local cause

STREET ENHANCEMENT & SAFETY

- ✓ Street banners approx. every 2+ years
- ✓ Limited tree lighting
- ✓ Limited pole lighting
- ✓ Limited landscaping - sidewalk maintenance
- ✓ Safety initiatives - updates, directory, limited graffiti and vandalism management

- ✓ Street banners approx. every 2+ years
- ✓ Decorative street pole lighting
- ✓ Tree lighting
- ✓ Landscaping - sidewalk maintenance and planting
- ✓ Decorative street signs
- ✓ Murals - planning gateway/welcome and visible alley artway murals
- ✓ Art wraps - utility boxes, mailboxes
- ✓ More safety initiatives - updates, directory, business audits, graffiti and vandalism management

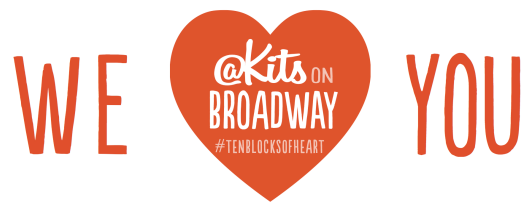
- ✓ Seasonal banners
- ✓ Electrical infrastructure for street lighting
- ✓ More decorative street pole lighting
- ✓ More tree lighting
- ✓ Decorative street signs
- ✓ Murals - implementing gateway/welcome and visible alley artway murals
- ✓ Art wraps - utility boxes, mailboxes
- ✓ Decorative crosswalks, sidewalk engravings
- ✓ Street amenities - benches, litter cans, bike racks
- ✓ Landscaping - sidewalk maintenance and planting
- ✓ Landscaping - planters
- ✓ Street façade improvements - facilitating power washing, window and awning cleaning
- ✓ More safety initiatives - increased graffiti and vandalism management, updates, directory, business audits, safety guides, workshops, webinars

BUSINESS DEVELOPMENT – COMMUNITY RELATIONS / ADVOCACY / PARTNERSHIPS

- ✓ Member updates and networking
- ✓ Community engagement
- ✓ Valuable memberships and advocacy: Fair Tax Coalition, Vancouver BIA Partnership, BIABC, IDA; advocacy on key issues - commercial property taxes and more.
- ✓ Tourism marketing and partnerships
- ✓ Professional development/conferences
- ✓ Limited resources/one contractor

- ✓ Member updates and networking
- ✓ Business recruitment
- ✓ Community engagement - volunteers (including local students), event exhibits
- ✓ Valuable memberships and advocacy: Fair Tax Coalition, Vancouver BIA Partnership, BIABC, IDA; advocacy on key issues - commercial property taxes and more.
- ✓ Tourism marketing and partnerships
- ✓ Professional development/conferences
- ✓ More contractor resources to effectively implement initiatives.

- ✓ More member updates and networking
- ✓ Member workshops/webinars
- ✓ More business recruitment - investor communications; window signs/displays for vacant units
- ✓ More community engagement - volunteers (including local students), street team, info kiosks, event exhibits, fundraising, scholarships.
- ✓ Valuable memberships and advocacy: Fair Tax Coalition, Vancouver BIA Partnership, BIABC, IDA; advocacy on key issues - commercial property taxes/tax policies, development, permits/licenses, gov services, transit and more.
- ✓ Tourism marketing and partnerships
- ✓ Professional development/conferences
- ✓ More contractor resources - increased resources to delegate and assist with initiatives



Proposed Budget Options

5-year term – April 2021 to March 2026

As a newer BIA relative to others, West Broadway has operated with one of the smallest budgets of business areas in the city. A small increase in resources, will make a big impact. It's an incremental difference in budget that will make a positive difference in results – enabling the BIA to build on what's been done and better promote businesses, enhance the street, and advocate to support businesses and the business area.

AREA / INITIATIVE	OPTION #1					OPTION #2				
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Administration Accounting / Audit and Registered Office, Insurance, AGM, Operation Expenses, BIA Executive Director, Contingency Fund	\$119,900.00	\$98,100.00	\$105,150.00	\$112,200.00	\$128,000.00	\$119,900.00	\$107,650.00	\$121,550.00	\$135,450.00	\$140,600.00
Street Enhancement & Safety Street Lighting, Cleaning, Banners and Signs, Graffiti / Vandalism Mgmt, Landscaping, Public Art, Safety Resources	\$88,500.00	\$132,850.00	\$147,500.00	\$158,550.00	\$165,050.00	\$88,500.00	\$143,750.00	\$170,475.00	\$174,325.00	\$184,425.00
Marketing - Events / Advertising / Promotions Events and Campaigns, BIA Street Festival, Advertising and Promotions, Branding Materials, Website, Shop Local App and Staff Discount Program	\$55,275.00	\$56,125.00	\$60,475.00	\$64,825.00	\$93,525.00	\$55,275.00	\$60,475.00	\$68,675.00	\$99,875.00	\$108,575.00
Business Development - Relations / Advocacy / Partnerships Member Communications & Events, Biz Recruitment, Community Engagement, Fair Tax Coalition, BIA Partnerships, Education / Conferences	\$11,325.00	\$12,925.00	\$11,875.00	\$14,425.00	\$13,425.00	\$11,325.00	\$13,125.00	\$14,300.00	\$15,350.00	\$16,400.00
TOTAL	\$275,000	\$300,000	\$325,000	\$350,000	\$400,000	\$275,000	\$325,000	\$375,000	\$425,000	\$450,000

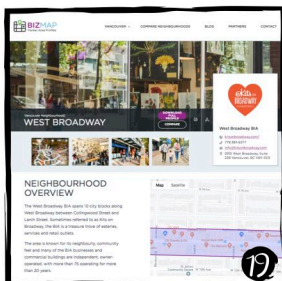
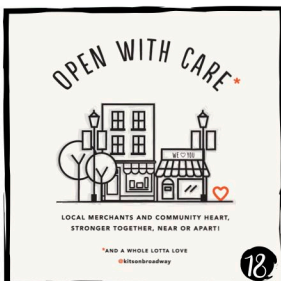
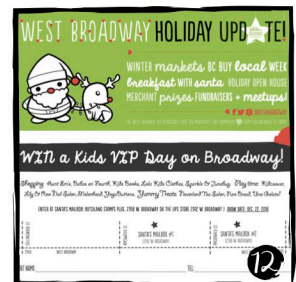
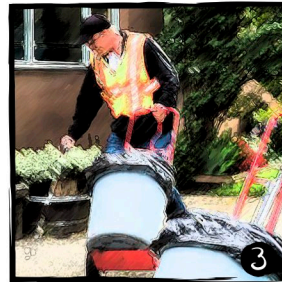
PROPERTY VALUE & UNITS	SAMPLE BIA LEVY - OPTION #1					SAMPLE BIA LEVY - OPTION #2					COST DIFFERENCE BETWEEN BUDGETS \$275,000 to \$450,000
	YEAR 1 \$275,000 (.00032)	YEAR 2 \$300,000 (.00034)	YEAR 3 \$325,000 (.00037)	YEAR 4 \$350,000 (.00040)	YEAR 5 \$400,000 (.00046)	YEAR 1 \$275,000 (.00032)	YEAR 2 \$325,000 (.00037)	YEAR 3 \$375,000 (.00043)	YEAR 4 \$425,000 (.00049)	YEAR 5 \$450,000 (.00052)	
\$675,000.00 1 TENANT	\$216.16 yr \$18.01 mo	\$235.81 yr \$19.65 mo	\$255.46 yr \$21.29 mo	\$275.11 yr \$22.93 mo	\$314.42 yr \$26.20 mo	\$216.16 yr \$18.01 mo	\$255.46 yr \$21.29 mo	\$294.77 yr \$24.56 mo	\$334.07 yr \$27.84 mo	\$353.72 yr \$29.48 mo	\$137.56 yr \$11.47 mo
\$2,147,000.00 PER 3 TENANTS	\$229.02 yr \$19.09 mo	\$249.84 yr \$20.82 mo	\$270.66 yr \$22.56 mo	\$291.48 yr \$24.29 mo	\$333.12 yr \$27.76 mo	\$229.02 yr \$19.09 mo	\$270.66 yr \$22.56 mo	\$312.30 yr \$26.33 mo	\$353.93 yr \$29.50 mo	\$374.75 yr \$31.23 mo	\$145.73 yr \$12.14 mo
\$8,371,000 PER 5 TENANTS	\$537.55 yr \$44.65 mo	\$584.45 yr \$48.71 mo	\$633.16 yr \$47.77 mo	\$681.86 yr \$56.83 mo	\$779.27 yr \$64.94 mo	\$537.55 yr \$44.65 mo	\$633.16 yr \$52.77 mo	\$730.57 yr \$60.88 mo	\$827.98 yr \$69.00 mo	\$876.68 yr \$73.06 mo	\$339.13 yr \$28.41 mo

NOTES:

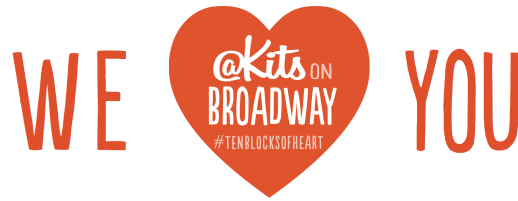
- **Budget comparables:** West 4th BIA: \$440,000 (and 5-year increase up to \$644,204), South Granville BIA \$728,600, Cambie BIA \$427,000, Main Street / Mount Pleasant BIA \$676,973.
- The BIA levy rate (per \$1,000 of assessed value) is the annual BIA budget divided by the total assessed commercial property value. Year 1 example: \$275,000 divided by \$859,371,023 = .00032.
- The annual BIA levy contribution for a commercial property would be the property's assessed commercial value multiplied by the BIA levy rate.
- Please visit www.kitsonbroadway.com/resources for detailed proposed budget options, budget notes, AGM package and more information.

2019-2020 PROJECT HIGHLIGHTS

STREET ENHANCEMENT | MARKETING | EVENTS | COMMUNITY ENGAGEMENT | ADVOCACY



Please visit www.kitsonbroadway.com/resources for project details and future initiatives.



Project descriptions

1 to 4. 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 **50+ 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.

5 to 7. 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!**

8. Communications and Branding Materials

Designing and distributing brochures, including business directories, and business area swag. Publications are displayed at events, and business and community organizations, and used in prize draw baskets, media kits and more.

9. Merchant Updates and Networking

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

10 to 12. Advertising, Social Media and 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

OPEN WITH CARE: as part of the Vancouver BIAs marketing committee, we developed the Open with Care reopening campaign, which has been adopted across Canada, to highlight businesses are operating safely throughout the pandemic and encourage patrons to shop safely too.

MASKS & MEALS: recycling banners into masks through social enterprise. Masks retail locally, and raise funds for Food Bank and local merchants.

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

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, roaming entertainment**, Family Services fundraiser (**500+ donations**), **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 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 PARTNERSHIPS & AFFILIATIONS: Vancouver BIA Partnership (22 BIA's meeting monthly, sharing resources, addressing key issues), BIABC and IDA (conferences, project development, networking), LOCO BC, Vancouver Board of Trade, Tourism Vancouver and more.

ADVOCACY: Addressing priority issues to support business and property owners, **i.e. COVID economic relief, commercial property assessments and tax policy, permits and development, and transportation**. Liaising with stakeholders (elected officials, business / community leaders and more) to support small businesses. **Our efforts resulted in lower taxes**, and we continue to advocate for 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

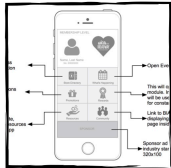


Events and Campaigns

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, October 31, 1pm-4pm; Citywide BIAs holiday campaign and Caring Neighbours Holiday Fundraiser, month of December. Stay tuned for more eventfulness!

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.



Shop Local App and Staff Discount Program

The Shop Local app will feature merchant offers, rewards, community updates/events and more, encouraging public patrons and staff to shop local and connect. It's timely, interactive and celebrates all things local. We look forward to completing the app updates and launching asap!

Digital Marketing and Area Rebrand

Creatively promoting the business area digital marketing including social media, and driving online traffic into feet on the street! The future rebrand will help effectively promote the business area as a destination and awesome experience. Stay tuned for #localupdates in #theheartofkits ☺



Public Art

We are transforming vandalized spaces 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 wear. The new banners installed in Fall 2020, will feature inspirational messages from locals and ancient Greek philosophy, alongside colourful illustrations that reflect the business community.



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 50 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!

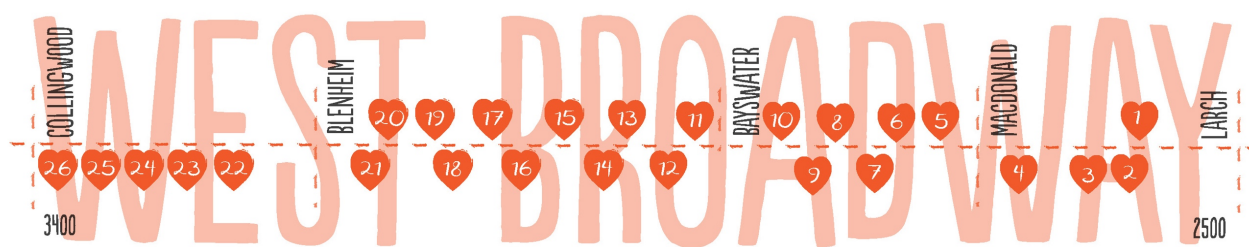


Advocacy

Together with BIAs across the city and province, we are working on key issues (i.e. commercial property assessments and tax policies, development, licenses and permit policies, transportation, city services, etc.) to benefit the business area and support businesses. 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/QCJMYBK



A warm welcome

From sweets to services, there's a new biz on the block! Check out the exciting additions to the neighbourhood that have opened from last Fall to this Fall, and stay tuned for what's coming soon!

1. Uplift Fitness, 2631 W. Broadway | 2. Fido Mobile, 2696 W. Broadway | 3. Rogers Communications, 2696 W. Broadway | 4. Baroness Bubble Tea, 2790 W. Broadway | 5. Me and Crepe, 2821 W. Broadway | 6. Ramen Densetsu, 2825 W. Broadway | 7. Gandy's Home Hardware, 2856 W. Broadway - Coming Soon | 8. Yakiniku on 9th, 2893 W. Broadway | 9. Garlands Florist, 2906 W. Broadway | 10. U Dental, 2933 W. Broadway | 11. Black Mountain Storage, 2475 Bayswater St. | 12. Inspired Cannabis, 2976 W. Broadway - Coming Soon | 13. Fletchers Fabricare, 3065 W. Broadway | 14. Le Petit Spa, 3080 W. Broadway | 15. Hollywood Theatre, 3123 W. Broadway - Coming Soon | 16. Hai Di Lao Hot Pot, 3204 W. Broadway | 17. Midam Cafe, 3211 W. Broadway | 18. Elpis Alternative Health Centre, 3216 W. Broadway | 19. Choom Cannabis Co, 3235 W. Broadway - Coming Soon | 20. Contrast Lash Studio, 3261 W. Broadway | 21. Ellera Premium Beauty Centre and Academy, 3270 W. Broadway | 22. West Point Denture Clinic, 3446 W. Broadway | 23. J Sports, 3466 W. Broadway | 24. Mixology, 3468 W. Broadway - Coming Soon | 25. Fabulash Studio, 3474 W. Broadway | 26. True Confections, 3498 W. Broadway

updates & resources

Visit our member resources page for valuable info and local updates: 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 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; Luke Kamikawaji, Vancity; Lierin Jones, G&F Financial; Patrick North, GNK Insurance; Nick Panos, Omega Travel; Nicole von Szombathy, Vancity.

say hello!

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



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3400

WEST BROADWAY BIA

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OVER 300 MERCHANTS
& community heart
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FROM COLLINGWOOD TO LARCH!