

WBIA 2021 PROJECT LIST TIMELINE															
#	COVID IMPACT	PROJECT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	NOTES
1	Active	<b>Advocacy to support small businesses / areas</b> - advocate through committees, events, conferences, presentations; liaise with municipal and provincial leaders; participate on Vancouver BIA Partnership tax committee; work with other stakeholders (BIABC, Board of Trade, CFIB, BOMA, etc.) on key issues.													Develop/deliver presentations at events and key meetings; Meetings with Mayor & Council, CoV staff, MLAs and other stakeholders; develop BIA/business area value report for distribution at events/meetings/online.
2	Active / Pivoting	<b>Winter Banners</b> - street pole banners on 70+ street poles, illustrating local images and festive scenes, with shop local messaging and BIA branding.													<b>Pivoting:</b> due to COVID-19 and sports / teams / events changes and cancellations we changed to a Greek theme of ancient philosophical quotes and mythical figures. Then Greek Day and heritage month was cancelled in 2020. Designed winter banners in-house that will also tie in with Valentine's Day / February shop local theme. Banners will be installed this Winter, and then reinstalled from November to March moving forward.
3	Active	<b>Shop Local campaigns</b> - February / Valentine's theme campaign including prize draw, voucher, and shop local neighbourhood VISAs, to encourage patrons to shop local. March campaign to tie in with Vancouver's #LoveVancouver initiative.													Co-ordinating Love Your City campaign in partnership with 15 other BIAs. Coordinate West Broadway merchant displays, prize package, package for citywide grand prize, social media posts and blog posts. Update Vancouver BIA partnership site.; Coordinate merchant displays and prizes draws to tie in with Tourism Vancouver's #LoveVancouver initiative. Prize draw and social media posts will feature products made in Vancouver that retail in local businesses.
4	Active	<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. Liaise with service providers to refurbish pole lights. Liaise with City to assess pole capacity, and plan power source infrastructure on more poles.
5	Cancelled	<b>Community events - BIA booth and prize:</b> Kits Community Centre, Kits House, West Side Family Place, Family Services of Greater Vancouver and local PAC school events.													<b>Cancelled.</b> Participated in any events not cancelled due to COVID and public health regulations. Coordinate BIA booths / prizes / silent auction items, etc. to promote business area, businesses and local events.
6	Active / Pivoting	<b>Student volunteer program</b> - in partnership with Kits Secondary, VSB and Kits Secondary Students Alumni Association; merchant fundraising week for student scholarships.													<b>Pivoting:</b> students will have to volunteer remotely at this time due to COVID and public health regulations. Assistance with digital projects, data updates, etc. Coordinate student engagement with Work Experience Program staff / teachers and VSB website community outreach staff; presentation to students to establish student volunteer program; host BIA booth at the school's Community Conservations Week in February to recruit volunteers; Kits Alumni initiative TBC depending on COVID status - fundraising week in September, with proceeds from sales to raise funds for student scholarships.
7	Active	<b>Canada Healthy Communities Initiative project funding</b> - grant application for place making / street infrastructure / enhancements.													Co-ordinating grant application in partnership with 6 other Vancouver BIAs. Co-developing budget, and developing support materials including sample WBIA project and samples of Vancouver BIAs place making projects. We would have 2 years to utilize project funds (to provide necessary time for planning and implementing project).
8	Active	<b>Plazas</b> - developing side street plaza and encing sidewalk plazas in partnership with City of Vancouver; street furniture and programming.													Developing spreadsheet of potential side street plaza locations to develop (1 location this year TBC) and sidewalk locations to enhance through street furniture, sprucing up existing sidewalk plazas (i.e. enhancing benches on sidewalk plazas, landscaping, etc.). Liaise with City Streets Engineering department. Coordinate outreach with business and property owners members and community.
9	Active	<b>BIA Renewal</b> - renewal outreach, and vote by Mayor and Council in March 2021; develop detailed 2021-2022 budget; develop proposal package to help plan projects and obtain resources / funding.													Liaising with City throughout outreach and renewal voting process; Develop 5-year strategic plan and budget, including streetscape rendering and proposal for street enhancement / public art; Prepare / distribute proposal. Pending March approval, develop detailed 2021-2022 operating budget, and project proposal package (streetscape rendering and proposal for street enhancement / public art and other projects. Objective of proposal package is to help plan projects, develop partnerships and obtain resources / funding / sponsors / grants).
10	Active / Pivoting	<b>Greek banners and mural</b> - street pole banners on 70+ street poles including illustrations of Greek figures, with inspirational quotes from ancient Greek philosophy (including Stoics), merchants and locals; Greek philosophy mural.													Greek figures include heroes from the Greek war of independence, mythical figures, and philosophers and philosophy quotes. The banners will be installed from Spring to Fall this year and in future. Celebrating 200th anniversary of the Greek War of Independence this year. In future years, the banners will tie in with Greek Day and Greek heritage month. War hero figures and quotes will be installed end of March to align with the Independence celebration. Mythical figures and philosophers will be added / installed by June to align with Greek heritage month. Greek philosophy mural installed at Trafalgar in partnership with BrainBoost Education on West Broadway.
11	Active	<b>BIA Week - Apr 1 to 7</b> - proclamation from Mayor and BIA Week celebrating 31 years of BIAs in Vancouver; Citywide campaign to raise awareness about BIAs, promote retail neighbourhoods and support local causes.													As part of Vancouver BIA partnership Marketing committee, coordinate BIA week activities including social media and blog posts, and month long activities to celebrate Vancouver's retail neighbourhoods including an online auction for neighbourhood prize packages; partnering with City of Vancouver and Mayor to promote initiative / areas.
12	Active / Pivoting	<b>BIABC Conference - May</b> - annual conference with BIA colleagues from BC and internationally, sharing best practices, workshops, awards; Providing conference session presentation.													<b>Pivoting: virtual conference due to COVID.</b> Conference includes local and international leaders, workshops and keynote presentations. Participate as a conference speaker - develop presentation on BIAs marketing initiatives. Participate on the conference committee for the Best in the West awards as a panel judge. Submit award application for WBIA project(s).
13	Active	<b>Take-out / Pick-up campaigns and Patio campaign</b> - promotion for businesses impacted by health restrictions													Promotions, contests, and business features to promote businesses impacted by health restrictions, i.e. restaurants, fitness venues, etc. Citywide patio campaign in partnership with Vancouver BIAs, promoting business areas and encouraging people to visit patios across the City (patio map, local contests, social media and other media, etc.).
14	Active	<b>Plazas and temporary public space</b> - developing side street plaza and facilitating temporary patios to expand public space for businesses and patrons.													Developing side street plaza in partnership with City of Vancouver. Engaging local community for plaza programming and stewardship. Facilitating and advocating for temporary business patios. Working with City of Vancouver and urban planner/consultant on sidewalk plaza development at key intersections on Broadway, and applying for grant opportunities.
15	Active	<b>Landscaping</b> - streetscape maintenance; plaza planters.													Maintenance of the streetscape, including tree surrounds and bugles; planting and maintenance of planters in the plaza. Future streetscape landscaping may include planting plants and flowers, pending resources, and developing public art planter project.
16	Active	<b>Kits High School grad celebration</b> - contest / merchant promotions and street signs													"Congrats, Love & Q&A" promotion to tie in with Greek heritage and new street banners. Street signs including sandwich boards, posters and decals (illustrations of mythical figures with grad caps) Marketing materials / signs have a QR code that scans to a "Contest" page on our website, running this contest and other contests in future (so the QR code will still be valid).
17	Active	<b>BIA photography</b> - coordinating photography for BIA area marketing, and for businesses.													BIA photography for social media, website, marketing (brochure and other materials); Business photography - working with photographer to provide photography services for businesses. In addition to marketing, photography can also be used for advocacy (i.e. property owners contributing to community, story of small businesses, etc.)
18	Active / Pivoting	<b>BIA Directory Brochure and Poster</b> - directory brochures, cross-promotions display holder, and directory poster for merchants to display.													Create and distribute directory brochure and directory poster featuring BIA info and map. Brochure display holder with cross-promotion messages to encourage patrons to visit local businesses / other neighbour businesses, and experience eats, shops and services.
19	Active / Pivoting	<b>Neighbourhood marketing programs and incentives - BIA neighbourhood gift card; Merchant e-gift cards; Staff shop local offers.</b>													<b>Neighbourhood gift card:</b> working with Moneris to develop neighbourhood gift card program including physical and digital cards. <b>Individual merchant e-gift cards:</b> working with Support Local BC. We created a dedicated West Broadway page on their platform to promote participating merchants, and Support Local operates the program. We can also run gift card promotions with Support Local BC partners (i.e. Vanity, LOCO BC) where discounts are offered on gift card purchases. <b>Staff Shop Local App - pivoting:</b> previous app development company could not continue project due to COVID. Exploring options for in-house app development using app template programs / software services. Tasks include updating business directory, confirming offers from local merchants and promoting app.
20	Active / Delayed	<b>AGM and Annual Report</b> - AGM package; annual report; AGM virtual meeting date TBC.													Coordinate AGM; Design/print/distribute AGM package (draft budget, member forms, project highlights, strategic plan and budget for next for business and property owners); Coordinate and host AGM.
21	Active	<b>BIA Website</b> - developing new BIA website; maintaining current site.													Developing new BIA website as current site has outdated functions, and aesthetics. New site will have better form / function / tech capacity, including desktop site and mobile site responsiveness.
22	Active / TBC	<b>Kids and Pets trick or treating - Oct. 30</b> - participating merchants give out Halloween treats to kids, patrons and pets!													Event depends on COVID-19 status. Sign up participating merchants, promote event, and coordinate BIA booth with free treat bags, map of participating locations, and donations to BC SPCA.
23	Active / TBC	<b>Holiday campaign</b> - marketing campaigns (direct mail / business directory / holiday gift guide; social media contests, holiday blogs, ad campaigns); Kids VIP Day colouring contest; Roaming entertainment; Family services fundraiser; community event partnerships.													Event activities depend on COVID and public health orders' status. Coordinate marketing (direct mail / business directory / holiday gift guide, social media contests, holiday gift guide blogs, ads with online / print / radio TBC); 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).
24	Active	<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.
25	Active	<b>Street enhancement planning public art and street furniture</b> (eg. utility boxes, murals, bike racks, etc.)													Applied for Canada Healthy Communities Initiative Grant for plazas at Waterloo and at Trutch: community engagement and stakeholder meetings, letters of support, drawings and write-ups for multicultural and inclusive plaza spaces on Broadway. Future murals - planning this year and implementation in 2022+ due to budget and resources. Opportunity #1) Met with Vancouver Mural Fest and they provided a proposal for the Vancouver Mural Festival in August. Starts at \$10,000+ so we will have to look at this next year or after when feasible with budget/time/resources. I've reached out to potential sponsors. Opportunity #2) Sports-themed mural in partnership with City and other sponsors including Sportsnet at the TD Bank lot. Liaised with artists for illustration elements (i.e. athletes to feature), developed sponsorship application and obtaining sponsors, liaised with 10+ sports organizations and Sportsnet; liaised with City for mural program support and approval (permits, etc.). Future Opportunity #3) TELUS alley artwork at Broadway and Macdonald. Contacted TELUS for sponsorship and meetings/correspondence with community stakeholders including businesses and library.
26	Active / Pivoting	<b>BIA newsletter</b> - resources and opportunities, 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+). Ongoing updates throughout the year.
27	Active	<b>Social Media &amp; Website Updates</b> - posts and campaigns to promote businesses, engage the community and advocate; ongoing / seasonal contests.													Facebook, Twitter, Instagram: posting, liking, sharing content; increasing engagement and interactions; ad campaigns. Web page updates, blog posts, maintenance / upgrades (features and functions). Coordinating seasonal / themed social media contests, i.e. "Win the Guide" which features local products and services in the posts as well as the prize draw.
28	TBC	<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.
29	Active / videoconferencing	<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.
30	Active / videoconferencing 1x month	<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 with Vancouver BIA Partnership. Also, participating on COVID Task Group, Communications, Commercial Tax Advocacy, Streets engineering/CoV BIA Projects, BIA Renewal 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).