

# WEST BROADWAY BIA

## ANNUAL REPORT 2023



### — 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. 2023 budgets: West Broadway \$375,000, West 4th \$532,400 (and 5-year increase to \$644,204), South Granville \$788,054, Cambie \$550,000, Main Street / Mount Pleasant \$771,653. Each property owner's contribution to the BIA is a fraction of their total taxes. The West Broadway BIA levy is approx. 5% 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 2<sup>nd</sup> Wednesday of each month to plan and guide local initiatives.

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

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## 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 16 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!*



**Canada One Foundation:** Organizers of Vancouver's #1 sports and arts beach festival, KitsFest, celebrating diversity and inclusiveness for all ages and walks of life. For more info, visit [www.canadaonefoundation.com](http://www.canadaonefoundation.com) or contact Ron Putzi at [ronputzi@gmail.com](mailto:ronputzi@gmail.com).

**Destination Vancouver:** The official source of tourist info including hotels, restaurants and things to do! Plus, valuable member opportunities for businesses. For more info, visit [www.destinationvancouver.com](http://www.destinationvancouver.com) or contact Lucas Pavan at [lpavan@destinationvancouver.com](mailto:lpavan@destinationvancouver.com).

**Family Services of Greater Vancouver:** Counselling and other essential services to the most vulnerable people, from youth to adults, and helping build strong families. For more info, visit [www.fsgv.ca](http://www.fsgv.ca) or contact Amanda Sayfy at [asayfy@fsgv.ca](mailto:asayfy@fsgv.ca).

**Hellenic Canadian Congress of BC:** Promoting the development of Hellenism through educational, social, political and cultural initiatives including Greek Day and Heritage Month. For more info, visit [www.helleniccongressbc.ca](http://www.helleniccongressbc.ca) or contact [info@helleniccongressbc.ca](mailto:info@helleniccongressbc.ca).

**Hollywood Theatre:** a magical place for both public and private events, fantastic pre-movie entertainment and specials, live shows, and more! For more info, visit [www.hollywoodtheatre.ca](http://www.hollywoodtheatre.ca) or contact Heath Parsons at [info@hollywoodtheatre.ca](mailto:info@hollywoodtheatre.ca).

**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](http://www.bikehub.ca), or contact [info@bikehub.ca](mailto: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/](http://www.meetup.com/kitsilanobusinessleaders/) or contact Judy Reiman at [judyreiman2@gmail.com](mailto:judyreiman2@gmail.com).

**Kitsilano Community Centre:** An inclusive, organization, offering a variety of recreational activities for people of all ages. For more info, visit [www.kitscc.com](http://www.kitscc.com) or contact Irene Lagacé at [kcca.vancouver@gmail.com](mailto:kcca.vancouver@gmail.com).

**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](http://www.vancouver.ca/police/community-policing/kitsilano-fairview.html) or contact Alex Shamat at [kitsfaircpc@gmail.com](mailto:kitsfaircpc@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](http://www.kitshouse.org) or contact Teddy Chan at [teddyc@kitshouse.org](mailto:teddyc@kitshouse.org).

**Kitsilano Secondary:** COMMUNITY SCHOOLS TEAM: youth programs in collaboration with community. For more info, contact: [info@vsb.bc.ca](mailto:info@vsb.bc.ca) | ALUMNI ASSOCIATION: raising scholarship funds and fostering fellowships. For more info, visit [www.kssaa.ca](http://www.kssaa.ca).

**Kitsilano Showboat:** Providing free multi-cultural entertainment every summer at Kits Beach, and a venue for entertainers of all ages and abilities to perform, since 1953! For more info, visit [www.kitsilanoshowboat.com](http://www.kitsilanoshowboat.com) or contact Barry Leinbach at [KitsilanoShowboat@hotmail.com](mailto:KitsilanoShowboat@hotmail.com).

**Meraloma Rugby Club:** Whether it be competitive or social, men's or women's, junior, mini or even older, the Lomas have a team for you. The regular season runs from September to May and new players are always welcome! For more info, visit [www.meralomarugby.com](http://www.meralomarugby.com).

**MLA David Eby's Community Office:** Resources and services including legal, housing, employment, income assistance, senior services, childcare, business resources, grants, and food security. For more info, visit [www.davidebymla.ca](http://www.davidebymla.ca) or contact [david.eby.mla@leg.bc.ca](mailto:david.eby.mla@leg.bc.ca).

**Music Heals:** Supporting a range of music therapy services to BC communities 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](http://www.musicheals.ca) or contact: [info@musicheals.ca](mailto:info@musicheals.ca).

**School PACs:** Programs, events and fundraising to provide valuable support for students and schools. We're grateful to partner with Bayview Community School, General Gordon, Henry Hudson, Lord Tennyson and more to make a positive impact at school and in the community.

**Small Business BC:** Tools, resources and education at every stage of business. Visit [www.smallbusinessbc.ca](http://www.smallbusinessbc.ca) for events and free resources or contact expert advisors at [askus@smallbusinessbc.ca](mailto: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](http://www.sjcommunitysquare.org) or contact [info@sjcommunitysquare.org](mailto:info@sjcommunitysquare.org).

**Residents Associations:** UPPER KITS: from Macdonald to Alma St., and W. 10th to W.16th Ave. For more info, contact: [upperkitsilanoresidentsassociation@hotmail.com](mailto: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](http://www.westkitsresidents.wordpress.com) or contact [westkitsresidents@gmail.com](mailto: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](http://www.vpl.ca/branches/details/kitsilano_branch) or contact Mark Koep at [Mark.Koep@vpl.ca](mailto:Mark.Koep@vpl.ca).

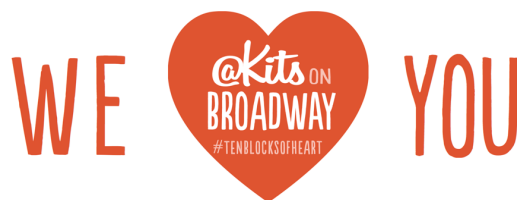
**Village Vancouver:** Engaging individuals and organizations through neighbourhood events and programs that help nurture community resilience and sustainability. For more info, visit [www.villagevancouver.ca](http://www.villagevancouver.ca) or contact Ross Moster at [info@villagevancouver.ca](mailto:info@villagevancouver.ca).

**West Side Family Place:** A resource centre offering parenting support and child-focused programming for families with children from birth to 6 years. Happy 50<sup>th</sup> anniversary! For more info, visit [www.westsidefamilyplace.com](http://www.westsidefamilyplace.com) or contact Diane Elliot-Buckley at [wsfp@telus.net](mailto:wsfp@telus.net).

# 2022-2023 PROJECT HIGHLIGHTS

STREET ENHANCEMENT | MARKETING | EVENTS | COMMUNITY ENGAGEMENT | ADVOCACY





## Project descriptions

### 1 to 7. Street Lighting, Bike Racks, Plazas, Street Cleaning, Banners, Murals & Art Wraps

**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 **75+ trees and 25+ decorative pole lights**.

**BIKE RACKS:** installation of heart-shaped bike racks through the City of Vancouver (CoV) street furniture program. Spreading the love!

**PLAZAS:** In partnership with the CoV, we're helping to develop public spaces including plazas and temporary patios. **We've enhanced our Bayswater plaza with public art**, and identified locations for other plazas, pending CoV resources. For some streets, linear plazas work best so the street can remain open and benefit both pedestrians and commuters. Locations depend on road feasibility, safety, traffic flow and local business support. We've also added art tables along Broadway, which provide **more seating and a unique gathering place for patrons to enjoy**.

**STREET CLEANING:** **weekly litter pick up** in partnership with Coast Mental Health and Mission Possible, and neighbourhood volunteering in partnership with the CoV and MLA David Eby's Community Office. Together, we're sprucing up the street and providing valuable support.

**BANNERS, MURALS, ART WRAPS, DECALS:** Our Walking Art Gallery includes **150+ street banners, 9 art wraps, 8 murals** by local artists and students, **5 art tables featuring various artists**, unique plaza art and seasonal decals. The banners feature 30+ inspirational illustrations and quotes, celebrating the area's heritage and local businesses. These unique public space enhancements help to **deter graffiti, animate the street, attract patrons, and tell a story**. HeARTfelt thanks to participating artists and to the CoV for their invaluable partnership.

### 8. Support Local & Seasonal Campaigns with Street Installations

Seasonal and collaborative campaigns including **Lunar New Year, Love Your City, Hoppin' on Broadway, and Buy Local Week / initiatives**. These campaigns promote the area and businesses through interactive street installations, scavenger hunts, creative marketing and community engagement.

### 9 & 10. Communications & Branding Materials, Advertising, Social Media, Website

**COMMUNICATIONS & 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.

**ADVERTISING:** with Vancouver is Awesome, Vancouver Magazine, various radio stations 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.

**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, contests, community partners, member updates and helpful resources.

**SAVE THE DATE LIST & COLOURING SHEETS:** BIA info / event list posters are displayed locally, and featured in neighbourhood guides distributed to **8,000+ residents**. Seasonal colouring sheet flyers (creative and useful!) are distributed to over 5 schools and through local organizations.

### 11. Merchant & Community Updates & 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!

### 12. Prize Draws & Silent Auctions

Promoting local merchants and makers with prize draws through social media, events and media outlets, and with silent auction packages.

### 13 to 19. Events & Seasonal Campaigns

**MUSIC & A MOVIE:** an **outdoor movie, pre-show performances**, activities, exhibits, **merchant treats**, and **on-screen ads** to promote businesses and local initiatives. We've hosted the events at Connaught Park since 2015. In 2023, we co-hosted our first event at Kits Beach as part of KitsFest!

**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**, community fundraisers, **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 and GREEK HERITAGE MONTH:** the BIA **assists with sponsorship, marketing and programming**. Eg. We coordinate media features and contests; **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 activities, photo booth, live painting and more).

**OTHER COMMUNITY ENGAGEMENT:** we develop city-wide initiatives with Vancouver BIAs, partner with community organizations and schools, and promote the business area through event exhibits, fundraisers, prizeing and more on and off Broadway. These initiatives connect the retail neighbourhood with locals and visitors, and make a positive impact in the community. **We've coordinated or participated in over 50 annual events!**

### 20. Resources, Advocacy, Business Recruitment & Retention

**BUSINESS RECRUITMENT & RETENTION:** Developing **business area profiles** in partnership with Small Business BC, the City of Vancouver and Vancouver BIAs. Also, facilitating a Small Business Retail Study to **improve the City's policies and small business services**.

**VALUABLE PARTNERSHIPS:** Vancouver BIA Partnership (22 BIA's sharing resources, advocating, developing citywide initiatives - eg. **Stock Joy auction**), BIABC and IDA (resources, conferences, networking), City of Vancouver, LOCO BC, Board of Trade, Tourism Vancouver and more.

**ADVOCACY:** Addressing priority issues to support business and property owners, i.e. **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 fees**, and we continue to advocate for additional solutions.

**PRESENTATIONS & MEDIA:** We have **presented at** the BIABC conference, BC Land Summit Conference, RAIC Built City Speaker Series, Mayor & Council hearings, and interviews/features with City TV, Global TV, The National Post, The Vancouver Sun, The Province and more.



## Looking ahead



### Events & 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 28, 1pm-4pm; Holiday Music and a Movie with Santa, December 10, 11am-3pm. Stay tuned for more eventfulness!

### Business Directory Brochure & Display Signs

Postcard brochures featuring a resourceful map, landmarks and business area info, to showcase the area's fantastic offerings. Displayed at local businesses, community organizations and destinations. We'll continue to provide materials throughout the year, including seasonal display signs and brochures themes (eats/shops/services/kids), to effectively promote the business mix on Broadway in every season!

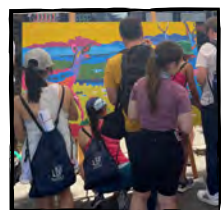


### Shop Local Marketing

Shop local offers, including digital tools, incentivizing patrons and staff to connect and support local. Initiatives include a neighbourhood gift card program, piloted by the BIA in partnership with Moneris, and a Buy Local transit campaign in partnership with LOCO BC, Vancouver BIAs and TransLink.

### Social Media & Prize Draws

Creatively promoting the business area through social media and prize draws, to drive online traffic into feet on the street! Prize draws are run through social media, various events and media outlets, and seasonal colouring sheets. Stay tuned for local updates and fun media features.



### Public Art & Street Furniture

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, public art inspires and engages locals and visitors, to explore a *heartful* and animated urban canvas. Look out for unique art tables, wraps and murals as part of the Outdoor Art Gallery along Broadway!

### Banners

Making things positively beautiful through inspirational illustrations and quotes on 150 street banners. The Walking Art Gallery banners feature philosophical quotes and 32 illustrations of Greek heroes, mythical figures and philosophers on display from Spring to Fall. During Fall and Winter, festive banners will celebrate local community organizations, and feature shop local illustrations and uplifting messages.

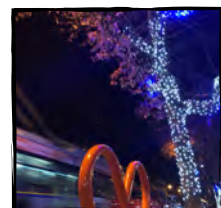


### Street Lighting

Illuminating the skyline with unique, decorative lighting in the business area's 10 blocks from Collingwood to Larch. Over 25 poles and 75 trees with festive ornaments will shine bright and warm up Fall and Winter seasons. We installed 50+ building outlets and refurbished the lights to make the sidewalk glow!

### Landscaping

We are stretching our smaller budget (as a newer BIA relative to others) by focusing on landscaping maintenance and tending to community partnerships to enhance street appeal. We look forward to expanding plaza and street maintenance and providing more landscaping as our resources bloom!



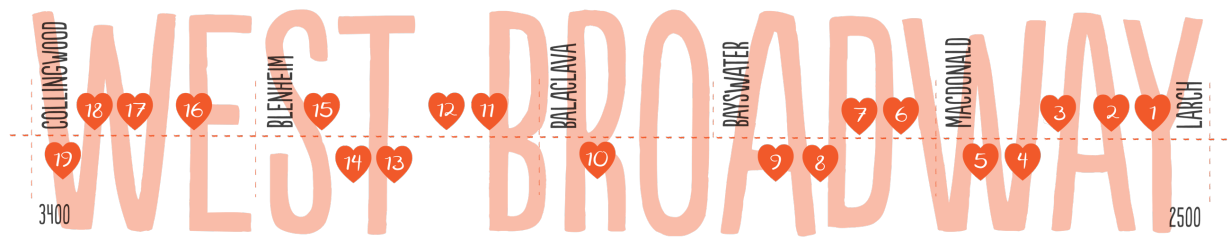
### Advocacy

Together with BIAs through BC, we are working on key issues (i.e. property assessments and tax policies, development, licenses and permit policies, transportation, city services, etc.) to support the business area. Our efforts make a positive impact, and we will continue advocating on these important issues.

Special thanks to Shop Small with American Express for supporting the West Broadway BIA initiatives ☺

*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: <https://www.surveymonkey.com/r/ZQ2FQVB>



## 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. Chorus & Clouds, 2505 W. Broadway | 2. RESET Learning, 2509 W. Broadway | 3. Moda Lash Studio, 2631 W. Broadway | 4. Hush Beauty, 2702 W. Broadway | 5. Cherry Pick Vintage, 2754 W. Broadway | 6. Ahi Sushi, 2821 W. Broadway | 7. Petit Bao, 2825 W. Broadway | 8. Citrine Homes - coming soon, 2916 W. Broadway | 9. Hairus Salon, 2932 W. Broadway | 10. Just Another, 3040 W. Broadway | 11. Yum Sweet Shop - coming soon, 3128 W. Broadway | 12. OAKBERRY Açaí Bowls & Smoothies, 3139 W. Broadway | 13. Yummy Slice Pizza - coming soon, 3210 W. Broadway | 14. Asian Massage Vancouver, 3216 W. Broadway | 15. Woodstock Mushroom Dispensary, 3245 W. Broadway | 16. Flourish Hair Lab, 3361 W. Broadway | 17. Big Paws Pet Grooming, 3407 W. Broadway | 18. Wayback Vintage, 3417 W. Broadway | 19. Hynes' Bar & Kitchen, 3468 W. Broadway

## updates & resources

Visit our member resources page for valuable info and local updates: [www.kitsonbroadway.com/resources](http://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](mailto: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; Patrick North, Waypoint Insurance; Nick Panos, Omega Travel; Joe Shrestha, Minuteman Press; Hang Zhou, Scotiabank.

## say hello!

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



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BROADWAY

#TENBLOCKSOFEART



3400

WEST BROADWAY BIA

2500

OVER 300 MERCHANTS  
& community heart  
@KITS ON BROADWAY  
FROM COLLINGWOOD TO LARCH!