

WEST BROADWAY BIA

— Annual General Meeting 2026 —



— please join us —

WEDNESDAY, OCTOBER 14TH, 2026 | 6:30 PM | VIRTUAL MEETING

RSVP: INFO@KITSONBROADWAY.COM OR 778 384 6377

W E S T B R O A D W A Y B I A

Annual General Meeting

OCTOBER 14, 2026 | 6:30PM | VIRTUAL MEETING

Agenda

1. Call to Order and Confirmation of Quorum
2. Proof of Notice of Meeting
3. Approval of AGM Minutes – October 8, 2025
4. Welcome and Introductions
5. Association Update/Future Planning
6. Presentation of Audited Financial Statements
April 1, 2025 to March 31, 2026
7. Presentation and Approval of Proposed Budget
April 1, 2027 to March 31, 2028
8. Certification of Board Nominations and Board Election
9. New Business and Q&A Period
10. Adjournment



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

3400

WEST BROADWAY

2500

W E S T B R O A D W A Y B I A

Annual General Meeting

OCTOBER 8, 2025 | 6:30PM | VIRTUAL MEETING

Meeting Minutes

1. Call to Order – 7:15pm.

2. Meeting Chair

- **Motion** to approve Nick Panos as the Meeting Chair. Sabrina Faas motions. Nick Panos seconds. All in favour.

3. Approval of Agenda

- **Motion** to approve the agenda. Alex Zbar motions. Joe Shrestha seconds. All in favour.

4. Approval of 2024 AGM Minutes

- **Motion** to approve the minutes. Alex Zbar motions. Joe Shrestha seconds. All in favour.

5. Projects Update:

- Michelle Barile - BIA Executive Director (ED), provides a presentation on 2024-2025 project highlights and upcoming initiatives to promote and enhance the business area and support small businesses. Please see attached and the following links for details:
 - [project highlights](#)
 - [upcoming initiatives](#)
 - [annual report](#)
 - [annual update](#)
- As a newer BIA relative to others, we operate with a smaller budget and mainly one staff. Our Executive Director develops and implements initiatives to promote and enhance the business area, including marketing (events, campaigns, digital advertising, print advertising, prize draws and vouchers, and much more), street beautification (street lighting, street banners, street furniture/amenities, street cleaning), member relations (member communications, events), community engagement (partnerships, cross-promotions, fundraising), advocacy and sponsorships/partnerships (media features/interviews, presentations, stakeholder meetings), strategic planning, budget planning and administration. Michelle has been with the BIA since its formation in 2011, and provides a discount on her contractor rate and volunteers unpaid hours in service to the business area, to accommodate the smaller budget relative to other business areas.

6. Financials and Budget Review – April 1, 2024 to March 31, 2025

- Review of [audited financials](#) prepared by Tompkins Wozny.
- **Motion** to approve audited financials. Tammie Tompkins motions. Christian Johannsen seconds. All in favour.
- **Motion** to approve auditors Tompkins Wozny. Christian Johannsen motions. Nick Panos seconds. All in favour.

7. Budget – April 1, 2026 to March 31, 2027, and 5-Year Term Renewal Budget

- **Budget report:** provided by Alex Zbar - BIA Treasurer, and Michelle Barile - BIA Executive Director.
- Please see the following link for renewal budget details: [renewal package](#).
- **Motion** to approve BIA budget for April 1, 2026 to March 31, 2027: Tammie Tompkins motions. Christian Johannsen seconds. Approved by majority.
- **Motion** to approve 5-Year Term Renewal Budget for April 1, 2026 to March 31, 2031: \$472,500 to \$574,327. Tammie Tompkins motions. Christian Johannsen seconds. Approved by majority.

8. Elections to the Board

- **Board members stand:** Sabrina Faas, BIA President – Bayswater Tea Co; Dave Rayat, BIA Vice-President – First Avenue Venture Partners; Alex Zbar, BIA Treasurer – MLW Ventures Limited; Nick Panos – Omega Travel; Patrick North – Waypoint Insurance; Joe Shrestha – Minuteman Press; Hang Zhou – Scotiabank.
- **Motion** to approve elected Board Members. Christian Johannsen motions. Tammie Tompkins seconds. All in favour.

9. Motion to adjourn meeting at 8:15pm. Christian Johannsen motions. Joe Shrestha seconds. All in favour.

FINANCIAL STATEMENTS

**WEST BROADWAY BUSINESS
IMPROVEMENT ASSOCIATION**

March 31, 2026

INDEPENDENT AUDITORS' REPORT

To the Members of
West Broadway Business Improvement Association

Opinion

We have audited the financial statements of West Broadway Business Improvement Association (the Association), which comprise the statement of financial position as at March 31, 2026 and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Association as at March 31, 2026 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.



INDEPENDENT AUDITORS' REPORT (CONT'D)

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Report on Other Legal and Regulatory Requirements

As required by the British Columbia Societies Act, we report that the accounting principles used in these financial statements have been applied on a basis consistent with that of the preceding year.

Tompkins Wozny LLP

Vancouver, Canada
August 26, 2026

Chartered Professional Accountants



West Broadway Business Improvement Association

STATEMENT OF FINANCIAL POSITION

As at March 31

	2026			2025
	BIA Fund \$	General Fund \$	Total \$	Total \$
ASSETS				
Current				
Cash	29,271	—	29,271	81,155
GST receivable	17,895	—	17,895	8,878
Accounts receivable	—	3,017	3,017	805
Prepaid expenses	3,059	—	3,059	36,763
Interfund transfer	3,017	(3,017)	—	—
	53,242	—	53,242	127,601
Capital assets <i>[note 3]</i>	—	—	—	1,721
	53,242	—	53,242	129,322
LIABILITIES				
Current				
Accounts payable and accruals	18,684	—	18,684	91,474
Deferred revenue	—	—	—	55,055
	18,684	—	18,684	146,529
NET ASSETS (DEFICIT)	34,558	—	34,558	(17,207)
	53,242	—	53,242	129,322

Economic dependence [note 5]

See accompanying notes to the financial statements

As approved by:

Director

Director

West Broadway Business Improvement Association

STATEMENT OF CHANGES IN NET ASSETS (DEFICIT)

Year ended March 31

	BIA Fund \$	General Fund \$	Total \$
2026			
Balance, beginning of year	(17,207)	—	(17,207)
Excess of revenue for the year	51,765	—	51,765
Balance, end of year	34,558	—	34,558
2025			
Balance, beginning of year	(26,186)	—	(26,186)
Excess of revenue for the year	8,979	—	8,979
Balance, end of year	(17,207)	—	(17,207)

See accompanying notes to the financial statements

West Broadway Business Improvement Association

STATEMENT OF OPERATIONS

Year ended March 31

	2026			2025
	BIA	General		
	Fund	Fund	Total	Total
	\$	\$	\$	\$
REVENUE				
City of Vancouver - business improvement levy	450,000	—	450,000	425,000
- graffiti abatement	—	16,450	16,450	10,000
Donations and sponsorships	—	16,400	16,400	19,650
Other income	—	7,331	7,331	810
	450,000	40,181	490,181	455,460
EXPENSES				
Street enhancement initiatives	65,255	40,181	105,436	192,469
Contractors	122,541	—	122,541	116,290
Special events	83,479	—	83,479	55,859
Promotion and marketing	62,295	—	62,295	38,616
Office and other	54,354	—	54,354	34,133
Professional fees	5,875	—	5,875	4,140
Insurance	2,715	—	2,715	2,700
Amortization	1,721	—	1,721	2,274
	398,235	40,181	438,416	446,481
Excess of revenue for the year	51,765	—	51,765	8,979

See accompanying notes to the financial statements

West Broadway Business Improvement Association

STATEMENT OF CASH FLOWS

Year ended March 31

	2026 \$	2025 \$
OPERATING ACTIVITIES		
Excess of revenue for the year	51,765	8,979
Item not affecting cash		
Amortization of capital assets	1,721	2,274
Changes in non-cash working capital items		
GST receivable	(9,017)	336
Accounts receivable	(2,212)	(805)
Prepaid expenses	33,704	(34,220)
Accounts payable and accruals	(72,790)	35,903
Deferred revenue	(55,055)	55,055
Cash provided by (used in) operating activities	(51,884)	67,522
Increase (decrease) in cash for the year	(51,884)	67,522
Cash, beginning of year	81,155	13,633
Cash, end of year	29,271	81,155

See accompanying notes to the financial statements

NOTES TO FINANCIAL STATEMENTS

March 31, 2026

1. PURPOSE OF THE ASSOCIATION

The West Broadway Business Improvement Association (the "Association") was incorporated on April 1, 2011 under the British Columbia Societies Act as a not-for-profit organization and therefore is exempt from income taxes. The objectives of the Association are to develop, encourage and promote business in the West Broadway BIA portion of the Kitsilano area of Vancouver, British Columbia.

2. SIGNIFICANT ACCOUNTING POLICIES

The financial statements are prepared in accordance with Canadian accounting standards for not-for-profit organizations and include the following significant accounting policies:

Use of Estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reported period. Significant areas requiring the use of management estimates relate to the determination of the net recoverable value of assets, in particular as it relates to the useful lives of capital assets. Actual results could differ from the estimates.

Measurement of Financial Instruments

The Association initially measures its financial assets and financial liabilities at fair value.

The Association subsequently measures all its financial assets and financial liabilities at amortized cost.

Financial assets measured at amortized cost include cash and GST receivable.

Financial liabilities measured at amortized cost include accounts payable and accruals.

Cash

Cash is defined as cash on deposit, net of cheques issued and outstanding at the year-end.

The statement of cash flows is prepared on a net basis and cash flows for operating activities are reported using the indirect method.

Revenue Recognition

The Association follows the deferral method of accounting for contributions with fund accounting.

The Business Improvement Association Levy, which is externally restricted, is revenue derived from a special levy imposed on businesses within the defined borders of the West Broadway BIA and administered and collected through the property tax office of the City of Vancouver. This revenue is recognized when received or receivable. Funding received in advanced is deferred to the appropriate year.

NOTES TO FINANCIAL STATEMENTS

March 31, 2026

2. SIGNIFICANT ACCOUNTING POLICIES (CONT'D)

The Business Improvement Association Levy, which is externally restricted, is revenue derived from a special levy imposed on businesses within the defined borders of the West Broadway BIA and administered and collected through the property tax office of the City of Vancouver. This revenue is recognized when received or receivable. Funding received in advanced is deferred to the appropriate year.

Donations are recorded on a cash basis and reported as revenue when received.

Unrestricted revenue is recorded when funds are received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Contributed Services

Volunteers contribute their time to assist the Association in carrying out its activities. Due to the difficulty in determining the fair value of such services, the value of the contributed services is not recognized in these financial statements.

Capital Assets

Capital assets are recorded at cost. Contributed capital assets are recorded at fair market value at the date of contribution, if a value can be reasonably estimated. Amortization is provided using the straight line basis at the following annual rates:

- Equipment 5 years
- Website 3 years

A full year's amortization is recorded on capital assets in the year of acquisition and no amortization is recorded in the year of disposition.

Capital assets are reviewed for impairment whenever events or change in circumstances indicate that the carrying amount of an asset may not be recoverable. Any non-recoverable amount will be recorded as an impairment charge in the year it is recognized.

3. CAPITAL ASSETS

	Cost	Accumulated	Net Book
	\$	Amortization	Value
		\$	\$
2026			
Equipment	144,576	144,576	—
Website	3,741	3,741	—
	148,317	148,317	—
2025			
Equipment	144,576	142,855	1,721
Website	3,741	3,741	—
	148,317	146,596	1,721

NOTES TO FINANCIAL STATEMENTS

March 31, 2026

4. FINANCIAL INSTRUMENTS

The Association is exposed to various risks through its financial instruments. The following analysis presents the Association's exposures to significant risks as at March 31, 2026.

Credit Risk

The Association is exposed to credit risk with respect to its bank deposits. The Association reduces its credit risk by placing its bank deposits with a chartered Canadian bank.

Liquidity Risk

Liquidity risk is the risk of being unable to meet cash requirements or fund obligations as they become due. It stems from the possibility of a delay in realizing the fair value of financial instruments.

The Association manages its liquidity risk by constantly monitoring forecasted and actual cash flows and financial liability maturities, and by holding assets that can be readily converted into cash.

5. ECONOMIC DEPENDENCE

The primary source of the Association's revenue is from the City of Vancouver's business improvement levy. The Association's ability to continue viable operations is dependent upon maintaining this source of revenue. These financial statements have been prepared on a going concern basis on the assumption this source of revenue will continue to finance the Association's operations.

The Association currently has a five year operating agreement with the City of Vancouver expiring March 31, 2031.

6. DISCLOSURE OF REMUNERATION

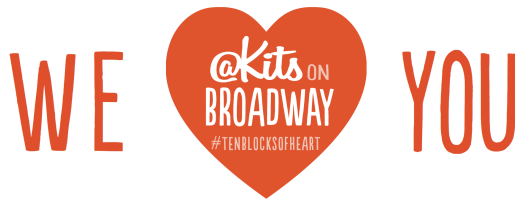
Pursuant to the British Columbia Societies Act, the Association is required to disclose remuneration paid to employees and contractors who are paid \$75,000 or more during the fiscal year. During the year, \$109,813 [2025 - \$103,704] was paid to one [2025 - one] contractor which is included in contractors expense.



Draft Budget

April 1, 2027 to March 31, 2028

AREA / INITIATIVE	BUDGET
Administration	
Accounting/Audit and Registered Office (note 1)	\$16,000
Insurance	\$3,500
AGM: annual meeting, annual report and distribution	\$2,000
Operation Expenses: Board meetings, mailbox, telephone and data, internet, subscriptions, supplies, storage	\$15,500
Executive Director: develop/coordinate marketing, events, street enhancements, advocacy, partnerships, strategy, budget, admin (note 2)	\$112,500
Contingency Fund (note 3)	<u>\$19,845</u>
	\$169,345
Street Enhancement and Safety	
Street Lighting: tree and pole lights, maintenance, storage, electrical infrastructure (note 4)	\$110,000
Street Cleaning: litter/waste pick-up services (note 5)	\$7,500
Street Banners and Signs: branding the business area and beautifying the streetscape (note 6)	\$15,000
Graffiti/Vandalism Mgmt: monitoring, reporting and resources (note 7)	\$1,000
Landscaping: streetscape maintenance, planting and planters (note 8)	\$9,500
Street Amenities: plazas, benches, litter cans, bike racks (note 8b)	\$3,000
Street Façade Improvements (note 8c)	\$3,000
Public Art: murals, utility and mailbox art wraps and art installations (note 9)	\$7,000
Safety Resources: updates, guides, workshops/webinars (note 10)	<u>\$1,250</u>
	\$157,250.00
Marketing - Events/Advertising/Promotions	
Campaigns and Events: seasonal campaigns events, activations, street entertainment, festivals, booths (note 11)	\$89,500.00
Advertising and Promotions: social media, digital/radio/print ads, videos, prize draws, auctions (note 12)	\$40,330.00
Branding Materials: business directory, wayfinding maps, direct mail, promotional items (note 13)	\$8,000.00
Website: domain hosting, maintenance, upgrades, updates, automation and system integration (note 14)	\$7,500.00
Neighbourhood Programs: local offers for business owners/staff and patrons, area gift cards and vouchers (note 15)	<u>\$4,500.00</u>
	\$149,830.00
Business Development - Relations/Advocacy/Partnerships	
Member Communications and Events: digital and print updates, resources, networking events, workshops (note 16)	\$3,500.00
Business Recruitment: vacant unit signs, listings, investor info, area profiles and research (note 17)	\$3,000.00
Community Engagement: outreach, cross-promotions, fundraising, student and senior initiatives (note 18)	\$3,500.00
Vancouver BIA Partnership: citywide collaborations, resource sharing, advocacy, govt. relations, tourism (note 19)	\$700.00
BIABC and IDA Memberships (note 20)	\$1,500.00
Education/Conferences (note 20)	<u>\$7,500.00</u>
	\$19,700.00
TOTAL	\$496,125.00



Budget Notes

April 2027 - March 2028

GENERAL NOTES:

The West Broadway BIA currently operates with one of the smallest annual budgets of Vancouver BIAs, as a newer BIA relative to other business areas in the city: **West 4th BIA:** \$770,500 and 15% per year increase; **Cambie BIA:** \$839,400, **South Granville BIA:** \$938,336, **Main Street/Mount Pleasant BIA:** \$1,030,000.

Throughout our 5-year term from 2026-2031, our incremental budget increase of 5% each year provides essential resources to facilitate valuable initiatives based on input from businesses/property owners, and cover cost increases. Allocations can carry over annually to accumulate resources and implement initiatives effectively.

NOTE 1 - Bookkeeping, Audit and Registered Office: As a registered, non-profit society, the BIA is required to maintain financial records and conduct an annual audit. We negotiate competitive rates and receive cost-effective value. The "Registered Office" centralizes and maintains the Society's legal records in a consistent, secure location.

NOTE 2 - BIA Executive Director: The BIA Executive Director (ED) develops and implements initiatives to promote and enhance the business area, including marketing (events, campaigns, digital advertising, print advertising, prize draws and vouchers, and much more), street beautification (street lighting, street banners, street furniture/amenities, street cleaning), member relations (member communications, events), community engagement (partnerships, cross-promotions, fundraising), advocacy and sponsorships/partnerships (media features/interviews, presentations, stakeholder meetings), strategic planning, budget planning and administration. The current ED has been with the BIA since its formation in 2011 and has volunteered additional unpaid hours every month in service to the business area. In addition, the ED has provided a discount on the contract rate to accommodate the limited / smaller budget as a newer BIA relative to other business areas.

NOTE 3 - Contingency Fund: Reserved for emergency, and unforeseen expenditures / BIA initiatives. Unused funds are carried over into the next fiscal period during the 5-year term.

NOTE 4 - Street Lighting: The BIA sources competitive rates to install 42 unique, custom-made pole lights, and 230+ tree lights with ornaments, as well as coordinating electrical power. Budget includes installation, removal, storage and maintenance and electrical infrastructure (eg. pole outlets/transformers/wires). This initiative makes a major impact – brightening and beautifying the street, and drawing locals and visitors throughout Fall/Winter. There is an essential incremental increase in the annual street lighting program, to be able to maintain and develop the program, refurbish and/or replace lights as needed, and install the electrical capacity to power the lights. We negotiate competitive rates, and receive discounts as long-time and loyal customers.

NOTE 5 - Street Cleaning: We coordinate cleaning services for public space in the business area including our Bayswater plaza and throughout the business area. We partner with the City of Vancouver's micro cleaning program, which provides social employment opportunities to individuals from Coast Mental Health and Mission Possible.

NOTE 6 - Street Banners & Signs: A highly visible way to zone the area, raise brand awareness and beautify the street. Previous award-winning banners illustrated long-time merchants and resulted in media exposure and a roaming art exhibit. Upcoming banners will feature shop local activities and area landmarks, and inspirational messages from locals and philosophers. Seasonal street banners would be replaced approximately every 2 to 4 years, due to inclement weather and durability. The incremental budget increase allows for seasonal banners, as well as decorative street signs to celebrate the area's heritage.

NOTE 7 - Graffiti / Vandalism Management: Initiatives to deter/remove graffiti on property and street amenities, including monitoring and reporting graffiti, and resources to assist with removal (i.e. City of Vancouver "Spread the Paint Program" offering supplies and volunteers to help remove graffiti, providing contacts and program info, and coordinating discounts and offers). We also receive a grant from the City to supplement graffiti management.

NOTE 8 - Landscaping: Landscaping is imperative to the "front yard" of a business. Without it, storefronts can look neglected, unkempt and attract litter. This valuable investment would include resources to facilitate maintenance and/or planting of sidewalk boulevards and tree bases. The incremental budget increases would facilitate greater services and provide resources for planters.

NOTE 8b - Street Amenities: Plazas, benches, litter cans and bike racks help keep the street clean, functional, beautiful and welcoming. The City only supplies a specific quantity of amenities, and more are required to meet the area's needs. With increased resources, we can make a greater impact, and convenience and cleanliness for customers. We currently have one linear plaza and 3

sidewalk seating areas, and the budget is required to maintain and enhance these spaces, so local patrons can experience a safe and inviting business area.

NOTE 8c - Street Façade Improvements: Clean streets and storefronts are attractive, and foster a sense of safety and community pride. The budget allocation can facilitate impactful improvements including power washing sidewalks, and coordinating discounts for window and awning cleaning for businesses and more to make a positive impact on the street and enhance business appeal.

NOTE 9 - Public Art: Murals, utility box art wraps and other public art help to deter graffiti/vandalism, beautify the street, attract patrons to the business area, and enhance the experience. In partnership with the City and local artists, we installed art wraps on all 8 of the utility boxes in the BIA, and have preliminary plans for multiple mural locations including gateway / welcome murals (near Larch and near Collingwood), and alley artway at a highly visible street corner. We seek sponsorship and develop partnerships, however, increased resources are required for base funding to make this possible.

NOTE 10 - Safety Resources: Providing valuable resources including contacts and tips to protect property, deter retail theft and other criminal activity. Liaising with Kits community police office and neighbourhood police officers on initiatives to prevent and address safety incidents, including VPD presentation/workshops, volunteer patrols, business safety audits and more.

NOTE 11 - Events & Campaigns: Our initiatives and event partnerships memorably and effectively promote local businesses, attract customers to the area, liven the street and engage the community. We creatively source sponsorship and leverage community partnerships to maximize the budget and implement seasonal events, festivals, street activations and entertainment, display booths, and local foodie and shopping tours. Key initiatives include: 1) Valentine's and Easter campaigns 2) Music and a Movie events (performances, activities, merchant concession and on-screen ads to promote merchants and local initiatives); 3) Halloween Kids & Pets Trick or Treating on Broadway; 4) Winter Holiday campaign; 5) BC Buy Local campaign 6) Street Promotions Team (partnership with local students / volunteers to engage patrons and promote merchants); 7) Greek Day sponsorship and event activities (the street festival is presented by Hellenic Canadian Congress of BC. The BIA negotiates lower participation rates for local businesses, assists with marketing and programming, promotes business area (through prizes, media interviews, print/digital marketing), coordinates the "community hub" (full block of activities and exhibits to promote merchants and engage the community), provides opening reception presentation and more).

NOTE 12 - Advertising & Promotions: Business directories, wayfinding directory maps, and direct mail campaigns, and branded items (i.e. shopping bags) distributed at events, through local businesses and key stakeholders (i.e. hotel concierges, media, etc.), used as gifts or prizes (i.e. prize wheel giveaway with a call to action to drive traffic on the street and online), or retailed to fundraise for a local cause. Decals and signs for storefronts (i.e. "shop local" message, business area branding).

NOTE 13 - Branding Materials: Business directories, wayfinding directory maps, and direct mail campaigns, and branded items (i.e. shopping bags) distributed at events, through local businesses and key stakeholders (i.e. hotel concierges, media, etc.), used as gifts or prizes (i.e. prize wheel giveaway with a call to action to drive traffic on the street and online), or retailed to fundraise for charity and / or a local cause. Decals and signs for storefronts (i.e. "shop local" message, business area branding).

NOTE 14 - Website: Marketing the business area through cost-effective advertising and promotions, and leveraging in-kind media and sponsorship to maximize the budget. This will include digital marketing (social media, online ads, mobile ads), radio, print and co-operative ads, and videos featuring business area, local merchants and initiatives.

NOTE 15 - Neighbourhood Programs: local offers/discounts, area gift cards and vouchers, and prize draws. These initiatives connect the community, promote local businesses, and incentivize local staff and patrons to buy, eat and play local. Digital platforms will feature local offers and activities, merchant directory, resources, events and more.

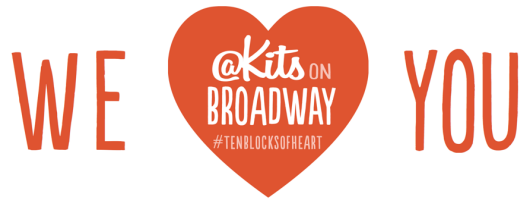
NOTE 16 - Member Communications & Events: Relevant business updates (safety issues, local matters, business opportunities), networking events and helpful presentations/workshops. Frequency is relative to budget level and resources.

NOTE 17 - Business Recruitment: Initiatives to help fill vacancies and attract investors. This could include: 1) vacant unit signs/displays: enhance empty storefronts and streetscape with appealing images and messages (i.e. photos of merchants/shoppers, displays of products/services, event-themed promotions, "thanks for shopping local"/"your business could be here!" messages); 2) investor packages: commercial/residential information for prospective businesses; 3) commercial listings: liaise with property representatives to recruit tenants.

NOTE 18 - Community Engagement: Initiatives to engage the community, raise awareness about the business area and community organizations, and leverage resources. Initiatives with local community organizations and schools can include outreach, event exhibits, fundraisers, prizing, promotions, student scholarships and more.

NOTE 19 - Vancouver BIA Partnership: Representing 22 business areas in Vancouver, monthly meetings to share best practices, advocate and implement programs to support business and property owners (successfully lowering commercial taxes and shaping policies to improve the vibrancy of commercial districts); liaising with stakeholders (economic development organizations including CFIB, LOCO BC and GVBOT), City of Vancouver staff and elected officials to address key issues (commercial development, taxation, gov services, permit policies, etc). The West Broadway BIA co-chairs the Vancouver BIAs marketing committee (developed and maintaining the partnership website, co-creating citywide campaigns and marketing) participating on the advocacy committee and media features, and coordinating event activations to raise awareness about business areas and support local businesses.

NOTE 20 - Business Improvement Areas of British Columbia (BIABC), International Downtown Association (IDA), Education/Conferences: From provincial to international representation, providing valuable resources for BIAs, including conferences, program development, advocacy and networking opportunities to benefit the business area.



Membership Form

The following form must be completed annually in order to qualify as a member in good standing of the West Broadway Business Improvement Association (BIA). This will entitle the undersigned to vote at the upcoming Annual General Meeting.

IMPORTANT: Please note, in order to vote at the Annual General Meeting on October 14, 2026, your completed form must be received PRIOR to the meeting by mail, delivery, fax or email to:

West Broadway Business Improvement Association
Suite 238 - 2912 West Broadway, Vancouver, BC, V6K 0E9
Fax: 604-739-8511 Email: info@kitsonbroadway.com

Company / Business Name: _____

☐

Business Tenant

☐

Property Owner

☐

Both

West Broadway Address: _____ Postal Code: _____

Contact Name: _____ Position: _____

Mailing Address: _____ Postal Code: _____

Business Phone: _____ Direct Phone: _____

Business Email Address: _____

Direct Email Address (optional): _____

Signature: _____ Date: _____

WEST BROADWAY BIA

SUITE 238 - 2912 W.BROADWAY, VANCOUVER, BC, V6K 0E9 | 778-384-6377 | info@kitsonbroadway.com | www.kitsonbroadway.com | [@KITSONBROADWAY](https://www.instagram.com/kits_on_broadway)



Nomination to the Board of Directors

Name: _____

Company: _____

Address: _____

STATUS: ☐ OWNER

☐ TENANT

TERM: ☐ 1 YEAR

☐ 2 YEARS

BIO: _____

INTERESTS: ☐ MARKETING & EVENTS

☐ STREET ENHANCEMENT

☐ GOVERNANCE & FINANCE

☐ ADVOCACY

☐ MEMBER ENGAGEMENT

☐ COMMUNITY ENGAGEMENT

☐ SPONSORSHIPS & PARTNERSHIPS

☐ OTHER

Seconded by two (2) members of the WBBIA:

1.

2.

SIGNATURE

PHONE

SIGNATURE

PHONE

IMPORTANT: To be considered for nomination, please return by mail/delivery to West Broadway Business Improvement Association, Suite 238 - 2912 West Broadway, Vancouver, BC, V6K 0E9, or fax to: 604-739-8511, or email to: info@kitsonbroadway.com, **PRIOR to the AGM on October 14, 2026.**

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Proxy Form

The undersigned, being a Voting Member in good standing of the West Broadway Business Improvement Association, hereby appoints _____ of _____ or, failing him/her _____ of _____ being a Voting Member in good standing to act as proxy holder for the undersigned to attend, act, and vote for and on behalf of the undersigned at the Annual General Meeting of the Society to be held on the 14th day of October, 2026 and any adjournment thereof.

Company / Business Name: _____

Member's Name: _____

Signature: _____ Date: _____

Every registered member has the right to appoint a proxy holder to attend, act and vote for him/her at the Annual General Meeting of the West Broadway Business Improvement Association, as specified in the Association By-laws, with the following requirement:

WBBIA By-laws: Article 6.9. A Voting Member may appoint another Member a proxy holder to attend, act and vote on his/her behalf. The proxy shall be signed by the appointing Member or his/her attorney duly authorized in writing or, if the appointer is a corporation, under the seal of the corporation or under the hand of its duly authorized Officer. The person who is a proxy holder shall be a Voting Member in good standing of the Society.

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Letter of Authorization

To whom it may concern:

We, the undersigned, hereby authorize _____,
(NAME)

_____ to act on our behalf and represent us in all manners relating to
(POSITION)

the West Broadway Business Improvement Area, including voting on our behalf. The Authorized

Representative may serve for one fiscal year, renewable annually prior to each AGM. Any and all acts

carried out by _____ on our behalf shall have the same effect as
(NAME)

acts of our own.

Company / Business Name: _____

Address/City/Prov/PC: _____

Phone Number: _____ Email Address: _____

Member's Name: _____ Title: _____

MEMBER SIGNATURE

DATE

REPRESENTATIVE SIGNATURE

DATE

WBBIA By-laws: Article 1.1c. "Authorized Representative" means a person authorized in writing by a Member to represent that Member's group, society, body or corporation, and is a shareholder, Director, Officer or employee of the Member.

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