

WEST BROADWAY BIA

— Annual Report 2026 —



— 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 in 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 \$472,500, West 4th \$770,000 and 5-year increase of 15% per year, South Granville \$938,336, Cambie \$839,400, Main Street / Mount Pleasant \$1,030,000. 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 AND 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 at www.kitsonbroadway.com.

EXECUTIVE DIRECTOR BIO:

Michelle Barile is the Executive Director of the West Broadway Business Improvement Association, representing over 300 businesses and 100 commercial properties on West Broadway in Kitsilano. Her role includes graphic design, marketing and events, street beautification, strategic planning, and advocacy to support small businesses. She has 18 years of BIA experience, implementing award-winning initiatives that engage the community and enhance business areas. In 2024, she received the King Charles III Coronation Medal award; in 2020, she received the Kitsilano Neighbourhood House Good Neighbour Award; and in 2010, 2015, and 2019, she received BIABC's Best in the West Awards for various BIA projects. Her small business experience began at a young age, making aluminum railings at her Dad's factory (coincidentally called “Broadway Manufacturing”) and waitressing at her Mom's restaurant (where she was also known for accidentally breaking dishes. OPA!)

C♥MMUNITY 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 or contact KitsFest@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 or contact Lucas Pavan at 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 or contact contactus@fsgv.ca.

Hellenic Canadian Congress of BC: Promoting the development of Hellenism through educational, social, political and cultural initiatives including Greek Day and Greek Heritage Month. For more info, visit www.helleniccongressbc.ca or contact 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 or contact Alex Grigg at alex@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, 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.

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 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 or contact 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 or contact Teddy Chan at teddyc@kitshouse.org.

Kitsilano Secondary: **COMMUNITY SCHOOLS TEAM:** youth programs in collaboration with community. For more info, contact: info@vsb.bc.ca | **ALUMNI ASSOCIATION:** raising scholarship funds and fostering fellowships. For more info, visit 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.kitsilanshowboat.com or contact Barry Leinbach at 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.

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 or contact 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 or contact info@musicheals.ca.

Schools/PACs: Programs, events and fundraising to provide valuable support for students and schools. We're grateful to partner with Brainboost, Pear Tree, Bayview, General Gordon, Henry Hudson, Lord Tennyson, Trafalgar - providing merchant prizes, cross-promoting events, street art projects and more.

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.

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 timothy.mcmillan@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 or contact Ross Moster at info@villagevancouver.ca.

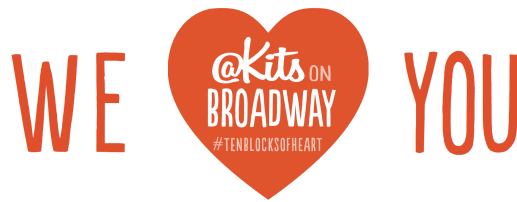
West Side Family Place: A resource centre offering parenting support and child-focused programming for families with children from birth to 6 years. Happy 50th anniversary! For more info, visit www.westsidefamilyplace.com or contact Diane Elliot-Buckley at wsfp@telus.net.

The Kelty Foundation: Providing free support and mental health resources for children and youth up to 24. We partner with the amazing Kelty team on fundraising events and local workshops. For more info, visit www.thekeltyfoundation.org or contact info@thekeltyfoundation.org.

2025-2026 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 40+ power receptacles to illuminate the street in a cost-effective way. Negotiated competitive rates and financing on **200+ trees and 40+ 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 coordinating upcoming additional plaza spaces. For some streets, linear plazas work best so the street remains open and benefits pedestrians and commuters. We've also added art tables along Broadway, which provide **more seating and a unique gathering place for patrons to connect and 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 placemaking includes **150+ street banners, 9 art wraps, 8 murals** by local artists and students, **outdoor seating featuring uplifting artwork**, 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**.

8. Seasonal and Support Local Campaigns with Street Installations

Seasonal and collaborative campaigns including **Lunar New Year, Love Your City, Hoppin' on Broadway, Buy Local Week, Foodies on Broadway, and more**. 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 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.

ADVERTISING: 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 AND WEBSITE: Spreading the word about initiatives and merchants through **engaging posts, interactions and contests**. The BIA website features an enhanced business directory, blog, events, contests, community partners, member updates and helpful resources.

SAVE THE DATE LIST AND COLOURING SHEETS: BIA info / event list posters are displayed locally, and featured in neighbourhood guides distributed to 9,000+ residents. Seasonal colouring sheet flyers (creative and useful!) are distributed to over 5 schools and through local organizations.

11. Business/Merchant/Community Updates and Networking

Relevant updates (**safety incidents/tips, business opportunities, local initiatives/events**) distributed by e-newsletter (**1000+ business/community contacts**), and through deliveries/visits to businesses. Networking events to promote and connect businesses/community stakeholders and highlight local eats and treats!

12. Prize Draws and Silent Auctions/Fundraising

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

13 to 18. Events and Seasonal Campaigns

MUSIC AND 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 and at Kits Beach as part of KitsFest since 2023.

KIDS AND 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 **80+ 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**. We feature the business area through media and contests, **negotiate a lower participation fee** for local businesses, and coordinate a 150' **community hub** including local prizes, community booths, photo booth, art 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, student scholarships, 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 coordinate and/or participate in over 50 annual events!**

19 & 20. Resources, Advocacy, Business Recruitment and Retention

BUSINESS RECRUITMENT AND 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. **Mayoral Candidates Forum, Vancouver Economic Summit, Love Your City campaign, Stock Joy auction**, event activations, info sessions), BIABC and IDA (resources, conferences, networking), City of Vancouver, LOCO BC, BC Chamber of Commerce, Vancouver Board of Trade, Destination Vancouver, CFIB 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 AND MEDIA: We have **presented at** the BIABC conference, BC Land Summit Conference, RAIC Built City Speaker Series, Mayor & Council hearings, Heritage Vancouver, and interviews/features with City TV, Global TV, The National Post, The Vancouver Sun, The Province 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 31st, 1pm-4pm; Holiday Music and a Movie with Santa and Mrs. Claus, November 29th, 12pm-4pm. Stay tuned for more eventfulness!

Business Directory Brochures, Display Signs and Vouchers

Postcard brochures showcasing the area's fantastic business mix. Displayed at local businesses, community organizations and more. We'll continue to provide materials throughout the year, including seasonal signs, brochure themes (eats/shops/services), and merchant vouchers, to effectively promote local offerings!



Shop Local Marketing

Shop local offers and tools incentivizing patrons and staff to connect and support local. Initiatives include local business vouchers, gift card packages and gift guides, staff discount programs, direct mail and digital offers, and Buy Local campaigns in partnership with Vancouver BIAs, LOCO BC and more.

Social Media and 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 and 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 illustrations of Greek heroes, mythical figures and philosophers from Spring to Fall. In Fall and Winter, festive banners will feature shop local illustrations and uplifting messages. During the year, look up for vibrant Shop Small with AMEX banners too!

Street Lighting

Illuminating the business area's 20 blocks from Collingwood to Larch with unique street lighting. We coordinate infrastructure and decorative lighting on over 200 trees and 40 poles to make Broadway 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 throughout 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. We co-develop the Vancouver Economic Summit, and citywide and provincial campaigns. Our efforts make a positive impact, and we will continue advocating on these important issues.

Special thanks to Shop Small with AMEX for supporting West Broadway BIA initiatives ☺



A warm welcome

From sweets to services, there's a new biz on the block!

Check out the exciting additions to the neighbourhood from last fall to this fall, and stay tuned for what's coming soon...

1. Pet Planet, 2501 W. Broadway | **2. L'Appartement**, 2581 W. Broadway | **3. Amiens Salon**, 2688 W. Broadway | **4. Phaze2 by Salon Haze**, 2855 W. Broadway | **5. Little Spoon Ice Cream**, 2967 W. Broadway | **6. Coming soon – new restaurant**, 3129 W. Broadway | **7. Oxygen Smoke Shop**, 3175 W. Broadway | **8. Lucky Beaver**, 3474 W. Broadway

Updates and 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](https://www.instagram.com/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:

A special thanks to the following 2025-2026 Board volunteers:

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 or (778) 384-6377.



@kitsonbroadway

@Kits ON
BROADWAY

#TENBLOCKSOHEART



3400

WEST BROADWAY BIA

2500

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