

WEST BROADWAY BIA

ANNUAL REPORT 2021



— 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. 2021 budgets: West Broadway \$275,000, West 4th \$440,000 (and 5-year increase up to \$644,204), South Granville \$728,600, Cambie \$427,000, Main Street / Mount Pleasant \$676,973. Each property owner's contribution to the BIA is a fraction of their total taxes. The West Broadway BIA levy is approx. 4% of the area's total commercial property taxes.

What does the BIA do?

Through partnerships and collaborations, we make a positive impact. Our goal is to benefit local businesses and contribute to the community. We do this by promoting the area, enhancing the street, building valuable connections, engaging community and advocating for both business owners and commercial property owners.

The BIA maximizes resources to develop infrastructure and implement valuable initiatives, including: street pole and tree lighting, banners, business directory/brochures, website, social media, advertising, promotions and events (Greek Day sponsor and activities, outdoor movie, seasonal events and campaigns), community engagement, business updates and advocacy (i.e. pandemic economic response and recovery, property assessments and tax policies, development, permits and licenses, transit and street issues).

Operations & Collaborations!

The West Broadway BIA is operated by an Executive Director, and volunteer Board of local business and property owners. As a newer BIA relative to others, we operate with a smaller budget and leverage resources through creative collaborations and diligent teamwork!

We value feedback from members and welcome businesses to provide input at any time, attend meetings or participate on the Board. The Board meets on the 2nd Wednesday of each month to plan and guide local initiatives.

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

Executive Director BIO:

Michelle Barile is the Executive Director of the West Broadway BIA, since its formation 2011, and a consultant in BIA formations and marketing. Her role includes graphic design, promotions, events, street beautification, strategic planning and advocacy to support small businesses. She has worked internationally in marketing communications, and has 14 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!)

[@kitsontobroadway](https://www.instagram.com/kitsontobroadway)

COMMUNITY PARTNERS *connect with local heart & fantastic events!*



Canuck Place: Children's Hospice providing pediatric palliative care, and making a difference in the lives of children and families in need in BC. For more info and ways to support, visit www.canuckplace.org or contact Caitlin Jung at: Caitlin.Jung@canuckplace.org.

Car Free Day Kitsilano: for Vancouver's Car Free Days in summer, Kits residents host street block parties with their neighbours! To host a block party, visit www.carfreevancouver.org or contact: Kitsilano@carfreevancouver.org.

Family Services of Greater Vancouver: 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 Amanda Sayfy at: asayfy@fsgv.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 Natalia Ramirez at: kcca.vancouver@gmail.com. The West Broadway BIA founded and partners with Kits CC on the annual Music and a Movie outdoor movie event and performances at Connaught Park.

Kitsilano-Fairview CPC: Volunteers and police provide safety resources, patrols, audits and more for residents and businesses. Learn more at www.vancouver.ca/police/community-policing/kitsilano-fairview.html or contact: kitsfaircpc@gmail.com.

Kits Fest: A sports and healthy living community festival at Kits Beach in summertime, celebrating diversity and inclusiveness for all ages and walks of life. To find out more, visit www.kitsfest.com or contact: KitsFest@gmail.com.

Kitsilano Neighbourhood House: Engaging community needs, from tots to seniors, through valuable and inclusive programs and services. For more info, visit www.kitshouse.org or contact Allen Smith at: allens@kitshouse.org.

Kitsilano Secondary WORK EXPERIENCE PROGRAM: providing volunteer opportunities for students. **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 to residents and visitors, and a venue for entertainers of all ages and abilities to perform at a world class venue, at Kits beach every summer since 1953! For more info, visit www.kitsilanoshowboat.com or contact Barry Leinbach at KitsilanoShowboat@hotmail.com.

MLA David Eby's Community Office: Connect with local resources and services, including governance, legal assistance, housing, employment, income assistance, health, senior services, childcare, business resources, grants, homeless and shelter resources, and food security / farmers markets. 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.

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

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

Tourism Vancouver: the official source of tourist information for Vancouver - hotels, restaurants, things to do, events, etc! Plus, valuable member opportunities for businesses including Dine Out Vancouver and more. For more info, visit www.tourismvancouver.com.

Residents Associations: **UPPER KITS:** from Macdonald to Alma St., and W. 10th to W.16th Ave. For more info, contact: upperkitsilanoresidentsassociation@hotmail.com | **WEST KITS:** from English bay shore to Broadway, and Alma to Balsam and Vine. For more info, visit www.westkitsresidents.wordpress.com or contact: westkitsresidents@gmail.com.

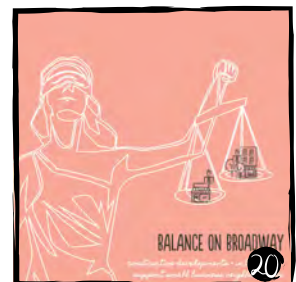
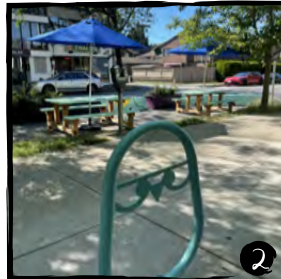
Vancouver Public Library - Kitsilano Branch: The VPL has been dedicated to your lifelong learning, reading & information needs! For more info, visit www.vpl.ca/branches/details/kitsilano_branch or contact Mark Koep at: Mark.Koep@vpl.ca.

Village Vancouver: engaging individuals and organizations with resources to build sustainable communities and walkable neighbourhoods, and have fun doing it! 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. For more info, visit www.westsidefamilyplace.com or contact Diane Elliot-Buckley at: wsfp@telus.net.

2020-2021 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 advocated to **streamline and extend the business patio program and waive fees**. For street plazas, we've identified various potential locations. The COV had capacity to install the Bayswater plaza this year, and we're excited to implement more spaces in future. For some streets, linear plazas work best so the street can remain open. Locations depend on road feasibility, safety, traffic flow and local business support.

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: Our Walking Art Gallery includes **150+ street banners, 9 art wraps and 7 murals** by local artists, including students at BrainBoost Education, and murals painted by the community through art activations. The banners feature over 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 the COV for assisting with supplies and resources!

8. Contests & Prize Draws

We promote local merchants and makers through fun prize draws all year through our social media, website, events and media outlets. People love the many ways to win and discover fantastic local offerings.

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

ADVERTISING: with Vancouver is Awesome, The Georgia Straight, 102.7 The Peak and more. Maximizing the budget through **discounted rates and sponsorship** for digital, radio, print ads, co-op ads (discounted merchant rates), **in-kind ads and cross-promos** with community partners.

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.

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.

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 to 18. Events & Campaigns

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

SHOP LOCAL CAMPAIGNS: including PATIO, Love Your City, Love Vancouver and Buy Local Week to promote the business area and businesses.

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

KIDS & PETS TRICK OR TREAT: A furry-friendly event that brings feet (and paws) to the street to visit merchants and enjoy local treats! We coordinate **70+ locations**, photo booth, prizes / giveaways, event decals and maps. The event also **supports pet shelters / adoption**.

HOLIDAY CAMPAIGN: includes **Santa photos, roaming entertainment**, Family Services fundraiser (**500+ donations**), **ad campaign** (holiday gift guide, social media contest); and **colouring contest** to win a VIP Day on Broadway to local merchants. Entry at Santa's mailbox on Broadway :)

GREEK DAY: the BIA sponsors the event, and assists with marketing and programming. We coordinate the Corus Entertainment partnership (TV, radio); **negotiate a lower participation fee** for local businesses; feature the business area through prizes and event marketing; coordinate the "community hub" (150' of BIA and community partner exhibits); provide media interviews, and opening reception presentation.

OTHER COMMUNITY ENGAGEMENT: we 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. These initiatives connect the retail neighbourhood with patrons and residents, and make a positive impact in the community. **We've coordinated or participated in over 50 annual events!**

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

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

VALUABLE PARTNERSHIPS & AFFILIATIONS: Vancouver BIA Partnership (22 BIA's sharing resources, advocating, developing citywide initiatives), 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. **COVID economic relief, commercial property assessments and tax policy, permits and development, and transportation**. Liaising with stakeholders (elected officials, business / community leaders and more) to support small businesses. **Our efforts resulted in lower taxes**, and we continue to advocate for additional solutions.

PRESENTATIONS & MEDIA: We **presented at** the BIABC conference, BC Land Summit Conference, RAIC Built City Speaker Series, and Mayor & Council hearings, and were **featured on** Breakfast TV, Global TV, The National Post, The Vancouver Sun, The Province, The Courier and more.



Looking ahead

Events & 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 30, 1pm-4pm; Holiday events, shop local campaign and Caring Neighbours Holiday Fundraiser during December. Stay tuned for more eventfulness!

Business Directory Brochure & Map Poster

Business directory brochure and poster featuring a resourceful map, landmarks and business area info. Displayed at local businesses, community organizations and destinations, and posted online, these creative materials will showcase the area's fantastic offerings, eats and treats, and helpful services. Brochures will be displayed in unique brochure holder to cross-promote local businesses.

Shop Local Digital Marketing

Shop local offers for the public and staff, including digital tools and coupons, encouraging public patrons and staff to shop local and connect. Upcoming initiatives include a neighbourhood gift card program with Moneris, and a merchant e-gift card campaign with Support Local BC.

Social Media & Contests

Creatively promoting the business area through social media and contests, and driving online traffic into feet on the street! Contests are run through social media, the BIA website contest page, various media outlets and seasonal colouring sheets. Stay tuned for localupdates in #theheartofkits!

Public Art

Transforming vandalized spaces into creative destinations, in partnership with local artists, the City of Vancouver and community partners. From street corners, to visible alcoves and alleyways, murals and art wraps will inspire and engage locals and visitors, to explore a *heartful* and animated urban canvas.

Banners

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, will be on display from Spring to Fall. During Fall and Winter, festive banners will feature shop local illustrations and uplifting messages. #onwardandupward ☺

Street Lighting

Illuminating the skyline with unique, custom-made, decorative street lighting throughout business area's 10 blocks between Collingwood to Larch Street. Over 25 pole lights and 75 tree lights with festive ornaments, will be shining bright and warming up the Fall and Winter seasons. We have installed 50+ outlets on building exteriors, and refurbished light strings to help make the sidewalk glow!

Advocacy

Together with BIAs across the city and province, we are working on key issues (i.e. commercial property assessments and tax policies, development, licenses and permit policies, transportation, city services, etc.) to benefit the business area and support businesses. Our proactive and collaborative efforts are making a positive impact, and we will continue to serve as a liaison on these important issues.

got ideas?

Please let us know your priorities, comments or concerns. Complete our short survey and you'll be entered to win merchant prizes! **SURVEY LINK:** <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. Longevity Lab, 2689 W. Broadway | 2. Tightbody Fitness, 2693 W. Broadway | 3. The Source Bulk Foods, 2699 W. Broadway | 4. Quesada Burritos & Tacos, 2817 W. Broadway – coming soon | 5. Gandy's Home Hardware, 2856 W. Broadway | 6. Biktrix Electric Bikes, 2865 W. Broadway | 7. Ace of Fades, 2871 W. Broadway | 8. The Foam Shop Vancouver, 2907 W. Broadway | 9. Skoah, 2910 W. Broadway | 10. Inspired Cannabis, 2976 W. Broadway | 11. Erbil Barber Shop, 2996 W. Broadway | 12. Just Another Coffee Shop, 3040 W. Broadway | 13. Le Petit Spa, 3080 W. Broadway | 14. Circle K, 3086 W. Broadway | 15. Leisure for Cannabis, 3121 W. Broadway | 16. Hollywood Theatre, 3123 W. Broadway | 17. China Lan Lanzhou Beef & Noodle, 3217 W. Broadway | 18. Choom Cannabis Co, 3235 W. Broadway – coming soon | 19. A♥Mi Florist, 3245 W. Broadway | 20. Chronic Hub, 3277 W. Broadway – coming soon | 21. Snowcap Creamery & Cafe, 3278 W. Broadway | 22. Pane e Formaggio, 3341 W. Broadway | 23. Ceremonial Art, 3425 W. Broadway | 24. Minuteman Press, 3460 W. Broadway | 25. Song of Stars Entertainment, 3466 W. Broadway | 26. 2AM Bar & Restaurant, 3468 W. Broadway

updates & resources

Visit our member resources page for valuable info and local updates: www.kitsonbroadway.com/resources.

You can also download the BIA business directory, including social media links, to connect with your neighbours on the street and online!

Plus, check out the events calendar, and if you have a special event or offer, please email the details to info@kitsonbroadway.com or tag us on social media @kitsonbroadway and we'll spread the word ☺



get on board!

You can help develop the vision for the area and put plans into action. Get involved by attending monthly Board meetings, joining the Board, or providing input at any time. We welcome your participation, ideas and insights!

Board of Directors:

The following dedicated group of Board volunteers help to make good things happen!

Sabrina Faas, BIA President | Bayswater Tea Co; Dave Rayat, Vice President | Commercial Property Owner; Alex Zbar, BIA Treasurer | Commercial Property Owner; Marjan Malakooti, G&F Financial; Linda Muhia, Vancity; Patrick North, Waypoint Insurance; Nick Panos, Omega Travel; Nicole von Szombathy, Vancity.

say hello!

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



@kitsonbroadway

@Kits ON
BROADWAY

#TENBLOCKSOFEART



3400

WEST BROADWAY BIA

2500

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