POINT GREY VILLAGE BIA 2021 ACTIVITIES SUMMARY

The BIA funds and manages all of the mandates and activities listed below.

Street Beautification

Landscaping

54 Tree Wells.
30 Large Flower Planters.
67 Hanging Baskets.

Street Cleaning

2 Cleaners, Twice a week clean the main street and back alleyways of West 10th Ave.

Lighting

28 sets of tree lights (electricity costs included)

Storefront Improvement Grant

Point Grey Village BIA has a storefront improvement grant where the BIA will cover **50%** of any storefront improvement up to **$1000**. Eg. Power washing, printing and installing window vinyl, new awnings, etc.

Graffiti Removal

Over **100** pieces of graffiti removed.



POINT GREY VILLAGE

Events & Merchant Campaigns

Winter Plaza Party



BC Buy Local Week



Shop Local Often



Merchant Marketing

Instagram & Facebook

- Last year the Point Grey Village BIA's marketing department created **148** social media graphics for its members. The businesses were free to use the images on their own social media accounts, and the BIA also promoted these businesses on their social media channels.
- The Point Grey Village BIA's marketing department does a feature story of your business, an interview of the owners and back stories, then promote it on their social media channels. This is a very effective marketing strategy to provide new exposure to our business member in Point Grey Village.
- Last year the Point Grey Village BIA's marketing department spent **$6300** on advertising ads promoting its members business to the public.
- The BIA employs a Masters of Arts & Doctoral Level History Academic that researches and writes historical stories of West Point Grey's illustrious past. It is another marketing strategy that increases awareness to Point Grey Village.

- **148** Instagram Posts.
- **22** Facebook Historical Posts.
- **14** Facebook Business Feature Stories.
- **20** Facebook Event Posts.

- **871,677** Total Reach.
- **158,687** Total Engagement.
- **18.2%** Total Conversion

Advocacy & Support For Small Businesses

- Vancouver BIA
- Liaising with City Of Vancouver
- Advocating Fair Business Taxation

We need the businesses feedback!
Email/text us with ideas on how we can improve the BIA

BIA 101

Celebrating 30 Years in Vancouver!
Originating in Canada in 1970, the first BIAs in Vancouver – Gastown and Mt. Pleasant – formed in 1989. Today, the BIA model has grown to **22 BIAs in Vancouver, over 70 in BC, over 400 in Canada**, and 1000's worldwide representing 1000's of businesses! Throughout the years, BIAs have contributed to the success and vitality of Vancouver's neighbourhoods, and have worked in close partnership with the City of Vancouver to achieve our common goal of making Vancouver a desirable and welcoming place to live, work and play.

BIA has a two-fold mandate

1.
To Improve, beautify and maintain public lands & buildings within the BIA, **beyond what is provided by the municipality at-large**.

2.
To promote the area as a business and shopping area – including eateries, shops and services – **beyond what businesses can do individually. BIAs benefit local economies through various initiatives:**



Marketing
Cost-effective exposure for businesses/area including co-op ads, directory brochures, social media and other digital marketing, media features.

Events
Showcasing the area, nurturing social connections and attracting patrons through season events, street festivals, outdoor movie nights and more.

Street Enhancements and Safety
Making the area safer and brighter through street lighting, banners, planters, street furniture, social employment clean teams, and various safety initiatives (i.e. safety guides, workshops, street ambassadors).

Community & Business Engagement
Establishing valuable partnerships, cross-promotions and networking events to connect businesses and other community members. BIAs partner with municipal departments, community centres, neighbourhood houses, CPCs, schools and much more.

Business Recruitment
Working with property owners and realtors to recruit and retain tenants, and encourage an optimum business mix.

Accountability & inclusivity
The BIA levy is also nominal in relation to the many benefits. This is possible because businesses collectively contribute to an organization that represents the entire business area and is accountable to each business – maximizing resources and working together to make things better.
Businesses have a say in what the BIA does. A BIA is led by a volunteer Board of local business and commercial property owners. A BIA consults with members throughout the year: there are monthly meetings to plan and develop initiatives, and an annual general meeting to approve a draft budget and elect Board members. Participation and input is welcome.

Advocacy
Supporting businesses by advocating to address local issues (i.e. parking, transportation, permit processes, commercial property taxes, etc.); serving conduit of information and liaising with stakeholders about relevant business matters.

Funding
The City collects a levy from commercial property owners (usually derived from business tenants) in the BIA boundary, for the BIA operating budget. All commercial property owners and business tenants within the boundary are members of the BIA, and can provide input and vote on the budget. Budgets vary in different business areas – ranging from approximately $125,000 to $1 million+. Each commercial property owner's contribution to the BIA is a nominal fraction of their total tax contribution.