



CONNECTIONS

Newsletter of the Strathcona Business Improvement Association

Strathcona BIA

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OPPORTUNITIES EXECUTIVE DIRECTOR'S REPORT

You may have noticed a lot of changes in Strathcona in the recent months, as we put into action many of the initiatives approved by you at last year's AGM. New bus shelters and street furniture have been installed throughout our area, as well as colourful banners that welcome everyone. To keep our streets and common property looking great, we have also invested over 600 hours of street cleaning and litter pickup, and removed every graffiti tag. Street beautification combined with security patrols all contributes towards maintaining the area and its property values.

STRATHCONA SECURITY PATROL

**New contact number:
604.617.0564.**

A New Look

As part of our area marketing strategy, we have also launched a new logo and "look" for the BIA that reflects our heritage, as well as promotes Strathcona as a good place to work, invest, shop and play. The new look extends to the newsletter, our stationery, signage and (later this summer) a new expanded website. To extend the opportunity of Strathcona business outside of our boundaries, the new logo will also be available to you, for use in your marketing efforts to attract more business.

A BIA FIRST:

Where History Lives, Works and Plays!

As promised at the September 2004 AGM, we partnered with the Strathcona Revitalization Committee (which includes over 20 other community organizations) to produce the first-ever Strathcona *Calendar of Events*. Produced as a dual purpose brochure

and events listing, the *Calendar* will invite over 15,000 people to visit, shop and notice Strathcona.

You Spoke, We Listened

You or your employees may have been surveyed by our research team this winter, as we launched an in-depth study of the purchasing habits of Strathcona residents, employees, commuters and merchants. The research told us what new businesses to attract, important issues for shoppers, and the services that merchants and property owners are looking for. We will post key results in each newsletter — so keep an eye out for these excellent tips to help build your business. We will also provide you with a more detailed report at the upcoming September AGM.



Strathcona BIA Executive Director, Cathy Kwan (centre), presents Sunrise Soya Foods with the BIA's survey participation award.

Coming Up in September

We will be touring commercial realtors through our area, spotlighting ideal locations for new business and area success stories. Is your business or property interested in being profiled for

these realtors and their buyers? Contact the office to participate in our first ever "Realtors Walk."

Can We Help?

Larrivé Guitars (780 East Cordova) enlisted the help of the BIA when the City posted "no stopping" signs in front of their business. We lobbied the City and had the signs removed two days later.

PROGRESS REPORT



notebook

**Vol. 1
No. 1**

	2003	2004	2005
Street Cleaning Hours	218	337	54 ...so far
Graffiti Tags Removed	2595	2045	469 ...so far
Security Hours	4552	5316	596 ...so far

BIA MEMBERS NETWORKING
June 22, 7:30 a.m.
At the Patricia Hotel

did you know?

BUSINESS BUILDERS

FOR RETAILERS AND RESTAURANTS

- We have over 7000 employees in our area, who all shop, eat and buy in Strathcona.

WHAT DO THESE EMPLOYEES SPEND THEIR PAYCHECKS ON?

- 51% buy lunch, coffee or snacks (that adds up to more than 3,000 customers).
- 30% shop for groceries or gifts (they would love an organic produce supplier!).
- 10% do their banking or other errands such as dry cleaning and auto services.

WHAT ELSE ARE THEY LOOKING FOR FROM YOU?

- Clothing, donuts, car wash, fitness facilities, garden nursery and shops that are open before and after work, and that are clean, friendly and attractive to visit.

FOR BUSINESS-TO-BUSINESS (B2B)

- Our 850 BIA members make up a large purchasing force, who want to be supportive of other members and do much of their purchasing within Strathcona. So what are they looking for in Strathcona?

A Fedex depot, courier services, office suppliers, drycleaners, car washes and auto detailers, full banking services, Shoppers-Drug-Mart-style stores and restaurants suitable for staff meetings.

Each issue of this newsletter will contain more Business Builder facts and tips to help you strengthen your business and increase your sales.

MARK YOUR CALENDAR

- **Members Networking**
Patricia Hotel lobby
June 22
7:30 a.m.
- **Members stand-up luncheon**
August 2005
- **Realtors' Walk**
September 23
Starts 9:00 a.m.,
BIA office
- **Strathcona Business Improvement Association Annual General Meeting**
September 2005



NEIGHBOURHOOD SNAPSHOTS

A detail of Sunrise Market's award-winning wall mural at 300 Powell Street (at Gore).



PROPERTY OWNERS' CORNER

WELCOME:

- **Starbucks** at Cordova & Powell. Konrad and his team at the drive-thru Starbucks are delighted to be *home* in Strathcona. "Most of our employees are local residents, who bike or walk to work. So now, as we get to know our customers, we get to give them a Strathcona smile every morning".
- **Slegg Construction** from Victoria, is now located at 560 Raymur St. Lower lease rates and fast access to downtown customers are good reasons to locate this construction firm in Strathcona.

The Strathcona BIA will be working closely with commercial realtors over the next few months, to attract new property owners and merchants to our area. If you are interested in having your property spotlighted, contact Cathy Kwan at the BIA office right away.



Joel Berman Glass Studios

International has just completed Canada's largest art-glass project at the multi-million dollar **Edge-water Casino** on False Creek.

Strathcona, Joel Berman has seen his 26,000 square foot production facility property value climb along with his revenue, which should reach \$25 million by 2008. As a designer, manufacturer, exporter and artistic centre for 25 years, Joel Berman Glass Studios International is taking full advantage of his Strathcona location to market to the world.

Drop by Joel Berman Glass Studios at 495 Railway Street, or visit their website at www.jbermanglass.com.

Berman has also furnished an 80 foot glass wall for a new **Donald Trump casino** in Indiana, and is negotiating for another Trump order. As a property owner in