



CONNECTIONS

Newsletter of the Strathcona Business Improvement Association

Strathcona BIA

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Board of Directors

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NV Food & Service
Resource Group

Vice-Chair

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Gulf & Fraser
Financial Group

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Eclipse Awards
International

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St. James Community
Service Society

Wayne Nelsen
Patricia Hotel

Ed Seignoret
Arthur-Wong
& Associates

Patrick Doiron
Nye's Holdings

Office Staff

Executive Director

Cathy Kwan

Administrative Assistant

Purdy Lee

AGM APPOINTS NEW BOARD, LOOKS FORWARD TO BUSINESS OPPORTUNITIES

EXECUTIVE DIRECTOR'S REPORT

Strathcona BIA members passed the budget for 2006/2007, approved the Constitution and By-law amendments, and approved the BIA Board of Directors at the Annual General Meeting held on September 22, 2005, at the Vancouver Buddhist Church. Annette O'Shea from WISE Consulting provided insights from the BIA sponsored Goods & Services Analysis study that was completed this summer. The informative presentation to BIA members focused on business opportunities, business building efforts of the BIA, and growth areas for retailers.

WELCOME ABOARD!

The Strathcona BIA office staff would like to welcome back: Wayne Kennedy, Gulf & Fraser Financial Group; Wayne Nelsen, Patricia Hotel; and Toby Barazzuol, Eclipse Awards International for their continued contributions as Board members. We would also like to welcome our newest Board member, Ed Seignoret of Arthur-Wong & Associates. A special thank you to our outgoing Board member Jack Lee, property owner of 878 East Hastings Street, for his past contributions to our organization. Thank you also to the generous Strathcona businesses that contributed to our door prizes at the Annual General Meeting: Pink Pearl Restaurant, Gulf & Fraser Financial Group, Eclipse Awards International, and Starbucks.

COMMERCIAL REALTORS WALK

We partnered with the Commercial Real Estate Board of Vancouver to host our first Realtors Walk in Strathcona on September 30th. We toured

commercial realtors and spotlighted ideal locations for new businesses and showcased some success stories. We also provided the commercial realtors with our Business Opportunities package (you can download a copy at www.strathconabia.com/strathcona) to assist in attracting a variety of different businesses to the area.



Strathcona BIA Executive Director, Cathy Kwan, presents Union Gospel Director of Programs, David Ryttersgaard, with the AGM door prize.

CONGRATULATIONS, AUSTRALIAN OUTBACK!

Australian Outback entered online for a chance to win a digital camera by checking out our new website (www.strathconabia.com). Australian Outback provided us with valuable feedback and fantastic comments on our new look and new website. Check it out at www.strathconabia.com.

PROGRESS REPORT



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No. 3

	2003	2004	2005
Street Cleaning Hours	218	337	732 ...so far
Graffiti Tags Removed	2595	2045	910 ...so far
Security Hours	4552	5316	4216 ...so far

notebook

9th Annual Eastside
Culture Crawl
November 18-20
www.culturecrawl.bc.ca

did you know?

BUSINESS BUILDERS...

For Retailers and Restaurants

With one out of every four homes dedicated to families in Strathcona, this immediate neighbourhood represents a significant opportunity for goods and services targeted towards children, families, education, events, and special outings. Families tend to purchase educational toys, books and computer products, sports equipment and clothing. They buy recreational and family games, toys and products, or interactive experiences, such as children's book author readings, sport and game contests, video arcades and art displays. In nice weather, they like casual outdoor events.

HOW CAN YOU TAKE ADVANTAGE OF THIS IMMEDIATE MARKET?

You can offer:

- A variety of payment methods, including debit cards and credit cards.
- Safe, fun environments that are welcoming to children, colourful play or education oriented displays.
- Restaurants that offer special items, such as children's menus.
- Target products and services towards home furnishings, garden centres, home improvement, appliances and appliance repair and hardware.

Some products and services Strathcona families are looking for:

- Used sports equipment
- Clothing and uniforms
- Bicycles
- Fast food & pizza
- Children's clothing
- Daycare
- Auto repair
- Groceries
- Library



PROPERTY OWNERS' CORNER

With the lowest commercial rates in the city, Strathcona has less than half the cost per square foot of Yaletown. It's no wonder why a majority of businesses in Strathcona are here for the long term:

"Strathcona is the best kept secret in the commercial community."

*Paul Wilson
President
Aspect Floor Covering.*

- 67% of Strathcona manufacturers and wholesalers own their properties.
- 86% percent of businesses have been in Strathcona five years or more.
- 25% of Strathcona businesses have been in operation 30 years or more.
- Strathcona has 850 business and property owners and is growing.

Do you have a space for lease, or thinking about expanding your business in the area? Are you interested in having your property spotlighted? Contact Cathy Kwan at the Strathcona BIA office right away (604-258-2727).

MARK YOUR CALENDAR

- **Members Networking**
November 16, 7:30 a.m.
Location TBA
- **9th Annual Eastside Culture Crawl**
November 18-20
See www.culturecrawl.bc.ca for details and locations.
- **Christmas Luncheon**
December 2005
Time and location TBA



RISING STARS

James Kennedy, the head chef at **Cook Studio Café** (located at 374 Powell St.) has cooked up another fine serving, this time at the **Splash Bistro** in the **Edgewater Casino**. Open more than 20 hours per day, and serving more than 2000 customers each day makes this a BIG little business. "We took advantage of a growth opportunity that was just begging to happen. The **Plaza of Nations** is only minutes away from Strathcona, which allows us to serve two markets at once and use our commissary to its full production, says James Kennedy. It just makes good business sense to expand your market".

To find out more about this Strathcona Business Success, visit Splash for a meal or go to www.edgewatercasino.ca.



Detail of the colourful banners commissioned by the SBIA to brighten Strathcona's main commercial and commuter corridors.