



## *Celebrating 9 Years of Success!*

The Strathcona BIA was established in 2000 to represent businesses and property owners from Gore Avenue to Clark Drive and Railway Street to Venables, with a goal of encouraging and promoting business in Strathcona, and representing members' common interests.

Since that time, the Strathcona BIA has made significant strides toward:

- ✓ Strengthening members businesses – by providing a common voice with Vancouver City Hall staff and council, producing and maintaining a local business directory and promoting a “Strathcona First” marketing program.
- ✓ Protecting businesses and making Strathcona safer for property owners, businesses, customers and local residents – with mobile patrols (Genesis Security), and working with the City to address broader social issues ..... present in our BIA.
- ✓ Attracting new businesses – through street beautification and other physical improvements, and targeted promotion to attract key businesses that are currently missing from Strathcona’s business mix.
- ✓ Partnering with the community – through community events and programs such as community murals and the open windows project.

Recently, the BIA has also developed the Green Zone initiative, to transform Strathcona into the first Sustainable Business Community or Green Zone in Canada, strengthening our economy and improving our social, cultural and environmental well being. We’ve held two incredibly successful sustainability expos and have developed a number of sustainability goals for the next 5-7 years.

## *Looking to a Bright Future*

The SBIA’s five-year mandate is coming up for renewal and your SBIA Board is proposing to renew the BIA for a seven-year term. Similar to the 2005-2010 renewal program, your SBIA Board is seeking your input in determining key priorities and activities on which the BIA should focus for the upcoming term. Renewal activities will focus on the following key areas:

- Safety and Security
- Marketing
- Government Relations
- Member Business Relations
- Moving Toward Sustainability

With input gathered from the recently completed member survey, and an upcoming open house, the SBIA will develop a draft renewal plan for members to review and provide feedback at the upcoming open house on July 22. Based on this feedback, we’ll make changes and issue a final plan as part of your 2009 Annual report and General Meeting package in late August. Members will then have an opportunity to vote on the proposed plan at the AGM in September.

## *SBIA Survey*

The results of the survey are in and currently being tabulated by the consultant. Thank you to everyone who took the time to respond.

Key findings are as follows:

- A total of 53 people responded – our highest response rate ever, at about 6% of all SBIA members.

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## Survey Continued.....

- Respondents represent a broad cross-section of our members, including long term and newer businesses, property owners and tenants, as well as large and small organizations specializing in a variety of industrial, commercial and service oriented businesses.
- More than two-thirds of respondents were members of the SBIA during the 2004 renewal.
- The recent economic downturn has negatively affected almost one-half of respondents' business. In spite of this, almost 75% of respondents indicated a willingness to consider an increased BIA levy if it meant better services.
- Most respondents indicate that the SBIA environment has improved in the past five years, particularly in the areas of cleanliness, influence with the City and business attraction and retention. However, there remains room for improvement, particularly in regards to security and crime prevention.
- More than half of respondents are very or completely satisfied with the SBIA's mandate and effectiveness over the past 5 years. Satisfaction is highest with work related to physical improvements and member services.
- Key areas in which respondents would like the BIA to focus its efforts over the next seven years are:
  - Working with government to address social issues in the neighbourhood,
  - Improving physical cleanliness and beauty,
  - Representing BIA members' needs with City council and staff and influencing decision making with other levels of government,
  - Revitalizing Strathcona as model mixed-use, sustainable community,
  - Increasing the profile of Strathcona as a place to do business, and
  - Liaising with the Vancouver Police Department.
- Just over half of respondents support hiring another full time co-ordinator to assist in advancing these initiatives.
- About two-thirds of respondents indicated a willingness to consider shifting some of the current mobile patrol budget to other activities designed to discourage crime and increase safety; however, most want more information about what this might look like.

The SBIA renewal committee and our consultants are now analyzing these results and preparing a draft strategic plan to address the interests expressed by members. We hope you will attend the open house on July 22 to hear more about this important work.

## BIA on the Grow

As part of our 2009 renewal, the SBIA is consulting with tenants at 611 Alexander to determine their interest in becoming part of the BIA. These tenants already benefit from some of the program's we've implemented and their participation will help increase our financial base to bring improved programming to the Strathcona area. If some of your colleagues work in this area, we encourage you to speak with them about the competitive advantage of being a member of the SBIA.

**Please mark these dates in your calendar and watch for more information about the renewal process in the mail.**

Key Activity	Target Date
Member Survey	Complete
Draft strategic plan	Underway
Member Open house	July 22, 2009
Revise plan	End July, 2009
Distribute final draft plan	Early August, 2009
Office renewal notification from the City	Late Fall 2009
Annual General Meeting	September 30, 2009

### Open House – July 22

Our members are our greatest strength, and your contribution to this project is valuable and necessary. Please plan to attend the July 22nd open house, where you will have the opportunity to:

- Review the Draft of the Strathcona BIA's Strategic Plan
- Speak with the Board of Directors and other neighbouring businesses
- Make recommendations and provide valuable input and feedback
- Network with other businesses in your neighbourhood
- Become more involved in Strathcona's future.

Date: Wednesday, July 22

4:30 – 6:30 p.m.

Location: Japanese Language School + Hall  
475 Alexander st.