

SAFETY. COMMUNITY. BEAUTIFICATION. PRIDE. SUSTAINABILITY.

Looking Towards the Future

The SBIA's current mandate is up for renewal and your SBIA Board is proposing to renew the BIA for a seven-year term. Over the past three months, we've sought and considered member input through multiple forums. From this we have developed a strategic plan to achieve our vision that **Strathcona is widely viewed as a thriving and unique Vancouver Community, seen as a model of positive change and sustainability.**

The results are in and the analysis is complete. You spoke and we listened. Respondents overwhelmingly said the presence of a BIA is good for business and that you value the work we are doing. You also want us to continue important programs and expand efforts in key areas. Here's what you said you'd like us to focus on:

- ✓ Celebrating Strathcona's arts and cultural strengths and demonstrating pride in our heritage roots, as well as engaging local schools and social service groups to build a broader sense of community.
- ✓ Increase efforts to improve Strathcona's green spaces and maintain our existing cleanliness and beautification efforts including the Clean Streets Program, the banner and mural programs and the hanging baskets program.
- ✓ Continue to advocate for zoning and development that supports Strathcona's vision of being a model, mixed-use, sustainable community.
- ✓ Enhanced focus on branding and marketing to attract and retain businesses and customers.
- ✓ Continued efforts to identify funding sources to help members become more sustainable.
- ✓ Continued and increased emphasis on member-to-member workshops and networking opportunities.
- ✓ Safety and security continue to be an important part of our mandate. This includes maintaining the existing mobile patrol program, working with the City and the Vancouver Police to address safety concerns, and increased efforts to engage the broader community.

The full report is available on the SBIA web site.

The Plan

The 7-year Strategic Plan includes five goals, and four key strategies as outlined in the graphic below – goals are identified in the centre of the circle and strategies surround them. Efforts by our three board committees – government liaison, marketing, and sustainability will focus on advancing these goals through the strategies identified. The plan is outlined on page 2 of this insert.



What Renewal Means for Members:

Recognizing current economic conditions, the proposed Year 1 budget is \$551,000 – a slight increase over 2009. Financial details for the proposed 2010-2011 budget are included in the Annual Report.

The SBIA Board has proposed a **7-year renewal levy cap of \$4.2 million to maintain current services levels and achieve new goals.** On an annual basis, this is similar to the current mandate. For an "average" business, this may mean a slight levy increase of **about \$22 per month**, or about 70 cents a day.

The levy cap sets out the maximum amount that the City will collect on our behalf. The SBIA will continue to seek ways to leverage funds from grants, donations and other sources to help keep costs low. For example, in our 2004-2009 mandate, the SBIA leveraged an additional \$265,000 in grant funding.

What's Next?

Renewal is a group effort. Here's what to expect and how to stay informed as we proceed:

1. Stand up for Strathcona – Vote YES to Renewal!

Members will vote to renew the SBIA at the Annual General Meeting on **September 29, 2009**. We encourage members to attend the AGM, vote, and renew the BIA for a seven-year term.

2. Get involved! The BIA is essentially a volunteer effort. We appreciate every bit of energy. Whether you can spare a lot or a little time, there's lots to do and the more volunteers we have, the more we can leverage your fees to get the most for members, customers, and the community at large. If you have questions, comments or want to participate, please contact Cathy or Gretchen at the BIA office at (604) 258-2720.

3. Send us your email address so we can keep you better informed. The BIA web site is expanding to provide better services, 24/7 with the click of a button. With email addresses, we can keep you informed about new information that's been posted. To sign up, email us at admin_strathconabia@telus.net.

Renewal Timeline:

Key Activity	Completion
Member Survey	Jun 30, 2009
Draft Strategic Plan	Aug 18
Member Open House	Jul 22
One on one interviews	Jul 27
Renewal notification from the City	Early Sep
Annual General Meeting	Sep 29

In the table below, orange text denotes new or significantly improved actions, and "sustainability" includes 4 dimensions — economic, social, environmental and cultural.

STRATHCONA BUSINESS IMPROVEMENT ASSOCIATION 2010-2017 STRATEGIC PLAN				
MISSION: Maintain a co-operative effort in revitalizing the area of Strathcona by facilitating a safe and vibrant destination to live, work, set up shop, and have fun; done through the initiation of innovative programs and strategies to develop the unique characteristics of the area.				
SEVEN-YEAR GOALS				
SAFETY Foster and increase an overall sense of safety and security in Strathcona	COMMUNITY Create a sense of community between members and residents	BEAUTIFICATION Continue to improve the physical appearance of Strathcona so it is seen as a desirable place to live, work and visit	PRIDE Demonstrate Strathcona's community pride through identity, communications, marketing and business attraction and retention	SUSTAINABILITY Broaden the business mix to establish Strathcona as Vancouver's first complete, green, sustainable community
NEAR-TERM OBJECTIVES				
Continue working with VPD, the Police Board and local courts to address matters of safety and security. Continue to be a respected and effective advocate for Strathcona with government Further engage businesses and residents in adopting a community-based approach to safety	Promote Strathcona's heritage, cultural and artistic strengths to expand community interest in the BIA Develop and promote members' involvement in the BIA and its activities Promote an appropriate distribution of improved social housing and new market housing	Keep Strathcona's streets clean for businesses, residents and other customers Continue to beautify Strathcona and incorporate more artistic displays within the BIA Increase the volume of efficient and neat/clean recycling within the BIA	Create a widely-recognized Strathcona brand identity Build and maintain effective member communications materials and methods Promote Strathcona as a fun, eco-friendly, safe place to live, work and play Maintain Strathcona's niche as a mix of industrial, commercial and service businesses while focusing on attracting green and sustainable business	Provide member education opportunities regarding sustainable practices Support SBIA members in reducing their resource use and carbon footprint Continue to develop and promote Strathcona as Vancouver's model, mixed-use, sustainable community