

TECHNOLOGY, INNOVATION AND
ECONOMIC DEVELOPMENT DIVISION
WEBINAR SERIES

Economic Development with Business Improvement Areas

May 31, 2018

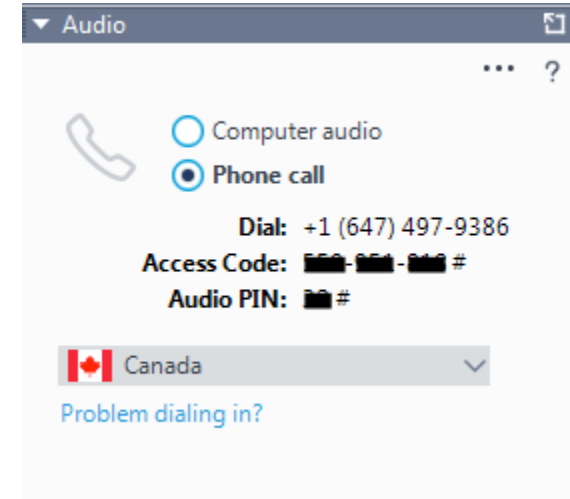
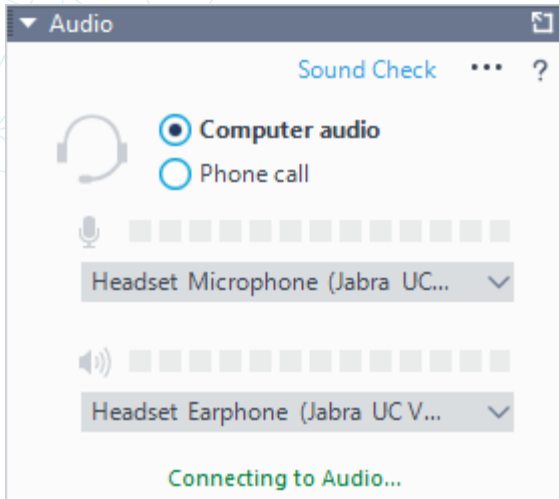
Moderated by Susan Low



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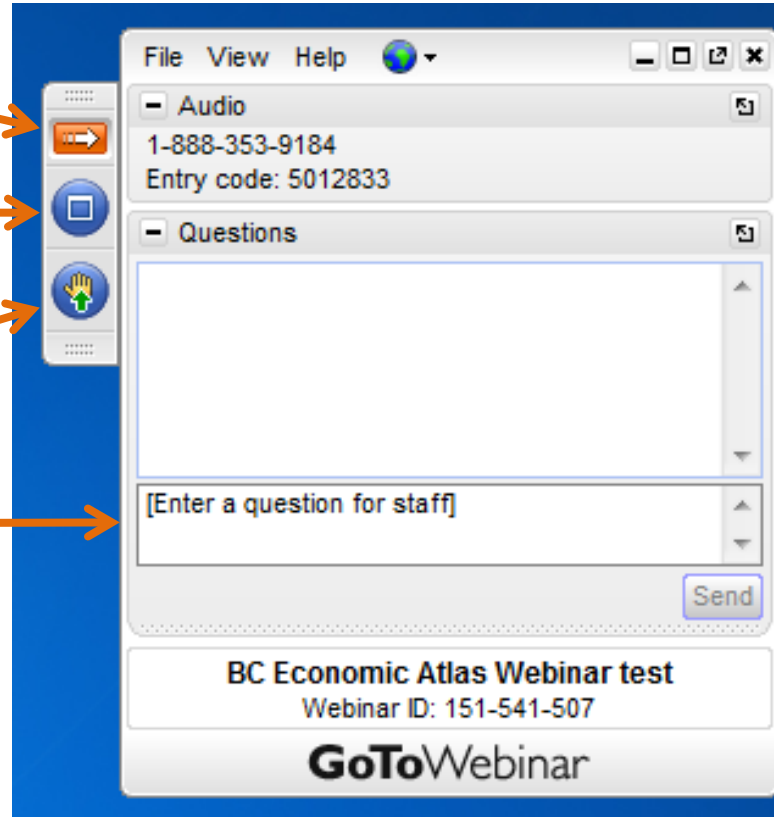
Control Panel

Hide / unhide

Fullscreen

Raise hand

Ask a question





Today's Objectives

By the end of today's webinar, attendees will be able to:

- Describe what a Business Improvement Area is, and how it supports economic development;
- Identify the stages and wise practices in developing, supporting, and renewing a BIA





Presenters

- **Gay Pooler**, Gay Pooler Consulting (formerly of Downtown Kamloops BIA)
- **Susan Low**, Ministry of Jobs, Trade & Technology

With valued input from:

- **Teri James**, Executive Director, Downtown Langley BIA



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Business Improvement Areas: The Nuts & Bolts



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BIAs in British Columbia

- Interior: 15
- Island: 14
- Mainland: 22
- Vancouver: 23



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BIAs in British Columbia

Downtown Kelowna Association
Downtown Penticton Association
Downtown Prince George BIA
Downtown Vernon Association
Kamloops Central BIA
Kamloops North Shore BIA
Quesnel Downtown Association
Salmon Arm Downtown Improvement Association
South Quesnel Business Association
Terrace Downtown Improvement Area
Town of Osoyoos
Uptown Rutland BIA
West Quesnel Business Association
Williams Lake Central BIA
Ferne

Comox Business In Action
Downtown Courtenay BIA
Downtown Victoria Business Association
Oak Bay BIA
Parksville Downtown Business Association
Sechelt Downtown Business Association
Sidney BIA
Campbell River - Pier Street Association
Campbell River - Willow Point BIA
Campbell River Downtown BIA
Chemainus BIA
Cowichan Bay Improvement Association
Shawnigan Lake Business Association
Tofino Business Association



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Abbotsford Downtown Business Association
Aldergrove Business Association
Ambleside-Dundarave BIA
Austin Heights BIA
Burnaby North Road BIA
Cloverdale BIA
Downtown Chilliwack BIA
Downtown Langley Business Association
Downtown Maple Ridge BIA
Downtown New Westminster BIA
Downtown Port Coquitlam BIA
Downtown Squamish BIA
Downtown Surrey BIA
Fleetwood BIA
Fort Langley BIA
Heights Merchants Association
Lower Lonsdale Business Association
Mission Downtown Business Association
Newton BIA
Tsawwassen BIA
White Rock BIA
Walnut Grove Business Association

Cambie Village Business Association
Collingwood BIA
Commercial Drive Business Society
Downtown Vancouver BIA
Dunbar Village Business Association
Hastings Crossing
Hastings North BIA
Mount Pleasant BIA
Point Grey Village BIA
Robson Street Business Association
South Granville BIA
South Hill Business Association
Strathcona BIA
Vancouver Chinatown BIA
West Broadway BIA
West End BIA
Victoria Drive BIA
Yaletown Business Improvement Association
Gastown Business Improvement Society
Kerrisdale Business Association
Kitsilano West 4th Avenue Business Association
Marpole Business Association



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BIA: Enabling Legislation & Governance

- Community Charter
 - S. 210-214 local service area req'ts
 - S. 215 specific to BIAs
 - S. 216 local service taxes
 - S. 217-219 borrowing, enlargement/reduction and merging local service areas
- Municipal by-law
- BIA organization





Community Charter: BIA Purpose

- “Planning and implementation of a *business promotion scheme*”
 - Carrying out studies or reports on the area
 - Improving or beautifying streets or sidewalks
 - Removing graffiti
 - Conserving heritage property
 - “Encouraging business”





Establishing a BIA

- Established by municipal by-law in response to petition signed by affected properties
- Petition must contain:
 - Description of the service (business promotion)
 - Show boundaries of the area
 - Cost in taxes for properties affected (for an average)
- Petition signed by at least 50% of owners and at least 50% of assessed value in area



Municipal By-Law for BIA

- By-law must cover:
 - Defining the “business promotion scheme”
 - Defining the organization that will run the BIA
 - Maximum amount of money and length of term
 - Conditions and limitations on receipt and expenditure of the money, e.g.
 - Reporting to Council on use of funds/budgets
 - Insurance coverage



Questions on Legislation?

Dannie Carsen, Senior Program Analyst
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Quiz Time!



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Business Improvement Areas: Formation, Function & More!

Gay Pooler (Gay Pooler Consulting, former ED of
Kamloops Business Improvement Association)



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Discussion Time



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Upcoming Webinars

June 7, 12:00 – 1:15pm

Economic Reconciliation

<http://bit.ly/Jun7-3>

June 19, 10:00-11:00am

TechDev101: Innovation Ecosystem



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TechDev101 Workshop

- Introduce tech and innovation basics
- Support communities' understanding of tech sector, assets and opportunities
- Look @ how to use tech & innovation as an economic development driver

Email EconomicDevelopment@gov.bc.ca to request a workshop in your community.





After This Webinar

- Please complete the Feedback Survey
- Recording Posted In Approx. 1 Week to <http://gov.bc.ca/economicdevelopment>
- Don't forget to register for our next webinar!



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Thank you for joining us!

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