

WELCOME TO  
*#ten blocks of heart!*



## WEST BROADWAY BIA ADVOCACY TO SUPPORT SMALL BUSINESS NEIGHBOURHOODS

Together, with Vancouver BIAs, business groups and stakeholders, we are advocating to **address small business affordability, including commercial assessment and tax policy issues, and proposed solutions.**

In Spring 2019, Vancouver Council approved a **commercial tax shift** to alleviate the inequitable and detrimental burden on the business sector. Please see below for our presentation to City Council, media and correspondence.

### Presentation at Mayor & Council hearing (1:36:34pm on video)

<http://bit.ly/MayorandCouncilPresentationApr2019>

### Breakfast TV / CityTV interview (also featured on Microsoft News):

<http://a.msn.com/09/en-ca/AAA07j4?ocid=se>

### Global TV interview:

<https://globalnews.ca/video/rd/1514653251889/?jwsourc=cl>

### Vancouver Sun article:

<http://bit.ly/VancouverSunArticleApr2019>

### Vancouver Courier article:

<http://bit.ly/VancouverCourierArticleMay2019>

### The National Post article:

<http://bit.ly/NationalPostArticleApr2019>

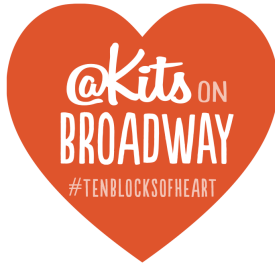
Articles also featured in: Vancouver Courier, Toronto Star, North Shore News, Delta Optimist, Times Colonist Victoria, CHEK Media Victoria, Castanet - Kelowna.

### The Shift from Surviving to Thriving - Presentation for BC Land Summit & RAIC Built City Speaker Series:

<http://bit.ly/TheShiftFromSurvivingtoThrivingPresentation2019>

### Advocacy Letters:

- To Premier John Horgan: <http://bit.ly/LettertoPremierJohnHorganJul2019>
- To Finance Minister Carole James: <http://bit.ly/LettertoFinanceMinisterCaroleJamesMay2019>
- To Mayor & Council: <http://bit.ly/LettertoMayorandCouncilNov2018>



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## ISSUES & SOLUTIONS:

There are municipal and provincial solutions required to address commercial property assessment and tax policy issues, and restore health and vitality to Vancouver's small business neighbourhoods.

The municipal commercial property tax shift approved by Council in April 2019 was not recommended by City staff, but BIAs and stakeholders including the CFIB\*, VBOT\* and founding FTC\* advocate Paul Sullivan, made a compelling case for urgent action. The tax shift alleviates the inequitable burden on businesses, and equals approximately \$40 average per year for residents in a home valued at approximately \$1.8 million.

Alongside the tax shift, key solutions include split assessments, class as you value, and mandating municipalities to use tools that are readily available (revitalization agreements, legacy business protection, land averaging without restrictions). Working in tandem, these policy changes and initiatives are needed to create a fair and sustainable environment for small businesses, property owners and their local communities to be able to thrive and not barely survive.

The intergovernmental working group involving the Province and Metro Vancouver municipalities has also proposed the creation of a business sub-class to address "highest and best use" property assessment issues.

We will continue to liaise with stakeholders and advocate for solutions on behalf of local businesses and property owners.

\*Canadian Federation of Independent Business; Vancouver Board of Trade; Fair Tax Coalition

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## QUICK FACTS ABOUT THE BIA:

**What is a BIA?** The West Broadway Business Improvement Association is a specifically funded business district, formed in 2011.

**Members & Boundary:** All businesses and commercial properties on W. Broadway from Collingwood to Larch St. are members of the BIA.

**Annual budget \$275,000:** Collected by City from commercial properties. Smaller budget of Vancouver's 22 business areas relative to size, age and property value of BIA (i.e. West 4th = \$400,000+). Members vote on the budget at Annual General Meeting.

**Objectives:** Support and connect the business area through marketing, street enhancements, community engagement and advocacy.

**Operations & Participation:** Operated by one staff and volunteer Board of local business and property owners. We value feedback from members and welcome businesses to provide input at any time, attend meetings or participate on the Board.

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## EXECUTIVE DIRECTOR BIO:

Michelle Barile is the Executive Director of the West Broadway BIA, since its formation in 2011, and a consultant in BIA formation and marketing. Her role includes graphic design, promotions, events, street enhancements, strategic planning and advocacy to support small businesses. She has international marketing experience and 12 years of BIA experience, implementing award-winning initiatives that engage the community and enhance business areas. Her small business adventures began by making aluminum railings at her Dad's factory (coincidentally called Broadway Manufacturing) and attempting to waitress at her Mom's restaurant (breaking dishes since 1995. OPA!).

