## Strengthening our Collective Impact
## Requesting your Support for BIABC's Future

Thank you for your continued commitment to Business improvement Areas of BC (BIABC). Your membership drives our collective strength, enabling us to deliver high-impact advocacy, strategic partnerships and meaningful resources that directly benefit our communities and the businesses we support.

At this year's BIABC conference, we shared our proposal to reset the member investment matrix. This important initiative will ensure our financial model reflects the scale and diversity of our membership, while sustaining the programs that create measurable value for BIAs across the province. You can view the conference Power Point at (link).

As we consider this change together, we want to highlight the ongoing impact of our core initiatives and the value they bring to your membership:

| 1. Advocacy Work: Elevating the Voice of BIAs in BC | |
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| **Our Goals** | **Our Outcomes** |
| • Raise BIABC's profile through timely, strategic communications.<br>• Establish BIABC as a leading advocate for small- and medium-sized businesses.<br>• Position BIABC as a solutions-oriented, media-savvy and government-engaged organization. | • Ongoing direct engagement with the Small Business Branch of the Ministry of Jobs and Economic Growth.<br>• Led advocacy for the $10.5M *Securing Small Business Rebate Program*.<br>• Successfully advocated for the increase of the Health Employer Tax exemption from $500,000 to $1,000,000.<br>• 156 stories from January through August, in print, online, radio and tv.<br>• The above represents a reach of over 24.4 million potential readers, viewers and listeners.<br>• Hosted Premier Eby at our annual conference in 2023 and supported the official proclamation of BIA Week in 2025.<br>• Participated in Provincial budget lock-up 2024 and 2025. |

| 2. Preferred Vendors Program: Driving Value & Financial Sustainability | |
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| **Our Goals** | **Our Outcomes** |
| • Reduce the cost of doing business for BIAs and their members.<br>• Generate residual income streams to enhance BIABC's sustainability.<br>• Provide high-value vendor partnerships that increase member benefits. | • Expanded vendor partnerships and increased participation across BIAs.<br>• Current preferred vendors include BC Hydro, BIABC Health Benefits Program, Mills Basics and Lucid Payments.<br>• More value-added programs anticipated for 2026.<br>• Currently developing a *Downtown Gift Card* Program proposal to strengthen local economies. |

| 3. Member Development & Best Practices: Building Capacity | |
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| **Our Goals** | **Our Outcomes** |
| • Make the BIBAC Annual Conference a must attend event for BIA professionals.<br>• Curate and share best practice tools across operations, governance, placemaking, marketing and membership. | • Consistent conference attendance throughout the province with 96% rating the relevance of topics as Excellent (66%) or Good (20%).<br>• Personal support for enquiries from members on a wide-range of topics.<br>• Member feedback is shaping the creation of a centralized resource for consistent support. |

## Why Your Support Matters

The proposed member investment matrix aims to align contributions more equitably with organizational capacity, while ensuring that BIABC continues to deliver high-value, high-impact services to every BIA across the province.

**Sample Changes:**

| Current Categories | 2025 Investment | 2026 Proposal<br>$200 base fee + .002 of levy amount (capped at $3,000) | 2026 Investment |
|---|---|---|---|
| $200,000 & under | $310 | $200 + .002 x 100,000 | $400 |
| | | $200 + .002 x 200,000 | $600 |
| $200,001 - $600,000 | $510 | $200 + .002 x 250,000 | $700 |
| | | $200 + .002 x 600,000 | $1,400 |
| $600,001 - $999,999 | $780 | $200 + .002 x 650,000 | $1,500 |
| | | $200 + .002 x 950,000 | $2,100 |
| $1,000,000 & up | $965 | $200 + .002 x 1,000,000 | $2,200 |
| | | $200 + .002 x 2,000,000 | $3,000 (capped) |

We invite you to support this reset – an essential step toward scaling our collective potential. You will receive a phone call shortly from a BIABC board member to discuss the changes and answer any questions you may have. In addition, we will hold a series of Zoom socials to review the changes. In the meantime, if you have any questions or feedback, or wish to express your support, please connect with either jeremy@nsbia.com or lori@loribaxter.ca.

Thank you again for your dedication to building strong, thriving communities. Together we are greater than the sum of our parts.

With appreciation,

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