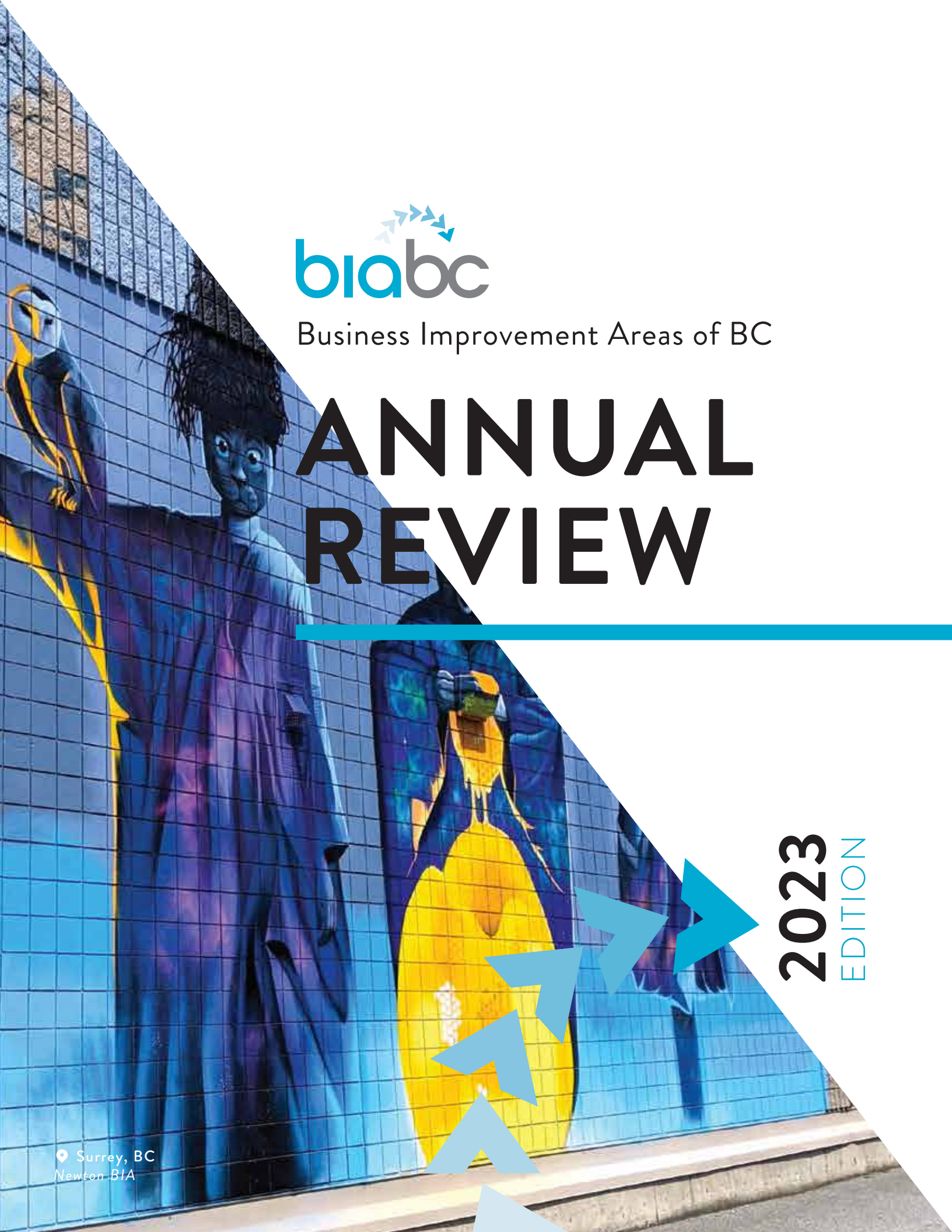
biabc

Business Improvement Areas of BC

ANNUAL REVIEW

2023 EDITION



Surrey, BC
Newton BIA

MEET BIABC

Abbotsford, BC
Downtown Abbotsford

The Champion of BC's Main Streets

Formed in 1991 to assist and promote the BIA movement in British Columbia, Business Improvement Areas of British Columbia (BIABC) is the provincial champion of strong, vibrant and successful downtowns, main streets and commercial districts throughout our province.

Our members together represent more than 70 business districts that employ hundreds of thousands of retail, service and office employees within their defined business districts. Mostly small- and medium-sized businesses, they are part of maintaining your community's excellence and highest quality of livability.

As large as our province, as important as your community

BIABC serves both the smallest neighbourhood business association and the largest metropolitan Business Improvement Area (BIA) equally. Driven by a volunteer Board of BIA executive experts from all corners of the province, our non-profit membership-based umbrella organization offers every member a centralized resource for local commercial and business associations to grow. This in turn enables every BIA in BC to bloom and flourish.

BIABC provides unique networking opportunities, access to marketing campaigns to help businesses succeed, assists with renewal efforts, hosts annual conferences and regional strategy meetings, enables member sharing through regular electronic newsletters and is a leader in social media coverage.

Creating partnerships that help neighbourhoods grow

BIABC has forged important, beneficial and lasting partnerships with organizations like BC Hydro, Fortis BC, Small Business BC, the International Council of Shopping Centres and the International Downtown Association. These relationships enable BIABC members to access tools that help shape and enhance neighbourhoods, save money and source local BC solutions and perspectives using a global network of urban developers and contacts.

BIABC is also hard at work in your hometown and in Victoria, regularly consulting, lobbying and advising provincial and civic governments on business issues, public policy, the BIA movement, and in support of individual member organizations in times of political need. Big ideas need big support – and BIABC is here to represent you.

You and BIABC: making your community district and your province stronger

Your annual membership with BIABC is more than just a networking opportunity. It is the key to supporting positive changes in our downtown cores and commercial precincts. BIABC celebrates your voice, which collectively inspires community focus and enables a movement that benefits visitors and engages our residents in a meaningful way, right across the province.

Join BIABC, and support our grassroots drive for economic resilience and sustainability.

OUR WORK

2023 Committees

BIABC carries out much of its work through the activities of its volunteer board and committees. Committees are chaired by BIABC board members and many are open to members and partners.

BOARD OF DIRECTORS

The Board of Directors focused their efforts engaging with the provincial and federal governments raising the profile of the economic importance of small- and medium-sized businesses and of the BIAs that support them. Through conference participation, e-newsletter communications, participation on national and provincial committees, the volunteer board of directors has been laser-focused on ways to improve conditions in which our members and their members undertake their business throughout the province. Internally, the board continues to work with a rotating three-year strategic plan to guide its work in supporting the membership.

CONFERENCE *Program Advisory Committee*

2023 saw us returning to Victoria for a highly successful conference. The Program Advisory Committee was responsible for putting together the conference program, securing speakers and ensuring value to all who attended. Under the theme of Leaders Building for Tomorrow, the conference provided robust discussions and presentations on supporting districts around the province.

ADVOCACY

The Advocacy Committee was extremely active in 2023, focusing most of its efforts on two key areas: multiple aspects of public safety with the impacts of vandalism, violence, mental health, homelessness and other contributing factors; and extending the deadline for repaying of CEBA loans. BIABC was greatly assisted in these efforts by Laura Ballance Media Group (LBMG). Our combined efforts led to the development and launch of the $10.5 million Securing Small Business Rebate Program. Based on programs that many BIAs put in place locally to address vandalism, BIABC advocated extensively for a provincial program.

MEMBERSHIP

The Membership Committee strives to build member capital through engagement, communications and effective member resources. A long-anticipated update of the Member's Handbook is almost complete, with an anticipated launch in the spring of 2024. This committee is also central to assisting with member inquiries on a range of topics, including renewal processes, AGM management, municipal relations and BIA start-ups.

COMMUNICATIONS

Supporting the entirety of BIABC's programs and services, the Communications Committee oversees the look, tone and public face of the organization. 2023 marked a significant increase in BIABC's social media presence. Members are encouraged to amplify the presence by tagging @businessareasbc in their social media posts. The website is constantly being updated with new content in support of advocacy efforts and member operations.

Committees are chaired by BIABC Board Members and are open to participation by all members.

BIA Handbook

Work is almost complete on the updated Handbook, originally compiled by experts in the BIA field. The new version will be on-line and will have links to resources and examples. Whether you are at the beginning stages of starting a BIA, a new manager in the BIA community, or a new member on a BIA board, there will be something in the Handbook for you. Launch is anticipated in the spring of 2024.

BIABC Annual Conference

The BIABC + IDA Pacific Northwest Regional Conference returned to Victoria in 2023. Hosted by Downtown Victoria Business Association, the conference focused on building leaders for the future. Key streams included community wellness, placemaking, advocacy, organizational leadership and so much more. In 2024 the Conference travels to downtown Kelowna under the theme – Confluence – Forward Together. We look forward to what co-hosts Kamloops Central and Kamloops North Shore have to offer.

2024 STRATEGIC GOALS

ADVOCACY

Increase advocacy for multi-government action on public safety issues

Partner with other business associations on key files– including criminal justice reform

Increase profile at UBCM regional meetings

CONFERENCE

Increase municipal economic development officers in attendance

Achieve year over year delegate growth

COMMUNICATIONS

Consistent, effective & relevant engagement with members

Increase public profile of BIABC & the BIA community

MEMBERSHIP

Improve resources available to members, including online Member's Handbook

Support regional member meetings

YOUR CHAMPIONS

PRESIDENT

JEFF BRAY
Downtown Victoria Business Association
Victoria, BC

VICE-PRESIDENT

JEREMY HEIGHTON
Kamloops North Shore BIA
Kamloops, BC

TREASURER

PHILIP AGUIRRE
Newton BIA
Surrey, BC

PATRICIA BARNES
Hastings North BIA
Vancouver, BC

MARK BURLEY
Downtown Kelowna Association
Kelowna, BC

BONNIE BURNSIDE
Downtown Surrey BIA
Surrey, BC

TERI JAMES
Downtown Langley Business Association
Langley, BC

ISABEL KOLIC
Heights Merchants Association
Burnaby, BC

MAUREEN O'BRIEN
Ambleside & Dundarave BIA
West Vancouver, BC

ANGELENE PRAKASH
Downtown New Westminster BIA
New Westminster, BC

LAUREY-ANNE ROODENBURG
West Quesnel BIA
Quesnel, BC

TERI SMITH
West End BIA
Vancouver, BC

JANE TALBOT
Downtown Vancouver BIA
Vancouver, BC

COLLEEN VAN MOOK
Downtown Prince George BIA
Prince George, BC

LORI BAXTER
Administrator

From the President's Desk

It has been an honour and a privilege to serve as your Board President for this past year. Although we have come through the pandemic, many challenges still face our member businesses, main streets and downtowns. This has made the role of Business Improvement Associations more vital than ever. I am so inspired by the efforts of our member BIAs to support the economic vibrancy of your members, as well as strengthening the communities where you work. BIAs are, and will continue to be, critical to small business success and resiliency.

This is why BIABC has continued its focused advocacy work on your behalf at various provincial committees and tables to address the issues you've identified aspriorities. Our efforts led directly to the Provincial Government establishing and launching the $10.5 million *Securing Small Business Rebate* Program. This is a province-wide program to help small business impacted by vandalism as well as helping them better secure their businesses.

BIABC continues to be a member of the Small Business Roundtable, raising awareness of street level small business needs and challenges. Our Bord members have held several meetings with provincial Cabinet Ministers over the last year detailing both the challenges our members face, and the opportunities for the government to support small- and medium-sized businesses in BC.

In addition to work at the Provincial level, as President I have been named to the IDA Canada Leadership Council. Through this work, Elizabeth Model from Downtown Surrey and I travelled to Ottawa with colleagues from across the country to spend a day meeting with MPs. This effort was to raise the profile of BIAs, and to advocate for action from the federal government to deal with repeat offenders and to invest infrastructure dollars directly into downtowns and main streets.

In 2024 we look to continue this important work but will also be launching additional activities to support you, our members. On behalf of BIABC, thank you for your support this past year, and for your continued commitment to creating healthy, vibrant downtowns, main streets and commercial districts.

Jeff Bray
Downtown Victoria Business Association

BUDGET 2024

Revenue

Membership Dues	$33,500
Sponsorships	$41,000
Conference Fees & Sponsorship	$108,935
Total Revenue	**$183,435**

Expenses

Conference	$85,470
Advocacy & Other Programs	$89,015
Administration	$8,950
Total Expenses	**$183,435**

Full Financials available from BIABC upon request

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Vancouver, BC
Strathcona BIA