



# **ACTIVITIES & ACHIEVEMENTS 2010 TO DATE**

**Proposed Directions for  
2017 to 2024 Renewal**



The Strathcona BIA Board of Directors is proposing Local Economic Development, Environmental Sustainability, Community Development, and Good Governance as priorities for the next seven years.

By focusing on these areas, the goal is to provide a strong foundation for a clean, safe and connected community and support the core assets, independent businesses and industrial spaces, through innovative programs and partnerships.





# LOCAL ECONOMIC DEVELOPMENT

**Strathcona is a place where community-minded, independent businesses are attracted, remain and grow to create a human-oriented place. Mixed commercial use diversity is a feature attraction.**

## AREAS OF FOCUS INCLUDE

- Continue to build on the Made In Strathcona marketing campaign and ensure the area is recognized for its support and protection of makers and industrial uses.
- Identify destination points and improve street vitality through street amenities, public art, public gardens, pedestrian maps, collaboration with artists, festivals and other external groups.







# ENVIRONMENTAL SUSTAINABILITY

**SBIA members are more sustainable as a result of innovative SBIA environmental programs and they value, celebrate and promote environmental sustainability.**

## AREAS OF FOCUS INCLUDE

- Develop and implement innovative programming that supports members to transition to a low carbon economy.
- Implement a sustainable transportation advocacy plan that will include equitable access to parking, expanded cycling facilities and connections, improved transit facilities and services as well as safe and vibrant walking infrastructure.



# COMMUNITY DEVELOPMENT

The SBIA has strong relationships with community stakeholders that help us offer innovative solutions towards making Strathcona more resilient.

## AREAS OF FOCUS INCLUDE

- Improve influence by increasing our partnerships and collaborations.
- Develop the SBIA's role as a community partner and bring the voice and participation of business to community priorities.
- Identify and implement new approaches to safety through best practices and partnerships.
- Provide SBIA as a role model and inspire social business practices.







# GOOD GOVERNANCE

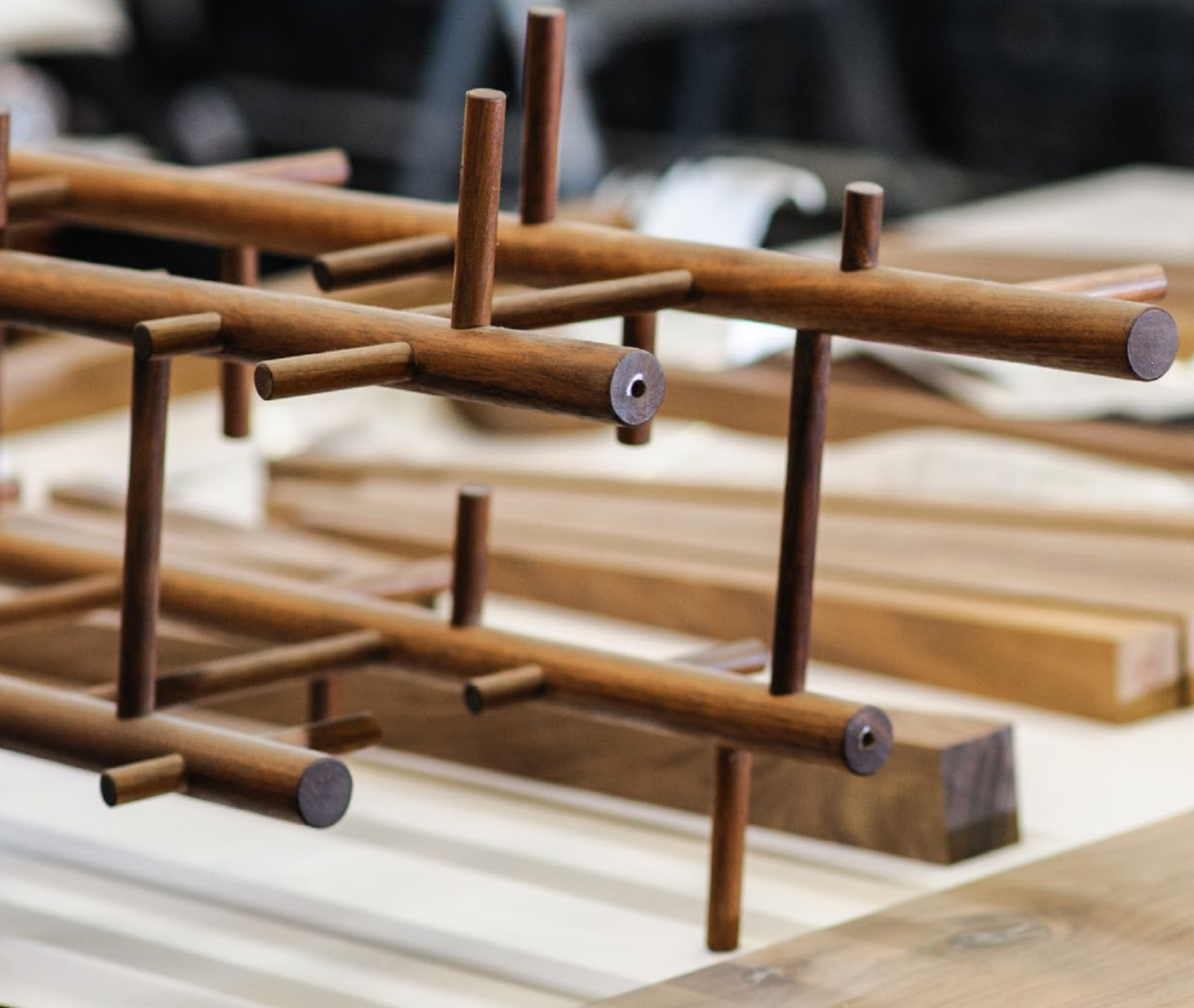
**Good governance practices are in place and resources are being directed towards SBIA priorities.**

## **AREAS OF FOCUS INCLUDE**

- Regular strategic planning and budgeting processes that are innovative and metric-based.
- Improved Board succession planning and Committee coordination.
- Develop a member engagement strategy.

# **Strathcona BIA List of Activities and Achievements From Current Renewal Period**

**(Current renewal period is from  
April 1, 2010 to March 31, 2017)**





## BEAUTIFICATION

CONTINUE TO IMPROVE THE PHYSICAL APPEARANCE OF STRATHCONA SO IT IS SEEN AS A DESIRABLE PLACE TO LIVE, WORK AND VISIT.

INSTALLED  
**56**

flower baskets and holiday wreaths each year.

INSTALLED  
OVER

**900**

banners through three banner cycles (Orcas, MIS year one, MIS year two).

INSTALLED

**10 tree planters**

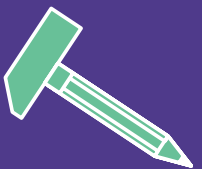


as part of the Hastings Urban Tree Nursery in 2014.

Planters were painted by local artists in 2015.

LAUNCHED

Phase 2 of Hastings Urban Tree Nursery in 2016.



HOSTED

bench design workshop.

Initiated landscaping program with RayCam Community Centre to tend to overgrown public areas.



Provided approximately

**11,400**

hours of SBIA-paid street cleaning services over six years.

Project managed, restored or supported eight murals (EcoApparel, Sunrise Soya Foods, Vancouver Native Health, Out to Lunch Catering, Savoury Chef, Sunrise Market, Mikado, Resource Park Thrive mural) between 2010 and 2015.



## COMMUNITY

CREATE A SENSE OF COMMUNITY BETWEEN MEMBERS AND RESIDENTS.

Increased AGM attendance from 22 members and 33 guests in 2008 to 50 members and 75 guests in 2015.

AGM MEMBERS **50**  
AGM GUESTS **75**  
AGM MEMBERS **22**  
AGM GUESTS **33**



Worked with Strathcona Residents' Association (SRA) on bringing Strathcona issues to the DTES LAPP.

Initiated wifi community group to explore opportunity to install wifi access to low income housing facilities in Strathcona.



**Annual sponsor** of the Culture Crawl and Powell Street Festival.



**Sponsored** programmed book reading set for Admiral Seymour School.

**12 social service agencies**

Engaged a dozen local social service agencies about the new program with Securiguard, which established stronger relationships and initiated a dialogue about community-minded service delivery.



Spent a collective 700 direct hours on the DTES local area plan representing Strathcona businesses.

**700**  
hours



Chaired the Development sub-committee of the local area plan.

Member of the Powell St. Overpass Advisory Committee from 2013-2014

Member of the 111 Princess Advisory Committee 2014 to present

Member of False Creek Flats Advisory Committee

## SUSTAINABILITY

BROADEN THE BUSINESS MIX TO ESTABLISH STRATHCONA AS VANCOUVER'S FIRST COMPLETE, GREEN, SUSTAINABLE COMMUNITY.

**2014**

**DTES SURVEY**

**100%**

of SBIA respondents have a recycling program  
76% Chinatown | 88% Hastings Crossing

**23%**

use low emission delivery trucks or companies  
3% Chinatown | 4% Hastings Crossing

**37%**

do routine energy auditing  
3% Chinatown | 4% Hastings Crossing

**51%**

have organic waste collection  
15% Chinatown | 23% Hastings Crossing

\*Chinatown and Hastings Crossing are comparative BIAs

Developed the Resource Park, the province's first micro-industrial composting facility. Over 400 people toured.

From 2011 to 2015, diverted:

**10.8t\*** ORGANICS **7.6t** MIXED CONTAINERS **4.7t** SOFT PLASTICS

**2.3t** OF COMPOST PRODUCED

Diverted more than 1,500kg of e-waste through e-waste drives from 2010 to 2014.



**2010**

Held Expo featuring keynote speaker Bob Willard



Established Resource Exchange

**2011**

Started zero waste pilot program to help businesses divert organics, soft plastics and mixed containers.



Vetted the Greenest City Action Plan by hosting a session with the City and businesses to make the plan more friendly for business participation.

Launched:  
**Recycle**  
IN STRATHCONA



**20** parking meter bike racks installed.



## GOVERNANCE

ENSURE STRONG OVERSIGHT OF OPERATIONS AND BUDGETS.

On budget for first

**FIVE YEARS**

of current renewal period



Projected to be on budget for

**SIXTH YEAR**



Developed cash flow budget



Previously raised about

**\$800/yr**

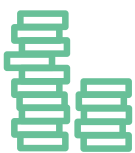
through a term deposit



Secured over

**\$330,000**

in external grants for sustainability and marketing initiatives.



**100%**  
**BOARD QUORUM**

Since 2012, Board quorum has been 100% and attendance has been over 90%.



All directors participate in committees.

**90%**  
**ATTENDANCE**



## PRIDE

DEMONSTRATE STRATHCONA'S COMMUNITY PRIDE THROUGH IDENTITY, COMMUNICATIONS, MARKETING AND BUSINESS ATTRACTION AND RETENTION.

Sent between four to six newsletters each year. Reduced mailout versions to three times a year, resulting in annual savings of about \$4K.

**\$4k**



**SAVINGS**



**30%** **AVG. OPEN RATE**

Open rate of newsletters typically around 30%, double industry average, and as high as 50%.

Launched Made In Strathcona in 2014 with year two in 2015

**MADE IN STRATHCONA**

**1**

### Year One



Public tours of 12 businesses



Coverage from 30+ media outlets



17 destination pins



12,000+ webpage views



Avg. of 15 MIS tweets per day

**2**

### Year Two



Held Meet the Makers Expo in 2015 with:



450 attendees



13,000 webpage views



31 media articles



500% increase in MIS Facebook fans

### Over a dozen presentations

and Resource Park tours including Metro Vancouver sustainability series, McConnell Foundation, BCIT, Recycling Council of BC, BIABC, International Downtown Association.

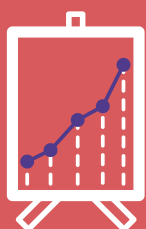


### Media coverage

in a number of publications including Monocle Magazine, Vancouver Sun, Globe and Mail, News1130, Global TV.

### Business resource workshops

Held on topics such as social media, income taxes, safety, employment law, human rights code, business plans, transitioning to HST, retail development and others.



## SAFETY

FOSTER AND INCREASE AN OVERALL SENSE OF SAFETY AND SECURITY IN STRATHCONA.

Provided approximately

**42,000**

people hours over six years of security patrols.



Successfully advocated with other community organisations to get a Strathcona neighbourhood police officer.

Participated in the pilot program for:

**311app**  
**TESTING**

**2016**

Lobbied the City along with residents and Clark Drive businesses on the need to upgrade the Frances St. crosswalk. Upgrades will be done in 2016.

Partnered with VPD to encourage property owners to have safety audits conducted. Over a dozen audits conducted in 2016.



**2010**

Hosted a members' session with VPD to provide feedback on the VPD's strategic plan.

**2015**

Hosted a members' forum to discuss concerns with proposed move of Street Market to Powell St.

Published a policy and positions document.

**2012-2013**

Piloted a community based security program through Mission Possible.

**2011**

Published *A Community In Need of Balance*.

**2013 SBIA SAFETY SURVEY**

**57%** <<<<

of respondents indicated that the level of public nuisance and disorder was less than five years ago and about the same as two years ago.

**2014 DTES SURVEY**

>>>> **49%**

of businesses indicated crime & safety as a challenge of doing business while 69% indicated perception of safety as a challenge of business.

Worked with VPD to address problematic businesses in the area.



Leveraged over

**\$300,000**

in street cleaning from the City each year.



Member of Fair Tax  
Coalition, which  
successfully  
lobbied for a



# 1% SHIFT

in commercial property taxes,  
a savings of approximately  
\$3M in Strathcona.

# \$3,000,000

IN SAVINGS



Completed parking  
inventory and  
regulations  
map.

Working with City  
on parking issues.





**Strathcona BIA**  
**1222 East Hastings Street**  
**Vancouver, BC**  
**V6A 1S6**



**@StrathconaBIA**



**@StrathconaMade**



**/StrathconaBIA**



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