



WALK STRATHCONA

Annual Report 2017-2018



THE TEAM THAT BRINGS YOU



Recycle
IN STRATHCONA

MESSAGE FROM EMMA CARSCADDEN SBIA PRESIDENT



It has been a year of great progress in Strathcona as we have proceeded confidently with both new and strengthened programs that act on the vision you, the members, helped set during the engagement and strategic planning processes of the past years.

From a “back-to-basics” focus on street sanitation, to the successful culmination of MAP Strathcona, to Made in Strathcona’s dynamic new 10 Blocks of Passion initiative, this year has seen projects from very different perspectives come together to work towards the common goal of celebrating and strengthening Strathcona for businesses, employees, visitors, and residents. It has been exciting to see these projects take shape, progress, and gel with

our legacy programs to benefit all Strathcona.

Change remains a constant in our community and, this year, our organization is experiencing significant changes as well. After nine formative years with the SBIA, Executive Director Joji Kumagai has elected to move on to new personal and professional challenges. We owe a huge debt of gratitude to Joji for his bold innovation, thoughtful and practical approach, dedication, humour, and good nature. The SBIA is what it is today because of Joji’s leadership.

The Board did not take the task of recruitment lightly, and after months of searching and deliberation, I am thrilled to welcome Theodora Lamb as our new Executive Director. Theodora is a long-time leader in social innovation with a unique understanding of business in Vancouver, and I can’t wait to see where Strathcona can go under her leadership. I hope you will all join me in welcoming Theodora and use this as an opportunity to get involved and help shape the next era of the Strathcona Business Improvement Association.



BOARD OF DIRECTORS
2017-2018



Emma Carscadden
President
Carscadden Stokes
McDonald Architects



Rick Havlak
Vice President
Homestead Junction



Anu Kainth
Treasurer
305 Alexander &
485 Railway



Amanda Dalla Zanna
Secretary
Savoury Chef Foods



Jason Gilron
Pacific Restaurant
Supply



Peter Joe
Sunrise Soya Foods



Wayne Nelsen
Patricia Hotel



Braden Parker
Low Tide Properties

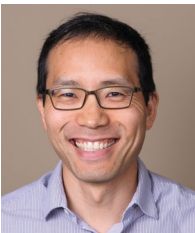


Darryl Ray
The Butler Did It
Catering Co.



Tammy Tsang
My Loud Speaker
Marketing

OUR STAFF



Joji Kumagai
Executive Director



Johanna Vortel
Sustainability &
Communications
Coordinator



Sam Hamilton
Member Services
& Administration




MISSION STATEMENT: To promote a strong local economy through advocacy, cultivating relationships, supporting business participation in the community, delivering innovative programs and fostering community leaders.


 **26%**
Food & Food
Manufacturing

 **15%**
Manufacturing

 **12%**
Retail &
Hospitality

 **8%**
Automotive

 **6%**
Community
Association

 **6%**
High-tech

 **8%**
Trades

 **8%**
Wholesale
& Trade

 **8%**
Professional
Services

 **3%**
Artist Studio



RAILWAY ST

ALEXANDER ST



POWELL ST



E CORDOVA ST

E HASTINGS ST

E PENDER ST

JACKSON AVE

PRINCESS AVE



HEATLEY AVE



E HASTINGS ST

HAWKS AVE

CAMPBELL AVE



RAYMUR AVE

POWELL ST

GLEN DR

E PENDER ST

E GEORGIA ST

VENABLES ST

VERNON DR

CLARK DR

ADANAC ST

FRANKLIN ST

E HASTINGS ST

E PENDER ST

FRANCES ST



CUMULATIVE PROPERTY VALUE

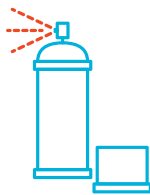
| | | | |
|------------------------|----------|----------------------|----------|
| \$1,285,399,460 | May 2018 | \$583,455,290 | May 2015 |
| \$934,238,656 | May 2017 | \$544,011,700 | May 2014 |
| \$677,207,501 | May 2016 | \$494,963,900 | May 2013 |

Note: This map is a representation of data corresponding to industry sectors. It is not a reflection of where Strathcona industry businesses are physically located.



Coast
Mental
Health

United
We Can



1,778

**STREET
CLEANING
HOURS**

4,852

**GRAFFITI TAGS
REMOVED**

5,576

**STREET PATROL
HOURS**



COMMUNITY RELATIONS COMMITTEE

COMMITTEE MEMBERS

Wayne Nelsen - Chair, Darryl Ray - Vice Chair and David Greaves



LAUNCHED OUR PRIVATE PROPERTY DEBRIS
PICK-UP PROGRAM IN OCTOBER OF 2017



SECURED FUNDING AND LOCATION OF
THE RECENTLY OPENED STRATHCONA
COMMUNITY POLICING CENTRE (CPC)
AT 872 EAST HASTINGS

CPC PROGRAMS INCLUDE:

Community assistance | Foot and bike patrols
Crime prevention programs
Road safety programs | Community events



DEVELOPED COMMITTEE WORKPLAN FOR
THE COMING YEAR WITH A FOCUS ON:



Sanitation



Safety



Housing



HIGHLIGHTS FROM THE MAP STRATHCONA PLAN

- Increase sustainable commuting resources for members
- No time-limit metered parking pilot
- Commercial alley improvements and goods movement advocacy
- Bus stop improvement advocacy
- North-South bike route advocacy
- Public realm improvements to enhance walkability

Recycle
IN STRATHCONA

42

**SBIA MEMBERS
IN THE PROGRAM**

DUMPSTER FREE ALLEYWAY PILOT PROJECT



Consolidated waste pick-up locations, eliminating several bins from an alleyway at the 300 block of Powell

Partnership
with:



**RECYCLING
ALTERNATIVE**

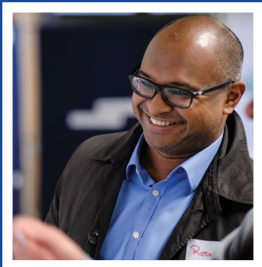


SUSTAINABILITY COMMITTEE

COMMITTEE MEMBERS

Rick Havlak - Chair, Emma Carscadden, Amelia Huang, Anu Kainth, Meg O'Shea, John Roddick and Vicki Scully

MAP STRATHCONA – MOBILITY ADVOCACY PLAN



We've launched our Mobility Advocacy Plan: a community-based vision and action plan to achieve shared mobility objectives for the Strathcona area.

Project Engagement June 2017 - Feb 2018

20

Key informant interviews (decision makers, mode experts, major employers and SBIA members)

73

Map Strathcona survey responses

36

Participants at the Future Strathcona Mobility and Transportation Forum

260+

People participated in some form of engagement



ILLUMINATE STRATHCONA

Grants will be made available to members for exterior LED lighting projects as well as upgrading public street lamps to brighter LED fixtures. We want to help our members improve their building security, sustainability, and aesthetics while enhancing the comfort level at night for all who visit, work, and live in our neighbourhood. Stay tuned for grant opportunities.





46

**FLOWER BASKETS
ALONG EAST
HASTINGS STREET**



50,000

**VISITORS CAME TO STRATHCONA FOR
THE STRATHCONA STREET PARTY, EASTSIDE
CULTURE CRAWL & POWELL ST. FESTIVAL
(ALL SBIA SPONSORED EVENTS)**



MARKETING & COMMUNICATIONS COMMITTEE

COMMITTEE MEMBERS

Tammy Tsang - Chair, Amanda Dalla Zanna, Jason Gilron, Peter Joe, Braden Parker and Matthew Tsang



Featured 4 pop-up shops at 649 East Hastings from June-July 2017 to attract and help new local independent businesses.



Partnered with Vancouver Mural Festival to host the first Strathcona Street Party on June 24th 2017.



Led walking tours of the area with key media, influencers and the public. Tours focused on community history, current businesses and emerging areas of the neighbourhood.



Featured 6 businesses through our special Strathcona Deals promotion during the Strathcona Street Party.



Created an amenities map of the businesses and art in the area designed to get people walking and exploring the community.



Hosted an interactive installation during pop-up shops to collect feedback on neighbourhood walkability and what amenities the public would like to see in the area.

MOST WALKABLE STREET 2021

We are working hard with the business and property owners on making East Hastings a vibrant pedestrian destination and the city's most walkable street by 2021 while increasing the public's familiarity with the area.

2017

Hosted a series of **pop-up shops** and partnered with **Vancouver Mural Festival** on the **Strathcona Street Party**



2018

Launched our **Mobility Advocacy Plan**, MAP Strathcona, to achieve shared mobility objectives for the Strathcona area

Unveiled 5 new **public art pieces** throughout the area

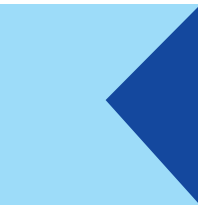
2019-2021 LOOKING AHEAD

Street Perception - further investment in street cleaning, graffiti removal and debris collection

Safety - support and engagement opportunities with the Strathcona Community Policing Centre

Placemaking - exterior lighting grant program (Illuminate Strathcona) and more green/community spaces





SBIA FINANCIALS

AUDITED STATEMENT OF FINANCIAL POSITION

AS AT MARCH 31, 2018

| | 2018 | 2017 |
|--|----------------|----------------|
| ASSETS | | |
| Current Assets | | |
| Cash | \$282,887 | \$212,520 |
| Accounts Receivable | 44,609 | 35,350 |
| Prepaid Expenses | 36,562 | 15,481 |
| | 364,058 | 263,351 |
| Capital Assets | | |
| | 30,779 | 41,087 |
| | 394,837 | 304,438 |
| LIABILITIES AND NET ASSETS | | |
| Current Liabilities | | |
| Accounts Payable and Accruals | 55,240 | 49,714 |
| Deferred Contributions for Capital Assets | 25,586 | 34,115 |
| | 80,826 | 83,829 |
| NET ASSETS | | |
| BIA Fund | 275,494 | 182,122 |
| General Fund | 38,517 | 38,487 |
| | 314,011 | 220,609 |
| | 394,837 | 304,438 |

SBIA FINANCIALS

AUDITED STATEMENT OF OPERATIONS

YEAR ENDED
MARCH 31, 2018

2018

2017

REVENUE

| | | |
|---------------------------|----------------|----------------|
| Business Improvement Levy | \$841,500 | \$668,000 |
| Interest and Other Income | 2,225 | 5,064 |
| | 843,725 | 673,064 |

EXPENSES

| | | |
|---|----------------|----------------|
| Salaries and Benefits | 181,378 | 187,915 |
| General & Administrative Expense | 90,232 | 83,086 |

Marketing

| | | |
|--------------------|----------------|---------------|
| Advertising | — | 38,804 |
| Made In Strathcona | 106,914 | — |
| Public Relations | — | 12,089 |
| | 106,914 | 50,893 |

Community Relations

| | | |
|----------------------------|--------------|---------------|
| Advocacy | 2,954 | 37,656 |
| Programming & Partnerships | 4,841 | 2,467 |
| | 7,795 | 40,123 |

Sustainability

| | | |
|---------------------------------|--------------|--------------|
| Members' Education & Outreach | 2,367 | 1,823 |
| Sustainable Business Strategies | 4,628 | 5,040 |
| | 6,995 | 6,863 |

Core Programs & Services

| | | |
|-----------------------------------|----------------|----------------|
| Beautification | 53,393 | 21,403 |
| Community Economic Development | — | 6,013 |
| Community Watch | 184,280 | 154,945 |
| Events - Membership | 11,729 | 30,140 |
| Events - Sponsorships & Donations | 5,691 | 7,250 |
| Graffiti Removal | 35,417 | 34,178 |
| Metrics & Indicators | 29,725 | 9,225 |
| Newsletter | 7,576 | 4,629 |
| Renewal | — | 15,285 |
| Street & Lane Cleanup | 29,228 | 23,222 |
| Website | — | 707 |
| | 357,039 | 306,997 |

| | | |
|-----------------------|----------------|----------------|
| Total Expenses | 750,353 | 675,877 |
|-----------------------|----------------|----------------|

| | | |
|--|---------------|----------------|
| Excess of Revenue (Expenses) for the Year | 93,372 | (2,813) |
|--|---------------|----------------|



2019/2020 BUDGET

REVENUE

| | |
|-------------------------|--------------------|
| BIA Levy | \$ 1,063,250 |
| Investment Income | 3,000 |
| Surplus Carried Forward | 50,000 |
| TOTAL REVENUES | \$1,116,250 |

EXPENSES

| | |
|--------------------|----------------|
| Payroll | 250,000 |
| Operating Expenses | 94,250 |
| | 344,250 |

Good Governance

| | |
|------------------------------------|---------------|
| Annual Strategic Planning & Review | 15,000 |
| BOD Member Development | 3,000 |
| Professional Development | 5,000 |
| | 23,000 |

Local Economic Development

| | |
|------------------------------|----------------|
| Community Safety | 230,000 |
| Street & Lane Cleanup | 53,000 |
| Debris Pick Up | 7,500 |
| Graffiti Removal | 45,000 |
| Beautification & Placemaking | 96,500 |
| Advocacy | 20,000 |
| Events - Membership | 29,000 |
| Member Communications | 12,000 |
| Research & Data Analysis | 10,000 |
| Made In Strathcona | 110,000 |
| Public Art Piece | 50,000 |
| | 663,000 |

Environmental Sustainability

| | |
|---------------------------------|---------------|
| Arts & Culture | 8,000 |
| Sustainable Business Strategies | 30,000 |
| Research & Consulting | 20,000 |
| | 58,000 |

Community Development

| | |
|----------------------------|---------------|
| Sponsorship & Donations | 22,000 |
| Programming & Partnerships | 6,000 |
| | 28,000 |

| | |
|-----------------------|--------------------|
| TOTAL EXPENSES | \$1,116,250 |
|-----------------------|--------------------|

| | |
|----------------|----------|
| Surplus | — |
|----------------|----------|





Strathcona BIA

1220 East Hastings Street
Vancouver, BC V6A 1S6

 @StrathconaMade

  @MadeinStrathcona

www.strathconabia.com

www.madeinstrathcona.com

Cover art designed by Sandeep Johal
Hastings Urban Tree Nursery Mural Artist