



Business Improvement Areas of BC

# ANNUAL REVIEW

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**2022**  
EDITION

# MEET BIABC



## 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.







📍 Prince George, BC  
Prince George BIA

## Creating partnerships that help neighbourhoods grow

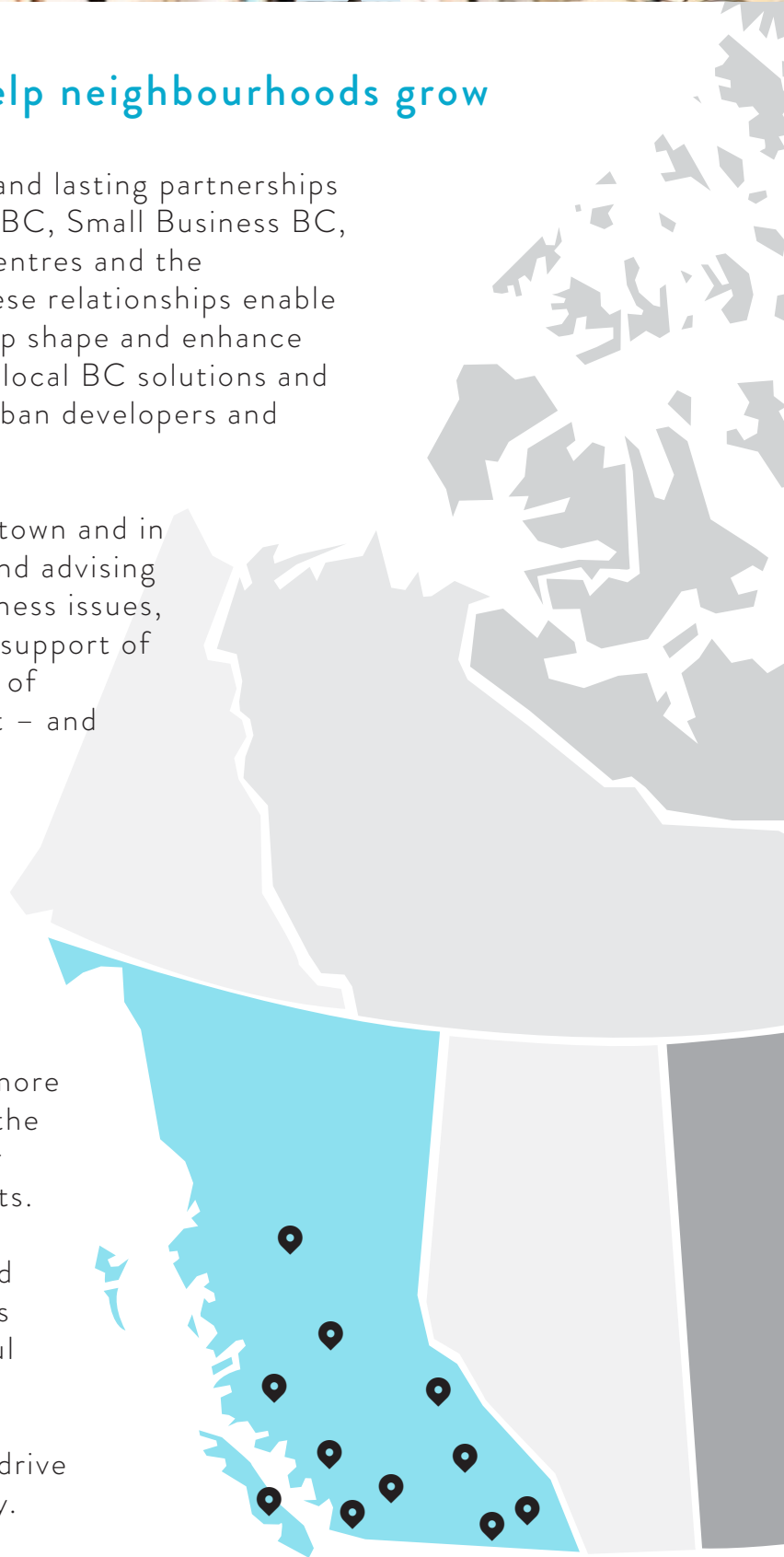
BIABC has forged important, beneficial and lasting partnerships with organizations like BC Hydro, Fortis BC, Small Business BC, the International Council of Shopping Centres and the International Downtown Association. These relationships enable BIABC members to access tools that help shape and enhance 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

## 2022 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

As the health effects of the pandemic have lessened, the Board of Directors focused on lingering fallouts affecting BIAs: staffing shortages, public safety issues, and continuing support for businesses as emergency programs disappear. Through on-line webinars, e-newsletter communications, participation on national and provincial committees, the volunteer board of directors has been laser-focused on ways to improve recovery across the province. Internally, the board continues to develop a rotating three-year strategic plan to guide its work in supporting the membership.



### CONFERENCE *Program Advisory Committee*

BIABC returned to hosting an in-person conference in 2022. The Program Advisory Committee was responsible for putting together the conference program, securing speakers and ensuring value to all who attend. Under the theme of Stronger Together, the conference provided robust discussions and presentations on rebuilding districts around the province.



### ADVOCACY

The Advocacy Committee was extremely active in 2022, 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 property tax relief for buildings with future development potential. The latter was partially addressed with the passage of Bill 28. The former continues to be a prime area of focus, with the goal to achieve a non-partisan, multi-government approach to address these complex issues.





## 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 underway, with an anticipated launch in the spring of 2023. 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. 2022 marked an 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.

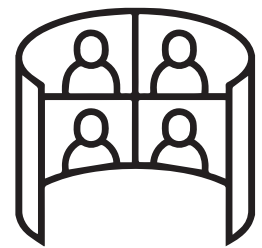
## BIA Handbook



Work has begun in earnest to update the Handbook, originally compiled by experts in the BIA field. The new version will be on-line and will have links to resources and best practice 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 2023.

## BIABC Annual Conference

The BIABC + IDA Pacific Northwest Regional Conference returned to an in-person format in 2022 as members gathered in Coquitlam. Hosted by Austin Heights BIA, the conference focused on working together on key issues impacting BIAs – community wellness, the recovery of the hospitality sector, the impacts of on-line shopping, engaging with stakeholders, dealing with climate change, and so much more. In 2023 the Conference travels to downtown Victoria under the theme – BIAs: Leaders Building for Tomorrow. Plan to join us April 30-May 3, 2023.



# 2023 STRATEGIC GOALS



## ADVOCACY

- Continue pressing for multi-government action on public safety issues
- Partner with other business associations on key files
- Increase profile at UBCM regional meetings



## CONFERENCE

- Increase municipal economic development officers in attendance
- Reach pre-pandemic attendance



## COMMUNICATIONS

- Increased engagement with members
- Increase profile of BIABC and BIAs



## MEMBERSHIP

- Launch updated, on-line Member's Handbook
- Support regional member meetings

# YOUR CHAMPIONS

### PRESIDENT

#### TERI SMITH

West End BIA  
Vancouver, BC

### VICE-PRESIDENT

#### BONNIE BURNSIDE

Downtown Surrey BIA  
Surrey, BC

### TREASURER

#### PHILIP AGUIRRE

Newton BIA  
Surrey, BC

#### LORI BAXTER

Administrator

#### GAVIN DUFFUS

Downtown  
Vancouver BIA  
Vancouver, BC

#### LAUREY-ANNE ROODENBURG

West Quesnel BIA  
Quesnel, BC

#### COLLEEN VAN MOOK

Downtown Prince  
George BIA  
Prince George, BC

#### PATRICIA BARNES

Hastings North BIA  
Vancouver, BC

#### ISABEL KOLIC

Heights Merchants  
Association  
Burnaby, BC

#### MARK BURLEY

Downtown Kelowna  
Association  
Kelowna, BC

#### PAMELA BOTTOMLEY

Parksville Downtown  
Business Association  
Parksville, BC

#### JEFF BRAY

Downtown Victoria  
Business Association  
Victoria, BC

#### TERI JAMES

Downtown Langley  
Business Association  
Langley, BC

#### JEREMY HEIGHTON

Kamloops North  
Shore BIA  
Kamloops, BC

### EX-OFFICIO BOARD MEMBERS

#### Catherine Lee

Ministry of  
Municipal Affairs

#### Peter Vaisbord

City of Vancouver,  
BIA Program



## From the President's Desk

It's been an honour and a privilege to serve as your Board President for another year. Despite the ongoing challenges facing our business communities on many fronts, I continue to be inspired by the innovative and collaborative initiatives being developed by BIAs in support of their members and the health and vitality of their neighbourhoods.

BIAs are, and will continue to be, critical to small business success and resiliency. As such, BIABC has continued its focused advocacy work on your behalf at various provincial committees and tables to address the issues you've identified as priorities. As President of BIABC, I have held seats on the BC COVID-19 Industry Engagement Table and the Small Business Roundtable, both of which fall under the Ministry of Jobs, Economic Recovery and Innovation, raising awareness of street level small business needs and challenges.

BIABC's Community Wellness Committee stepped up its advocacy in the fall with the release of its urgent call to action to each level of government with respect to

untenable crime and safety issues, which was developed in partnership with Laura Ballance Media Group. The campaign, which is ongoing, has consisted of several news releases, letters to elected leaders, social media messaging, survey work etc. and has resulted in more than 50 published, tv and radio items. We are pleased to see Premier Eby's recent Safer Communities announcement and are awaiting a meeting to be scheduled with him to discuss the details further.

BIABC also hosted our Annual + IDA Pacific Northwest Regional Conference in May in Coquitlam, and it was so refreshing to be back in person with our colleagues for three days of networking and learning. I'm already looking forward to our 2023 conference in Victoria!

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.

Teri Smith, West End BIA



## BUDGET 2023

### Revenue

Membership Dues	\$26,400
Sponsorships	\$15,000
Conference Revenues	\$92,100

<b>Total Revenue</b>	<b>\$133,500</b>
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### Expenses

Conference	\$83,950
Advocacy & Other Programs	\$39,800
Administration	\$9,750

<b>Total Expenses</b>	<b>\$133,500</b>
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*Full Financials available from BIABC upon request*





2022  
EDITION



Business Improvement Areas of BC

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🌐 [www.bia.bc.ca](http://www.bia.bc.ca)

📷 @businessareasbc

📘 @businessareasbc

🐦 @businessareasbc



📍 Kamloops, BC  
Kamloops Central BIA