

# Mount Pleasant BIA 5 Year Plan 2026-2031

## Our Mission

The Mount Pleasant Business Improvement Area exists to create an enhanced business environment that provides assistance and advocacy for our members and their relatable needs and concerns.

### Our Core Programs:

- **Street Beautification and Cleanliness**
- **Safety and Security**
- **Brand Building, Marketing, and Promotions**
- **Special Events**
- **Economic Development**
- **Advocacy for our members to all levels of government: municipal, provincial, and federal**
- **Build mutually beneficial partnerships with external organizations and community groups**

### Highlights from 2020-2025

- **Received a multi-million dollar investment into the construction of our public plaza at 14<sup>th</sup> & Main Street**
- **Our street cleaning team removed several tons of debris and garbage from across our neighbourhood**
- **Invested in 1000+ hours of security patrols resulting in \$1000+ in goods recovered**
- **We grew our Instagram following by 155% to 24.5k+ followers. Monthly accounts reached increased 1,319% to 80k. This means our members are getting seen by more people, helping boost foot traffic in the neighbourhood**
- **Saw 100,000+ attendees at our first annual Pleasant Day Festival**
- **Continued advocacy for members, particularly those affected by the Broadway Subway Construction**
- **Participated in, supported, or hosted just 100+ events including pop up concerts, block parties, music festivals, cultural and holiday celebrations, and more.**

## Values & Principles

The MPBIA initiates and supports activities that enhances and promotes the greater Mount Pleasant area. We build strong relationships with all levels of government and community stakeholders to ensure that effective policies impacting our business district are developed and acted upon.



# Strategic Plan at a Glance

## Advocacy

The MPBIA is committed to being a strong, trusted voice for our business community. Advocacy is a critical part of our work, whether it's influencing policy, building media awareness, or fostering a safer, more connected neighbourhood. We will work to increase dialogue around local policing strategies, promote business and community safety practices, and encourage more visible safety patrols. We aim to strengthen media relationships to highlight both successes and challenges, attract diverse celebrations, and ensure our community's stories are accurately represented. By collaborating with developers to retain heritage features, guiding new businesses that enhance the neighbourhood's character, and increasing overall foot traffic, we seek to create a safer and more vibrant district. Our success will be measured through crime data, faster security communication, deeper engagement with City staff, and positive local media coverage.

## Promotion

The MPBIA will increase foot traffic throughout Mount Pleasant by promoting our neighbourhood's architectural and historical heritage, arts and culture, unique shopping, and diverse culinary experiences. Increased foot traffic supports every other area of our Strategic Plan. More visitors, residents, and workers help build a greater sense of collective safety. With more people on the streets, local businesses thrive. A diversity of experiences can grow, and community celebrations become more accessible. Strengthening our district's unique identity helps our businesses stay resilient during economic shifts. The MPBIA will also support prospective businesses by creating a comprehensive business information package to help them decide if Mount Pleasant is the right fit.

## Safety

Safety in our district is a priority for members, visitors, workers, and residents. While progress has been made, ongoing efforts are needed to enhance security. Safety also includes protecting local businesses by promoting a healthy, balanced mix that benefits the whole community. A key part of this is focusing on revenue security. By supporting the right business mix, the MPBIA helps create an environment where businesses can thrive sustainably. We continue collaborating with government, police, other BIAs, and tourism groups to promote safety and boost Mount Pleasant's value. In the upcoming term, the MPBIA gradually will shift its Grant Program focus from Broadway Subway construction impacts to security grants, supporting members with cameras, gates, and other measures to reduce risks and losses.

## Effectiveness

Effective management of funds and resources is vital to the success of the MPBIA. It allows us to promote the neighbourhood's value, enhance safety, and amplify our member's voices. We work closely with members to identify needs and develop meaningful programs, regularly reporting and seeking feedback. Proper resource management is key to achieving our goals, fulfilling our mission, and maintaining high service standards. We will hire strategically to streamline program costs and deepen government engagement to better support local businesses. Our programs and services will be continually realigned with member feedback and ongoing engagement.

The Mount Pleasant BIA is proud to be the longest serving BIA in British Columbia. We look forward to continuing our advocacy, working for you and your business