WEST BROADWAY BIA

2026-2031 renewal ♥ business support ♥ street enhancements ♥ marketing ♥ events ♥ community engagement ♥ advocacy

purpose statement

TO ENHANCE THE PROSPERITY OF OUR LOCAL BUSINESSES THROUGH ENGAGING AND COOPERATIVE INITIATIVES THAT CONNECT OUR COMMUNITY.

WE @Kits ON BROADWAY #TENBLOCKSOFHEART YOU

Business Area Renewal

5-year term – April 2026 to March 2031

WHAT IS RENEWAL AND THE BENEFIT TO BUSINESSES?

The BIA has operated with limited resources over the last 4 years to promote and enhance the business area. We operate with one of the smallest annual budgets of Vancouver BIAs, as a newer BIA relative to other business areas in the city (i.e. Other 2025-2026 annual budgets: West 4th BIA $670,000, South Granville BIA $893,000, Cambie BIA $750,000, Main Street/Mount Pleasant BIA $905,000).

Valuable initiatives include advocacy (**lowering commercial taxes** and other measures to support businesses), street enhancements (pole and tree lighting, street banners, cleaning, public art, seating, bike racks, etc.), marketing, events, business resources/updates and community partnerships.

Building on what's been done and based on input from outreach to business and property owners, we are excited to develop plans for the BIA's **fourth five-year term, 2026-2031. Please see Project Highlights page for initiatives to-date.**

A SMALL INCREASE IN RESOURCES, WILL COLLECTIVELY MAKE A BIG DIFFERENCE...

A small and incremental increase in business contributions will make a big difference to benefit your business and the business area, to implement initiatives based on input from businesses, support and advocate for businesses, and enhance West Broadway as a destination.

- OUR CURRENT BUDGET ($450,000) IS ONE OF THE SMALLEST BUDGET OF THE CITY'S 22 BIAs
  - smaller budget as a newer BIA relative to other areas, i.e.: W. 4th BIA 2025-2026 annual budget = $670,000+
- WE ARE OPERATED BY ONE FULL-TIME CONTRACTOR
  - limited time to implement initiatives, versus other areas with additional contractor support.
- IT CAN COST LESS THAN A LATTE A DAY or ONE 1/4 PAGE AD PER YEAR
  - to implement initiatives that will benefit your business. A small, collective investment among local businesses = a BIG impact.
- ACCOUNTABILITY AND ADAPTABILITY
  - our proposed budget for each year would need to be approved and voted on annually at the AGM.
- THE PROPOSED 5-YEAR TERM BUDGET OPTIONS = CONTRIBUTIONS AS LOW AS $30/month
  - business contributions range from approx. $30 to $130/month depending on property value and number of tenants per property. **Please contact us to confirm amount, and visit www.kitsonbroadway.com/resources for full budget details.**

HOW DOES THE BUDGET WORK?

- THE BUDGET IS DERIVED ANNUALLY FROM OVER 150 PROPERTY OWNERS AND 300 BUSINESSES
  - the City collects a levy from commercial properties, usually provided by tenants, in the BIA boundary (West Broadway, from Collingwood to Larch street). The budget is based on businesses' feedback and voted on at the AGM.
- THE CURRENT BUDGET IS 5.8% OF THE AREA'S COMMERCIAL PROPERTY TAXES
  - the total taxes collected in the West Broadway BIA (West Broadway, from Collingwood to Larch street) = $7.8 million, and the total assessed property value = $623 million.
- THE CURRENT COST IS AN AVERAGE OF $75/MONTH PER PROPERTY OWNER BUSINESS TENANT
  - for marketing and events, street enhancements and advocacy on key issues to help promote, beautify and support the viability of the business area and local merchants. Contributions depend on property value and number of tenants.

WORKING TOGETHER MAKES A BUSINESS AREA BETTER:

The business area includes **over 300 businesses and 150 commercial properties** - it's a collective voice that makes a positive impact. Together, we can benefit local businesses and the area in essential ways. You can help develop the vision for the area and put plans into action by providing input, attending meetings, or participating on the Board. **Please complete the brief renewal survey at: www.kitsonbroadway.com/resources**