

2021 - 26 IMPACT REPORT

WEST END BUSINESS IMPROVEMENT ASSOCIATION

The West End Business Improvement Association is a non-profit society created in 1999 to support local economic development. The initial catchment area for the BIA was three blocks along Davie Street known as 'Davie Village.' In 2007, the BIA expanded to include 21 blocks along Davie, Denman and Robson Streets within the West End of Vancouver.

The mission of the WEBIA is to champion the interests and collective success of the local business community through impactful branding, marketing, placemaking, advocacy and strategic partnerships.

BOARD OF DIRECTORS

Jacqui McMullen, Chair –

Times Square Suites Hotel

John Nicholson, Vice Chair – *Listel*

Hospitality Group

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Ltd.

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Kelvin Gloor – *TD Bank*

Hanna Jane Price – *Blueprint*

Edward Perrow – *Espana Restaurant*

Raju Bhattaral – *Momo Factory*

STAFF TEAM

Teri Smith – *Executive Director*

Charlotte Taylor – *Placemaking &*

Public Spaces Manager

Jenna Mele – *Digital & Marketing*

Coordinator

Niamh Doherty – *Marketing & Events*

Coordinator



HIGHLIGHTS 2021-2026

Advocacy & Policy Leadership

- WEBIA's Executive Director served as BIABC President (2019–2023), representing BIAs provincially and providing direct input into the BC Small Business Roundtable, BC COVID-19 Industry Engagement Table and provincial consultations on public safety, taxation, and economic recovery.
- Played a leadership role in shaping the creation of the Province's \$10.5M Securing Small Business Rebate Program and broader Safer Communities Action Plan.
- Actively participated in the successful BIA Partnership advocacy efforts to transition the City's temporary patio program into a permanent one and secure the waiver of patio fees in 2021.
- Engaged in the Province's Property Tax Reform process that led to the introduction of Bill 28, enabling municipalities to tax a portion of development-potential land value at a lower rate. Additionally supported the City's Development Potential Relief Pilot Program which resulted in \$8.5M in tax relief delivered citywide to 2,500 properties, including \$313,000 to 60 West End businesses.
- Collaborated with the BIA Partnership and LOCO BC to conduct the High Cost of Doing Business in Vancouver Report, which influenced Council's decision to limit the 2025 property tax increase to 3.9% (down from 7.5% in 2024 and 10.7% in 2023).
- Successfully advocated for the Davie Street Redesign in 2022, which will deliver \$14M in city-funded infrastructure upgrades set to begin in 2026.
- Supported several neighbourhood redevelopment projects, which have added or will add thousands of new residents, strengthening the customer base for West End businesses.

Community Safety

- Expanded the BIA's overnight mobile patrol from 3 to 5 nights per week in 2022 then to 7 days per week with rotating day & night coverage in 2025, as well as a dedicated Davie Village foot patrol in response to rising street disorder.
- Created the Business Security Grant Program in 2022, delivering 43 grants to businesses totaling \$24,000 to help offset vandalism and property crime-related expenses.
- Secured a second Neighbourhood Police Officer in 2025, with Constable Jason Doucette joining Constable Matt Ghattas.
- Reinstated the Commercial Liaison Program with the West End–Coal Harbour Community Policing Centre, offering foot patrols, crime prevention outreach, neighbourhood-focused crime statistics and pop-up safety events.
- Participate in quarterly meetings with the VPD Chief and District 1 Inspector to address crime trends and advocate for stronger response strategies.

Events & Promotions

- Supported 10+ major annual events that attract millions of visitors, including Pride, Honda Celebration of Light, Car Free Day, Lumière Festival, Evo Summer Cinema, and Polar Bear Swim.
- Introduced and supported new community events, such as Trick or Treat on Denman, Lunar New Year celebrations, West End Community Days, and a Holiday Tree Lighting Ceremony.
- Delivered over 275+ days of free programmed activities between Jim Deva Plaza and 1800 Davie Plaza including live music, guided painting classes, pop-up markets, bike valet service, interactive seasonal activations and public art.
- Created and executed multiple promotional campaigns, including Shop Small, Earn Big, Love Your City, WE Are Take-Out (invested \$17,500 in 2021 to support restaurants during COVID), and WE Spend Local Dollars (introduced in 2024 with \$32,000 in local spending tracked within the first year).
- Launched the Business Spotlight Series in 2024, showcasing a new business weekly across digital platforms.
- Gained substantial social media growth, from 21K followers in 2021 to 32.5K in 2025 (35% increase), as well as adding a presence on TikTok, Threads, and LinkedIn.
- Successfully revived the Davie Village Pride Festival after a 6-year hiatus, re-establishing Pride programming in the heart of the West End.



10

NEW MURALS

4,000

BAGS OF GARBAGE

+

3,256

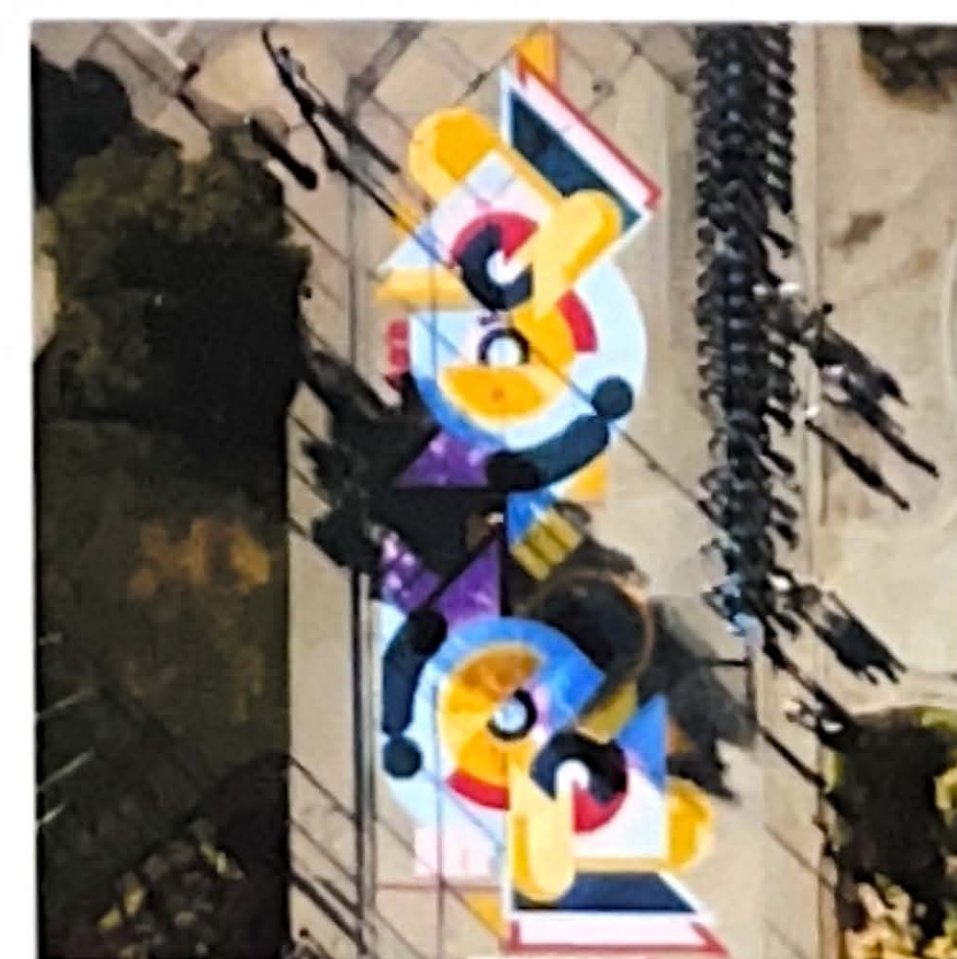
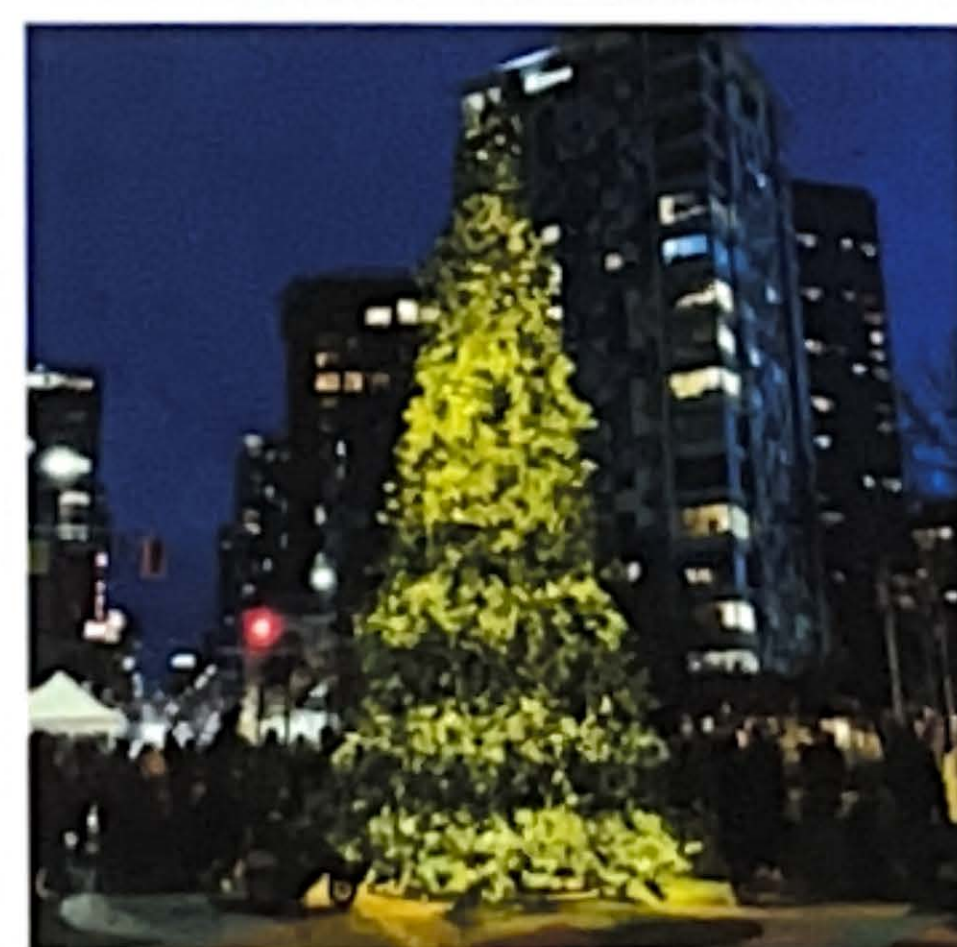
**GRAFFITI TAGS
REMOVED**

Placemaking & Beautification

- Created 10 new murals celebrating West End history, diversity, and culture, from the Denman Laneway Series honouring important historical figures, queer-led artworks in Davie Village to our first-ever ground mural at Davie and Denman.
- Through BIA partnership advocacy, secured \$500,000 annually since 2021 (\$2.5M total) from the City for graffiti abatement. Of this, the WEBIA received \$123,800 in funding, supporting 4 murals, 8 utility box wraps and numerous high-level graffiti removals.
- Maintained and enhanced key public spaces such as Jim Deva Plaza, 1800 Davie Plaza, Davie Street parklet, Pride- coloured bollards at Shoppers and Pride-themed stairs at Ghurka.
- Expanded Robson Street tree lighting with upgraded City-funded infrastructure and added overhead decorative lighting at Robson & Cardero, enabling multiple seasonal displays.
- Installed a 30-foot illuminated holiday tree at 1800 Davie Plaza in 2024 & 2025.
- Under the Clean Team program (with Gordon Neighbourhood House) and Goodbye Graffiti, removed 4,000+ bags of garbage and 3,256 graffiti tags since 2021.

Organizational Resilience

- Raised \$687,000 in external grants and sponsorships to expand neighbourhood beautification, events, promotions, and placemaking initiatives.
- Completed a comprehensive strategic planning process (2022-23) to adapt to evolving economic challenges and member needs.
- Updated internal structure and staffing roles to strengthen operational efficiency and program delivery.



Looking Ahead: 2026-2036

- WEBIA initiated its fifth renewal process in January 2025 ahead of the March 2026 mandate conclusion.
- Broad engagement included a member survey, two mixer events (March & May 2025) and focused communications.
- Based on strong support, the Board approved a 10-year mandate (2026-2036), doubling the traditional 5-year term to reduce resource-intensive renewal cycles and provide sustained program delivery.
- BIA boundary expansion was explored but deferred until redevelopment of the St. Paul's Hospital site.
- Survey results helped shape the first 5-year strategic plan (2026-2031) and supported a 5% annual budget increase to accommodate inflationary pressures. The proposed cumulative Budget Cap is \$14,110,831 over 10 years.
- Members' top priorities include:
 - Events, tourism, social media marketing
 - Cleaning, maintenance, lighting, graffiti removal
 - Security and crime prevention
 - Advocacy and community partnerships