

Attachment 2

*November 27, 2023 - Uptown Business
Association and Downtown New
Westminster BIA - 2024 Business Promotion
Scheme Budget Approvals*

REPORT

Office of the Chief Administrative Officer

To: Mayor Johnstone and Members of Council
Date: November 27, 2023

From: Lisa Spitale,
Chief Administrative Officer
File: 2393325

Item #: 2023-762

Subject: **Uptown Business Association and Downtown New Westminster BIA – 2024 Business Promotion Scheme Budget Approvals**

RECOMMENDATION

THAT Council approve the Uptown Business Association's 2024 Business Promotion Scheme Budget;

THAT Council approve the Downtown New Westminster BIA's 2024 Business Promotion Scheme Budgets for the Primary Area and Secondary Area.

PURPOSE

To provide Council with the Uptown Business Association and Downtown Business Improvement Area's 2024 Business Promotion Scheme budgets for approval.

BACKGROUND

A business improvement area (BIA) is a local service area established by a municipal council where business and light industry property owners finance activities to promote business. Activities can include graffiti removal, planning and holding events, and conserving heritage property which can improve the local economy and advance the social well-being of the community.

The *Community Charter* provides the authority for a municipality to create a business improvement area by bylaw, and establishes the rules for the establishment and operation of such a service. Business promotion activities in a business improvement service area are financed through a local service property tax scheme.

In New Westminster, there are two formal Business Improvement Associations as defined under the Community Charter; Uptown Business Association (UBA) and Downtown Business Improvement Association (DBIA). As part of the requirements outlined in the BIA bylaws, Council must approve each BIA's annual Business Promotion Scheme budget ahead of every fiscal year.

Uptown Business Association (UBA)

The UBA was initiated in 2014 and is currently in the process of seeking renewal for a new 5-year term (2024 to 2028). On October 16, 2023, Council endorsed that Uptown Business Improvement Area Bylaw No. 8424, 2023 be forwarded for Council's consideration of three readings and that staff proceed with the notice requirements under the Community Charter. See Attachment 1 for the proposed Uptown Business Improvement Area Bylaw No. 8424, 2023. If successful and the renewal of the BIA area approved by Council, the annual local service tax amounts granted to the UBA by the City would be as follows:

Year	Total
2024	\$150,000
2025	\$154,000
2026	\$158,000
2027	\$162,000
2028	\$166,000

Downtown Business Improvement Association (DBIA)

The DBIA has been in existence since December of 1989 and was renewed for a four-year term spanning 2022 to 2025. See Attachment 2 for the two bylaws establishing the DBIA, comprised of a primary area and secondary area.

Year	Primary	Secondary	Total
2022	161,912.41	133,857.52	\$295,769.93
2023	166,769.78	137,873.25	\$304,643.03
2024	171,772.87	142,009.45	\$313,782.32
2025	176,926.06	146,269.73	\$323,195.79

ANALYSIS

The two BIA's have submitted their 2024 Business Promotion Scheme budgets, see *Attachment 3 for UBA and Attachment 4 for DBIA*. As outlined in their respective establishing bylaws, the Business Promotion Schemes are to include the following activities:

UBA

1. Street Beautification - Initiatives consisting of tangible aesthetic improvements to the streetscape. These may include street banners, Christmas lighting, hanging baskets, and various street improvements such as bike racks, banner brackets and street furniture.
2. Street Activation Support for various events/activities in the public realm that feature the Uptown area and attract visitors, such as Uptown Live and Recovery Day, and partnering with community organizations, including the Arts Council, in funding Uptown Unplugged and other events and markets.
3. Promotion & Marketing -Various programs to market and promote the Uptown area and the retailers and restaurant businesses located Uptown.
4. Outreach - Partnering with community organizations to help fund programs that are mutually beneficial, such as I's on the Street, providing opportunities for people that are homeless or at risk of being homeless, while enhancing the Uptown area through additional street cleaning.

DBIA

1. The encouragement of business in the Business Improvement Area in order to complement and expand the present business mix;
2. The strengthening of businesses in the Business Improvement Area by undertaking beautification projects and promotional initiatives including special events and by advertising and promoting existing businesses;
3. The carrying out of research and the preparation of reports including measures to enhance the economic vitality of the Business Improvement Area; and
4. The improvement, beautification or maintenance of streets, sidewalks or municipally owned land, buildings or structures in the Business Improvement Area

Staff recommend approval of both BIA's budgets on the basis that it meets the bylaw objectives outlined above. Staff note that due to staffing resources the submission of this report is after the time specified in the bylaws of October 15, however the UBA is going through a bylaw renewal process and a new interim Executive Director now secured through the DBIA.

FINANCIAL IMPLICATIONS

Annual BIA budgets are funded through a local area service property tax on business and light industry properties (BC Assessment Class 5 and Class 6 properties) within the boundaries established by the BIA bylaw. Through that tax, the monies provided by the municipality for the business promotion schemes of the business improvement area is recovered. Since BIAs are funded through property taxes levied on Class 5 and 6 within the designated BIA boundaries, there are no financial implications to the City of New Westminster.

INTERDEPARTMENTAL LIAISON

This report has been prepared by staff in the Office of the CAO with review by Finance Department staff.

OPTIONS

The following options are presented for Council's consideration:

1. THAT Council approve the Uptown Business Association's 2024 Business Promotion Scheme Budget;
2. THAT Council approve the Downtown New Westminster BIA's 2024 Business Promotion Scheme Budgets for the Primary Area and Secondary Area.
3. That Council provide staff with alternative direction.

Staff recommends Option 1 and 2.

ATTACHMENTS

Attachment 1: Uptown Business Association BIA Bylaw

Attachment 2: Downtown New Westminster BIA Bylaw (Primary) and (Secondary)

Attachment 3: 2024 UBA Business Promotion Scheme Budget

Attachment 4: 2024 DBIA Business Promotion Scheme Budget: Primary & Secondary Areas

This report was prepared by:

Jen Arbo, Economic Development Coordinator

This report was reviewed by:

Carolyn Armanini, Senior Planner, Economic Development

Blair Fryer, Senior Manager, Communications and Economic Development

Indeep Johal, Manager, Financial Services

This report was approved by:

Lisa Spitale, Chief Administrative Officer

Attachment #1

Uptown BIA Bylaw (proposed)

CORPORATION OF THE CITY OF NEW WESTMINSTER

BYLAW NO. 8424, 2023

A Bylaw to establish a Business Improvement Area Service

WHEREAS a Council may, by majority vote, grant money to an applicant for the purpose of planning and implementing a Business Promotion Scheme pursuant to Section 215(2) of the *Community Charter*;

AND WHEREAS before a Council grants money for a Business Promotion Scheme, the Council shall pass a bylaw as required by Section 215(5) of the *Community Charter*;

AND WHEREAS the Council has received a request from the Uptown Business Association to establish a Business Improvement Area to enable that Society to undertake certain works and services and to encourage and promote business within that area;

AND WHEREAS the Council may impose a local service parcel tax to be borne by the owners of real property within a Business Improvement Area in accordance with Section 216(1)(b) of the *Community Charter*;

NOW THEREFORE THE CITY COUNCIL of the Corporation of the City of New Westminster ENACTS AS FOLLOWS:

Citation

1. This Bylaw may be cited for all purposes as “Uptown Business Improvement Area Bylaw No. 8424, 2023”.

Definitions

2. In this Bylaw:

“Applicant” means the Uptown Business Association;

“Business Improvement Area” means a business improvement area pursuant to Section 215 (1) of the *Community Charter*;

“City” means the Corporation of the City of New Westminster;

“Council” means the Council of the Corporation of the City of New Westminster;

“Uptown Business Improvement Area” means those lands within the area shown outlined in heavy black on the map in Schedule A and forming part of this bylaw;

“Fiscal Year” means the time period from January 01 to the following December 31.

Establishment

3. Council hereby establishes a business improvement area service for the purpose of providing grants under section 215(2) of the *Community Charter*.

Designation of Area

4. The Uptown Business Improvement Area is hereby designated as a Business Improvement Area.

Grant

5. Following adoption of this Bylaw, the Council may, by majority vote in each year, grant to the applicant amounts not exceeding \$150,000 for 2024, \$154,000 for 2025, \$158,000 for 2026, \$162,000 for 2027, and \$166,000 for 2028 in aggregate an amount not exceeding \$790,000 for the term of this bylaw.

Expenditures

6. The money granted pursuant to this Bylaw shall be expended only:
 - a) by the applicant acting in accordance with and subject to the conditions and limitations set out in this Bylaw; and
 - b) for the Business Promotion Scheme set out in Schedule “B” of this Bylaw relative to the Uptown Business Improvement Area.

Budget

7. The applicant shall submit a budget for approval by Council on or before October 15 prior to each fiscal year in the form attached to and forming part of this Bylaw as Schedule “C” for the purpose of implementing the Business Promotion Scheme.

Accounting

8.
 - a) The applicant shall provide Review Engagement financial statements no later than March 15 accounting for all money granted and approved by Council during the previous fiscal year.
 - b) The City shall have access to the accounts and records of the applicant for the purpose of inspection, verification or audit on the basis of providing the applicant with twenty-four hours written notice of its intentions and requirements.

Recovery

9. a) All of the money granted to the applicant pursuant to section 5 of this Bylaw shall be recovered by a local service parcel tax under section 216(1)(b) of the *Community Charter* imposed against all land within the Uptown New Westminster Business Improvement Area that are classified as Class 5 [light industry] and Class 6 [business and other].
- b) Monies collected shall be collected on a parcel frontage basis. For properties located on a street corner, only one frontage (the longest) will be counted.

Indebtedness

10. a) The applicant shall not incur any indebtedness or other obligations beyond each budget year, unless prior written approval is given by the City.
- b) For the term of this Bylaw, the applicant shall continue to maintain its status as a non-profit society in good standing pursuant to the Society Act.

Insurance

11. The applicant shall take out and maintain insurance and shall provide to the City a copy of its insurance policy insuring the applicant in accordance with the specifications set out in Schedule "D" of this Bylaw.

Term of Bylaw

12. This Bylaw shall take effect on January 1, 2024 and shall cease to have effect after December 31, 2028.

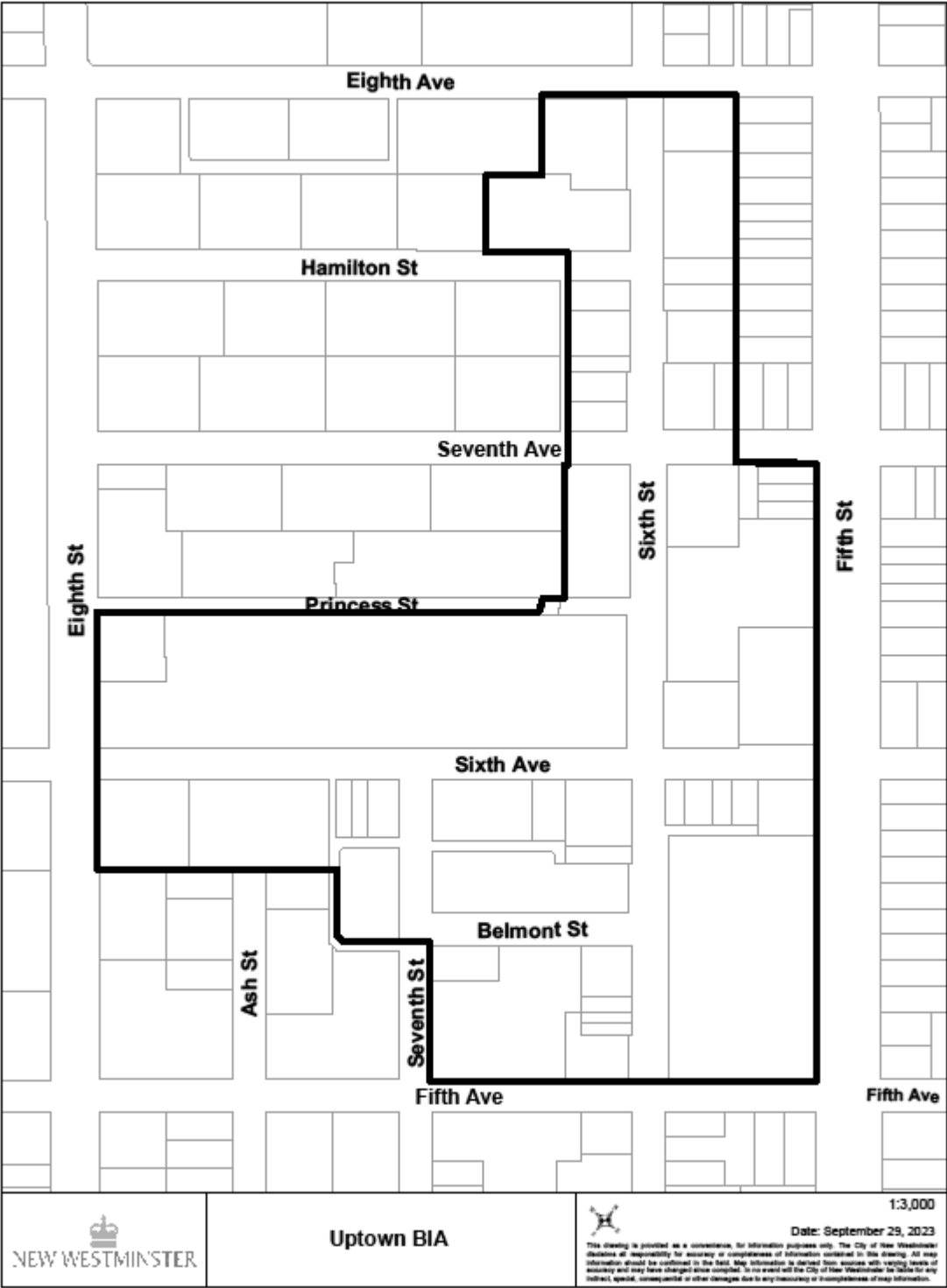
GIVEN THREE READINGS this ____ day of _____ 2023

ADOPTED and the Seal of the Corporation of the City of New Westminster affixed this ____ day of _____ 2023.

Mayor Patrick Johnstone

Peter DeJong, Corporate Officer

SCHEDULE "A"



SCHEDULE "B"

BUSINESS PROMOTION SCHEME

The Business Promotion Scheme to be undertaken by the Uptown Business Association Society pursuant to the provisions of this Bylaw shall include the following activities:

1. Street Beautification Initiatives consisting of tangible aesthetic improvements to the streetscape. These may include street banners, Christmas lighting, hanging baskets, and various street improvements such as bike racks, banner brackets and street furniture.
2. Street Activation Support for various events/activities in the public realm that feature the Uptown area and attract visitors, such as Uptown Live and Recovery Day, and partnering with community organizations, including the Arts Council, in funding Uptown Unplugged and other events and markets.
3. Promotion & Marketing Various programs to market and promote the Uptown area and the retailers and restaurant businesses located Uptown.
4. Outreach Partnering with community organizations to help fund programs that are mutually beneficial, such as I's on the Street, providing opportunities for people that are homeless or at risk of being homeless, while enhancing the Uptown area through additional street cleaning.

SCHEDULE "C"

UPTOWN BUSINESS ASSOCIATION

20__ BUDGET FORMAT OUTLINE

REVENUE

Balance from Previous Year	\$ _____
Municipal Levies	\$ _____
Government Grants:	\$ _____
Federal	\$ _____
Provincial	\$ _____
Municipal	\$ _____
Interest	\$ _____
Other (specify)	\$ _____
TOTAL REVENUE	\$ _____

SCHEDULE "C"

UPTOWN BUSINESS ASSOCIATION

20__ BUDGET FORMAT OUTLINE

EXPENDITURES

1) BUSINESS RECRUITMENT AND BUSINESS DEVELOPMENT:
(Specify projects)

A _____ \$ _____

B _____ \$ _____

C _____ \$ _____

D _____ \$ _____

E _____ \$ _____

2) PROMOTION AND ADVERTISING

A _____ \$ _____

B _____ \$ _____

C _____ \$ _____

D _____ \$ _____

E _____ \$ _____

3) BEAUTIFICATION AND SEASONAL ITEMS

A _____ \$ _____

B _____ \$ _____

C _____ \$ _____

D _____ \$ _____

E _____ \$ _____

4) ADMINISTRATION AND OVERHEAD

A _____ \$ _____

B _____ \$ _____

C _____ \$ _____

D _____ \$ _____

E _____ \$ _____

5) MAINTENANCE

A _____ \$ _____

B _____ \$ _____

C _____ \$ _____

D _____ \$ _____

E _____ \$ _____

TOTAL EXPENDITURES \$ _____

SCHEDULE "D"

INSURANCE SPECIFICATIONS

1. The applicant shall provide and maintain Comprehensive General Liability insurance acceptable to the City and subject to limits of not less than TWO MILLION DOLLARS (\$2,000,000.00) inclusive per occurrence for bodily injury, death and damage to property including loss of use thereof. The insurance shall cover anyone employed directly or indirectly by the applicant as well as any contractor or subcontractors hired by the applicant.
2. The City shall be added as an additional named insured under the Comprehensive General Liability.
3. The applicant shall provide the City with a copy of its Comprehensive General Liability insurance policy prior to the City providing funding under Section 4 of this Bylaw.
4. The applicant's Comprehensive General Liability policy shall contain an endorsement to provide the City with 30 days written notice of change or cancellation.

Attachment #2

*Downtown BIA Bylaws: Primary &
Secondary Areas*

CORPORATION OF THE CITY OF NEW WESTMINSTER

BYLAW NO.8288, 2021

A Bylaw to establish a Business Improvement Area Service

WHEREAS a Council may, by majority vote, grant money to an applicant for the purpose of planning and implementing a Business Promotion Scheme pursuant to Section 215(2) of the *Community Charter*;

AND WHEREAS before a Council grants money for a Business Promotion Scheme, the Council shall pass a bylaw as required by Section 215(5) of the *Community Charter*;

AND WHEREAS the Council has received a request from the Downtown New Westminster Business Improvement Society to establish a Business Improvement Area to enable that Society to undertake certain works and services and to encourage and promote business within that area;

AND WHEREAS the Council may impose a property value tax to be borne by the owners of real property within a Business Improvement Area in accordance with Section 216(1)(a) of the *Community Charter*;

NOW THEREFORE THE CITY COUNCIL of the Corporation of the City of New Westminster ENACTS AS FOLLOWS:

1. This Bylaw may be cited for all purposes as "Downtown New Westminster Business Improvement Area (Primary Area) Bylaw No. 8288, 2021".

Definitions

2. In this Bylaw:

"Applicant" means the Downtown New Westminster Business Improvement Society;

"Business Improvement Area" means a business improvement area pursuant to Section 215(1) of the *Community Charter*;

"City" means the Corporation of the City of New Westminster;

"Council" means the Council of the Corporation of the City of New Westminster;

“Downtown New Westminster Business Improvement Area (Primary Area)” means those lands and improvements within the area shown outlined in heavy black on the map attached and forming part of this bylaw;

“Fiscal Year” means the time period from January 01 to the following December 31.

Establishment

3. Council hereby establishes a business improvement area service for the purpose of providing grants under section 215(2) of the *Community Charter*.

Designation of Area

4. The Downtown New Westminster Business Improvement Area (Primary Area) is hereby designated as a Business Improvement Area.

Grant

5. Following adoption of this Bylaw, the Council may, by majority vote in each year, grant to the applicant amounts not exceeding \$161,912.41 for 2022, \$166,769.78 for 2023, \$171,772.87 for 2024 and \$176,926.06 for 2025, in aggregate an amount not exceeding \$677,381.12 for the term of this bylaw.

Expenditures

6. The money granted pursuant to this Bylaw shall be expended only:
 - a) by the applicant acting in accordance with and subject to the conditions and limitations set out in this Bylaw; and
 - b) for the Business Promotion Scheme set out in Schedule “B” of this Bylaw in relation to the Downtown New Westminster Business Improvement Area (Primary Area).

Budget

7. The applicant shall submit a budget for approval by Council on or before October 15 prior to each fiscal year in the form attached to and forming part of this Bylaw as Schedule “C” for the purpose of implementing the Business Promotion Scheme.

Accounting

8. a) The applicant shall provide Review Engagement financial statements no later than March 15 accounting for all money granted and approved by Council during the previous fiscal year.

b) The City shall have access to the accounts and records of the applicant for the purpose of inspection, verification or audit on the basis of providing the applicant with twenty-four hours written notice of its intentions and requirements.

Recovery

9. All of the money granted to the applicant pursuant to section 5 of this Bylaw shall be recovered by a property tax under section 216(1)(a) of the *Community Charter* imposed against all land and improvements within the Downtown New Westminster Business Improvement Area (Primary Area) that are classified as Class 5 [light industry] and Class 6 [business and other].

Indebtedness

10. a) The applicant shall not incur any indebtedness or other obligations beyond each budget year, unless prior written approval is given by the City.

b) For the term of this Bylaw, the applicant shall continue to maintain its status as a non-profit society in good standing pursuant to the Society Act.

Insurance

11. The applicant shall take out and maintain insurance and shall provide to the City a copy of its insurance policy insuring the applicant in accordance with the specifications set out in Schedule "D" of this Bylaw.

Term of Bylaw

12. This Bylaw shall take effect on January 1, 2022 and shall cease to have effect after December 31, 2025.

Given three readings this 4th day of October, 2021

Third reading repealed this 13th day of December, 2021

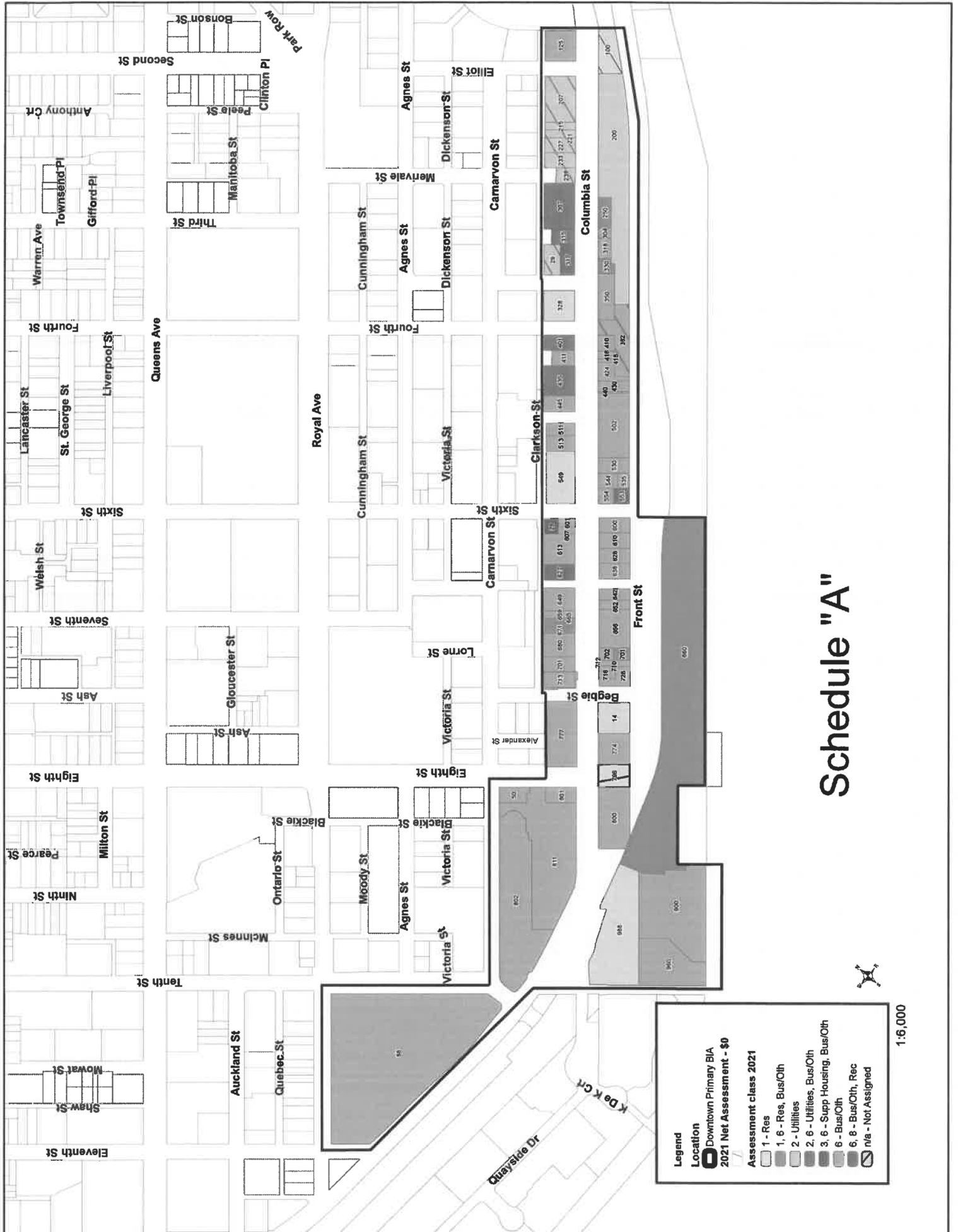
Bylaw amended this 13th day of December, 2021

Given third reading as amended this 13th day of December, 2021

ADOPTED and the Seal of the Corporation of the City of New Westminster affixed this 28th
day of February 2022.


Jonathan Cote MAYOR


Jacque Killawee CITY CLERK



Schedule "A"

SCHEDULE "B"

BUSINESS PROMOTION SCHEME

The Business Promotion Scheme to be undertaken by the Downtown New Westminster Business Improvement Society pursuant to the provisions of this Bylaw shall include the following activities:

1. the encouragement of business in the Business Improvement Area in order to complement and expand the present business mix;
2. the strengthening of businesses in the Business Improvement Area by undertaking beautification projects and promotional initiatives including special events and by advertising and promoting existing businesses;
3. the carrying out of research and the preparation of reports including measures to enhance the economic vitality of the Business Improvement Area; and
4. the improvement, beautification or maintenance of streets, sidewalks or municipally owned land, buildings or structures in the Business Improvement Area.

SCHEDULE "C"

BUDGET FORMAT OUTLINE

DOWNTOWN NEW WESTMINSTER BUSINESS IMPROVEMENT SOCIETY

The projects and activities of the Downtown New Westminster Improvement Society can be described or classified into five categories.

1. BUSINESS RECRUITMENT AND BUSINESS DEVELOPMENT

Business recruitment and business development will concentrate on attracting new businesses to the downtown and informing or educating existing businesses. This will include a method for providing new businesses and property owners with assistance regarding municipal standards and business information.

Business seminars will offer assistance to existing businesses in the downtown to help them become more competitive. Seminars will include topics such as Advertising and Promotions, Merchandising and Product Mix, Knowing your Customers, What Your Windows say about your Business, etc...

2. PROMOTION AND ADVERTISING

Promotions and advertising will concentrate primarily on attracting new and old customers to our downtown. Special events and activities for the first year will emphasize the fact that our downtown is changing and there are many reasons to return to the downtown - watch our progress.

3. BEAUTIFICATION AND SEASONAL ITEMS

Seasonal items and beautification concentrate primarily on giving our area a distinct look or identification from the rest of the City. These items are used to make the downtown look attractive and bustling. Examples of such items are street banners, flags or pennants for Canada Day, Christmas lights for all the store windows, cedar boughs, and murals. The majority of these items can be used year after year and

4. ADMINISTRATION AND OVERHEAD

The administration and overhead portion of the budget includes all costs of running the BIA such as office costs and related expenses. Staffing includes all aspects of planning and carrying out the BIA activities.

5. MAINTENANCE

Maintenance involves the extra effort which should be made by the BIA to keep the downtown looking neat, clean and attractive. Examples include a spring clean up, and sign removal.

SCHEDULE "C"

DOWNTOWN NEW WESTMINSTER BUSINESS IMPROVEMENT SOCIETY

20 _ BUDGET FORMAT OUTLINE

REVENUE

Balance from Previous Year \$ _____

Municipal Levies \$ _____

Government Grants: \$ _____

Federal \$ _____

Provincial \$ _____

Municipal \$ _____

Interest \$ _____

Other (specify) \$ _____

TOTAL REVENUE \$ _____

SCHEDULE "C"

DOWNTOWN NEW WESTMINSTER BUSINESS IMPROVEMENT SOCIETY

20 _ BUDGET FORMAT OUTLINE

EXPENDITURES

1) BUSINESS RECRUITMENT AND BUSINESS DEVELOPMENT:
(Specify projects)

A _____ \$ _____

B _____ \$ _____

C _____ \$ _____

D _____ \$ _____

E _____ \$ _____

2) PROMOTION AND ADVERTISING

A _____ \$ _____

B _____ \$ _____

C _____ \$ _____

D _____ \$ _____

E _____ \$ _____

3) BEAUTIFICATION AND SEASONAL ITEMS

A _____ \$ _____

B _____ \$ _____

C _____ \$ _____

D _____ \$ _____

E _____ \$ _____

4) ADMINISTRATION AND OVERHEAD

A _____ \$ _____

B _____ \$ _____

C _____ \$ _____

D _____ \$ _____

E _____ \$ _____

5) MAINTENANCE

A _____ \$ _____

B _____ \$ _____

C _____ \$ _____

D _____ \$ _____

E _____ \$ _____

TOTAL EXPENDITURES

\$ _____

SCHEDULE "D"

INSURANCE SPECIFICATIONS

1. The applicant shall provide and maintain Comprehensive General Liability insurance acceptable to the City and subject to limits of not less than TWO MILLION DOLLARS (\$2,000,000.00) inclusive per occurrence for bodily injury, death and damage to property including loss of use thereof. The insurance shall cover anyone employed directly or indirectly by the applicant as well as any contractor or subcontractors hired by the applicant.
2. The City shall be added as an additional named insured under the Comprehensive General Liability.
3. The applicant shall provide the City with a copy of its Comprehensive General Liability insurance policy prior to the City providing funding under Section 4 of this Bylaw.
4. The applicant's Comprehensive General Liability policy shall contain an endorsement to provide the City with 30 days written notice of change or cancellation.

CORPORATION OF THE CITY OF NEW WESTMINSTER

BYLAW NO.8289, 2021

A Bylaw to designate a Business Improvement Area Service

WHEREAS a Council may, by majority vote, grant money to an applicant for the purpose of planning and implementing a Business Promotion Scheme pursuant to Section 215.(2) of the *Community Charter*;

AND WHEREAS before a Council grants money for a Business Promotion Scheme, the Council shall pass a bylaw as required by Section 215(5) of the *Community Charter*;

AND WHEREAS the Council has received a request from the Downtown New Westminster Business Improvement Society to establish a Business Improvement Area to enable that Society to undertake certain works and services and to encourage and promote business within that area;

AND WHEREAS the Council may impose a property value tax to be borne by the owners of real property within a Business Improvement Area in accordance with Section 216(1)(a) of the *Community Charter*;

NOW THEREFORE THE CITY COUNCIL of the Corporation of the City of New Westminster ENACTS AS FOLLOWS:

1. This Bylaw may be cited for all purposes as "Downtown New Westminster Business Improvement Area (Secondary Area) Bylaw No. 8289, 2021".

Definitions

2. In this Bylaw:

"Applicant" means the Downtown New Westminster Business Improvement Society;

"Business Improvement Area" means a business improvement area pursuant to Section 215(1) of the *Community Charter*;

"City" means the Corporation of the City of New Westminster;

"Council" means the Council of the Corporation of the City of New Westminster;

"Downtown New Westminster Business Improvement Area (Secondary Area)" means those lands and improvements within the area shown outlined in heavy black on the map attached and forming part of this bylaw;

“Fiscal Year” means the time period from January 01 to the following December 31.

Establishment

3. Council hereby establishes a business improvement area service for the purpose of providing grants under section 215(2) of the *Community Charter*.

Designation of Area

4. The Downtown New Westminster Business Improvement Area (Secondary Area) is hereby designated as a Business Improvement Area.

Grant

5. Following adoption of this Bylaw, the Council may, by majority vote in each year, grant to the applicant amounts not exceeding \$133,857.52 for 2022, \$137,873.25 for 2023, \$142,009.45 for 2024 and \$146,269.73 for 2025, in aggregate an amount not exceeding \$560,009.95 for the term of this bylaw.

Expenditures

6. The money granted pursuant to this Bylaw shall be expended only:
 - a) by the applicant acting in accordance with and subject to the conditions and limitations set out in this Bylaw; and
 - b) for the Business Promotion Scheme set out in Schedule “B” of this Bylaw in relation to the Downtown New Westminster Business Improvement Area (Secondary Area).

Budget

7. The applicant shall submit a budget for approval by Council on or before October 15 prior to each fiscal year in the form attached to and forming part of this Bylaw as Schedule “C” for the purpose of implementing the Business Promotion Scheme.

Accounting

8.
 - a) The applicant shall provide Review Engagement financial statements no later than March 15 accounting for all money granted and approved by Council during the previous fiscal year.
 - b) The City shall have access to the accounts and records of the applicant for the purpose of inspection, verification or audit on the basis of providing the applicant with twenty-four hours written notice of its intentions and requirements.

Recovery

9. All of the money granted to the applicant pursuant to section 5 of this Bylaw shall be recovered by a property tax under section 216(1)(a) of the *Community Charter* imposed against all land and improvements within the Downtown New Westminster Improvement Area (Secondary Area) that are classified as Class 5 [light industry] and Class 6 [business and other].

Indebtedness

10. a) The applicant shall not incur any indebtedness or other obligations beyond each budget year, unless prior written approval is given by the City.
- b) For the term of this Bylaw, the applicant shall continue to maintain its status as a non-profit society in good standing pursuant to the Society Act.

Insurance

11. The applicant shall take out and maintain insurance and shall provide to the City a copy of its insurance policy insuring the applicant in accordance with the specifications set out in Schedule "D" of this Bylaw.

Term of Bylaw

12. This Bylaw shall take effect on January 1, 2022 and shall cease to have effect after December 31, 2025.

Given three readings this 4th day of October, 2021

Third reading repealed this 13th day of December, 2021

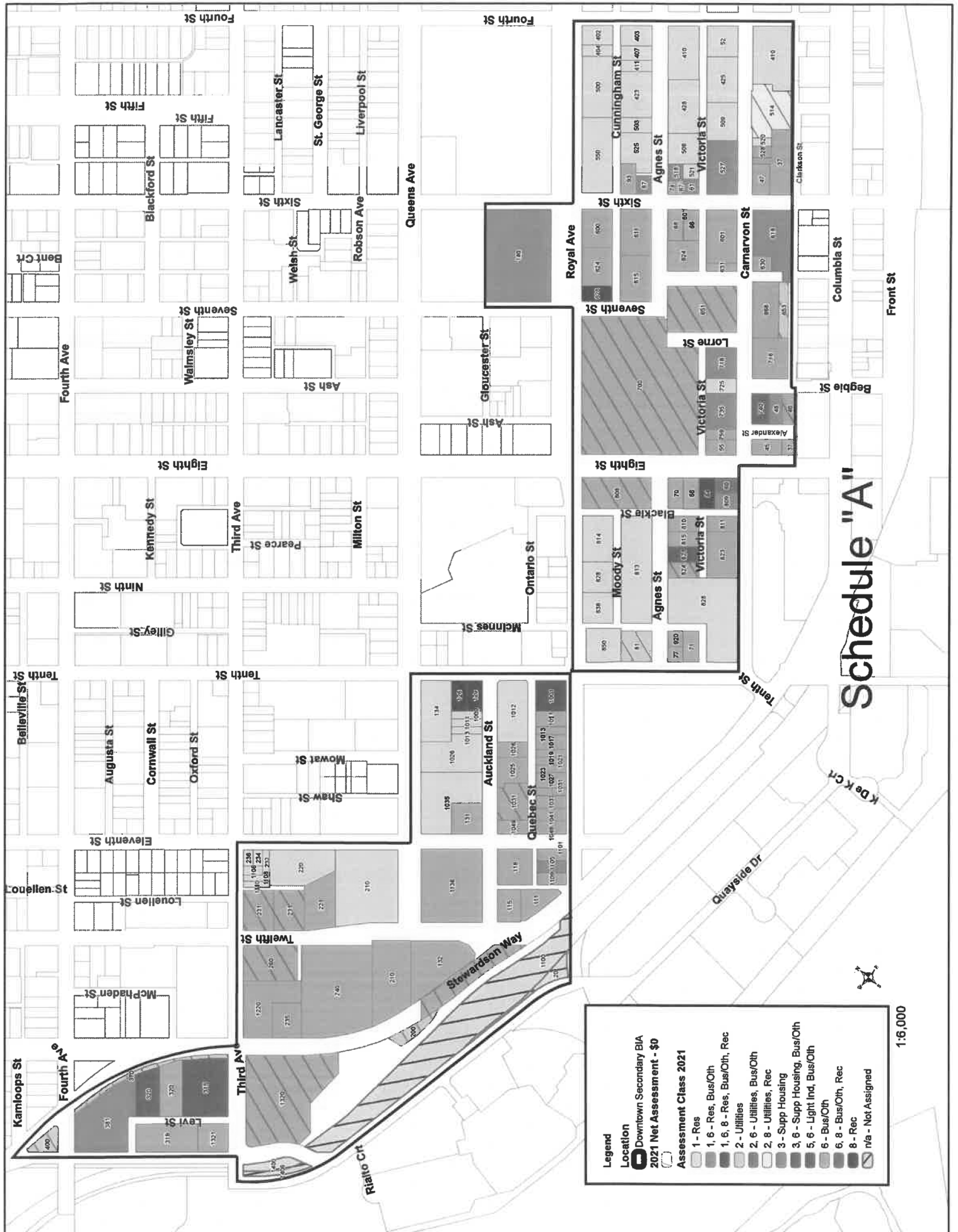
Bylaw amended this 13th day of December, 2021

Given third reading as amended this 13th day of December, 2021

ADOPTED and the Seal of the Corporation of the City of New Westminster affixed this 28th day of February 2022.


Jonathan Cote MAYOR


Jacque Killawee CITY CLERK



Schedule "A"

SCHEDULE "B"

BUSINESS PROMOTION SCHEME

The Business Promotion Scheme to be undertaken by the Downtown New Westminster Business Improvement Society pursuant to the provisions of this Bylaw shall include the following activities:

1. the encouragement of business in the Business Improvement Area in order to complement and expand the present business mix;
2. the strengthening of businesses in the Business Improvement Area by undertaking beautification projects and promotional initiatives including special events and by advertising and promoting existing businesses;
3. the carrying out of research and the preparation of reports including measures to enhance the economic vitality of the Business Improvement Area; and
4. the improvement, beautification or maintenance of streets, sidewalks or municipally owned land, buildings or structures in the Business Improvement Area.

SCHEDULE "C"

BUDGET FORMAT OUTLINE

DOWNTOWN NEW WESTMINSTER BUSINESS IMPROVEMENT SOCIETY

The projects and activities of the Downtown New Westminster Improvement Society can be described or classified into five categories.

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Business recruitment and business development will concentrate on attracting new businesses to the downtown and informing or educating existing businesses. This will include a method for providing new businesses and property owners with assistance regarding municipal standards and business information.

Business seminars will offer assistance to existing businesses in the downtown to help them become more competitive. Seminars will include topics such as Advertising and Promotions, Merchandising and Product Mix, Knowing your Customers, What Your Windows say about your Business, etc...

2. PROMOTION AND ADVERTISING

Promotions and advertising will concentrate primarily on attracting new and old customers to our downtown. Special events and activities for the first year will emphasize the fact that our downtown is changing and there are many reasons to return to the downtown - watch our progress.

3. BEAUTIFICATION AND SEASONAL ITEMS

Seasonal items and beautification concentrate primarily on giving our area a distinct look or identification from the rest of the City. These items are used to make the downtown look attractive and bustling. Examples of such items are street banners, flags or pennants for Canada Day, Christmas lights for all the store windows, cedar boughs, and murals. The majority of these items can be used year after year and

4. ADMINISTRATION AND OVERHEAD

The administration and overhead portion of the budget includes all costs of running the BIA such as office costs and related expenses. Staffing includes all aspects of planning and carrying out the BIA activities.

5. MAINTENANCE

Maintenance involves the extra effort which should be made by the BIA to keep the downtown looking neat, clean and attractive. Examples include a spring clean up, and sign removal.

SCHEDULE "C"

DOWNTOWN NEW WESTMINSTER BUSINESS IMPROVEMENT SOCIETY

20 _ BUDGET FORMAT OUTLINE

REVENUE

Balance from Previous Year \$ _____

Municipal Levies \$ _____

Government Grants: \$ _____

Federal \$ _____

Provincial \$ _____

Municipal \$ _____

Interest \$ _____

Other (specify) \$ _____

TOTAL REVENUE \$ _____

SCHEDULE "C"

DOWNTOWN NEW WESTMINSTER BUSINESS IMPROVEMENT SOCIETY

20 _ BUDGET FORMAT OUTLINE

EXPENDITURES

1) BUSINESS RECRUITMENT AND BUSINESS DEVELOPMENT: (Specify projects)

A _____ \$ _____

B _____ \$ _____

C _____ \$ _____

D _____ \$ _____

E _____ \$ _____

2) PROMOTION AND ADVERTISING

A _____ \$ _____

B _____ \$ _____

C _____ \$ _____

D _____ \$ _____

E _____ \$ _____

3) BEAUTIFICATION AND SEASONAL ITEMS

A _____ \$ _____

B _____ \$ _____

C _____ \$ _____

D _____ \$ _____

E _____ \$ _____

4) ADMINISTRATION AND OVERHEAD

A _____ \$ _____

B _____ \$ _____

C _____ \$ _____

D _____ \$ _____

E _____ \$ _____

5) MAINTENANCE

A _____ \$ _____

B _____ \$ _____

C _____ \$ _____

D _____ \$ _____

E _____ \$ _____

TOTAL EXPENDITURES

\$ _____

SCHEDULE "D"

INSURANCE SPECIFICATIONS

1. The applicant shall provide and maintain Comprehensive General Liability insurance acceptable to the City and subject to limits of not less than TWO MILLION DOLLARS (\$2,000,000.00) inclusive per occurrence for bodily injury, death and damage to property including loss of use thereof. The insurance shall cover anyone employed directly or indirectly by the applicant as well as any contractor or subcontractors hired by the applicant.
2. The City shall be added as an additional named insured under the Comprehensive General Liability.
3. The applicant shall provide the City with a copy of its Comprehensive General Liability insurance policy prior to the City providing funding under Section 4 of this Bylaw.
4. The applicant's Comprehensive General Liability policy shall contain an endorsement to provide the City with 30 days written notice of change or cancellation.

Attachment #3

Uptown Business Improvement Association Business Promotion Scheme 2024 Budget

2024 BUDGET

REVENUES

BIA Levy from Property Owners	\$	150,000	
Grants			
CNW Grant toward Uptown Live	\$	15,000	
CNW Contribution toward Christmas lighting	\$	5,000	
TOTAL			\$ 170,000

EXPENDITURES

A ONGOING PROGRAMS

PILLAR 1:	STREET BEAUTIFICATION			
	Street Banners (2 runs)	\$	14,000	
	Hanging Baskets	\$	-	
	Christmas Décor (incl. CNW grant)	\$	21,000	
	Subtotal		\$ 35,000	22%
PILLAR 2:	STREET ACTIVATION			
	Uptown Live (incl. CNW grant)	\$	25,000	
	Recovery Day	\$	10,000	
	Belmont Plaza Activations	\$	30,000	
	Christmas Event	\$	10,000	
	Other (tbd)	\$	10,000	
	Subtotal		\$ 85,000	42%
PILLAR 3:	MARKETING AND PROMOTION			
	Uptown.ca	Included		
	Social Media	Included		
	Advertising Campaigns	Included		
	Consultant fees to execute programs	Included		
	Subtotal		\$ 30,000	22%
PILLAR 4:	OUTREACH			
	Various Programs	\$	10,000	
	Subtotal		\$ 10,000	6%
PILLAR 5:	ADVOCACY		\$ 0.00	0%

B ADMINISTRATIVE EXPENSES

Insurance	\$	3,000	
Legal and filing fees	\$	2,000	
Audit and accounting	\$	3,000	
Bookkeeping	\$	2,000	
Telecommunication/other	\$	-	
Subtotal		\$ 10,000	8%

SUBTOTAL A+B \$ 170,000

C SPECIAL EXPENDITURES

Parklet Partnerships	\$	50,000	
Uptown Plaza Capital Contribution	\$	100,000	
		\$ 150,000	

TOTAL EXPENSES \$ 320,000

EXCESS/(DEFICIT) \$ (150,000)

TRANSFER FROM RESERVES \$ 150,000

Attachment #4

Downtown BIA Business

Promotion Scheme 2024 Budget

Schedule C

Downtown New Westminster Business Improvement Area

2024 Budget

55%
primary

45%
secondary

Balance from previous year	\$ 31,275.00	\$ 17,201.25	\$ 14,073.75
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Revenue

Municipal Levies	\$313,782.32	\$171,772.87	\$ 142,009.45
Government Grants:			
Federal	\$ 32,125.00	\$ 17,668.75	\$ 14,456.25
Provincial			
Municipal	\$ 5,500.00	\$ 3,025.00	\$ 2,475.00
Interest	\$ 250.00	\$ 137.50	\$ 112.50
Other:			
Event Revenue	\$ 110,000.00	\$ 60,500.00	\$ 49,500.00
Misc (i.e. filming donations)	\$ 9,500.00	\$ 5,225.00	\$ 4,275.00
Total Revenue	\$471,157.32	\$258,329.12	\$ 212,828.20

Expenditures

1) Business Recruitment and Business Development:	\$ 6,900.00	\$ 3,795.00	\$ 3,105.00
2) Promotion and Advertising	\$ 105,000.00	\$ 57,750.00	\$ 47,250.00
A Events	\$ 90,000.00	\$ 49,500.00	\$ 40,500.00
B Sponsorships	\$ 5,000.00	\$ 2,750.00	\$ 2,250.00
C Marketing	\$ 10,000.00	\$ 5,500.00	\$ 4,500.00
3) Beautification and Seasonal Items	\$ 72,750.00	\$ 40,012.50	\$ 32,737.50
A Lighting program	\$ 24,000.00	\$ 13,200.00	\$ 10,800.00
B Shine Bright installations	\$ 30,000.00	\$ 16,500.00	\$ 13,500.00
C Hyack Square Improvements	\$ 18,750.00	\$ 10,312.50	\$ 8,437.50
4) Administration and Overhead	\$ 300,000.00	\$ 165,000.00	\$ 135,000.00
5) Maintenance	\$ 10,000.00	\$ 5,500.00	\$ 4,500.00
A l's on the Street Program	\$ 10,000.00	\$ 5,500.00	\$ 4,500.00

Total Expenditures	\$ 494,650.00	\$ 272,057.50	\$ 222,592.50
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Left in reserves: \$ 7,782.32 \$ 4,280.28 \$ 3502.04