

## **REPORT**

### ***Office of the Chief Administrative Officer***

**To:** Mayor Cote and Members of Council      **Date:** February 28, 2022

**From:** Lisa Spitale,  
Chief Administrative Officer      **File:** 2033746

**Item #:** 2022-120

**Subject: Downtown New Westminster BIA – 2022 Business Promotion Scheme Budget Approvals**

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#### **RECOMMENDATION**

THAT Council approve the Downtown New Westminster BIA's 2022 Business Promotion Scheme Budget (Primary Area); and

THAT Council approve the Downtown New Westminster BIA's 2022 Business Promotion Scheme Budget (Secondary Area).

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#### **PURPOSE**

To provide Council with the Downtown BIA's 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, the Downtown BIA (DBIA) has been in existence since December of 1989 and is currently going through a renewal process for a four year term (2022 – 2025). As part of the requirements outlined in the DBIA bylaws, Council must approve their annual Business Promotion Scheme budgets; one for each of the primary and secondary areas.

## **ANALYSIS**

The DBIA has submitted their 2022 Business Promotion Scheme budgets for the primary and secondary areas, see *Attachment 1*. The DBIA's 2022 Strategic Plan is included as *Attachment 2*. As outlined in the DBIA bylaws, see *Attachment 3 and 4*, the Business Promotion Scheme is to 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

Staff recommend approval of the DBIA's budget on the basis that it meets the bylaw objectives outlined above and is in alignment with their strategic plan.

Moving forward, the DBIA will provide their annual budget to implement their Business Promotion Scheme by October 15 for Council's approval ahead of each fiscal year.

## **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 a special property levy 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 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 Downtown New Westminster BIA's 2022 Business Promotion Scheme Budget (Primary Area); and  
  
        THAT Council approve the Downtown New Westminster BIA's 2022 Business Promotion Scheme Budget (Secondary Area)
2. That Council provide staff with alternative direction.

Staff recommends Option 1.

**ATTACHMENTS**

Attachment 1: 2022 DBIA Business Promotion Scheme Budget: Primary & Secondary Areas

Attachment 2: DBIA Strategic Plan 2022- 2025

Attachment 3: Downtown New Westminster BIA Bylaw (Primary)

Attachment 4: Downtown New Westminster BIA Bylaw (Secondary)

The DBIA has submitted their 2022 Business Promotion Scheme budgets, see *Attachment 1* for the Primary Area and *Attachment 2* for the Secondary Area. As outlined in the DBIA bylaws, see *Attachment 3*, the Business Promotion Scheme is to include the following activities:

This report was prepared by:  
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This report was reviewed by:  
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This report was approved by:  
Lisa Spitale, Chief Administrative Officer