

CITY OF BURNABY

FINANCE AND ECONOMIC DEVELOPMENT COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

Re: Heights Merchants Association - Business
Development Office - Progress Report

RECOMMENDATION:

1. THAT Council grant \$10,000 in funding to the Heights Merchants Association Business Development Office based on the information contained in this report.
2. THAT a copy of this report be sent to Susan Rouse, Executive Director, Heights Merchants Association, 102 - 4011 Hastings Street, Burnaby, B.C., V5C 2J1.

REPORT

The Finance and Economic Development Committee, at its meeting 2000 June 12, adopted the *attached* report providing an update on progress of the Heights Merchants Association's Business Development Office. At its meeting of 1998 September 14 Council granted authority to the Economic Development Committee to, based on an on-going review, incrementally release the remaining funds of a \$50,000 grant provided to operate the Business Development Office. Accordingly, upon review of this status report the Finance and Economic Development Committee recommend approval of the final \$10,000 in funding to the Heights Merchant's Association.

Respectfully submitted,

Councillor D.R. Corrigan
Chair

Councillor D.N. Johnston
Member

Councillor N.M. Volkow
Member

COPY - CITY MANAGER
- DIRECTOR FINANCE
- DIRECTOR PLNG. & BLDG.

TO: FINANCE AND ECONOMIC DEVELOPMENT
COMMITTEE

2000 May 30

FROM: DIRECTOR PLANNING AND BUILDING

**SUBJECT: HEIGHTS MERCHANTS ASSOCIATION
BUSINESS DEVELOPMENT OFFICE - PROGRESS REPORT**

PURPOSE: To inform the Committee of the Heights Merchants Association Business Development Office's progress to date to enable forwarding of the final \$10,000 in funding.

RECOMMENDATIONS:

1. **THAT** the Finance and Economic Development Committee recommend that Council grant \$10,000 in funding to the Heights Merchants Association Business Development Office based on the information contained in this report.
2. **THAT** a copy of this report be sent to Susan Rouse, Executive Director, Heights Merchants Association, 102 - 4011 Hastings Street, Burnaby, B.C., V5C 2J1.

R E P O R T

1.0 BACKGROUND

On 1998 September 14, Council adopted the recommendations contained in a report from the Finance and Economic Development Committee to grant funding for the creation of a Business Development Office (BDO) for the Heights Merchants Association (HMA). The HMA administers the Hastings Street Business Improvement Area (BIA) which was first created in 1994 to help the local business community with physical improvements and marketing efforts. The BIA is funded by the collection of a levy on all commercial properties within the designated BIA area.

The total funding granted to the BDO was \$50,000 to be released incrementally based on an on-going review of the BDO's ability to achieve the goals as set out in the 1998 September 14 report (see Appendices 1 and 2 *attached*). The initial grant forwarded to the BDO in 1998 November was \$15,000 for the first phase, followed by \$10,000 in 1999 May for Phase 2 and \$15,000 in 1999 November for Phase 3. This report is intended to inform the Committee of the BDO's progress in Phase 3 in order to enable the forwarding of the next \$10,000 in funding to the BDO for the fourth and final phase of the BDO program.

2.0 Business Development Office Activities - Phase 3

A major portion of the BDO's activities during Phase 3 has been the distribution of the Business Recruitment Package for the Heights. As was reported previously, the package was completed in the fall of 1999. Since this time the package has been distributed to targeted businesses, property owners and real estate agents in the area. As well the package is available at Burnaby City Hall, the Burnaby Board of Trade and other business centres. As a result of the package several meetings have been held between the BDO and Realtors interested in the Heights. The BDO has also been researching other agencies and business groups to be targeted for receipt of recruitment packages.

Another initiative the BDO has been involved in is the redesign of the HMA web site. The new HMA web site was launched in 2000 January. The site serves as a public information centre for member businesses and the community about the Heights including special events, the Heights Merchants Association, links to area businesses and information on community events with the site being regularly updated with new information. On average the site is receiving between 200 and 240 visits per month.

As well, a library of information has been compiled by the BDO which is available at the HMA office. This library is comprised of various business, tourism and civic information and is available to member business and potential new business to the Heights.

As was discussed in the previous progress report, the Rediscovering the Heights celebration was organized by the BDO to celebrate the successful renewal and expansion efforts of the HMA and thank the merchants and larger community for their support. This event was held on 1999 September 26 in Confederation Park and included a barbeque, hot air ballooning, an interactive science demonstration, a variety of games and information booths for the HMA, Burnaby Recycling Services, and the Burnaby Fire Department. This event was very successful with approximately 1,000 people in attendance, and is planned on being an annual event for the HMA and the Heights community with this year's celebration scheduled for 2000 September 17.

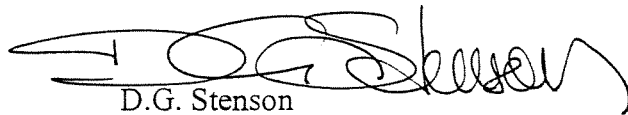
The BDO staff person has also been liaising with a number of agencies on behalf of the HMA. Agencies such as the Business Improvement Association of B.C. and the Burnaby Board of Trade are agencies which the BDO has been in contact with in order to better serve the members of the HMA.

2.2 Future Goals of The Business Development Office - Phase 4

With the Business Recruitment Package and the redesign of the Heights web site complete, the BDO will focus further on active recruitment of businesses for the Heights during Phase 4. As well, the BDO will concentrate its efforts on attracting new development to the Heights. The BDO plans to create a catalogue of vacant sites and work with realtors, property owners, developers and City departments to bring new development to the Heights.

3.0 SUMMARY

The Heights Merchants Association BDO has met the goals for its third phase of operation as outlined in the report adopted by Council on 1998 September 14. These goals were to implement a business recruitment program by using a re-designed web page and the business recruitment package and organizing a unifying/awareness street celebration for the enlarged BIA. Therefore, it is recommended that the Committee recommend to Council the forwarding of the next \$10,000 in funding to the Heights Merchants Association in order to facilitate the fourth and final phase of the BDO.


D.G. Stenson
Director Planning and Building

PSF:dh
Attach.

cc: Director Finance
City Manager

P:\PF\Hastings\BDO Progress Report #3

APPENDIX 1

HASTINGS BUSINESS DEVELOPMENT OFFICE PROGRAM BUDGET

PHASE 1

Business Improvement Area Expansion and Renewal - 1998 November 1 - 1999 April 30

Printed Materials	\$ 2,400
Open House/Public Meetings	250
Advertising	500
Short Term Contract Personnel	16,000
Office & Miscellaneous Expenses	<u>1,250</u>
PHASE 1 SUBTOTAL =	\$ 20,400

PHASE 2

Surveys and Information Gathering Project - 1999 January 1 - 1999 August 31

Surveys (Residential, Pedestrian & Commuters)	\$ 500
Short Term Contract Personnel	2,500
Interim Evaluation of Hastings Business Development Office	350
Office & Miscellaneous Expenses	<u>1,250</u>
PHASE 2 SUBTOTAL =	\$ 4,600

PHASE 3

Unifying/Awareness Street Celebration - 1999 October 01 - 1999 December 31

Short Term Contract Personnel	\$ 3,500
Staging Event	<u>1,500</u>
	\$ 5,000

Business Recruitment Program - 1999 October 01 - 2000 April 30

Hastings Street Web Page	\$ 1,000
Business Recruitment Brochure	2,000
Business Orientation (Tour/Meetings)	250
Short Term Contract Personnel	<u>6,000</u>
	\$ 9,250

Library of Business, Tourism & Civic Information - 2000 May 01 - 2000 May 31

Printing	\$ 500
Short Term Contract Personnel	<u>1,000</u>
	\$ 1,500

Phase 3 Office & Miscellaneous Expenses \$ 1,250

PHASE 3 SUBTOTAL \$17,000

PHASE 4

Attracting Property Development to Hastings Street - 2000 June 01 - 2000 July 31

Contacting Developers/Publicity	\$ 500
Catalogue of Potential Sites	500
Short Term Contract Personnel	3,000

Business Education Development - 2000 August 01 - 2000 September 30

Short Term Contract Personnel	\$ 2,500
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Evaluation of Hastings Business Development Office Program - November 2000

Reports	\$ 50
Short Term Contract Personnel	250
	<u>\$ 300</u>

<u>Phase 4 Office & Miscellaneous Expenses</u>	\$ 1,200
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PHASE 4 SUBTOTAL = \$ 8,000

TOTAL FUNDS = \$50,000

APPENDIX 2

HASTINGS BUSINESS EXPANSION AND DEVELOPMENT PLAN

Phase 1 of our plan will be to hire short term contract personnel who will develop printed materials and who will aid us in campaigning the business district east of Willingdon around Hastings Street. This person will also have similar responsibilities to help the Heights Merchants Association (HMA) through the renewal process which we expect to be a simple and less time consuming project. The goal by April 30, 1999 will be to have two Business Improvement Areas (BIAs) ready to amalgamate on May 1, 1999.

Phase 2 of our plan will be an information gathering phase. We will hire short term contract personnel and work with schools (when possible) to assess the total business inventory of the new BIA. We will survey customers, residents of North Burnaby, pedestrians and commuters to determine which businesses need to be attracted to our BIA. We will also determine if customers are satisfied with those businesses who currently serve the public, how could we improve our services, etc. This information will be used in other phases of this project.

Phase 3 of our plan is to bring about awareness of our new expanded BIA. We plan to create awareness through a Web page. We will create a new promotion or expand an existing street celebration for the North Burnaby community we serve. We will develop a business recruitment package using the information gathered in Phase 2 and we will approach businesses with the purpose of attracting them to our BIA. We would set up a library of business, tourism, and civic information.

Phase 4 of our project would be to attract new development to our BIA. We would encourage developers to utilize vacant land to increase the visual interest Hastings Street would have for pedestrians. We would catalogue potential sites and work with realtors, property owners, developers and the city planning department. We would continue our business recruitment efforts throughout this phase, as well as providing needed training and educational resources to existing merchants based on surveys conducted in Phase 2.

The HMA will leverage this contract by using our volunteers and by working with schools whose students are enrolled in studies related to our projects. This will cause some distortions in our timing but will give us the best results possible for the amount spent. At the end of each phase we would assess if we have met our stated goals and review the contract to determine if the BIA and the City of Burnaby were receiving good value for the money and time spent. A full report will be made available at the end of November for each of the two years of this project.

