

CITY OF BURNABY

FINANCE AND ECONOMIC DEVELOPMENT COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

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

RECOMMENDATION:

1. 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 2001 January 08, adopted the *attached* report providing a final update on the Heights Merchants Association's Business Development Office. The report advises that the Business Development Office has met its goals that were outlined in the initial report to Council in 1998 September and the final phase of activity satisfies the city's expectations in connection with its grant to the BDO. Both the Heights Merchants Association and their Business Development Office are to be commended for the successful execution of this project.

Respectfully submitted,

Councillor D.R. Corrigan
Chair

Councillor D.N. Johnston
Member

Councillor N.M. Volkow
Member

<p>COPY - CITY MANAGER - DIRECTOR PLNG. & BLDG.</p>

TO: FINANCE AND ECONOMIC DEVELOPMENT
COMMITTEE

2000 December 20

FROM: DIRECTOR PLANNING AND BUILDING

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

PURPOSE: To inform the Committee of the Heights Merchants Association Business Development Office's Final Progress Report

RECOMMENDATION:

1. **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 Appendix *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, \$15,000 in 1999 November for Phase 3 and \$10,000 in 2000 June for Phase 4. This report is intended to inform the Committee of the BDO's progress in the fourth and final Phase of the BDO program and summarize the activities of the BDO over its two-year mandate.

2.0 BUSINESS DEVELOPMENT OFFICE ACTIVITIES - PHASE 4

Distribution of Business Recruitment Packages for the Heights, which was developed during Phase 2, was an important activity during Phase 4 of the BDO's mandate. The package was targeted towards real estate and leasing agents, as this strategy was found to bring better results than directly targeting potential businesses. Results from efforts to distribute the Business Recruitment Package in Phase 3 have become evident, with two long-vacant spaces along Hastings Street being leased due to contact

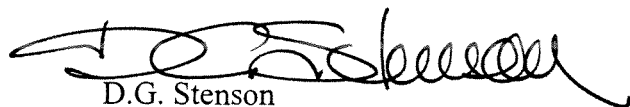
established with an agent through the package distribution. To date, over 100 packages have been distributed to various agents and businesses and the packages will be handed out by request in future.

The Heights Merchants web site (www.burnabyheights.com) has also been maintained by the BDO in Phase 4. The web site is updated weekly with community information, quarterly for the association member newsletter and on a regular basis when existing businesses improve their locations or new businesses join the area. There has been an average of 250 visits to the web site per month since it was started in 2000 January. The web site will continue to be maintained by the HMA in future.

The Information and Resource Library, which was started during Phase 3, was developed further during Phase 4. This library is available to Heights merchants and contains materials covering topics such as marketing, accounting, business planning, etc. The remaining funds in the BDO's account which have not been allocated to date (approximately \$3,739) are intended to go towards purchasing more materials for this library and on-going web site maintenance.

3.0 SUMMARY

The Heights Merchants Association BDO has met its goals as outlined in the report adopted by Council on 1998 September 14. These goals were to successfully renew and expand the BIA, organize a unifying/awareness street celebration for the enlarged BIA, conduct a survey about the Heights with local and regional respondents, implement a business recruitment program by using a re-designed web page and the business recruitment package and establish a resource library for Heights merchants. The BDO has been an effective component of the HMA for the last two years and has increased awareness of the association both among its own members and within the community as a whole. This final phase of activity of the BDO satisfies the city's expectations in connection with its grant to the BDO, and both the Heights Merchants Association and their Business Development Office are to be commended for the successful execution of this project.



D.G. Stenson
Director Planning and Building

PSF:gk
Attach.

cc: Director Finance
City Manager

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APPENDIX

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.