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Victoria Drive BIA gets new five-year mandate

Popular and beneficial community events like the Summer Festival, Lunar New Year celebration and Community Clean-up Party are likely to continue now that the Victoria Drive Business Improvement Assoc. (VDBIA) has received another five-year mandate.

At the same time, the membership approved a 12% increase in the annual tax levy. This would increase the BIA's annual budget to \$215,040 in 2024 and after five years top out at \$338,358. This represents an increase for the average business in the first year of \$9.23 per month or 31¢ a day, topping out after five years at \$58.64 per month or \$1.95 a day.

Funding for the VDBIA comes from a special property tax levied annually by the city which the membership must approve every five years. Each commercial property within the boundary is taxed in proportion to its total taxable value. In most lease agreements, property owners pass this cost on to the business tenants. Funds are used

to hire staff and run BIA activities.

Earlier this spring, a survey of the membership, which includes all businesses and commercial landlords between East 32nd and East 55th/Nassau Avenues on Victoria Dr., showed that 88% of the returned surveys supported the renewal for 2024-2029.

Business Improvement Areas (BIAs) are specially funded business districts. The districts are managed by non-profit groups of property owners and business tenants whose goal is to promote and improve their business district. BIAs are active in their communities, promoting, business, tourism, safety and street beautification.

The VDBIA was first approved in 2004 as a non-profit association with the mission to "Promote, Enhance and Build a Strong, Safe & Vibrant Business Community". For two decades it has established the commercial strip as a vibrant and multiethnic shopping experience serving the needs of local and the greater Vancouver residents.

Most recent accomplishments for the Association include their successful "Consume and Receive a Prize" program in conjunction with their public events. Anyone who spent \$10 or more at a local business could return to the event with proof of purchase and receive a gift. As well as attractive street banners, the organization has also funded colourfull



More murals like this one at 42nd and Victoira Dr. are some of what the VDBIA hopes to achieve during its new mandate.

wall murals and decorated utility boxes with street art.

For more information about the Victoria Drive Business Improvement Assoc., to volunteer or to sponsor one of their events call 604-323-2301, email vdbia@telus.net or visit their website at www.victoriadrivebia.com

Santa to visit Victoria Dr. Dec. 16

The Victoria Drive Business Improvement Assoc. has invited Santa Claus to visit Victoria Drive and he's accepted!

Santa will be at Victoria Square, Victoria Dr. and 41st Ave. on Sat., Dec. 16, from noon to 4pm.

Bring your camera and get a selfie with Santa, live entertainment, raffles and more.



Architects rendering of proposed community centre, commercial retail units (on left of image) and public plaza for River District.

River District community centre and childcare facility seeks approval

Wesgroup Properties has applied to the City of Vancouver under a Pre-Development Permit (PDP) application to develop a new three-storey community centre building and two one-storey commercial buildings at 3398 North Arm Ave. The site is between Kerr St. and Boundary in the River District.

The proposal includes the following:

- A community centre with a 74-space childcare facility and one level of underground parking
- New plaza and riverfront park
- Shoreline walkway with bike path

Public comments are being accepted until Dec. 8 at

<https://www.shapeyourcity.ca/3398-north-arm-ave>

For more information about the development click on PDP package.