

August 25th, 2020

VanRIMS No.: 11-2000-14

Property Owner or Business Tenant

Dear Sir/Madame:

RE: Renewal of Mount Pleasant Business Improvement Area (BIA)

You are receiving this letter because you are an owner or business tenant in the Mount Pleasant BIA, which is now commencing the process to renew their mandate and funding.

The BIA movement in the City of Vancouver has a very long history starting with the first associations being formed in Gastown and Mt. Pleasant in 1989. I would like to take this opportunity to acknowledge the contribution that your BIA and the many other BIAs located across Vancouver have made to the continued success and sustainability of our City and its business districts. And now with the pandemic, BIAs are there to help businesses address the impacts of COVID-19.

The BIA board will be coming to you, the stakeholders, for approval to renew the BIA mandate, including continuance of an annual BIA levy collected by the City and granted back to the BIA. The levy - calculated on the basis of property value - appears on the tax bill of each commercial property owner. For business tenants, the levy is generally included in your lease payments. This levy, currently representing approximately 5.25% of the property taxes, generates the funds needed to deliver promotional, enhancement and other activities undertaken by the Mount Pleasant BIA. The funds are managed by the Board of Directors made up of elected business and property owners within your BIA.

I encourage you to involve yourself in the process of renewal. You can do this by reading the enclosed materials about the Annual General Meeting (AGM) and BIA renewal, and by attending the Mount Pleasant BIA AGM. All property owners and business tenants are eligible for voting membership. The AGM is the first step toward BIA renewal: If the membership votes to pursue a renewed mandate, the BIA will apply to the City of Vancouver, which then delivers formal notices to all commercial property owners and business tenants, with instructions on registering objections.

If you have any questions, do not hesitate to contact Peter Vaisbord, BIA Program Coordinator with the City of Vancouver at 604-871-6304 or Neil Wyles, Executive Director, Mount Pleasant BIA at 604-874-9816

Yours truly,



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