



MOUNT PLEASANT

BUSINESS IMPROVEMENT AREA

WHAT WE DO FOR YOU!



MARKETING

Our on-line area marketing power is enhanced through:

- Social media feeds include Twitter, Facebook and Instagram
- Co-op Advertising opportunities and exposure in tourism publications and websites
- Professionally written blogs drive traffic and interest to individual businesses and the MPBIA as a whole
- Online business directory with individualized coverage



SPECIAL EVENTS

We present 2 street festivals a year, including Main Street Car Free Day:

- Street festivals
- Holiday Events
- Neighbourhood Events



SAFETY AND STREET BEAUTIFICATION

We take care of the streets of Mount Pleasant through our work with:

- Regular graffiti reporting to the City of Vancouver and VPD
- Graffiti Removal for Members who subscribe to the service
- Neighbourhood Cleaning: 5X per week sidewalk cleaning and needle pickup
- Crime Prevention Office: Foot patrols and liaison with VPD
- Banners, flowers baskets, planters, benches, garbage bins

MPBIA MANDATE

Our mandate is to create an enhanced business environment and to assist our members with individual and group concerns, including:

Liaison with City Hall:

- member concerns
- city issues
- development proposals
- transportation planning
- property taxes

Fair Tax Coalition:

Fighting for a more equitable tax structure

BIA Partnership Group:

Working together on topics common to BIAs City and Province wide.