

Appendix A – Establishment Documents



Dear Business Owner,⁷

We are hoping to form a Business Improvement Area (BIA) to work collectively for the success of this business district. Your business will be within the borders and would become a member of the BIA. We would like to invite you to become a founding member of this BIA and partake of the many advantages membership offers.

As a member of a BIA you will pay an additional tax (added to your business tax assessment). In return you will be part of a collective voice for businesses in your area, be a policy influencer for small business, and have collective impact when negotiating with the city on issues directly affecting the business improvement area. Your business will benefit from BIA advertising campaigns, publicity, events, strong collective branding, and increasing the cleanliness and safety of the area to name a few.

We hope that you are interested in helping take this business area to the next level with the formation of a BIA that will establish a sustainable organization to ensure this business area thrives. We look forward to receiving your agreement, in writing.

Please be sure to indicate the name of your business and to sign and date the attached letter if you are in favour of this exciting next step in ensuring the long-term success of our business district.

If you have any questions, please don't hesitate to email or call _____.

Sincerely,

⁷ Adapted from Kensington BRZ.

Document to accompany walk-about letter:



Formation of a Business Improvement Area (BIA):⁸

I have been contacted regarding the creation of a Business Improvement Area (BIA). I understand that I was contacted on behalf of our members by a community engagement person who is knowledgeable about BIAs. The community engagement person is also meeting with other members to see if there is sufficient support to proceed.

Please fill out the information below and return this form indicating your support to proceed with the formation of a BIA. If you do not support the formation of a BIA, please also fill out this form and indicate your non-support.

Name of Business

Owner or Manager Name

Signature

Date

_____ I support the formation of a BIA

_____ I do not support the formation of a BIA

⁸ Adapted from Kensington BRZ.