

# PLEASANT TIMES

Mount Pleasant Business Improvement Area

Volume 3, Issue 1

## 2008: Mount Pleasant is 120 Years Old

**Notables:**

• **Member Survey.**

This year, we have to talk about the renewal of Mount Pleasant Business Improvement Area. Please tell us what you think using the survey form inside.

- See the list of **2008 events**, page 2.

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<i>Inserts: Member Survey Form, Fair Tax Coalition appeal</i>	

If you were born on August 8, 1888 south of False Creek, you'd be luckier than the number of "8"s in your birthday.

You would have been born in Vancouver's newest suburb, just named "Mount Pleasant." There would have been a huge brewery nearby, and four more built before your tenth birthday.

As a child, you would revel in the introduction of streetcars, wooden streets and new stores. As a teen you would witness the construction boom on Main Street, with concrete buildings replacing wooden homes. By working age, you would consider marrying and building a home on Hillcrest (today's Mid-Main).

As a grandfather, you would wit-



ness another construction boom, converting single-family homes to multi-unit apartments.

Today, Mount Pleasant is riding another construction boom, which seem to happen every 50 years.

Despite all the changes, the businesses in Mount Pleasant are still small and home-grown. They have

retained their character as customer-focused entrepreneurial ventures.

Today's Mount Pleasant businesses are not just profit-seeking enterprises. They carry a century-old spirit of entrepreneurship and service within the community.

*What's up in 2008? See page 2.*

## Property tax shift: Businesses need to be heard

As the council vote on residential and business property taxes approaches, several Vancouver city councilors are going against the recommendations of the report presented by the Property Tax Policy Review Commission.

The commission recommended further tax shifts over the next

five years or so to bring down the Commercial Property tax share from 53% to 48%.

However, Vision Vancouver councilors have already indicated that they will not support the shift. Mayor Sam Sullivan and the NPA councilors support it, and they need your help.

For more information on this, please read the enclosed flyer. Also, watch for the *City Choices* flyer in the Georgia Straight and Vancouver Courier in early February, provided by the Fair Tax Coalition (FTC).

Support the FTC. Visit: <http://www.fairtaxcoalition.com>.

## News Briefs



**Wenonah Apartments: Heritage asset**

### Graffiti Paint Out

The first community graffiti paint-out was held this month. With the help of the Vancouver Recovery Club, out-of-school youths were armed with brushes and paint to remove graffiti from properties where the MPBIA was allowed to clean up. Property owners can still join this regular paint-out (free) by filling out a consent form.

### Ambassadors Program Funding Extended

Vancouver City Council has approved the expansion of the Downtown Vancouver BIA Ambassadors Program to other BIAs. Mount Pleasant BIA will cost-share the implementation of this program in 2008. The red capped 'ambassadors' will be on our streets by spring.

### Mount Pleasant Heritage Working Group formed

As part of the ongoing Mount Pleasant Community Planning program, a heritage working group is formed to determine the 'historic themes' of Mount Pleasant. In addition to preserving heritage assets, this group will try to determine the cultural and economic themes of today.

*As we approach the renewal of our BIA in 2009, member comments are needed.*

## Member Survey, February 2008

A two-page member survey is enclosed in this issue of Pleasant Times. The purpose of the survey is to get input on policy and priority decisions for the BIA.

This is an important survey because it is part of our renewal

outreach process—the Mount Pleasant BIA is up for renewal for the years 2009 to 2014.

To attract more feedback, there will be a draw for five (5) banner bags (certified with the original Raymond Boyer artwork, 1999),

and a \$50 BIA shopping spree. There may be other prizes contributed before the February 22 deadline.

Please give us your feedback. The forms must be returned on or before Friday, February 22, 2008.

## Events in 2008

This is a list of various activities planned for the year, with opportunities for businesses to participate and benefit:

**Graffiti Paint out** begins *January* 2008 and continues throughout the year, weather permitting.

**Chinese New Year** festivities will be held at Kingsgate Mall in the first weekend of *February*

**Online Business Directory** will be enhanced in *March and April*.

**A Mount Pleasant / Main Street blog** on entertainment events will begin in *February*.

The survey and discussions on the **MPBIA 5-year renewal** (2009-2014) will be held in *February*

*through May*. A vote will be held in *September*. Members will be polled by the City in *December*.

**Celebrate Mount Pleasant Festival will be on Saturday, June 7, 2008.**

The **Annual General Meeting** will be held on *September 2, 2008* at Heritage Hall.

**Christmas in Mount Pleasant 2008** will commence late *November* to *mid-December*.

Watch for **Business after Business** events *throughout the year* with guest speakers and opportunities to network.

**Co-op advertising** (colour) is available to members in *May*, to

coincide with the *Celebrate Mount Pleasant Festival*.

**Co-op advertising** (in one-spot colour) is available in *November* to coincide with *Christmas in Mount Pleasant 2008*.

**Co-op advertising** (full colour) in *Where Magazine* from *June* to *September 2008*.

Advertisement in **Your Vancouver** publication for *Summer 2008*

Enhanced listing advertising in **Where Magazine online** for Mount Pleasant all year.

Advertising opportunities available in *Pleasant Times*, *The Safety and Security Report*, and [www.mountpleasantbia.com](http://www.mountpleasantbia.com).



**A rare sunny winter day on Main Street. Other events are being considered for 2008, such as partnerships for a farmer's market and The Drift on Main.**

## BRAND NEWS: Word of mouth is brand marketing

Satisfied customers are quick to tell friends. (Conversely, unsatisfied customers are quicker to tell more friends). The number of repeat and new customers you get is strongly related to your customer service.

Even a negative comment is an opportunity to improve service. A dissatisfied customer who is attended to becomes a convert.

Our businesses in Mount Pleasant are known for their approachability—of being “real”. The impres-

sion also creates the reputation of our business area.

That word-of-mouth advertising is perhaps our strongest marketing tool.

Therefore, keep providing remarkable service!



**Your brand is fueled by remarkable service.**

## Historic Mount Pleasant

When you return to a place in your childhood, you would normally find a landmark that helps you know where you are. The example below shows how the construction booms (1910's, 70's) changed the streetscape.



**Left, 1908:** This photo of Main Street and the beginning of Kingsway shows a store that specialized in chocolates. Note the fire hall tower on the right, which was used to take the panoramic shots of the area.

**Right, 2008:** If not for the 'point' of the building, none of the 1908 landmarks exist today. The Lee Building was the tallest building south of downtown Vancouver when it was built in 1912.

## Retail Insights

### Better than expected holiday season sales

Despite saying they would spend the same as the last year, British Columbians spent more than in 2006. However, sales were slightly affected by cross-border shopping.

The strongest holiday expenditures in Canada happened in Alberta and British Columbia.

### Consumers Want Better Value

The survey found that only 18% of BC respondents planned to spend more than last year. Under half of the respondents planned to go to

discount stores to stretch their spending dollars. While a majority of shoppers preferred department store shopping, most of them were still in search for bargains.

### A Tight Labour Market

BC retailers had to raise wages in order to hire enough frontline workers during Christmas. Flexible shifts and discounts on products were mandatory incentives to find enough employees with the proper skill sets.

The Ministry of Labour and Human Resources has expanded its list of occupations open to tempo-

rary foreign workers through a Labour Market Opinion application. Most jobs needed today in BC are in the construction trades and food services.

### Market conditions forcing minimum wage issues

In a Business-In-Vancouver / Ipsos Reid poll, over half of business supported raising the minimum wage in BC, while 37% were against it. The opinion was rather extreme: some say we need a raise because of the increase in cost of living in BC, while some say there are better ways than a raise to help low wage earners.

*Retail sales remain strong because customers find great values. But the labour market is getting tight, prompting businesses to pay more than minimum wage and/or import workers.*



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The Mount Pleasant BIA was founded in 1989, as one of the first of its kind in the province. In 1999, the MPBIA received a ten-year renewal mandate to serve the local business community.

Today, the Mount Pleasant BIA encompasses the historic area of Mount Pleasant District of Vancouver, which comprises over 440 businesses, over 3,000 employees, and 185 commercial property owners.

The mandate of Mount Pleasant Commercial Improvement Society is to undertake activities involving promotion, business recruitment and general maintenance of the Mount Pleasant Business Improvement Area with the object of improving its economic viability and general image, and to promote common concerns and interests of businesses and property owners in the area to bring them together for fulfilling the purposes of the Society.

The Mount Pleasant BIA stretches from Guelph to Ontario on Broadway, 7th to 16th on Main Street, and from 7th to 12th on Kingsway.

**Mount Pleasant Board of Directors, 2007-2008**

Co-President	<b>Jim Dreichel</b>	Mine: Stylesource
Co-President	<b>Jarek Kryszinski</b>	Lugz Coffee
Treasurer	<b>Doris Jung</b>	Automind Collisiion Repair
Secretary	<b>Carola Goetze</b>	The JEM Gallery
Director	<b>Rick Sair</b>	Uptown Best Western Hotel
Director	<b>Sean Pacey</b>	Pacey's Pianos
Director	<b>Ryan Klausner</b>	Puncturehaus
Director	<b>Nathan Chudrick</b>	The Kiss Store
Director	<b>El Apostol</b>	A-Pro Caregivers & Nannies
Director	<b>Burcu Ozdemir</b>	Burcu's Angels

The number of committees has been streamlined. The four committees are 1. Renewal/Expansion Committee, 2. Marketing Committee, 3. Special Events Committee and 4. Safety and Security Committee. *Interested in joining a committee? Contact the MPBIA office.*



**New Businesses**

**Biltmore Cabaret**  
395 Kingsway

**Ramsey Warden Architects**  
355 Kingsway

**Scrape Records**  
321 E. Broadway  
Tel. 604-877-1676

**Money Mart**  
2815 Main Street

**In Kingsgate Mall:**

**Cellmart Communications**

**Komfort**

**Kolachi Co**

**Fritzpatrick's**

**In the Lee Building:**

**Harmani Enterprises, Ltd.**

**Little Gypsy's**



**Advertise Here**

**R**each 400 fellow Mount Pleasant BIA businesses for under 10 cents per receiver.

**Two formats available:**

- Full page inserts, B&W if printed by us; colour or B&W is provided by you. (Examples provided in this issue)
- Business card size full colour.

**Contact** the Mount Pleasant BIA office for unbelievable rates (MPBIA Members only).  
Tel. 604.874.9816  
Email [mpbia@telus.net](mailto:mpbia@telus.net).

Top: Kolachi Co. at Kingsgate Mall  
Middle: Scrape Records  
Bottom: Biltmore Cabaret  
Right: Ramsey Warden Architects on Kingsway.