

PLEASANT TIMES

Mount Pleasant Business Improvement Area

Volume 2, Issue 5

Get Into the Spirit! It's Christmas in Mount Pleasant!

Notables:

- **2010 Opportunities.** Find out how your business can benefit from the Olympic Village on Tuesday, November 27, 2007. See page 2 and inserts for details.
- **Christmas in Mount Pleasant 2007** Reminder: You have until November 22 to send in your participation form. See the insert for the form.

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It's beginning to look a lot like Christmas.

This year, "Christmas in Mount Pleasant" provides three easy ways to get noticed:

- Extended Shopping Hours
- Façade Decorating, and
- Co-op Advertising

Extended Shopping Hours

If you plan to stay open until 7:00pm or later on December 6, 7, 13 and 14, you can be part of advertising in the Georgia Straight and/or the Vancouver Courier — for free. It's that easy!

To be part of this advertising event, please fill out the form inside and send it to the MPBIA office before November 22.

Façade Decorating Contest

Decorate your store window and win prizes. Winning displays will receive \$250, \$150 and \$75 worth of shopping in the BIA.

To participate, simply fill out the same Christmas in Mount Pleasant form inside.

DECEMBER 2007

Thursday	Friday
6 Extend Hours!	7 Extend Hours!
13 Extend Hours!	14 Extend Hours!

A panel of judges will be looking at your display on the first weekend of December and after. Displays will be judged on Christmas Spirit, Creativity and Visibility. Winners will be selected by the third week of December.



Co-op Advertising

Take advantage of 35% discounted one-color spot advertising in the Georgia Straight for as low as \$130. Simply contact Amanda Rawlings at 604-730-7067, cell 604-730-7012 to reserve your spot. Booking and copy deadline is on November 22, 2007.

THANK YOU for getting into the Christmas spirit!

Commission Report Supports Tax Shift

Property Taxes in Vancouver are going to change. At least if Vancouver City Council has the will to follow through on the final report presented by the Property Tax Policy Review Commission.

The commission, headed by Professor Stanley Hamilton, concluded and recommended further

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

The Vancouver Fair Tax Coalition (FTC) supports the recommendations as a "step in the right direction". As the Council vote in February 2008 approaches, the FTC

will launch a campaign to ensure the public and councillors are aware of the implications to small businesses of not supporting the move.

How can we help? Write the councillors and the City. Support the FTC. For more, visit: <http://www.fairtaxcoalition.com>.

PLEASANTTIMES

News Briefs



Goodbye to dumpsters and graffiti.

Financial Mini-Seminars

Four financial mini-seminars were completed in October and early November. The Mount Pleasant BIA had a chance to connect and build better relationships with four banks.

We'd like to thank G&F Financial, RBC, Scotiabank and VanCity for sponsoring these free seminars.

Supporting Dumpster Removal

The Mount Pleasant BIA Board approved in principle to support a move towards a dumpster-free area. This initiative allows us to explore the current implementation in Yaletown and Downtown Vancouver and to reapply the program here in Mount Pleasant.

Ambassadors Program

A current successful hospitality and security program is called the Ambassadors Program in Downtown Vancouver BIA.

This is being explored as an alternative to our proposed bike patrol program, with an emphasis for business and shopper assistance instead of policing.

Ecco-friendly: Buy from fellow BIA members

Buying within the vicinity reduces fossil fuel use... and builds new business relationships.

It makes sense. Shopping in your vicinity minimizes greenhouse gas emissions and gives you an excuse to exercise.

While some may question that this is more expensive than going to warehouses and big boxes, it is rather economical for purchasing small things.

Moreover, you can connect with

fellow businesses in the area. Developing these relationships may



open up interesting public relations events, partnerships, cross promotion and barter opportunities. It's ecco-friendly, and economical.

Low-cost Christmas lights

With prices of LED strands dropping it makes sense to

throw out those old bulbs. Not only do the LED lights last longer, they also consume a fraction of the power. And their glow is soft and relaxing.

Reusing Signs

Say "no" to disposable marketing materials. The Mount Pleasant BIA had logo posters made for a summer survey, and has been using the same posters for the front door and event announcements.

Events

Southeast False Creek Olympic Village

OPEN HOUSE BUSINESS BRIEFING

The City of Vancouver, Millennium Southeast False Creek Properties Limited, and Building Opportunities with Business Inner-city Society (BOB) recently announced the signing of the Southeast False Creek Olympic Village Community Benefit Agreement.

This agreement will provide access

to \$15 million in direct procurement opportunities to inner-city businesses registered with BOB, 100 inner-city jobs, and a \$750,000 legacy fund for training and employment support to inner-city residents.

The parties to this agreement invite you to an Open House Business Briefing to learn more about how your business can benefit from this opportunity. To access this opportunity, businesses must be registered with BOB; therefore

this briefing session will be of particular interest to businesses providing goods or services to the Construction Industry.

November 27, 2007, Tuesday

5:00-7:00pm Registration of Businesses / Information Booths

6:00-6:30pm Presentation by the parties with Q&A

BOB Office, 325 Main Street.

www.vancouver.ca/olympicvillage



The Olympic village will be Vancouver's newest neighborhood, and located at Mount Pleasant's doorstep.

BRAND NEWS: What makes you unique?

There are many reasons why a customer will choose your service over another. They might be location, price, or promotions.

But one thing keeps those customers coming back again: that you are doing something unique, or better than anyone else.

For example, Mount Pleasant has a lot of coffee shops, but each shop provides something different. You can also buy T-shirts that make statements from some shops.

QUIZ: Can you identify the following Mount Pleasant BIA members based on what makes them unique?

1. Perhaps the fastest prescription glasses producer in Vancouver (prepared in 5 minutes!)
2. The best place in the Metro Vancouver to find *Pan de Sal*
3. When you're down on your luck, you call the Problem

Gambling Hot-line at this organization.

4. Voted Best Regional Restaurant of the Year 2007 by Vancouver Magazine's 18th Annual Restaurant Rewards
5. One of the most active Food-safe training facilities is in Mount Pleasant.

Find the answers by going online: www.mountpleasantbia.com.

(Tell us what makes you unique!)



When you offer a unique service, you'll stand out. Many Mount Pleasant businesses are doing just that.

Historic Mount Pleasant

Our area's geography poses challenges in fostering a cohesive commercial district. Transit decisions that affected Cambie Street businesses are of concern as the City of Vancouver mulls a Broadway traffic solution.



Left, 1938: Broadway's north side as seen from Main street. The burned-down Chum building is replaced by a bank on the left.

Right, 2007: The sidewalk is cut back drastically to make Broadway an East-West connector. The street is less pedestrian-friendly, making it a challenge for encouraging shopper visits.

A Civil City is good for the community and for business

In 2006, the Mount Pleasant BIA embarked on a Homelessness Outreach Program that saw the reduction of homeless people on our streets. This benefits our businesses and the disadvantaged alike.

However, homelessness is a multifaceted problem, and Vancouver today has about 2000 people living in the streets.

Project Civil City searches the world for great practices that help reduce homelessness, the drug trade, aggressive panhandling and nuisance problems like graffiti.

BIAs have also tried some of these practices. The City and the BIAs should work together to find solutions that get to the root of the problem, instead of just eliminating what we don't like.

The Mount Pleasant BIA will begin applying some of these great practices, starting with regular graffiti paint-out in January 2008.



Project Civil City aims to achieve at least 50% reduction in drug abuse, homelessness, graffiti, and aggressive panhandling by 2010.

Mount Pleasant Business Improvement Area

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



Top: Caffe Barney on Main Street,
Middle: Belmont Barbers
Bottom: recent newcomers Root-down Café and VS Gaming Centre
Right: Queen Bee Luxuries sign

New Businesses

Caffe Barney

2528 Main Street
A coffee shop in one side and a restaurant in another. The coffee place is open; the restaurant will follow soon.

Belmont Barbers

111 E. Broadway
Men's Barber Shop

Queen Bee Luxuries

76 Kingsway
Tel. 778-737-7936
"Bee lovely, bee gorgeous": cor-sets, hats, jewellery, vegan beauty products

Dandelion Records /

42 Kingsway
Tel. 778-737-7367
Vinyl records

Jewellerbau

42 Kingsway
Tel. 778-737-3462
Art gallery and jewellery



Advertise in Pleasant Times

Reach 400 fellow Mount Pleasant BIA member businesses.

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.