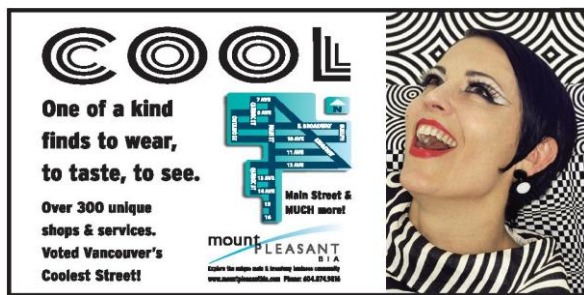


The overall mandate of a BIA is to create an enhanced business environment for its members. Some of the ways this is achieved include:

Special Events

- Collectively we can create high caliber special events
- We support local festivals with both time and donations
- Greater local ability to benefit from City support



Advertising/ Promotions/ Publicity

- There is a greatly enhanced marketing power as a group
- Exposure in the major tourist publications
- Mutual website linkage

Business Directories

- Print Directories of all member businesses
- On-Line Business Directory
- Full Business listing on City Wayfinding Signs



Property Taxes

- Support the efforts of the Fair Tax Coalition with both time and money
- Continuous pressure on the City to ensure the 1% Tax Shift
- To-Date, these efforts have saved our existing membership \$762, 634

Safety and Security

- We sponsor the satellite Crime Prevention Office, located within our offices
- We sponsor CPO street patrols six times per week
- We are working to introduce regular bike patrols
- We monitor crime reports and issue applicable crime alerts to our members
- We work closely with the VPD and other agencies to address criminal activity

Banners

- We produce and pay for the installation of banners
- Banners identify the area as a unique shopping district

Flower baskets and Planters

- Our lovely flower baskets are an annual tradition
- Last year we introduced large sidewalk planters
- We encourage members to "green" their businesses

Cleaning our Community

- We have Coast Foundation clean the sidewalks three times a week
- We have Lookout Society cleaning our alleys
- We monitor and report graffiti on both City and private property
- We monitor and request action regarding unsightly news boxes, postboxes, dumpsters etc.

