

Exploring a Yellowknife Business Improvement District

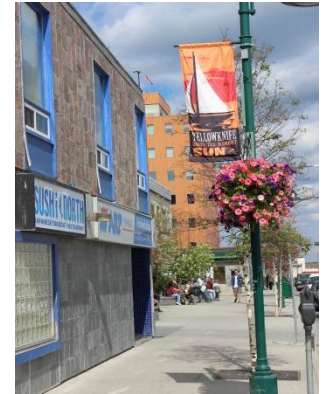


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What is a BID?

Is it possible that someone went to City Hall asking permission to do something and offer to pay for it on their own? Our businessmen did and the cost of all these improvements is added to their business tax bill every year through a special arrangement made with the city. The area now has a bright new name to complement its image, 'the Bloor West Village.' It belongs to the residents of Ward One who should enjoy it and patronize the businesses that made it possible. After all, there are other parts of the city that want one like it.

Alderman Boytchuk describing the world's first BID (Toronto, 1971).



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A Business Improvement District is...

- A defined neighbourhood boundary where businesses pay an additional tax to provide services or improvements for businesses within the district's boundaries.
- Funds are collected by the City on behalf of businesses which are represented by elected board members.
- BID services/improvements commonly include marketing, coordinating festivals and events, street patrols, beautification initiatives, capital improvements, lobbying/advocacy, and partnerships.



Popular Approach to Neighbourhood Revitalization

- First BID was the Bloor Street West Village in Toronto in 1970.
- Over 400 established BIDs across Canada in most major cities: Toronto (71), Winnipeg (5), Regina (2), Saskatoon (4), Calgary (9), Edmonton (10), Vancouver (22).
- Over 1,000 BIDs throughout the United States and many internationally: United Kingdom, Ireland, Scotland Germany, France, Norway, South Africa, Australia, and Japan.



Legislating a BID

- Relevant legislation:
 - Cities, Towns and Villages Act; and
 - Property Assessment and Taxation Act.
- Typically three steps to creating a BID:
 - Business owners identify neighbourhood support;
 - Businesses in the area petition the local government; and
 - Local government determines majority business support for the BID and legislation is enacted by the municipality.
- General Conditions:
 - Contiguous geographic area of commercial or mixed-use zones;
 - By-law enacted outlines the area, purpose, board appointment, and expenditure reporting process; and
 - Annual bylaw approving levy to fund the BIDs requisition.



BID Criticisms

- A transfer of municipal responsibilities to private sector;
- Wield too much power and influence;
- Representation and prioritization of BID member interests; and
- Devolution of political authority/public spaces to private interests.



BID Benefits

- Provide business owners with a collective voice;
- Leverage experience, interests, and resources of the business community;
- Build a sense of neighbourhood pride, ownership and stewardship; and
- Create a partnership environment between public and private sector.



Marketing

- Business directory/profiles;
- Business recruitment;
- Neighbourhood branding;
- Social media;
- Market research; and
- Promotions.



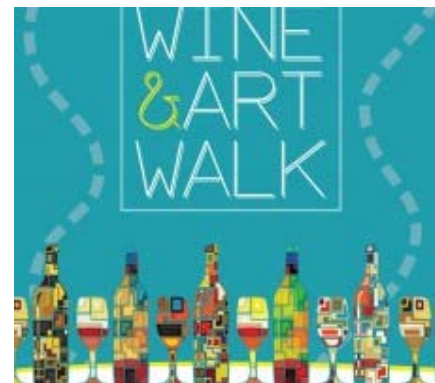
Let's Go
Shopping in
**WHITE
ROCK**



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Events

- Open public markets;
- Noon-hour performances;
- Sponsored tours and events;
and
- Partnerships for seasonal
festivals.



Security and Safety

- Neighbourhood stewardship;
- Street patrols:
 - Ambassador programs;
 - Tourism info; and
 - Safe-walk.
- Communications:
 - RCMP;
 - Local municipal enforcement; and
 - Committees.



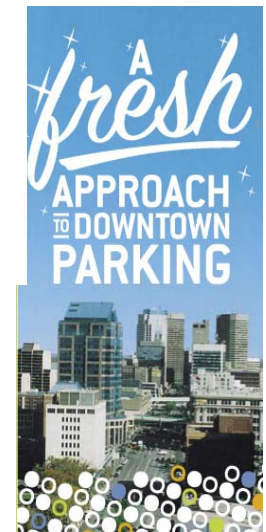
Beautification

- Decorative street/building lighting;
- Decorative banner program;
- Landscaping; and
- Maintenance:
 - Litter pick-up;
 - Power-washing program; and
 - Tree well replacement.



Advocacy

- Community outreach;
- Voice for neighbourhood businesses;
- Lobby municipal and territorial governments:
 - Collaborative funding;
 - Policy and Operations; and
 - Programs.



A Viable Financial Framework?

- Points for consideration by the neighbourhood:
 - What services/improvements are needed?
 - What BID levy is required for the requisition?
 - What is the cost to the property owners?
 - Can this be supported?
- Neighbourhood tax base defines revenue potential.
- Three Yellowknife neighbourhood scenarios.



Potential Yellowknife BIDs

- Old Town
- Old Airport Road
- Downtown



Old Town



Levy Amount		\$500,000	\$750,000	\$1,000,000
Commercial Only per \$1000 Assessment		\$35.11	\$52.66	\$70.22
Commercial/Residential per \$1,000 Assessment	Commercial	\$23.60	\$35.39	\$47.20
	Single Family Residential	\$12.89	\$19.34	\$25.78



Old Airport Road



Levy Amount		\$500,000	\$750,000	\$1,000,000
Commercial Only per \$1000 Assessment		\$4.62	\$6.93	\$9.24
Commercial/Residential per \$1,000 Assessment	Commercial	\$4.57	\$6.85	\$9.14
	Multi-family Residential	\$2.68	\$4.03	\$5.36



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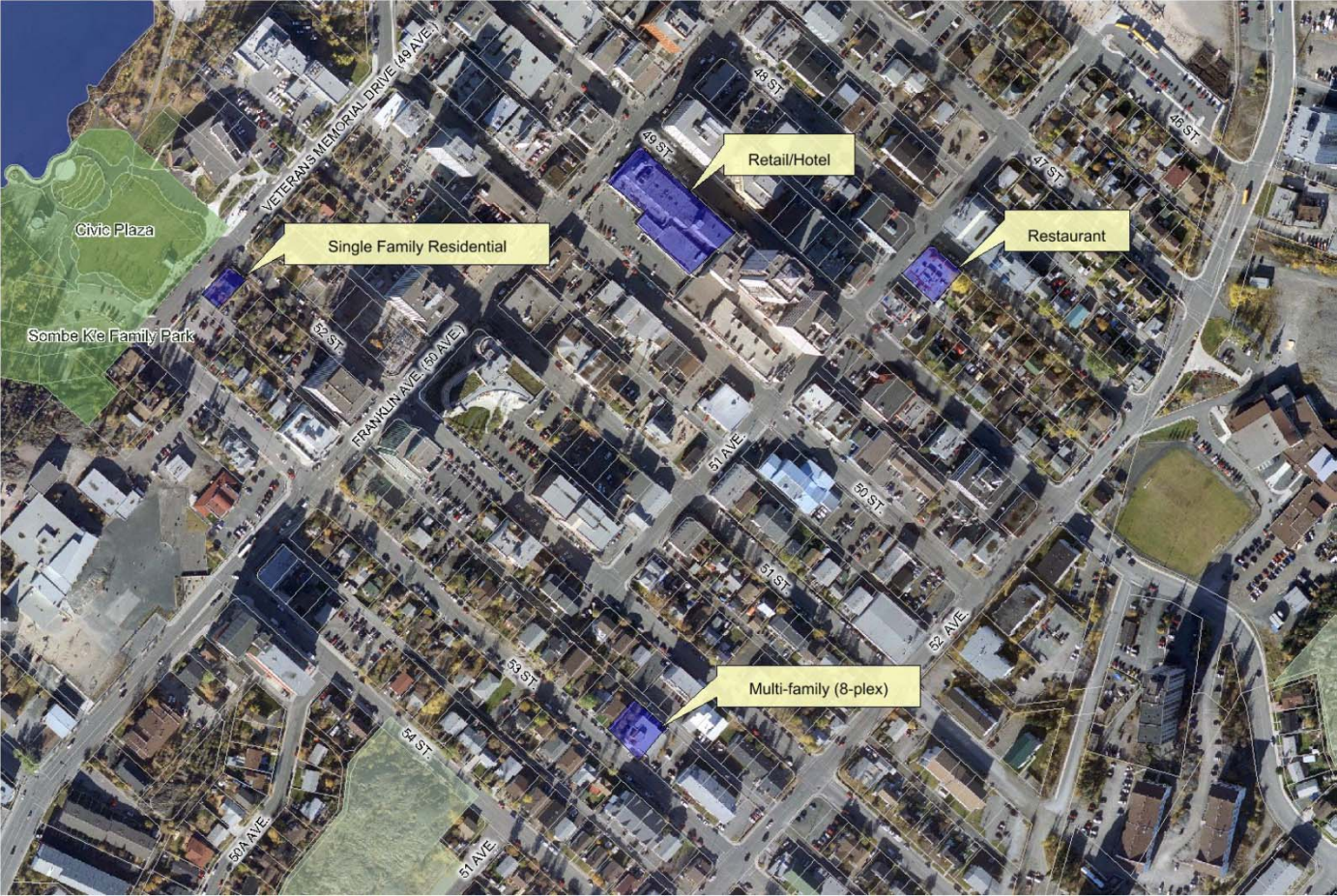
Downtown



Levy Amount – Commercial & Residential		\$500,000	\$750,000	\$1,000,000
Commercial Only per \$1000 Assessment		\$1.69	\$2.54	\$3.38
Commercial/Residential per \$1,000 Assessment	Commercial	\$1.42	\$2.13	\$2.84
	Single Family Residential	\$.78	\$1.16	\$1.56
	Multi-family Residential	\$.83	\$1.25	\$1.66



Downtown BID Levy Scenarios



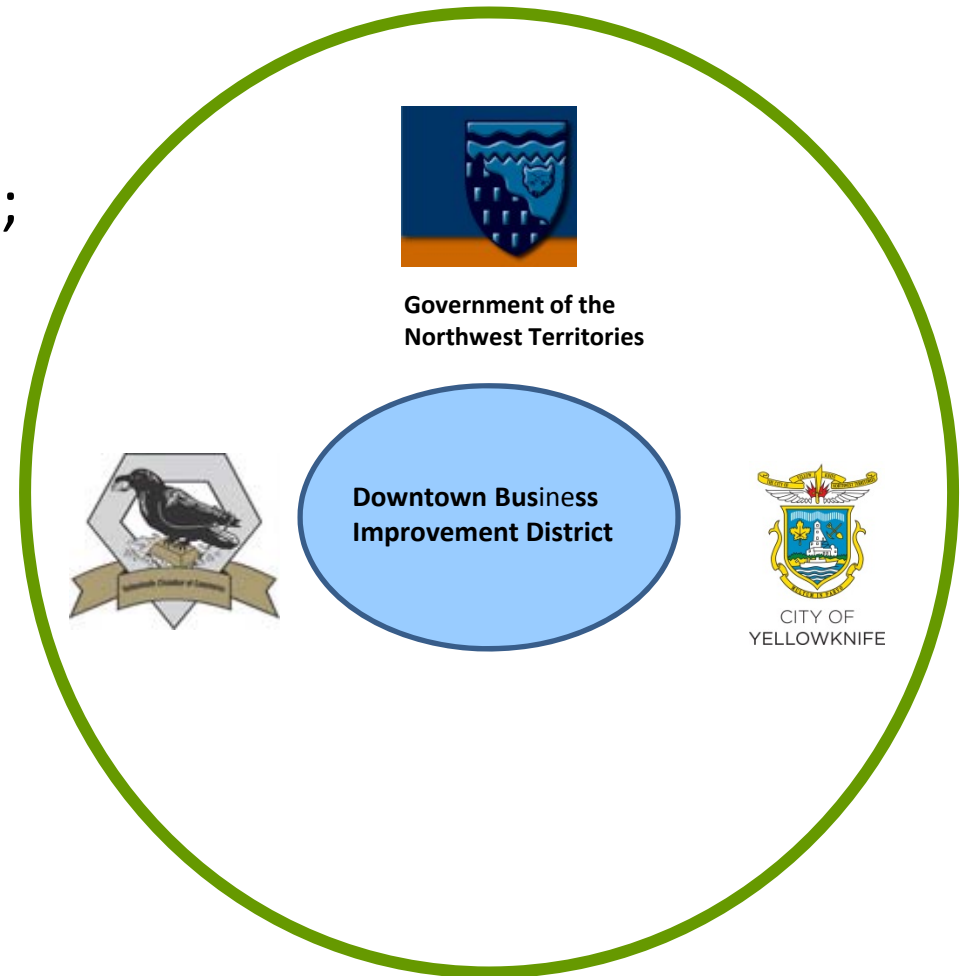
Downtown BID Scenario

Property	Assessment	2012 Taxes	Cost Per \$1000:	Bid Levy
			\$500K	
			\$750K	
			\$1,000K	
Centre Square Upper Mall	\$10,803,750	\$217,876	\$1.69 \$2.54 \$3.38	\$18,258 \$27,441 \$36,516
Boston Pizza	\$1,366,890	\$27,557	\$1.69 \$2.54 \$3.38	\$2,310 \$3,472 \$4,620
Single-family Residential	\$159, 860	\$2,097	\$.78 \$1.16 \$1.56	\$125 \$185 \$250
Barrier-free Housing on 53 rd St (8-plex)	\$1,320,710	\$18,173	\$.83 \$1.25 \$1.66	\$1,096 \$1,650 \$2192



Partnership Opportunities

- Identifying common interests;
- Strategic planning; and
- Leveraging resources:
 - Economic development;
 - Redevelopment and revitalization; and
 - Legislation.



Next Steps?



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Web Links

City of Saskatoon: www.onbroadway.ca; www.downtownsaskatoon.com;
www.riversdale.ca; www.sutherlandbid.ca

City of Regina: <http://www.reginadowntown.ca/>

City of Winnipeg: <http://www.downtownwinnipegbiz.com/>

City of Vancouver: <http://vancouver.ca/commsvcs/cityplans/bia/index.htm>

City of Ottawa: http://ottawa.ca/business/support/bia_en.html

City of Edmonton: <http://www.edmontondowntown.com/>

Province of British Columbia: <http://www.bia.bc.ca/>

City of Kingston: <http://www.downtownkingston.ca/>

City of Halifax: <http://www.downtownhalifax.ca/index.php>

British Columbia: www.bia.bc.ca



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