



# Staff Report to Council

1100 Patricia Blvd. | Prince George, BC, Canada, V2L 3V9 | [PrinceGeorge.ca](http://PrinceGeorge.ca)

**Date:** September 13, 2024

**To:** **Mayor and Council.**

**Name and title:** Ethan Anderson, Manager of Legislative Services/Corporate Officer

**Subject:** City of Prince George Downtown Business Improvement Area Bylaw No.9507, 2024

**Attachment(s):** Report dated May 14, 2024 from Manager of Legislative Services titled 'Process for Business Improvement Levy Bylaw Renewal.'  
Presentation by Downtown Prince George on June 24, 2024

## Recommendation(s):

That Council:

1. GIVES FIRST THREE READINGS to "City of Prince George Downtown Business Improvement Area Bylaw No.9507, 2024"
2. ESTABLISH the deadline of 5:00 p.m. on Tuesday, November 12, 2024 for receiving Petition Forms in opposition to Bylaw No. 9507, 2024 and
3. DIRECT the Corporate Officer to report the results of the Council Initiative Subject to Petition Against process, and if appropriate return the Bylaw No. 9507, 2024 for Council's consideration of final reading and adoption.

**Purpose:**  
For Council direction.

**Strategic Priorities:**  
This report supports Council's Priorities of City Government and Infrastructure and Effective Governance.

**Discussion:**

Council made the following resolution on May 27, 2024:

*That Council APPROVES the use of the process under section 213 of the Community Charter for the renewal of the Downtown Business Improvement Area Bylaw No. 8929, 2018, and authorizes administration to communicate the intent to use the section 213 process to the Prince George Downtown Business Improvement Association (Downtown Prince George).*

Previously submitted reports to Council have been attached for information.

Downtown Prince George provided details for their request in their June 24, 2024 annual presentation to Council. It is attached for information. The requests were incorporated into the bylaw such as a 10-year term, starting levy of \$368,962 with a 3% annual increase, and a maximum levy

cap of \$12,500 per property with a 3% annual increase. The area of the request is the same as the 2018 bylaw.

If Council chooses to provide three readings to this bylaw, staff will undertake the counter-petition style process for the defined area of Downtown Prince George. Staff will return to Council with the results of that counter-petition for Council's consideration of adoption of the bylaw.

If Council wishes to see any amendments to the terms of the bylaw, the most appropriate time to undertake those amendments would be before any readings of the bylaw are given by Council. Otherwise, the bylaw should remain unamended for adoption.

For clarity, Council is not under an obligation to provide adoption, even with a counter-petition that does not meet the necessary thresholds to defeat the process.

#### Financial considerations:

If approved, the counter-petition style process will result in minimal staff expenses to undertake. If successful and Council adopts the bylaw, taxation of the specified lots will take place as part of the annual property tax process and provided to Downtown Prince George.

#### Summary and conclusion:

The attached bylaw is provided to Council for consideration. If readings are provided, staff will undertake the counter-petition under s.213 of the Community Charter.

#### Respectfully submitted:

Ethan Anderson, Manager of Legislative Services/Corporate Officer

#### Approved:

Walter Babicz, City Manager

Meeting Date: 2024/10/07

**DATE:** May 14, 2024

**TO:** MAYOR AND COUNCIL

**NAME AND TITLE:** Ethan Anderson, Manager of Legislative Services/Corporate Officer

**SUBJECT:** Process for Business Improvement Levy Bylaw Renewal

**ATTACHMENT(S):** Appendix "A" – Committee of the Whole Report from May 8, 2024  
Appendix "B" – Downtown Prince George Powerpoint from May 8, 2024

**RECOMMENDATION(S):**

That Council APPROVES the use of the process under section 213 of the Community Charter for the renewal of the Downtown Business Improvement Area Bylaw No. 8929, 2018, and authorizes administration to communicate the intent to use the section 213 process to the Prince George Downtown Business Improvement Association (Downtown Prince George).

**PURPOSE:**

For council's consideration of the processes outlined under section 212 and section 213 of the Community Charter as it relates to the renewal of the Business Improvement Area Bylaw.

**BACKGROUND:**

Council adopted City of Prince George Downtown Business Improvement Area Bylaw No. 8929, 2018 on March 12, 2018. This bylaw expires March 31, 2025.

Downtown Prince George is requesting Council undertake a section 213 process in the renewal of the bylaw.

On May 8, 2024 Downtown Prince George presented to the Committee of the Whole regarding activities of Downtown Prince George and preferred process.

The Committee of the Whole made the following motion:

**Moved by Councillor Ramsay**  
**Seconded by Councillor Sampson**

*That the Committee of the Whole recommends that Council support the undertaking of the section 213 process for renewal of the Downtown Business Improvement Area.*

**Carried Unanimously**

If Council was to approve the use of the section 213 process, Downtown Prince George has indicated they will undertake engagement with relevant businesses and property owners during the summer months. Staff will plan to bring a bylaw for Council consideration in October of 2024.

**STRATEGIC PRIORITIES:**

This report supports Council's Priorities of City Government and Infrastructure and Effective Governance.

**FINANCIAL CONSIDERATIONS:**

If approved, the counter-petition style process will result in minimal staff expenses to undertake. If successful and Council adopts the bylaw, taxation of the specified lots will take place as part of the annual property tax process, and provided to Downtown Prince George.

**SUMMARY AND CONCLUSION:**

Council has two options available to them:

1. To approve the section 213 process that allows Downtown Prince George to undertake engagement of businesses with the understanding Council will consider a bylaw in October 2024.
2. To indicate to Downtown Prince George that Council is not considering a section 213 process. In this case, Downtown Prince George would have to undertake a section 212 process if they wish to establish a business improvement area with resulting taxing of specified properties.

**RESPECTFULLY SUBMITTED:**

Ethan Anderson, Manager of Legislative Services / Corporate Officer

**APPROVED:**

Walter Babicz, City Manager

Meeting Date: 2024-05-27

# COMMITTEE OF THE WHOLE STAFF REPORT TO COUNCIL

**DATE:** April 10, 2024

**TO:** COMMITTEE OF THE WHOLE

**NAME AND TITLE:** Ethan Anderson, Corporate Officer / Manager of Legislative Services

**SUBJECT:** Downtown Business Improvement Area Bylaw No. 8929, 2018

**ATTACHMENT(S):** Bylaw No. 8929, 2018

## RECOMMENDATION(S):

That the Committee of the Whole refers the report dated April 10, 2024 and titled, "Downtown Business Improvement Area Bylaw No. 8929, 2018" as well as the presentation provided by Downtown Prince George to Council for consideration and decision.

## PURPOSE:

The purpose of this report is to provide Council with information regarding the request from Downtown Prince George to renew the bylaw that establishes the Prince George Downtown Business Improvement Area. The current bylaw, City of Prince George Downtown Business Improvement Area Bylaw No. 8929, 2018, expires on March 31, 2025.

The bylaw renewal can be conducted through one of two ways:

- a local area service on Council initiative subject to petition against process as per S.213 of the Community Charter; or
- a local area service on petition as per S.212 of the Community Charter.

## BACKGROUND:

A Business Improvement Area (BIA) is an area designated by municipal Council in which businesses and property owners can finance marketing, promotional and revitalization programs for the area. Annual BIA budgets are funded through a local improvement tax on commercial properties within the designated BIA boundaries. A BIA must be established through a local area service bylaw. The bylaw establishes a method and geographic area for collection of a BIA levy through the property tax system. The levy is then provided to the BIA association to administer promotional and marketing projects.

A local area service bylaw for a BIA is obtained through one of two options as provided in the *Community Charter*: i) Petition for local area service; and, ii) Local area service on council initiative subject to petition against.

## S.212 Process

If Council requests DPG undertake the s.212 method (petition for local area service), DPG will be required to undertake a petition of the specified area (current area can be seen on Attachment A), having owners of parcels sign the petition that represent at least:

- 50% of the parcels subject to the local service tax
- 50% of the assessed value of the land and improvements subject to the local service tax.

This option is not likely to be favourable to DPG due to the limitations of the ability to contact owners of each parcel.

### **S.213 Process**

The steps involved in a s.213 Council-initiative counter petition process, following first three readings of proposed Bylaw are as follows:

- Notice must be given in accordance with Section 94 of the *Community Charter* and to the owners of the parcels that would be subject to the local service tax. The notification is dictated by the City of Prince George Public Notice Bylaw No. 9329, 2022. The notice will include a description of the service in general terms, the boundaries of the local area service, an estimate of the costs of the service, and indicates that Council may proceed with establishing the service unless a petition against the service is presented within 30 days after notice has been given.
- The Corporate Officer mails the notice to the applicable addresses as set out in the last revised assessment roll.
- Council may proceed with the local area service in accordance with the notice unless it receives a sufficient petition against the service within 30 days after the publication of notice. Sufficient petition against includes at least 50% of the owners of the parcels within the local area service area, and at least 50% of the assessed value of land and improvements that would be subject to the local service tax.
- If sufficient petition against is received, Council is unable to propose the same service on its own initiative within a period of one year after the presentation of the petition.

The following tables outlines the dates that would align with the regulations of the *Community Charter* noted above if Council wished to undertake the S.213 process:

<b>Date</b>	<b>Event</b>
Wednesday, May 8, 2024	Mayor & Council (Committee of the Whole Meeting)
May 27, 2024	Report to request direction from Council
Monday, October 7, 2024	Staff Report to Council & Proposed Bylaw for First 3 Readings
Friday, October 11, 2024	Notice and Letters mailed to Property Owners
Saturday, October 12, 2024	30-day period begins for Owners to Petition Against the Bylaw
Tuesday, November 12, 2024	30-day period ends for Owners to Petition Against the Bylaw

Monday, December 2, 2024	Certified Results of the Petition are presented to Council and Decision on Final Reading of Bylaw
Monday, March 31, 2025	Current Levy Bylaw #8929 Expires

A report will be provided to Council on May 27<sup>th</sup>, 2024 to request whether the Council wishes to request DPG undertake a S.212 process, or if Council wishes to initiate the process under S.213.

**STRATEGIC PRIORITIES:**

- Market Prince George as a place to invest, live, and visit.
  - Promote presence and use of local assets and amenities in a way that aligns with growth goals.
- Build a strong, resilient, and diverse economy for Prince George.
  - Identify and support the development of catalysts that enable and expedite the diversification of the economy.

**SUMMARY AND CONCLUSION:**

This report provides Council with information and the procedure necessary to facilitate the renewal of City of Prince George Downtown Business Improvement Area Bylaw through a local area service on Council initiative subject to petition against process.

**RESPECTFULLY SUBMITTED:**

Ethan Anderson, Corporate Officer / Manager of Legislative Services

**APPROVED BY:**

Walter Babicz, City Manager

**MEETING DATE:** May 8, 2024

**CITY OF PRINCE GEORGE**  
**BYLAW NO. 8929**

**A Bylaw of the City of Prince George to establish a Business Improvement Area.**

**WHEREAS** Sections 210, 211 and 215 of the *Community Charter* provides Council with the authority to designate, by bylaw, a business improvement area;

**AND WHEREAS** Council may levy and impose within such business improvement area a local service tax on land and improvements that are classified as Class 5 [*light industry*] or 6 [*business and other*] property class under the *Prescribed Classes of Property Regulation* (B.C. Reg. 438/81);

**AND WHEREAS** Council intends to grant the monies raised by such local service tax to the Prince George Downtown Business Improvement Association for the purposes of a business promotion scheme as defined in Section 215 of the *Community Charter*;

**AND WHEREAS** the Prince George Downtown Business Improvement Association has requested that Council proceed to establish a business improvement area for a seven (7) year term as set out in this Bylaw, on Council's own initiative - subject to petition against, pursuant to Section 213 of the *Community Charter*;

**AND WHEREAS** notice of the intention to establish the business improvement area has been given in accordance with the provisions of the *Community Charter*;

**NOW THEREFORE** the Council of the City of Prince George, in open meeting assembled, **ENACTS AS FOLLOWS:**

**1. INTERPRETATION**

1.1 In this bylaw:

- (a) "Association" means the Prince George Downtown Business Improvement Association, a society incorporated pursuant to the *Society Act* under incorporation number S40023;
- (b) "Business Promotion Scheme" as referred to in Section 215(1) of the *Community Charter*, means:
  - (i) carrying out studies or making reports respecting an area within the Downtown Business Improvement Area;
  - (ii) the improvement, beautification or maintenance of streets, sidewalks or municipally owned land, buildings or structures in the Downtown Business Improvement Area;
  - (iii) the conservation of heritage property in the Downtown Business Improvement Area; and
  - (iv) the encouragement of business in the Downtown Business Improvement Area;
- (c) "Council" means the municipal council of the City of Prince George;



- (d) "Downtown Business Improvement Area" means that area of the City of Prince George designated by section 2.1 of this Bylaw as a business improvement area;
- (e) "Proportional Share" means the amount equal to a Taxable Property's total net taxable value appearing on the assessment roll, divided by the sum total net taxable value of all Taxable Property within the Downtown Business Improvement Area, multiplied by the total amount granted to the Association for the applicable year;
- (f) "Taxable Property" means land or improvements, or both, that are listed in the assessment roll, classified as Class 5 [*light industry*] or 6 [*business and other*] property class under the Prescribed Classes of Property Regulation (B.C. Reg. 438/81), and that are not exempt from paying municipal property taxes under the *Community Charter*.

1.2 Unless otherwise defined herein, all phrases in this Bylaw shall have the meaning given to them in the *Community Charter* and the *Local Government Act*.

## 2. DESIGNATION OF BUSINESS IMPROVEMENT AREA

2.1 Council hereby designates the area outlined by a dashed line and described as "Downtown Prince George Business Improvement Area Boundary" on Appendix "A" attached to, and forming part of, this Bylaw, as a business improvement area for a term commencing on April 1, 2018, and ending on March 31, 2025.

## 3. GRANT TO ASSOCIATION

3.1 Council hereby establishes a business improvement area service in respect of the Downtown Business Improvement Area.

3.2 Subject to the terms and conditions of this Bylaw, Council hereby approves a grant to the Association as follows:

- (a) a grant not to exceed \$300,000 in respect of the first year of the term (April 1, 2018 to March 31, 2019);
- (b) a grant not to exceed \$309,000 in respect of the second year of the term (April 1, 2019 to March 31, 2020);
- (c) a grant not to exceed \$318,270 in respect of the third year of the term (April 1, 2020 to March 31, 2021);
- (d) a grant not to exceed \$327,818 in respect of the fourth year of the term (April 1, 2021 to March 31, 2022);
- (e) a grant not to exceed \$337,653 in respect of the fifth year of the term (April 1, 2022 to March 31, 2023);
- (g) a grant not to exceed \$347,782 in respect of the sixth year of the term (April 1, 2023 to March 31, 2024); and
- (h) a grant not to exceed \$358,216 in respect of the seventh year of the term (April 1, 2024 to March 31, 2025).

3.3 All money granted to the Association must be expended only by the Association for the sole purpose of its Business Promotion Scheme in accordance with the conditions and limitations set out in this Bylaw.

3.4 Money granted under this Bylaw shall be paid to the Association on or before August 1<sup>st</sup> in each year during the term that this Bylaw is in effect.

#### 4. LOCAL SERVICE TAX

4.1 The full amount of all grants paid to the Association under this Bylaw shall be recovered by means of a local service tax imposed on the owners of Taxable Property within the Downtown Business Improvement Area.

4.2 Each Taxable Property within the Downtown Business Improvement Area shall be taxed annually for its Proportional Share of the amount granted to the Association for the applicable year, up to a maximum annual tax of \$12,500.

4.3 If the Proportional Share of any Taxable Property within the Downtown Business Improvement Area is calculated to be greater than \$12,500, then the amount exceeding \$12,500 shall be allocated proportionally between the owners of the remaining Taxable Properties within the Downtown Business Improvement Area and shall be recovered from such owners accordingly.

#### 5. BUDGET, ACCOUNTING AND AUDITED FINANCIAL STATEMENTS

5.1 As a condition of the Association receiving a grant under this Bylaw, the Association must:

- (a) appoint an auditor having the qualifications set out in section 169(2) of the *Community Charter* to audit the accounts and transactions of the Association in each year during the period that this Bylaw is in effect;
- (b) cause its auditor to perform an examination that enables the auditor to prepare audited financial statements of the Association and report to Council in the manner set forth in section 171(2) of the *Community Charter*, and the Association shall provide its auditor the right to access all the Association's records for such purpose;
- (c) by June 30<sup>th</sup> in each year from 2018 to 2025 inclusive, submit to Council the Association's audited financial statements for the previous financial year end of the Association, including: the auditor's report; the notes thereto and supporting schedules, consisting of statements of income and retained earnings and cash flow; a balance sheet; and other related statements and information that may be required in accordance with Canadian generally accepted accounting principles applied on a basis consistent with that of the previous year; and
- (d) by June 30<sup>th</sup> in each year from 2018 to 2025 inclusive, submit to Council for approval, a budget for the purpose of the Business Promotion Scheme based on a fiscal year commencing January 1<sup>st</sup>, which contains sufficient detailed information to describe all anticipated expenses and revenues of the Association.

## **6. INSURANCE**

- 6.1 The Association shall provide and maintain Comprehensive General Liability Insurance acceptable to the City of Prince George and subject to the limits of not less than FIVE MILLION DOLLARS (\$5,000,000.00) inclusive per occurrence for bodily injury, death, and damage to property including loss of use thereof. The insurance shall cover anyone employed directly or indirectly by the Association, any volunteers acting on behalf of the Association, as well as any contractor or subcontractor hired by the Association.
- 6.2 The City of Prince George shall be added as an additional named insured under the Association's Comprehensive General Liability Insurance policy.
- 6.3 The Association's Comprehensive General Liability Insurance policy shall contain an endorsement to provide the City of Prince George with 30 days prior written notice of change or cancellation of the policy. Any such prior notice shall be addressed to the Corporate Officer of the City of Prince George.
- 6.4 The Association shall provide the City of Prince George with a Certificate of Insurance for its Comprehensive General Liability Insurance policy each year as a condition of the City paying any money to the Association pursuant to this Bylaw.

## **7. EFFECTIVE DATE AND TERM**

- 7.1 This Bylaw shall come into full force and effect on April 1, 2018, and shall cease to have effect at midnight on March 31, 2025.

## **8. TITLE**

- 8.1 This Bylaw may be cited as the "City of Prince George Downtown Business Improvement Area Bylaw No. 8929, 2018".

READ A FIRST TIME THIS 22<sup>nd</sup> DAY OF JANUARY , 2018.

READ A SECOND TIME THIS 22<sup>nd</sup> DAY OF JANUARY , 2018.

READ A THIRD TIME THIS 22<sup>nd</sup> DAY OF JANUARY , 2018.

All three readings passed by a UNANIMOUS decision of members of Council present and eligible to vote.

Certified correct as passed Third Reading, this 24<sup>th</sup> day of January , 2018.

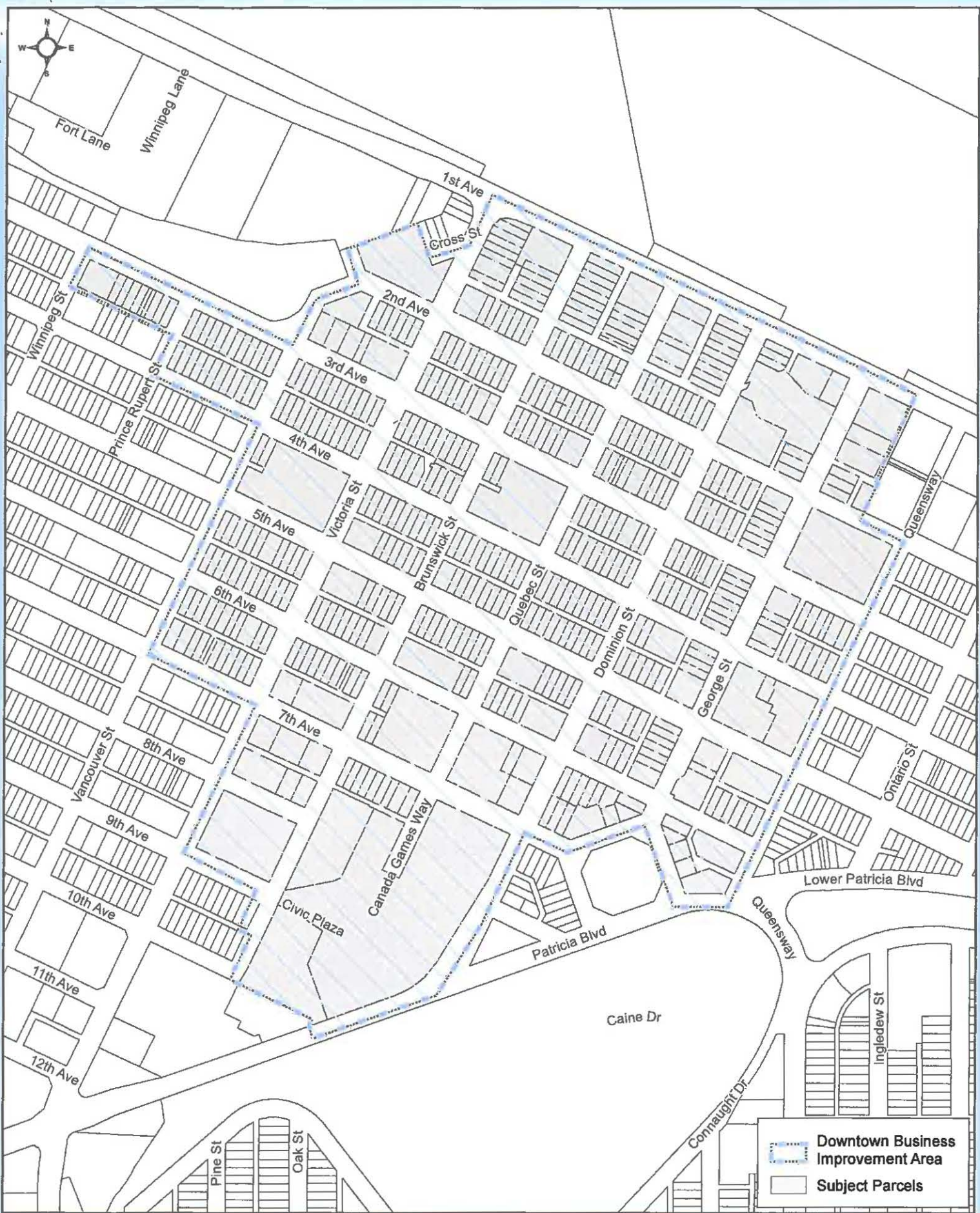
W. S. Q.  
CORPORATE OFFICER OF  
THE CITY OF PRINCE GEORGE


ADOPTED THIS 12<sup>th</sup>  
BY A UNANIMOUS  
PRESENT AND ELIGIBLE TO VOTE.


DAY OF MARCH , 2018,  
DECISION OF ALL MEMBERS OF CITY COUNCIL

[Signature]  
MAYOR

W. S. Q.  
CORPORATE OFFICER



 Downtown Business Improvement Area

 Subject Parcels



Coordinate System: NAD 1983 UTM Zone 10N  
 Projection: Transverse Mercator  
 Datum: North American 1983

1:5500

**Appendix "A" to Bylaw No. 8929, 2018**



**CITY OF PRINCE GEORGE**

# COMMITTEE OF THE WHOLE MEETING

City of Prince George Council

**MAY 8, 2024**

DOWNTOWN  
PRINCE  
GEORGE



# OUR TEAM

## **PRESIDENT:**

Eoin Foley (Betulla, Birch & Boar, Nancy O's)

## **VICE PRESIDENT:**

Reverend Dr. Bob Fillier (Knox Performance Centre & Trinity United Church)

## **TREASURER:**

Derek Dougherty (MNP)

## **SECRETARY:**

Valerie Eberherr (Property Owner Representative)

## **DIRECTORS:**

Kirk Gable (Property Owner Representative)

John Kason (Fieldhouse Capital Management)

Martin Krell (Dominion Lending & PG Farmers' Market)

Darren Low (City Furniture & Ashley Furniture)

Tiffany Cranmer (Ramada Prince George)

Shonda Shaw (Property Owner Representative)

Allan Stroet (Lheidli T'enneh)

## **STAFF:**

Executive Director (FT): Colleen Van Mook

Events & Promotions Coordinator (PT): Wendy Pollard

Special Projects Coordinator (PT): Teresa Mcfadyen

# ABOUT US

## **OUR VISION:**

To have a vibrant and thriving downtown in Prince George that is at the heart of the community.

## **OUR MISSION:**

To improve and promote Prince George's downtown through collaboration, partnership, and advocacy efforts for the ongoing vitality of Downtown PG members.

## **STRATEGIC GOALS:**

To attract and retain members who are property and business owners.

To increase funding that will continue to support and grow programs and services.

To assist property and business owners to be successful and to thrive in our downtown.

To create positive experiences for all who live, work, play & visit downtown.



# DOWNTOWN C1 ZONE Map



# ESTABLISHING A LEVY BYLAW FOR A BUSINESS IMPROVEMENT AREA

**The BC Community Charter provides opportunity for establishing a BIA Levy as a Local Services Tax**

## **Section 210 Authority for Local Area Services**

- A local area service is a municipal service that is to be paid for in whole or in part by a local services tax.
- A Business Improvement Area can be provided under section 215.

## **Section 215 Business Improvement Area**

- A council may grant money to an organization that's purpose is to implement a business promotions scheme.

# OUR LEVY BYLAW HISTORY

## **Prince George Downtown Business Improvement Association**

- i. Non-Profit Society was established in 1999 – celebrating 25 years on June 10, 2024
- ii. Operating under the Community Charter as a Business Improvement Area with a series of established Bylaws (#7074, #7531, #8263, #8492, #8929) for the collection of a Levy Tax from property owners in designated area.

## **Current Bylaw # 8929 – A Bylaw of the City of Prince George to establish a Business Improvement Area**

- i. Established on April 1, 2018, for 7 years
- ii. Expires March 31, 2025
- iii. C1 Downtown Boundary – Designated boundary

# OUR LEVY BYLAW RENEWAL PROCESS

## Bylaw Renewal Process under a Council Initiative

- Requires a public notice and a notice to each of the owners of each property located within the proposed local service area.
- Must be signed by the owners of at least 50% of the parcels that would be subject to the local area tax.
- Persons signing must be the owners of parcels that in total represent at least 50% of the assessed value of land and improvements that would be subject to the local service tax.

## In 2018

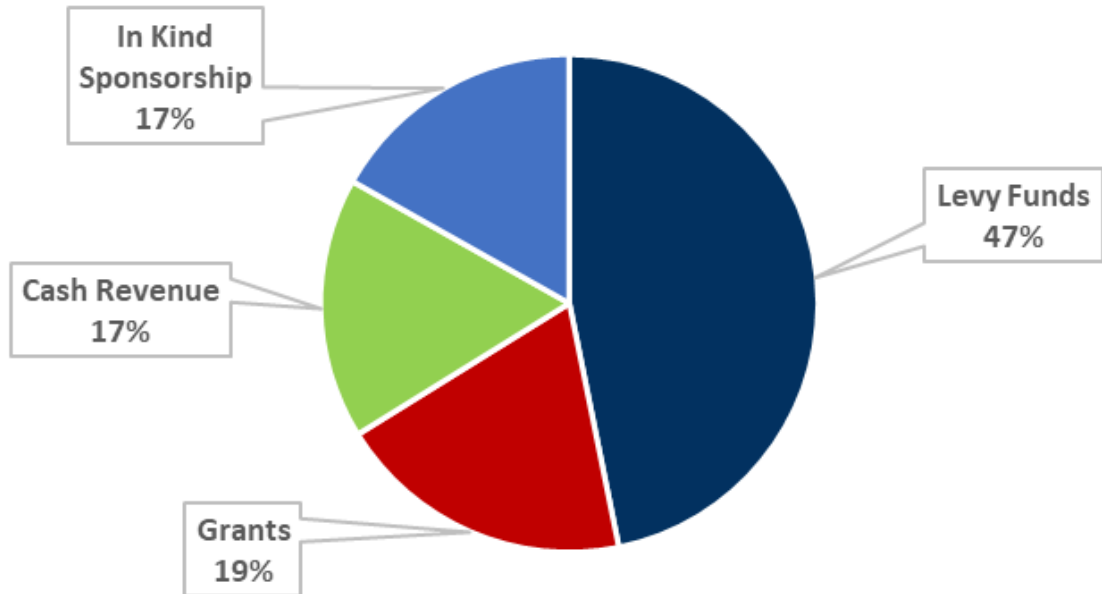
- The number of parcels subject to the local area tax proposed was 245.
- The total assessed value of land and improvements of parcels was \$233,692,100.00.
- Valid petitions received represented only 17.55% of the parcels and 11.99% of the assessed value of the land and improvements.

## In 2023

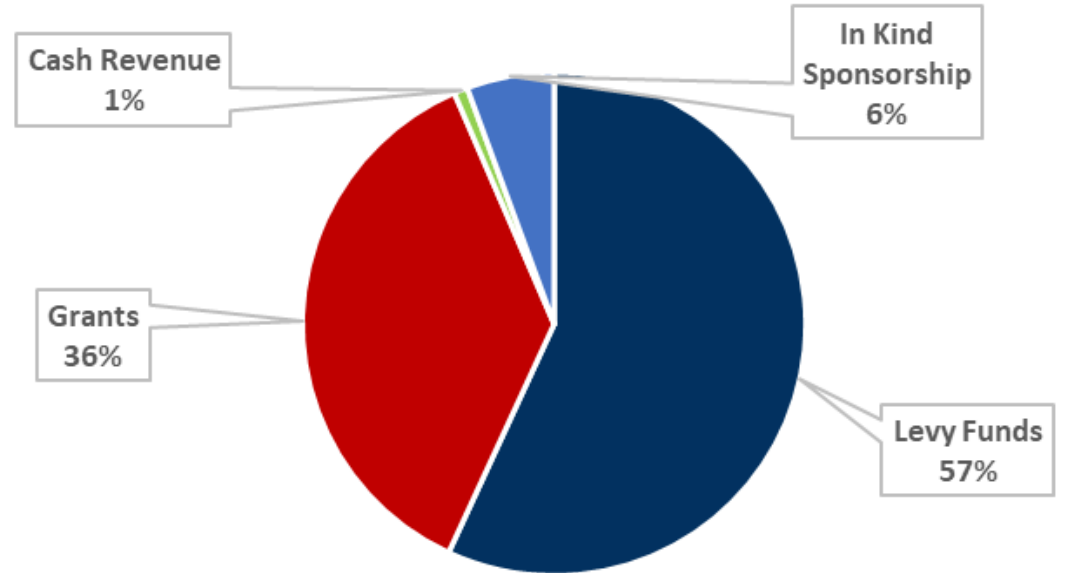
- The estimated number of parcels subject to the local area tax would be 242.
- The estimated total assessed value of the land and improvements of parcels is \$326,085,777.00.

# 2019 VS 2023 REVENUE

## 2019 REVENUE STREAMS

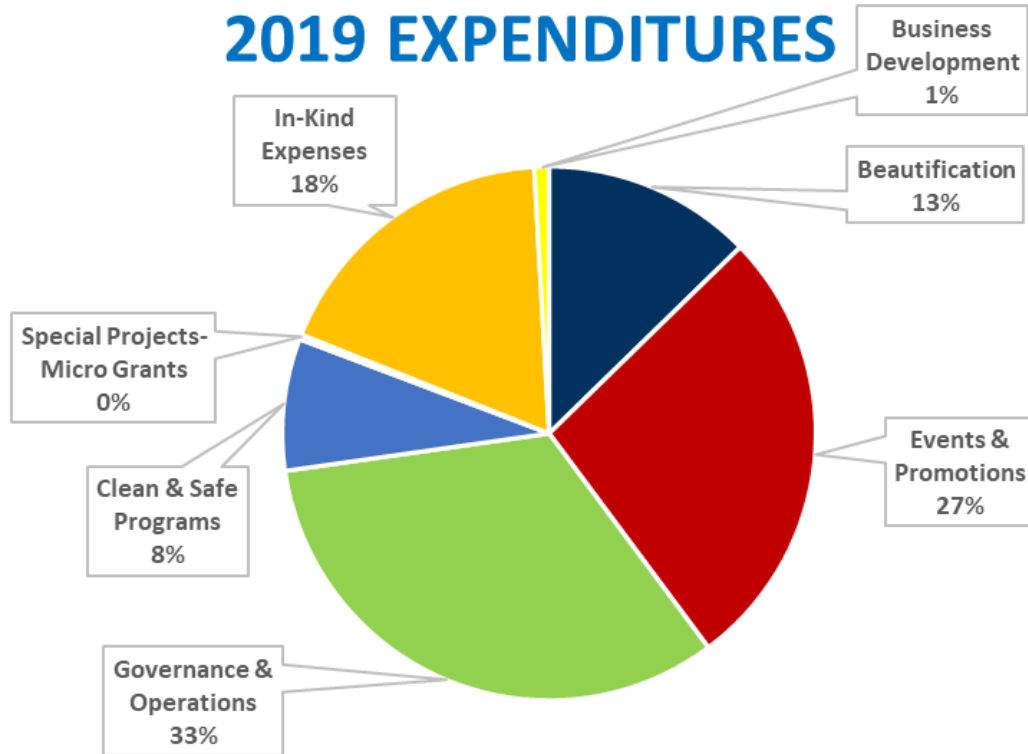


## 2023 REVENUE STREAMS

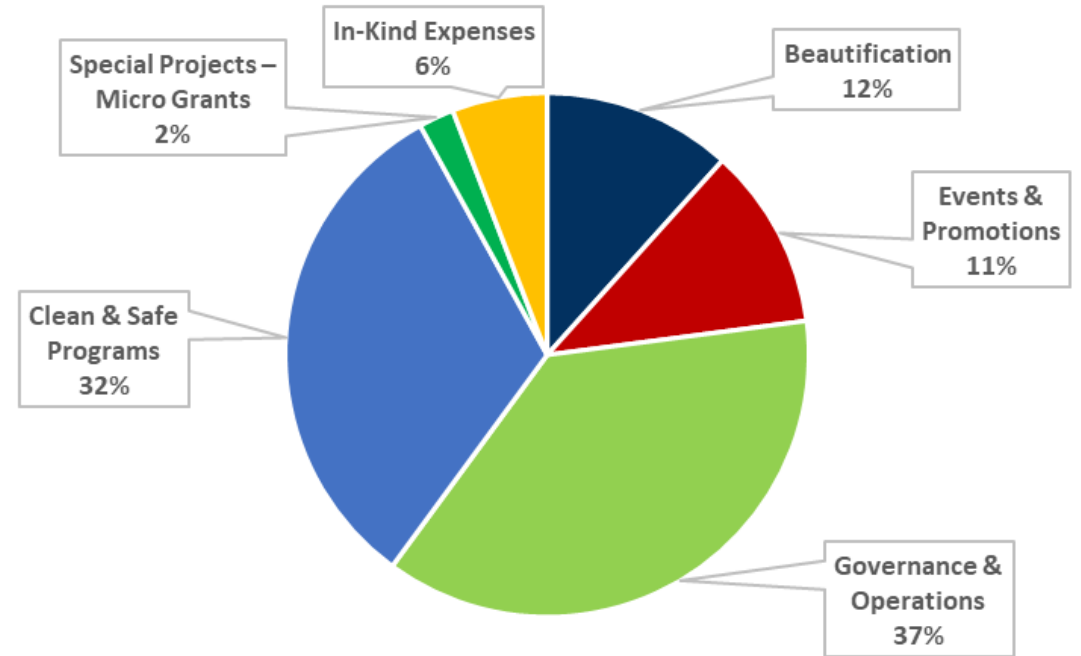


# 2019 VS 2023 EXPENDITURES

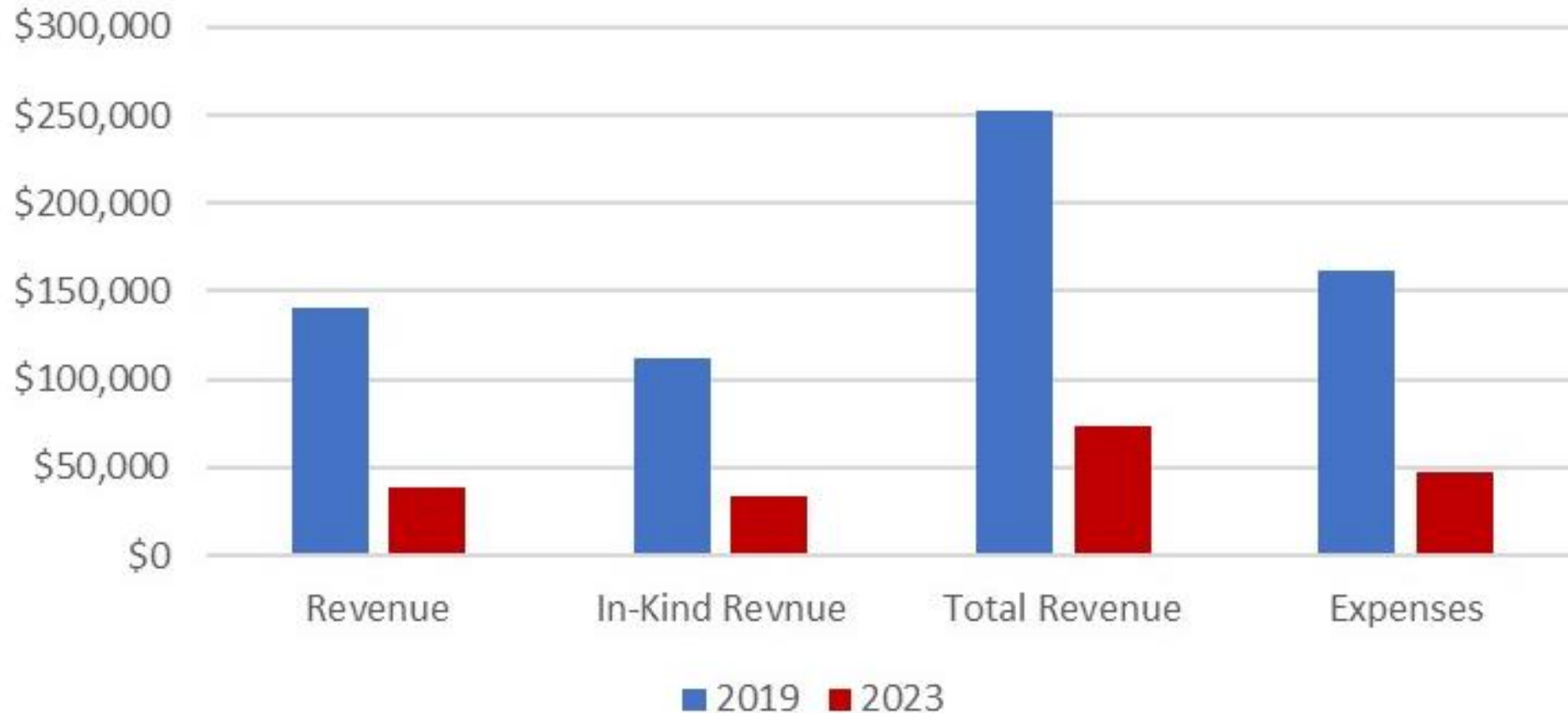
## 2019 EXPENDITURES



## 2023 EXPENDITURES



# 2019 VS 2023 EVENTS



# CLEAN & SAFE PROGRAM 2016-2023

	PG BIG	DART	ACME	GRAFFITI	TOTAL OTHER SERVICES	GRAND TOTAL ANNUAL Clean & Safe
<b>2016</b>	\$26,420.00			\$10,000.00	\$10,000.00	<b>\$46,420.00</b>
<b>2017</b>	\$27,200.00				\$0.00	<b>\$27,200.00</b>
<b>2018</b>	\$43,210.00				\$0.00	<b>\$43,210.00</b>
<b>2019</b>	\$49,190.00				\$0.00	<b>\$49,190.00</b>
<b>2020</b>	\$73,642.00	\$7,000.00			\$7,000.00	<b>\$80,642.00</b>
<b>2021</b>	\$59,415.00	\$39,500.00	\$25,000.00	\$1,800.00	\$66,300.00	<b>\$127,515.00</b>
<b>2022</b>	\$84,238.00	\$62,582.00	\$49,008.00	\$2,425.00	\$114,015.00	<b>\$200,678.00</b>
<b>2023</b>	\$85,183.00	\$61,908.00	\$38,067.00	\$536.00	\$100,511.00	<b>\$186,230.00</b>



# 2023 Downtown Clean Team by the Numbers



**8383**  
**NEEDLES**



**4743**  
**BIOHAZARDS**



**5140**  
**GARBAGE BAGS**



**112**  
**SHOPPING CARTS**



**162**  
**PALLETS**

# OUR ASK

“THAT Council APPROVE the bylaw renewal for Downtown Prince George using a Local Area Service on Council Initiative Subject to Petition Against process.”

OCTOBER 2024	NOVEMBER 2024	DECEMBER 2024	MARCH 31, 2025
<ul style="list-style-type: none"> <li>• Notice to be mailed out to Property Owners</li> <li>• 30-Day Period for Owners to Petition Against the Bylaw begins.</li> </ul>	<ul style="list-style-type: none"> <li>• 30-Day Notice for Property Owners to Petition Against the Bylaw ends.</li> </ul>	<ul style="list-style-type: none"> <li>• Certified Results of the Petition are presented to Council.</li> <li>• If petitions are insufficient to prevent the establishment of the BIA - Council will be asked to make a decision on the Final Reading of the Levy Bylaw</li> </ul>	<ul style="list-style-type: none"> <li>• The current LEVY BYLAW #8929 expires</li> </ul>



**THANK YOU!**  
**QUESTIONS?**





**YEARS SUPPORTING DOWNTOWN**  
**DOWNTOWN 1999-2024**  
**PRINCE GEORGE**

# **DOWNTOWN PRINCE GEORGE**

**BUSINESS IMPROVEMENT ASSOCIATION**

**Council Presentation – June 24, 2024**

# OUR TEAM

## **PRESIDENT:**

Eoin Foley (Betulla, Birch & Boar, Nancy O's)

## **VICE PRESIDENT:**

Reverend Dr. Bob Fillier (Knox Performance Centre & Trinity United Church)

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# ABOUT US

## **OUR VISION:**

To have a vibrant and thriving downtown in Prince George that is at the heart of the community.

## **OUR MISSION:**

To improve and promote Prince George's downtown through collaboration, partnership, and advocacy efforts for the ongoing vitality of Downtown PG members.

## **STRATEGIC GOALS:**

To attract and retain members who are property and business owners.

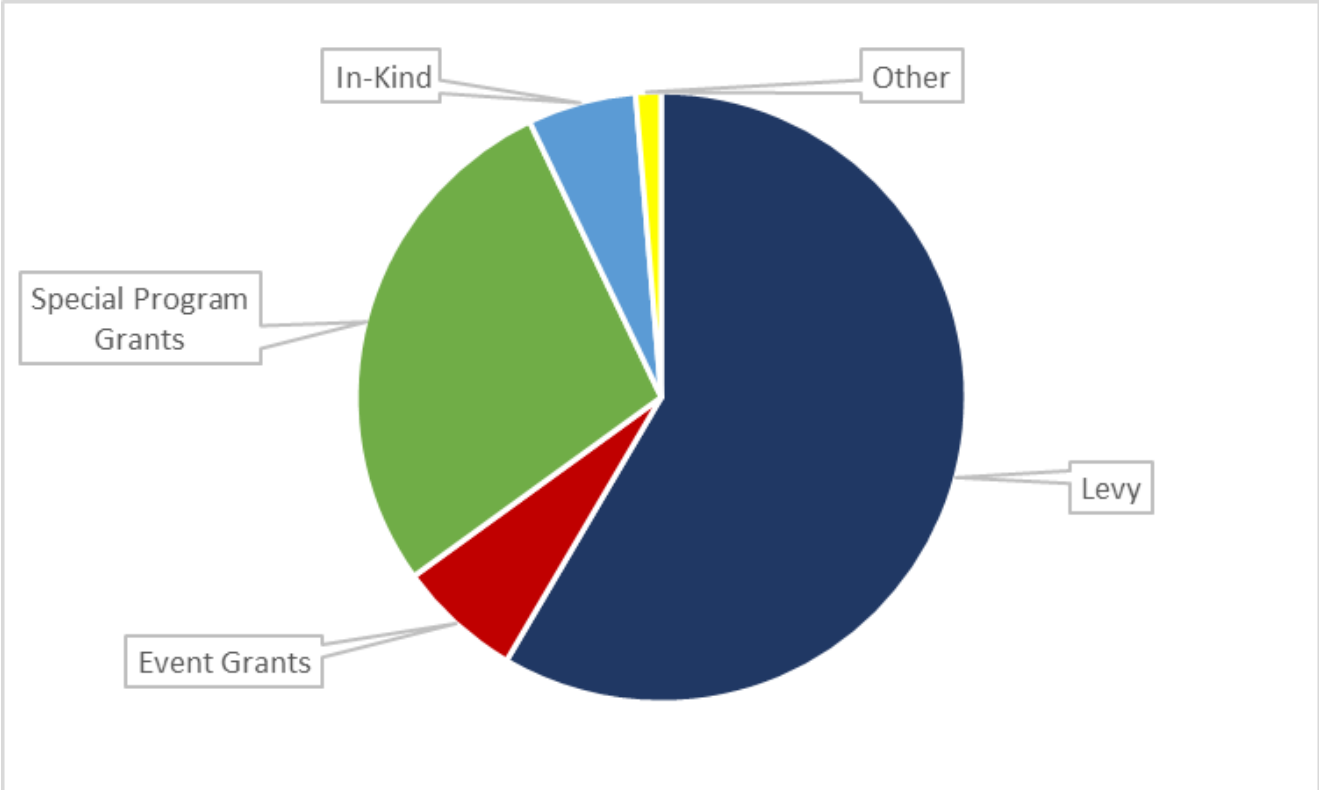
To increase funding that will continue to support and grow programs and services.

To assist property and business owners to be successful and to thrive in our downtown.

To create positive experiences for all who live, work, play & visit downtown.



# 2023 REVENUE



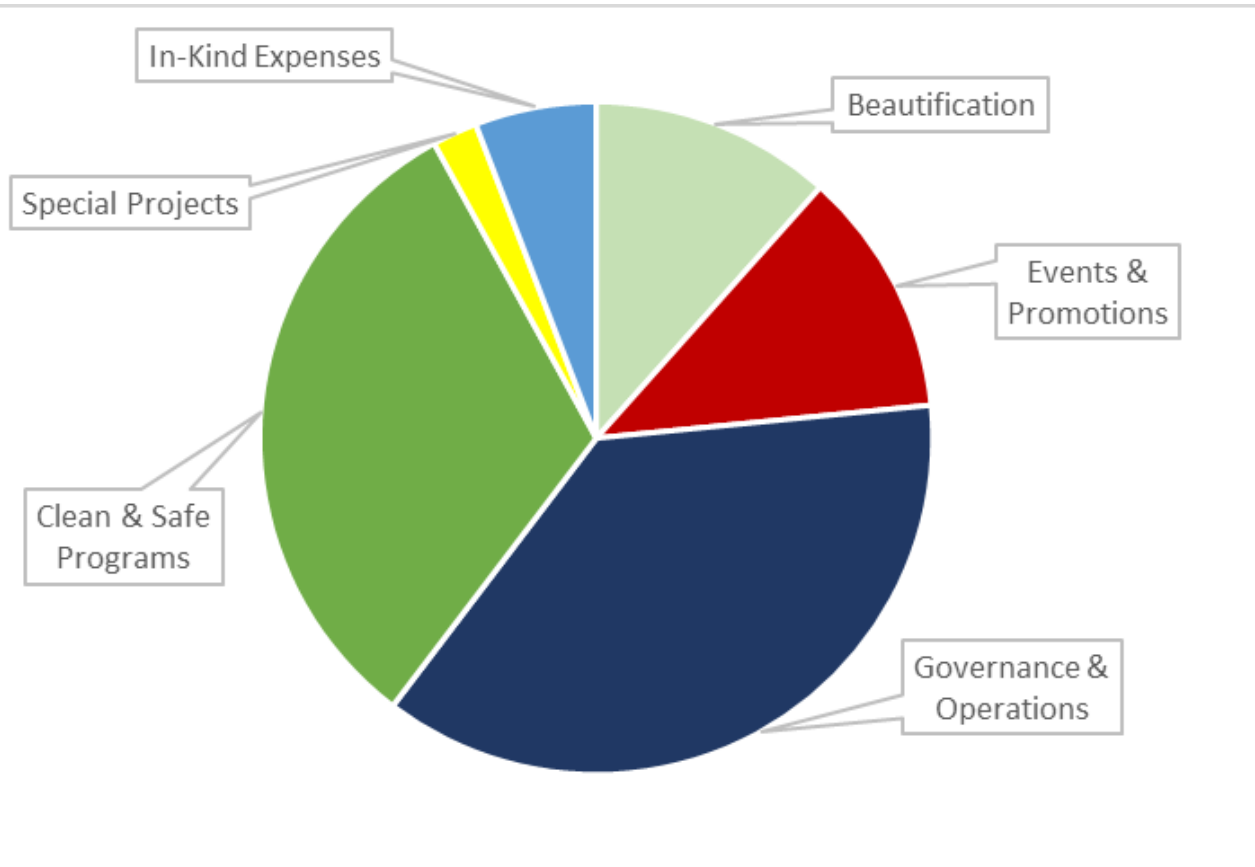
**\$594,905**

Levy	58%	\$347,782
Event Grants	7%	\$39,143
Special Program Grants	28%	\$165,762
In-Kind	6%	\$34,227
Other	1%	\$7,991

For every \$1 paid by Property Owners - DPG leveraged an additional .75 cents towards programs & services.

# 2023 EXPENDITURES

**\$586,574**



<b>Beautification</b>	<b>12%</b>	<b>\$68,000</b>
<b>Events &amp; Promotions</b>	<b>12%</b>	<b>\$69,448</b>
<b>Governance &amp; Operations</b>	<b>37%</b>	<b>\$216,502</b>
<b>Clean &amp; Safe Programs</b>	<b>32%</b>	<b>\$185,694</b>
<b>Special Projects</b>	<b>2%</b>	<b>\$12,703</b>
<b>In-Kind Expenses</b>	<b>6%</b>	<b>\$34,227</b>



# CLEAN & SAFE PROGRAM 2016-2023

	PG BIG		DART	ACME	GRAFFITI		TOTAL OTHER SERVICES	GRAND TOTAL ANNUAL Clean & Safe
<b>2016</b>	\$26,420.00				\$10,000.00		\$10,000.00	<b>\$46,420.00</b>
<b>2017</b>	\$27,200.00						\$0.00	<b>\$27,200.00</b>
<b>2018</b>	\$43,210.00						\$0.00	<b>\$43,210.00</b>
<b>2019</b>	\$49,190.00						\$0.00	<b>\$49,190.00</b>
<b>2020</b>	\$73,642.00		\$7,000.00				\$7,000.00	<b>\$80,642.00</b>
<b>2021</b>	\$59,415.00		\$39,500.00	\$25,000.00	\$1,800.00		\$66,300.00	<b>\$127,515.00</b>
<b>2022</b>	\$84,238.00		\$62,582.00	\$49,008.00	\$2,425.00		\$114,015.00	<b>\$200,678.00</b>
<b>2023</b>	\$85,183.00		\$61,908.00	\$38,067.00	\$536.00		\$100,511.00	<b>\$186,230.00</b>
<b>OVERALL</b>	<b>\$448,498.00</b>		<b>\$170,990.00</b>	<b>\$112,075.00</b>	<b>\$14,761.00</b>		<b>\$297,826.00</b>	<b>\$761,085.00</b>

# 2023 DOWNTOWN CLEAN TEAM BY THE NUMBERS



**8383**  
**NEEDLES**



**4743**  
**BIOHAZARDS**



**5140**  
**GARBAGE BAGS**



**112**  
**SHOPPING CARTS**



**162**  
**PALLETS**

# CLEAN & SAFE PROGRAMS – 2023 vs 2024

DOWNTOWN PG - Clean & Safe Programs					
	Needles			Biohazards	
	2023 TOTALS	2024 TOTALS		2023 TOTALS	2024 TOTALS
January	555	538		313	539
February	615	577		275	540
March	579	470		405	505
April	770	535		241	498
May	791	627		190	478
<b>TOTALS TO DATE:</b>	<b>3310</b>	<b>2747</b>		<b>1424</b>	<b>2560</b>

# DOWNTOWN ANNUAL EVENTS



Come Celebrate Winter!  
**FEBRUARY**



Summer Fun for Everyone!  
**JULY**



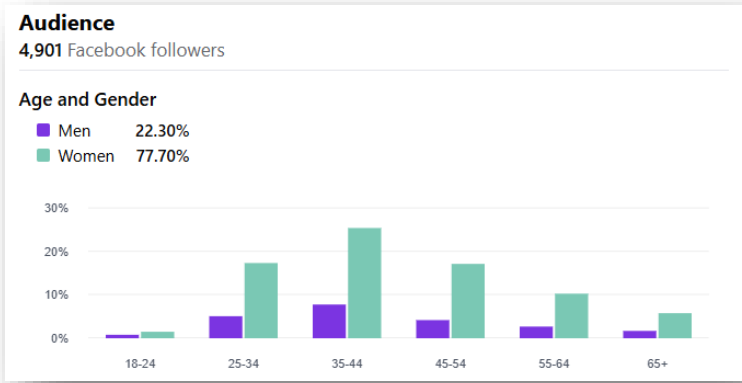
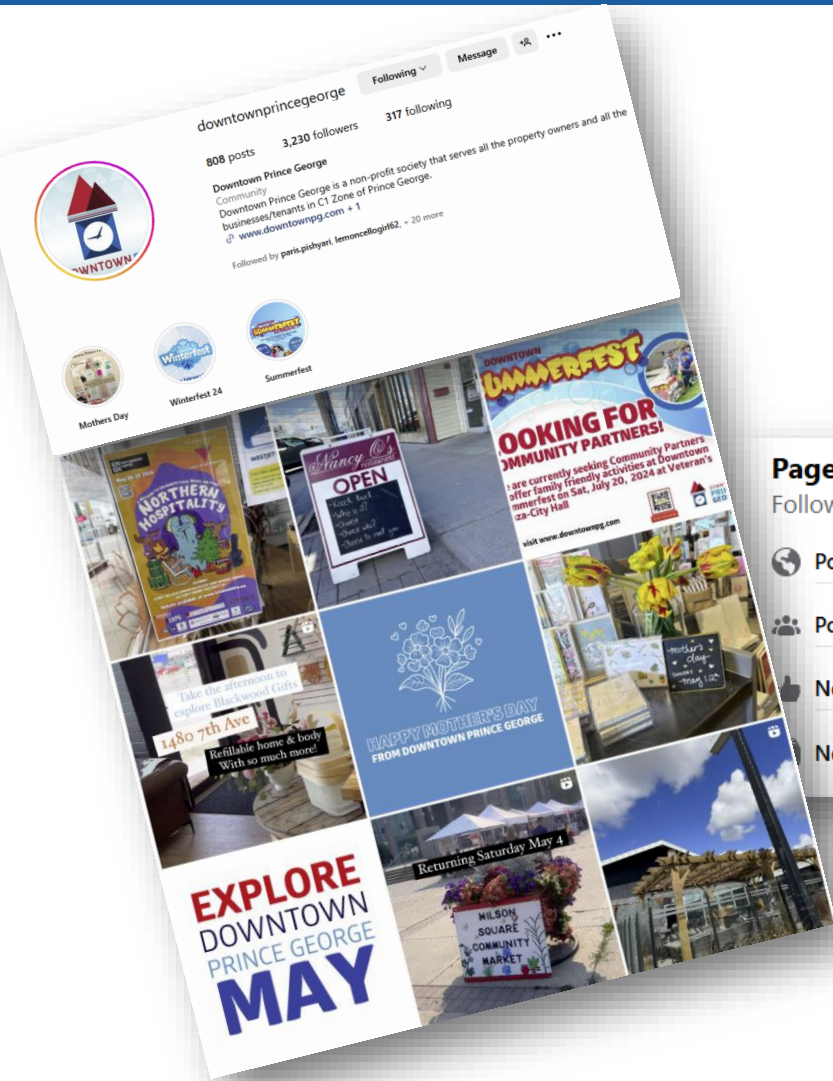
**OCTOBER**  
Harvest Seeds of Community!



**NOVEMBER**  
Shop Downtown Deals!



# MARKETING & COMMUNICATIONS



### Page Overview

Followers: 4,901

[Create a post](#) Last 28

- Post reach ⓘ
- Post Engagement ⓘ 536
- New Page likes ⓘ 13
- New followers ⓘ

**Downtown PG** is in **Downtown Prince George**.  
Published by Bailey Bouwman · 5 days ago · 🌐

Where do you even start today? With so many great events and activities, here's a quick look at just a few of the opportunities.

- \* Market Day - visit Q3 Market, WS Community Market & Prince George Farmers Market before 2:30pm.
- \* Grand Opening of Blackwood Gifts
- \* Northern Hospitality Festival at the Knox Performance Centre. Tickets needed for the performances. ... See more

**THERE IS SOOOOO MUCH TO DO IN DOWNTOWN PG TODAY, MAY 25**

### Top post

Last 28 days

Boost this post to reach up to 2923 more people with every \$42 you spend.

**WS Community Farmer's Market returns for the season tomorrow Saturday, May 4! Come on down to enjoy THREE INCREDIBLE MARKETS...**

Published by Bailey Bouwman · May 3 at 11:00 AM · Prince George, BC · 🌐

Post Impressions	Post reach	Post Engagement
848	819	70



# WEBSITE



## EAT

Try Something Delicious  
Prince George's food scene has something everyone is craving. Choose from family dining, café atmosphere and even a craft

[Find Restaurants](#)

## CALENDAR DOWNTOWN PRINCE GEORGE



Search:


May 2024 MONTHLY WEEKLY DAILY LIST GRID


< APRIL MAY 2024 JUNE >

SU	MO	TU	WE	TH	FR	SA
29	30	31	1	2	3	4
	6	7	8	9	10	11
	13	14	15	16	17	18

EVENTS FOR MAY

25th

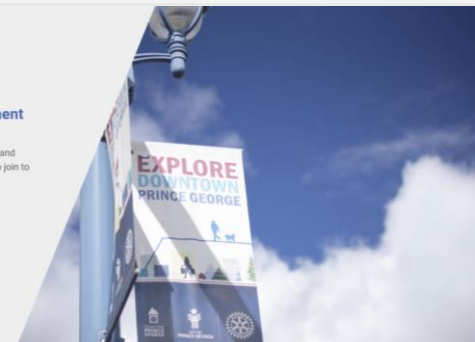
 12:00 am  
**NORTHERN HOSPITALITY FESTIVAL: A CELEBRATION OF LOCAL ARTS AND MUSIC IN PRINCE GEORGE**  
The Knox Performance Centre

 8:30 am - 2:00 pm  
**PRINCE GEORGE FARMERS' MARKET**  
Prince George Farmers' Market

## What is the Downtown Business Improvement Association?

A Business Improvement Area (BIA) is an association of businesses and commercial property owners within a specified commercial area who join to promote the economic development of the district through various marketing, beautification, safety and advocacy initiatives.

[Learn More](#)



## EXPLORE

Find your place! Downtown Prince George's sense of community brings you culture, entertainment, adventure and action. Browse the farmer's market, play pool, relax at the library, take an art class or enjoy an event.

[Discover Downtown](#)



## PROMOTE

Downtown Prince George encourages and contributes to the success of your business and downtown through various marketing campaigns, public relations, publicity, and events.

[Promote Your Business](#)

# NEWSLETTER

25 YEARS SUPPORTING DOWNTOWN DOWNTOWN 1999-2024 PRINCE GEORGE May Newsletter



25 YEARS SUPPORTING DOWNTOWN DOWNTOWN 1999-2024 PRINCE GEORGE May Newsletter



## DOWNTOWN BUSINESS SPOTLIGHT

- MAY 2024 ISSUE #21**
- Mayor's Standing Committee on Public Safety
  - City of PG Community Safety Town Hall
  - Downtown PG AGM Reminder
  - 2024 Downtown Summerfest

**Happy Mother's Day FROM DOWNTOWN PRINCE GEORGE**



**EAT SHOP EXPLORE THRIVE**

**EXPLORE DOWNTOWN**




**355 Vancouver St (250) 596-9945**

**House of Ancestors Conference Centre**

Welcome to the House of Ancestors meetings and conference centre, or Uda Dune Baiyoh in our language. Hospitality is in our blood. In our culture, when someone comes to the door, we invite them in for tea before anything else. It's how we live and treat everyone who walks through our doors. With 18,000 square feet of meeting space, 4 multi-purpose meeting rooms, a large conference hall, and breakout space in the mezzanine, Uda Dune Baiyoh can host 250 delegates or small, intimate gatherings.




**FULL LIST OF ALL OUR DOWNTOWN BUSINESSES TO EXPLORE**




**Be Downtown - Heather Ziebart**

"There's bruises but there's still a lot of beauty, and it's a wonderful place to be."

Heather Ziebart, Daydream Donuts Café

No matter the challenge, our downtown always finds a way to pull together and rise above it. Business owners like Heather Ziebart of Daydream Donuts Café know this better than anyone.

All BeDowntown Videos



**CITY OF PRINCE GEORGE**

**Standing Committee on Public Safety**

Mayor Simon Yu has formed a Standing Committee to undertake observation and collection on crime statistics and to explore solutions through tested best practices learned from local and other jurisdictions in order to address public safety issues facing downtown Prince George including the area east of Queensway.

This meeting is open to the public for observation. The first meeting is on Tuesday May 21<sup>st</sup> at 2:00pm at City Hall – 2<sup>nd</sup> Floor Conference Room. The agenda can be found in that City's website at: [Standing Committee on Public Safety - May 21, 2024](#) ([escribemeetings.com](#))

**Community Safety Town Hall**

Prince George Conference and Civic Centre

# MY DOWNTOWN GRANT PROGRAMS



## BEAUTIFICATION MICRO GRANT

Want to spruce up the front of your business? You can use this grant for flower planters, additional lighting and more.



## EVENT MICRO GRANT

What kind of events would bring people downtown into your business? Some eligible expenses for this grant are, event planning, equipment rental, entertainment and more.



## MARKETING & PROMOTIONS MICRO GRANT

Want to reach a broader market? This grant can assist downtown business owners with small scale marketing and promotions initiatives to improve the quality and effectiveness of their marketing plan.



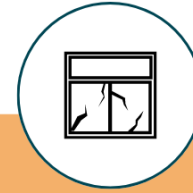
## SAFETY MICRO GRANT

Need some more lighting or cameras on the outside of your building? This grant can be used for gates, outdoor lighting, surveillance cameras and more.



## E-COMMERCE MICRO GRANT

Thinking of putting your business online? This grant assists in providing support towards digital and social transition and/or growth.



## BROKEN WINDOW MICRO GRANT

Have you had a broken window or door due to vandalism or a break in? This grant can assist you with the cost of repairing or replacing your storefront glass windows, glass doors or locks.



## FAÇADE IMPROVEMENT GRANT

Is it time to spruce up the front of your building or business? We can help! This grant reimburses 25% of your costs up to a maximum of \$5,000 - per building/project.



# 2023 GRANT & MICRO GRANT PROGRAMS

Downtown Prince George - 2023 Grant Summary				
Micro Grant	DPG Grant Remittances	Private Sector Investment	Total Value of Improvements	Number of Grants
Beautification	\$500.00	\$250.00	\$750.00	2
Broken Windows	\$6,395.64	\$15,439.00	\$20,834.64	11
E-Commerce	\$500.00	\$71.28	\$571.28	1
Marketing & Promotions	\$1,823.72	\$186.50	\$2,010.25	4
Event	\$500.00	\$676.46	\$1,176.46	1
Safety	\$1,000.00	\$26,500.00	\$27,500.00	2
Façade Improvement	\$5,000.00	\$91,405.00	\$96,405.00	1
Vibrancy & Vitality Initiative	\$12,414.37	\$178,069.50	\$190,483.68	13
<b>DPG Micro Grant SUB TOTAL:</b>	<b>\$10,719.36</b>	<b>\$43,123.24</b>	<b>\$52,842.63</b>	<b>21</b>
<b>All Grants TOTAL:</b>	<b>\$28,133.73</b>	<b>\$312,597.74</b>	<b>\$339,731.31</b>	<b>35</b>

# ADVOCACY & PARTNERSHIPS



# OUR LEVY BYLAW HISTORY

## **Prince George Downtown Business Improvement Association**

- i. Non-Profit Society was established in 1999 – celebrating 25 years on June 10, 2024
- ii. Operating under the Community Charter as a Business Improvement Area with a series of established Bylaws (#7074, #7531, #8263, #8492, #8929) for the collection of a Levy Tax from property owners in designated area.

## **Current Bylaw # 8929 – A Bylaw of the City of Prince George to establish a Business Improvement Area**

- i. Established on April 1, 2018, for 7 years
- ii. Expires March 31, 2025
- iii. C1 Downtown Boundary – Designated boundary

# DOWNTOWN C1 ZONE



# LEVY BYLAW SUMMARY

## 2025 BYLAW RENEWAL PROPOSAL

- No Changes in Boundary – C1 Zone is well defined.
- 10 Year Term – 2025 to 2035
- First year: April 1, 2025 – March 31, 2026
  - Levy Assessment: \$1.16 per \$1,000 of assessed property value
  - Levy Collected: \$368,962 (3% Annual Increases)
  - Levy Average Amount: \$1,250/Annually
  - Levy Cap: \$12,500 (3% Annual Increases)

# 10 YEAR BUDGET

Downtown Prince George Proposed Budget	2025 Budget	2026 Budget	2027 Budget	2028 Budget	2029 Budget	2030 Budget	2031 Budget	2032 Budget	2033 Budget	2034 Budget
<b>REVENUE;</b>										
Levy (3% Annual Increase)	368,962	380,031	391,432	403,175	415,270	427,728	440,560	453,777	467,390	481,412
<b>PROJECT REVENUE:</b>										
Events	25,000	25,750	26,523	27,318	28,138	28,982	29,851	30,747	31,669	32,619
Clean & Safe (Litter)	85,000	87,550	90,177	92,882	95,668	98,538	101,494	104,539	107,675	110,906
Beautification	27,500	28,325	29,175	30,050	30,951	31,880	32,836	33,822	34,836	35,881
Other Income	20,000	20,600	21,218	21,855	22,510	23,185	23,881	24,597	25,335	26,095
Façade Improvement	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
<b>TOTAL</b>	<b>546,462</b>	<b>562,256</b>	<b>578,524</b>	<b>595,279</b>	<b>612,538</b>	<b>630,314</b>	<b>648,623</b>	<b>667,482</b>	<b>686,906</b>	<b>706,913</b>
<b>GENERAL OPERATIONS</b>										
Rent, Security, Insurance	22,500	23,175	23,870	24,586	25,324	26,084	26,866	27,672	28,502	29,357
Office Administration	13,150	13,545	13,951	14,369	14,800	15,244	15,702	16,173	16,658	17,158
Bookeeping, Banking, Audit & AGM	7,500	7,725	7,957	8,195	8,441	8,695	8,955	9,224	9,501	9,786
Board Meetings, Training, Strategic Planning Conference & Event Attendance & Memberships	10,000	10,300	10,609	10,927	11,255	11,593	11,941	12,299	12,668	13,048
Compensation & Benefits	177,500	182,825	188,310	193,959	199,778	205,771	211,944	218,303	224,852	231,597
<b>TOTAL</b>	<b>230,650</b>	<b>237,570</b>	<b>244,697</b>	<b>252,037</b>	<b>259,599</b>	<b>267,387</b>	<b>275,408</b>	<b>283,670</b>	<b>292,181</b>	<b>300,946</b>
<b>PROJECT EXPENSES</b>										
<b>Beautification</b>										
Clean Team, Flower Baskets, Clean & Safe, Micro Grants	215,500	221,965	228,624	235,483	242,547	249,824	257,318	265,038	272,989	281,179
Façade Grant Program	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
<b>Events &amp; Promotions</b>										
Events, Website, Social Media, General Advertising & Sponsorships, Communication	69,750	71,843	73,998	76,218	78,504	80,859	83,285	85,784	88,357	91,008
<b>Business Development</b>										
Retention, Attraction, Economic Development	10,500	10,815	11,139	11,474	11,818	12,172	12,538	12,914	13,301	13,700
<b>TOTAL</b>	<b>315,750</b>	<b>324,623</b>	<b>333,761</b>	<b>343,174</b>	<b>352,869</b>	<b>362,855</b>	<b>373,141</b>	<b>383,735</b>	<b>394,647</b>	<b>405,887</b>
<b>TOTAL</b>	<b>546,400</b>	<b>562,192</b>	<b>578,458</b>	<b>595,211</b>	<b>612,468</b>	<b>630,242</b>	<b>648,549</b>	<b>667,406</b>	<b>686,828</b>	<b>706,833</b>
<b>NET:</b>	<b>62</b>	<b>64</b>	<b>66</b>	<b>68</b>	<b>70</b>	<b>72</b>	<b>74</b>	<b>76</b>	<b>79</b>	<b>81</b>



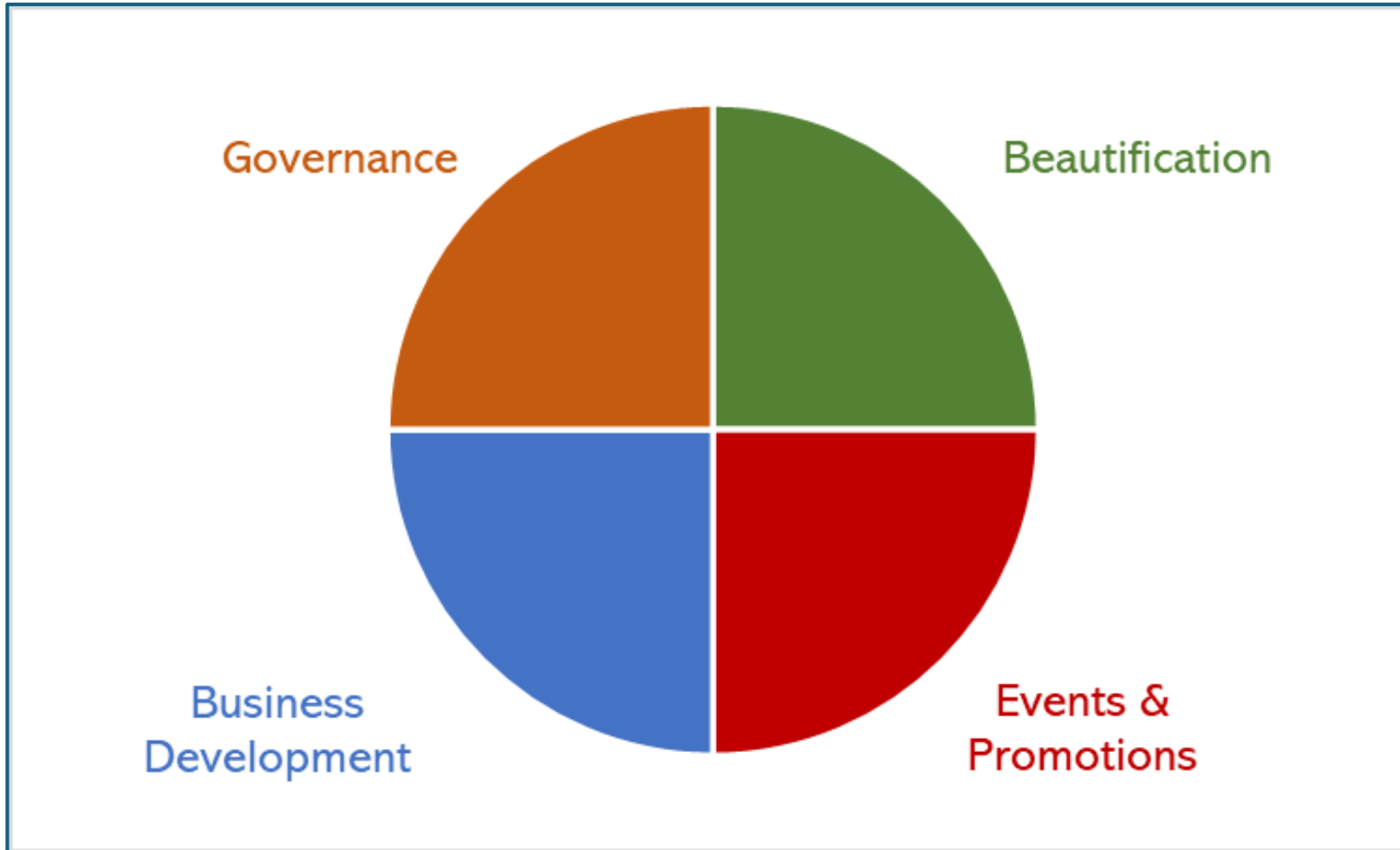
# OUR MISSION

To improve and promote Prince George’s downtown through collaboration, partnership, and advocacy efforts for the ongoing vitality of Downtown PG members.

<p><b>1</b></p> <p><b>TO ATTRACT AND RETAIN MEMBERS WHO ARE PROPERTY AND BUSINESS OWNERS IN OUR DOWNTOWN</b></p> <ul style="list-style-type: none"><li>• Attract new businesses</li><li>• Retain current businesses</li><li>• Reduce the number of vacant properties</li></ul>	<p><b>2</b></p> <p><b>TO INCREASE FUNDING THAT WILL CONTINUE TO SUPPORT AND GROW PROGRAMS AND SERVICES.</b></p> <ul style="list-style-type: none"><li>• Grow the number of properties contributing to the Levy</li><li>• Retain &amp; increase grant &amp; private funding for specific DPG initiatives</li></ul>	<p><b>3</b></p> <p><b>TO ASSIST PROPERTY AND BUSINESS OWNERS TO BE SUCCESSFUL AND TO THRIVE IN OUR DOWNTOWN</b></p> <ul style="list-style-type: none"><li>• Support development of e-commerce opportunities</li><li>• Support improved and updated business signage</li><li>• Support successful marketing/promotional campaigns</li><li>• Support improvements to storefronts</li></ul>	<p><b>4</b></p> <p><b>TO CREATE POSITIVE EXPERIENCES FOR ALL WHO LIVE, WORK, PLAY &amp; VISIT OUR DOWNTOWN</b></p> <ul style="list-style-type: none"><li>• Improve the positive sentiments towards the DPG Zone</li><li>• Improve the safety for all residents, visitors, business owners &amp; workers.</li><li>• Improve the elements of convenience</li><li>• Host events that will increase public visitation</li><li>• Increase public engagement in our downtown through events and educational opportunities</li><li>• Enhance the beautification of downtown</li></ul>
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# STRATEGIC PRIORITIES





# THE IMPORTANCE OF DOWNTOWN SAFETY

Downtown business owners typically have four main priorities for their businesses:

1. Ensuring financial viability and sustainability
2. Prioritizing the safety of their staff
3. Prioritizing the safety customers
4. Enhancing the overall visitor experience

If Downtown Prince George is perceived to be unsafe, it challenges all four of these priorities.

Therefore, DPG and its members have prioritized the safety of everyone who lives, works, or visits Downtown.

We look forward to working with our members and our many partners and will continue to advocate for the best possible downtown environment.

We know Downtown Prince George is a great place to:

## EAT • SHOP • EXPLORE • THRIVE

# THANK YOU QUESTIONS?



THIRD AVE. PRINCE GEORGE, B. C.