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**Presented by:**

**Tim Webb, Board Chair**

**Maureen O'Brien, Executive Director**

# WHO WE ARE

Established in 2016, the Ambleside Dunderave Business Improvement Association (ADBIA) is an independent, non-profit association that provides a strong, unified voice for local businesses. The ADBIA highlights the unique shopping, dining and cultural experiences offered by our communities, as well as our spectacular waterfront.

# VISION STATEMENT

Our vision aims to create a vibrant and sustainable business, cultural, and residential environment. To embrace diversity, charm and locale, and to build a community with a distinct sense of place through both commercial and natural means.

# MISSION STATEMENT

To be a collective voice for our members that represents the unique needs of the community. The association is committed to improving and promoting the Villages of Ambleside and Dunderave through advocacy and community engagement.



# MANDATES

The mandate in the ADBIA Service Bylaw 4847 is for the “*development and undertaking of projects and initiatives to encourage business in the Ambleside and Dundarave commercial districts.*” Following is a list of the mandated initiatives and the ADBIA’s fulfillment of such:



**MANDATE:** Creating a strong ‘West Vancouver’ brand, and distinct identity for Ambleside and Dundarave businesses

## KEY HIGHLIGHTS:

*Our theme - It Takes a Village - has created strong sense of community pride and has encouraged residents to support their local businesses. Creating videos showcasing our business owners puts a face to the business and makes customers more apt to take the time to visit in person rather than shop online.*

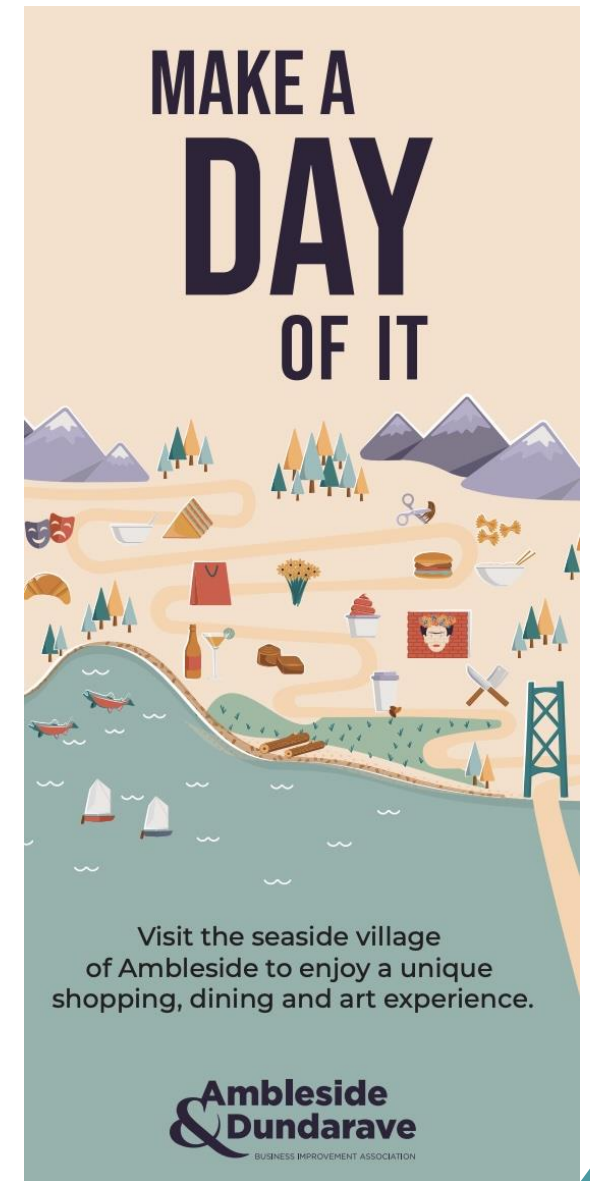
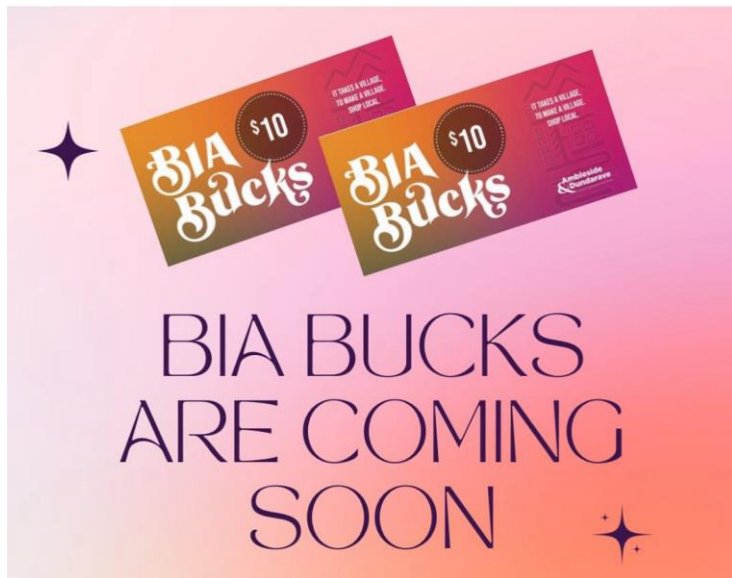
**MANDATE:** Promoting new investment in commercial, residential, and mixed-use developments that support the viability of local businesses

### **KEY HIGHLIGHTS:**

- *We have a healthy working relationship with the District Planning Department as they engaged with us while creating the Ambleside Local Area Plan. We appreciate that they included much of our Imagine Ambleside feedback into the proposed Local Area Plan.*
- *We advocate for developments within our commercial boundaries on behalf of our members and try to help them navigate the process and **engage with the community.***
- *In conjunction with my role as a director on the board of BIABC, we are strong advocates for **fair property tax** and continue to push that message at the provincial level.*

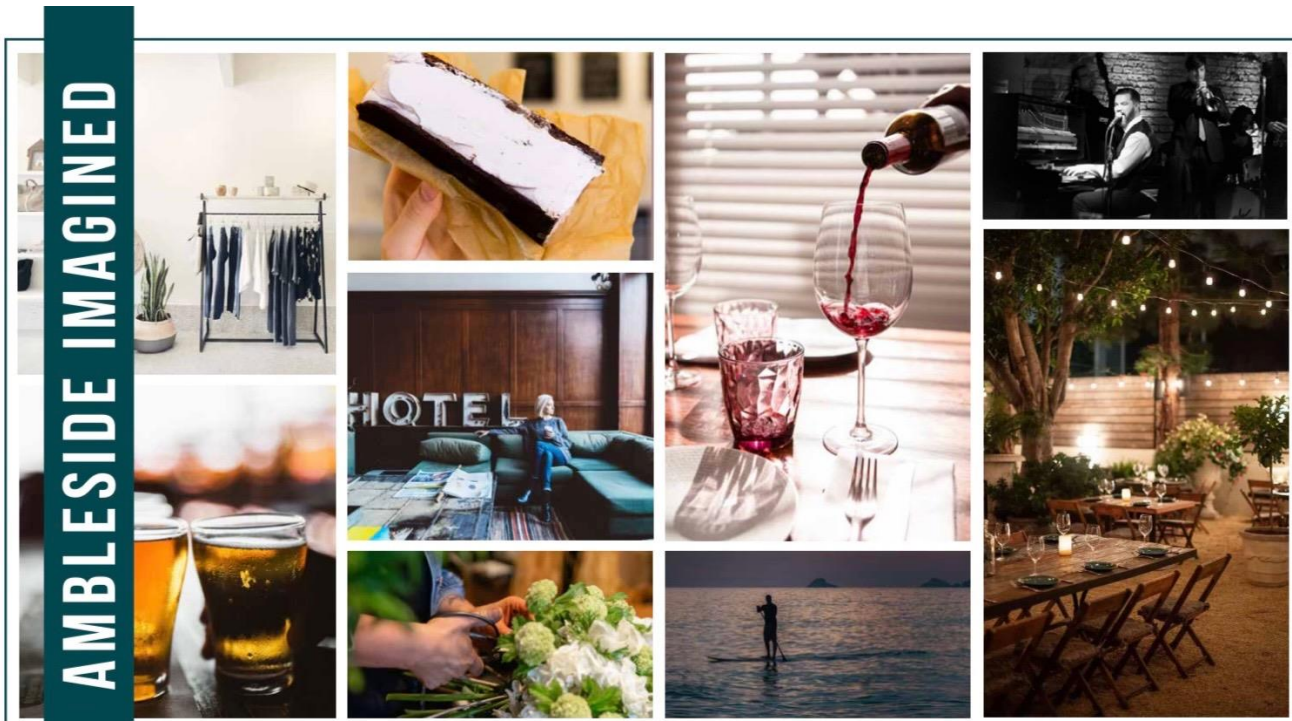
**MANDATE:** Developing and implementing a marketing strategy to promote West Vancouver goods and services to local, regional, and tourist markets

**KEY HIGHLIGHTS:** *We have marketed to homes with direct mail outs, particularly our BIA Bucks, which has seen over \$500,000 invested back into our local businesses over the past five years. This has been our largest marketing strategy and has included nearby areas on the North Shore outside of West Vancouver. We have also done a “Make a Day of It Campaign” encouraging visitors across the Lower Mainland to visit Ambleside and Dundarave through a brochure delivered to tourism booths, on BC Ferries and Translink buses.*



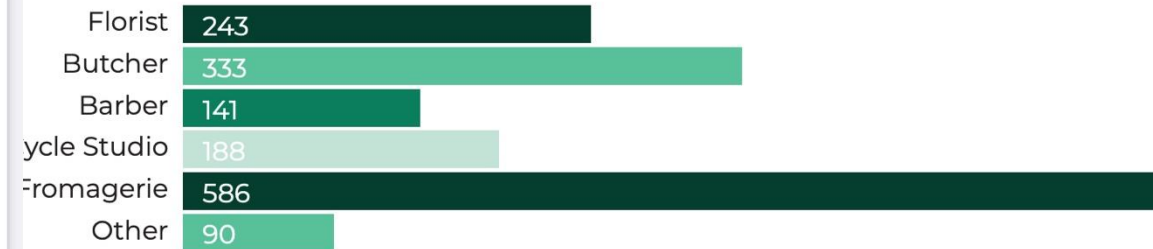
**MANDATE:** Enhancing the local business mix by actively recruiting new commercial tenants that can capitalize on the market opportunities afforded by a West Vancouver location, and improve the quality of local offerings

**KEY HIGHLIGHTS:** *Our Imagine Ambleside survey overwhelmingly supported a “fromagerie”. After four years, we can proudly say we have a fabulous new cheese and charcuterie shop opening in July. We regularly reach out to businesses that we think are missing from our business community and, with the support of the previous and current council, are fortunate to have a bylaw in place that allows us to find the room for these smaller, boutique businesses.*



Let us know if there are any other services you would like to see in Ambleside or have suggestions for ones not listed.

Please pick all that apply.



Notable Mentions

BOOKSTORE    HOMEWARE    KITCHEN SUPPLY    CANNABIS    ART SUPPLY  
WINE SHOP & TASTING ROOM    ART GALLERY    PAPER

**MANDATE:** Representing business community interests in municipal government processes

## KEY HIGHLIGHTS:

- *Worked with District staff and Council on the **re-zoning of commercial areas** to enhance diversity in shops and the retail experience*
- ***Partnering with the District** to work together **to find a solution** that allows for the **implementation of pay parking** near our commercial areas with minimal impact on our businesses*
- *Acted on behalf of members **on numerous issues and files** with District permits and/or issues*
- ***Increased parking** in our commercial areas by creatively finding extra spots and amending time limits*
- ***Act as liaison** with District departments – engineering, permits, business licensing, arts and culture – **for our members***

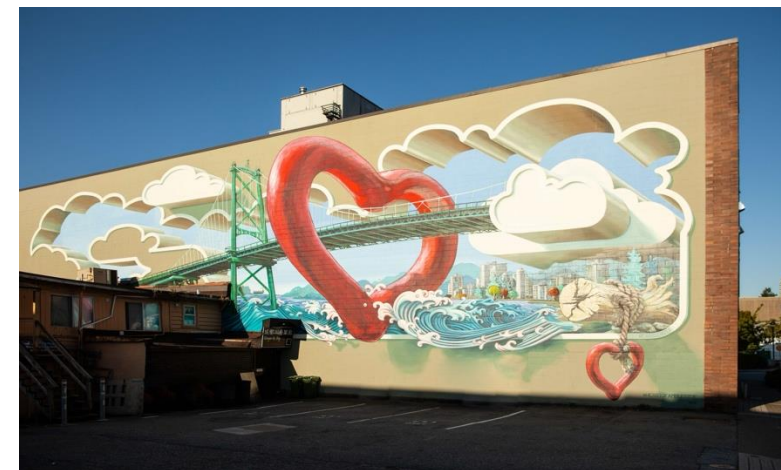
**MANDATE:** Participating in established major events in the community, and planning and implementing other special events and promotions

**KEY HIGHLIGHTS:** *We resurrected the Dundarave Hoedown after a 20-year hiatus, welcoming thousands of visitors to Dundarave. We have sponsored community events including Harmony Arts, Best of the West, West Coast Modern Week, PumpkinFest and Festival of Lights, and continue to try find ways to support and host community events to the benefit of our members.*



**MANDATE:** Promoting streetscape improvements and public amenities to enhance the visitor experience in Ambleside and Dundarave

**KEY HIGHLIGHTS:** *This would be where we see the greatest impact - the Dundarave boardwalk with edible community gardens; eight murals; lights in the trees on Marine, Bellevue and Clyde; 30' Christmas tree in Millennium Park; Christmas window painting, garland and bows; sidewalk repairs at almost 200 locations; graffiti removal; awning cleaning; hydro box covering; antique phone boxes in Dundarave; beautification fund for members; monthly visits from Mission Possible for litter and cigarette butt clean up.*



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# AmbleSide & Dundarave

BUSINESS IMPROVEMENT ASSOCIATION

# PLANS FOR 2026 - 2033

## **CONTINUE:**

- Maintenance of Dundarave Boardwalk
- Maintenance of lights in trees (will need replacing in Ambleside in 2026 and Dundarave in 2028)
- Sidewalk repairs, as needed
- Advocacy (municipal, provincial, and federal – permit wait times, fair property tax, parking, etc)
- Dundarave Hoedown
- Beautification fund
- Murals (one in Hollyburn area and possibly a second one in Dundarave)
- Economic development – curate the right business mix for our commercial areas
- Graffiti removal

## **PLANS (including suggestions from our member survey in January):**

- Ambleside signature event
- Wayfinding (signage directing to business area from Seawalk and parks)
- Increase litter clean up
- More public seating in commercial areas
- Waterfront activation with support from District
- Street musicians/buskers
- Membership “Lunch ‘n Learn”

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