

COUNCIL AGENDA

Date: June 23, 2025      Item: 6



6.

**DISTRICT OF WEST VANCOUVER**  
750 17TH STREET, WEST VANCOUVER BC V7V 3T3

## COUNCIL REPORT

Date:	June 6, 2025
From:	Linda Gillan, Senior Community Planner – Economic Development
Subject:	Ambleside-Dundarave Business Improvement Area Service Bylaw Renewal Process
File:	13.2580.14.2024

### RECOMMENDATION

THAT

1. Council support, in principle, renewing the Ambleside-Dundarave Business Improvement Area Service Bylaw, as requested in the letter from Ambleside Dundarave Business Improvement Association, attached as **Appendix A** to the report dated June 6, 2025 from the Senior Community Planner - Economic Development, seeking a seven-year term with a year one amount of \$520,000 (4% increase) and total aggregate grants not to exceed \$4,198,475 over the term of the service;
2. Staff be directed to prepare a bylaw for consideration of first, second, and third reading in Fall 2025; and
3. Staff be directed to initiate the local area service on council initiative – subject to petition against, in accordance with section 213 of the *Community Charter*, to take place in Fall 2025.

#### 1.0 Purpose

To initiate a renewal process for the Ambleside-Dundarave Business Improvement Area Service Bylaw, for a seven-year term and year one grant of \$520,000, with the same geographic area as under the current bylaw (see **Appendix B**).

#### 2.0 Legislation/Bylaw/Policy

Section 215 of the *Community Charter* provides municipalities with the authority to create and fund a Business Improvement Area (BIA). A BIA is a local area service (specified area) established by bylaw, from which a special tax is levied against the designated properties. This tax is then used to fund a business improvement service area and/or business promotion scheme.

“Ambleside-Dundarave Business Improvement Area Service Bylaw No. 4847, 2015” (see **Appendix B**), establishes the ADBIA for a ten-year term, ending on December 31, 2025. The bylaw designates the ADBIA

area boundaries and properties eligible for payment of the commercial levy, outlines the total amount of money to be granted over the term, and defines the ADBIA's business promotion scheme.

### **3.0 Council Strategic Objective(s)/Official Community Plan**

#### Council's Strategic Plan 2024–2025

To “enhance our vital and vibrant commercial centres” and support the District's local economy goals and objectives, Council's Strategic Plan includes the following objective and deliverables, which are supported by the renewal of a business improvement area for Ambleside and Dundarave:

*Objective 3.1: Collaborate with business improvement associations and Squamish Nation to provide economic development support.*

*Deliverable 3.1.1: Support existing businesses.*

*Deliverable 3.1.3: Council to meet annually with business improvement associations*

#### Official Community Plan (OCP)

The local economy is recognized as one of five key policy areas in the Official Community Plan (OCP). The OCP seeks to strengthen commercial centres and nodes, support placemaking through an attractive public realm experience, and increase commercial activities, all of which would be supported by renewal of a business improvement area for Ambleside and Dundarave.

### **4.0 Financial Implications**

Administration of the recommendations in this report, including the “Council initiative - subject to petition against” process, will be undertaken by existing staff.

### **5.0 Background**

#### 5.1 Previous Decisions

Ambleside-Dundarave Business Improvement Area Service Bylaw No. 4847, 2015 was adopted by Council on December 14, 2025.

#### 5.2 History

The service established by the Ambleside-Dundarave Business Improvement Area Service Bylaw No. 4847, 2015, is supported by the provision of a grant from the District of West Vancouver to the BIA for the planning and implementation of a business promotion scheme, defined in the bylaw as including:

- Branding and marketing (promote locally, regionally and to tourists);

- Recruiting new commercial tenants to enhance the local business mix;
- Promote new investment in development to support local businesses;
- Represent business community interests in District processes; and
- Promote streetscape improvements and public amenities to enhance the visitor experience.

The annual grant of \$500,000 is provided to the association in two installments: half at the start of the calendar year; and the second half following collection of municipal taxes at mid-year. All monies granted to the ADBIA are collected by the District through imposing a property value tax on Class 6 (Business and Other) properties that fall within the BIA service area (see **Appendix B**).

The District's role also includes financial review (requiring audited financial statements and a copy of the ADBIA's member-approved annual budget) and risk mitigation (requiring the association to carry liability insurance).

The ADBIA is a registered not for profit society, accountable to its membership, which includes commercial property owners and businesses within the service area. The association is governed by a Board of Directors elected by members at the association's annual general meeting.

## 6.0 Analysis

### 6.1 Discussion

#### ADBIA Request

Over its first term, the ADBIA has focused on engaging with and advocating on behalf of the business community in Ambleside and Dundarave, completing placemaking and beautification projects, holding events, and providing valuable input into District projects and engagement processes (see **Appendix A** for further details).

The ADBIA is seeking renewal for a seven-year term (2026-2032), with a maximum of \$4,198,475 to be granted over this term. A year one grant of \$520,000 is requested, representing a 4% increase over the current annual grant of \$500,000 (see **Appendix A**) which would continue to be collected through a property value tax on commercial properties in the BIA service area.

#### Renewal Process

Renewal of the ADBIA would be conducted using a "Council initiative - subject to petition against" process, as outlined in section 213 of the *Community Charter*. This is the most common method used in BC for BIA

establishments and renewals, and was the process used to establish the ADBIA in 2015.

This process involves providing a mailed notice to the owners of the parcels that would be subject to the local service tax (i.e. commercial property owners in the BIA service area) and newspaper advertisements, as required by section 94 of the *Community Charter*. The notice must include information about the proposed BIA renewal, including boundaries and estimated cost. The threshold for sufficient petition against would be non-support from owners representing 50 percent of parcels and 50 percent of the assessed value of properties potentially subject to the local service tax (i.e. the commercial levy funding the BIA).

### Next Steps

This report recommends that Council direct staff to begin the process to renew the ADBIA for a second term. If approved, next steps would include preparing a draft bylaw and preparing to initiate the “Council initiative - subject to petition against” process. Staff would return to Council in September with a proposed bylaw for reading(s) and seek direction to initiate the “Council initiative - subject to petition against” process.

## 6.2 Climate Change & Sustainability

The continuation of a business improvement area in Ambleside and Dundarave supports the social, cultural, and economic sustainability of West Vancouver through community events, placemaking and beautification initiatives, and the promotion and marketing of these commercial areas.

## 6.3 Public Engagement and Outreach

The “Council initiative - subject to petition against” will involve seeking input through letters to commercial property owners in the BIA service area, and newspaper advertisements, as described earlier in this report.

## 6.4 Other Communication, Consultation, and Research

As part of their renewal process to date, the ADBIA has completed engagement with the association’s members, including property and business owners (summarized in **Appendix A**).

## **7.0 Options**

### 7.1 Recommended Option

That staff be directed to initiate a renewal process for the ADBIA, for a seven-year term, a year one levy of \$520,000, and with the same geographic area as under the current bylaw (see **Appendix B**).

### 7.2 Considered Options

- a) Defer consideration pending the receipt of additional information (to be specified); or

b) Provide alternate direction (to be specified).

## 8.0 Conclusion

The ADBIA has had a successful first term (summarized in **Appendix A**), bringing businesses together in Ambleside and Dundarave, holding community events, promoting these commercial areas, and completing several significant placemaking initiatives. If approved by Council, the recommendation in this report would direct staff to begin a renewal process for the ADBIA, using the process outlined in this report.

Author:



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Linda Gillan, Senior Community Planner – Economic Development

Concurrence



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David Hawkins, Senior Manager, Community Planning & Sustainability

### Appendices:

- A. Correspondence: Ambleside and Dundarave BIA – Intent to Renew and Request for Council Process Initiation, dated June 2, 2025
- B. Ambleside-Dundarave Business Improvement Area Service Bylaw No. 4847, 2015

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June 2, 2025

Mayor Mark Sager and Members of Council  
 District of West Vancouver  
 750 17<sup>th</sup> Street  
 West Vancouver, BC  
 V7V 3T3

**Subject: Ambleside and Dundarave BIA – Intent to Renew and Request for Council Process Initiation**

Dear Mayor Sager and Members of Council,

On behalf of the Ambleside and Dundarave Business Improvement Association (ADBIA), we are pleased to confirm our intention to renew the ADBIA for a second term, commencing January 1, 2026. To proceed, we respectfully request the District of West Vancouver's assistance in preparing and introducing a new BIA bylaw and initiating the 'Council Initiative' process required for its consideration and adoption — following the same process used when the ADBIA was first established in 2016.

Over the past year, we have undertaken a comprehensive review of our achievements and consulted extensively with our membership to inform our vision for the next term. Key activities to date include:

- ⇒ Member Survey (November 2024 – January 2025)
- ⇒ Distribution of an Information Letter to Members (January 2025)
- ⇒ Development of a BIA Renewal and Levy Proposal (March – May 2025)
- ⇒ Letter of Intent to Property Owners (June 2025)
- ⇒ Ongoing One-on-One Engagement with Members (throughout 2025)
- ⇒ Two Open House Meetings (scheduled for August and September 2025)

Based on the positive feedback we have received, we are confident that property owners and merchants in our commercial districts will support the renewal of the ADBIA for a second term.

**Proposed Term and Rationale**

We are seeking a 7-year mandate. Since our establishment in 2016, the ADBIA has grown in strength and stability. While still relatively young compared to other BIAs in the region, our initial years focused on building the foundation — establishing governance, forming committees, and strategic planning. More recently, we have expanded into community activation, beautification, commercial enhancement, advocacy, marketing, and branding. A 7-year term offers the stability to continue this growth while providing the flexibility to respond to evolving needs, manage inflation, and maintain the high level of service our members expect.

**Levy Adjustment**

When the ADBIA was first formed, the levy remained unchanged throughout the initial mandate, a structure that did not account for inflation. To ensure financial sustainability and to continue delivering value to our members, an adjustment is necessary.

Our track record includes reviving the Dundarave Hoedown, implementing street lighting and murals, repairing sidewalk hazards, creating an edible garden boardwalk, advocating on behalf of our members, supporting key events such as Harmony Arts and West Coast Modern Week, collaborating with other business associations, providing pandemic relief, and launching successful programs like BIA Bucks and Imagine Ambleside.

To responsibly position the ADBIA for future success, the Board proposes an incremental levy increase:

- ⇒ 4% annually the first and second year
- ⇒ 5% annually the remaining five years

This measured approach allows us to gradually align the levy with operational needs while avoiding sudden, burdensome increases in future terms. We are fortunate to have reserve funds that will help bridge the transition until the levy fully aligns with our budget. With the near completion of the Ambleside Local Area Plan, we anticipate new developments over the next 5 to 10 years. This growth will expand commercial space and distribute the levy across a broader base.

### **Proposed Levy Schedule**

2026: \$520,000 (4% increase)  
2027: \$540,800 (4% increase)  
2028: \$567,840 (5% increase)  
2029: \$596,232 (5% increase)  
2030: \$626,044 (5% increase)  
2031: \$657,346 (5% increase)  
2032: \$690,213 (5% increase)

**7-Year Total: \$4,198,475**

We would also like to take this opportunity to extend our sincere appreciation to the dedicated staff in the Planning and Finance Departments, whose guidance and collaboration have been invaluable throughout the renewal process.

In closing, we respectfully ask Council to support this proposal and to initiate the necessary processes to move forward. With your endorsement, the ADBIA stands ready to continue serving as a catalyst for economic vitality, community vibrancy, and sustained growth in Ambleside and Dundarave.

Sincerely

*Tim Webb*

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Tim Webb  
Chair, ADBIA

*Maureen O'Brien*

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Maureen O'Brien  
Executive Director, ADBIA

cc: Hope Dallas, Director of Legislative Services  
cc: Linda Gillan, Senior Community Planner Economic Development  
cc: Isabel Gordon, Director Financial Services



District of West Vancouver

## **Ambleside-Dundarave Business Improvement Area Service Bylaw No. 4847, 2015**

Effective Date: December 14, 2015

# Ambleside-Dundarave Business Improvement Area Service Bylaw No. 4847, 2015

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District of West Vancouver

# **Ambleside-Dundarave Business Improvement Area Service Bylaw No. 4847, 2015**

A bylaw to establish the Ambleside-Dundarave Business  
Improvement Area Service

WHEREAS the Council of The Corporation of the District of West Vancouver may establish a Business Improvement Area service to grant money to an organization that has the planning and implementation of a business promotion scheme as one of its aims, functions or purposes;

AND WHEREAS business and commercial property owners within the municipal boundaries have formed an association known as the “Ambleside-Dundarave Business Improvement Association”, a registered not for profit society in the Province of British Columbia, to undertake certain works and services and to market and promote business within the Ambleside and Dundarave commercial districts;

AND WHEREAS the Council has proposed the establishment of the Ambleside-Dundarave Business Improvement Area service on its own initiative, and no sufficient petition against the establishment of the service has been received;

NOW THEREFORE, the Council of The Corporation of the District of West Vancouver enacts as follows:

## **Part 1 Citation**

- 1.1 This bylaw may be cited as “Ambleside-Dundarave Business Improvement Area Service Bylaw No. 4847, 2015”.

## **Part 2 Severability**

- 2.1 If a portion of this bylaw is held invalid by a Court of competent jurisdiction, then the invalid portion must be severed and the remainder of this bylaw is deemed to have been adopted without the severed section, subsection, paragraph, subparagraph, clause or phrase.

## Part 3 Definitions

3.1 In this bylaw:

"District" means The Corporation of the District of West Vancouver

"Council" means the Council for the District

"Association" means the association incorporated under the *Society Act* under No. S-0064360, known as the Ambleside-Dundarave Business Improvement Association

"Ambleside and Dundarave Business Promotion Scheme" means the development and undertaking of projects and initiatives to encourage business in the Ambleside and Dundarave commercial districts, including:

- creating a strong 'West Vancouver' brand, and distinct identity for Ambleside and Dundarave businesses;
- developing and implementing a marketing strategy to promote West Vancouver goods and services to local, regional, and tourist markets;
- 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;
- promoting new investment in commercial, residential, and mixed-use developments that support the viability of local businesses;
- representing business community interests in municipal government processes;
- participating in established major events in the community, and planning and implementing other special events and promotions; and
- promoting streetscape improvements and public amenities to enhance the visitor experience in Ambleside and Dundarave

## Part 4 Business Improvement Area Service

4.1 Those lands shown in heavy outline on the maps in Schedule A – attached hereto and forming part of this bylaw are collectively designated as the Ambleside-Dundarave Business Improvement Area.

4.2 The service established by this bylaw is the provision of grants to the Association for the planning and implementation of a business promotion scheme as defined in Section 215(1) of the *Community Charter*, and in particular the Ambleside and Dundarave Business Promotion Scheme as defined in this bylaw.

## **Part 5 Grants**

- 5.1 Pursuant to Section 215(2) of the *Community Charter*, and for the purposes of planning and implementation of the Ambleside and Dundarave Business Promotion Scheme:
  - 5.1.1 Council may grant to the Association an amount not exceeding \$500,000 in 2016.
  - 5.1.2 For each subsequent year, the Association shall submit to Council on or before September 1st a budget which contains information, to the satisfaction of the Chief Financial Officer of the District, sufficient in detail to describe all anticipated expenses and revenues, and which has been approved by a majority of the members present at an annual general meeting of the Association.
  - 5.1.3 All annual grants to the Association will be provided in two instalments: one-half at the start of the calendar year; and one-half following collection of municipal taxes in mid-year.
- 5.2 The term of the service established by this bylaw is 10 years, commencing January 1, 2016.
- 5.3 The aggregate amount of annual grants to the Association shall not exceed \$5,601,690 over the term of the service.

## **Part 6 General Conditions and Limitations**

- 6.1 Monies granted to the Association pursuant to this bylaw must only be expended by the Association in accordance with Schedule B attached to and forming part of this bylaw in the case of monies granted in 2016, and in accordance with the budget submitted to and approved by the Council in the case of monies granted in 2017 and subsequent years.
- 6.2 The Association must not incur any indebtedness or other obligations in respect of the Ambleside and Dundarave Business Promotion Scheme beyond the sum granted by the Council for each calendar year.
- 6.3 It is a condition on the receipt and expenditure of monies granted under this bylaw that the Association is in compliance with Parts 8 through 10 of the bylaw.

## **Part 7 Recovery and Tax Levy**

- 7.1 All of the monies granted to the Association shall be recovered in the form of a property value tax as provided for under Section 216 of the *Community Charter*.
- 7.2 For the purpose of recovering the monies granted to the Association, in any year, the District will impose a property value tax on land or improvements, or both, that fall within the Class 6 (Business and Other) property classification under the Assessment Act, sufficient to yield the full amount of the grant.

## **Part 8 Financial Statements**

- 8.1 Notwithstanding any provisions of the Association's Bylaws concerning its fiscal year, the Association must submit to the District on or before April 1<sup>st</sup> each year an audited annual financial statement for the previous calendar year, prepared in accordance with generally accepted accounting principles and including a balance sheet and a statement of revenue and expenditures in respect of the Ambleside and Dundarave Business Promotion Scheme.
- 8.2 The financial statements submitted by the Association must also be prepared in accordance with the requirements of the *Society Act*.
- 8.3 The Association must permit the Chief Financial Officer for the District or his or her nominee to inspect during normal business hours on reasonable notice all books of account, receipts, invoices and other financial position records which the Chief Financial Officer deems advisable for the purposes of verifying and obtaining further particulars of the budget and any financial statements of the Association as they relate to monies granted to the Association by Council pursuant to this bylaw.

## **Part 9 Insurance**

- 9.1 The Association must carry at all times a policy of comprehensive general liability insurance in the amount of \$5,000,000: (a) with the District added as an additional named insured; and (b) containing a cross coverage provision; and (c) containing an endorsement to provide the Municipal Clerk with 30 days notice of change or cancellation.

- 9.2 The Association must deliver a copy of each insurance policy or a certificate of insurance to the Municipal Clerk within 60 days of payment of the premiums for the insurance policy.

## **Part 10 Alterations to the Association's Constitution and Bylaws**

- 10.1 The District may withhold any payments of the grant referred to in Part 5 if the Association alters its constitution or bylaws in such a manner as to, in the opinion of the Council, impair its ability to plan and implement the Ambleside and Dundarave Business Promotion Scheme. The Association must provide written notice of every meeting of the Association's members, annual or general, at least 14 days prior to the meeting, to the Municipal Clerk.

## **Part 11 No Joint Venture**

- 11.1 Nothing in this bylaw makes the District a joint venturer with the Association in the planning or implementation of the Ambleside and Dundarave Business Promotion Scheme or for any other purpose.

## **Schedules**

Schedule A – Ambleside-Dundarave Business Improvement Area Boundaries

Schedule B – Proposed Year One (2016) Budget

READ A FIRST TIME on October 5, 2015

READ A SECOND TIME on October 5, 2015

READ A THIRD TIME on October 5, 2015

NOTICE OF INTENTION PUBLISHED on November 1 and 8, 2015

ADOPTED by the Council on December 14, 2015.

*[Original signed by Mayor]*

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Mayor

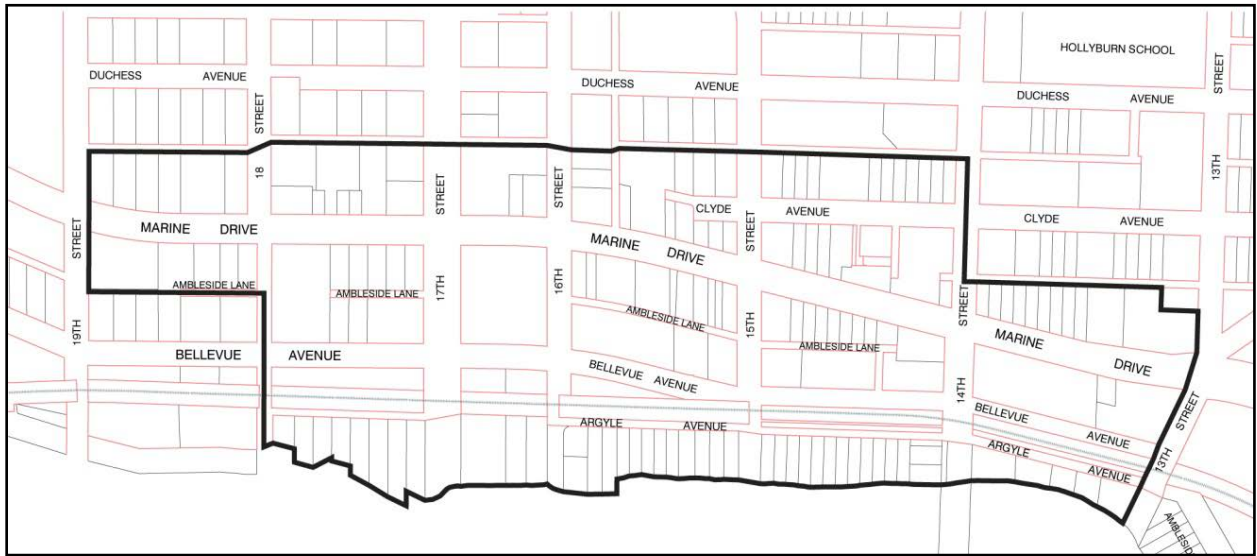
*[Original signed by Municipal Clerk]*

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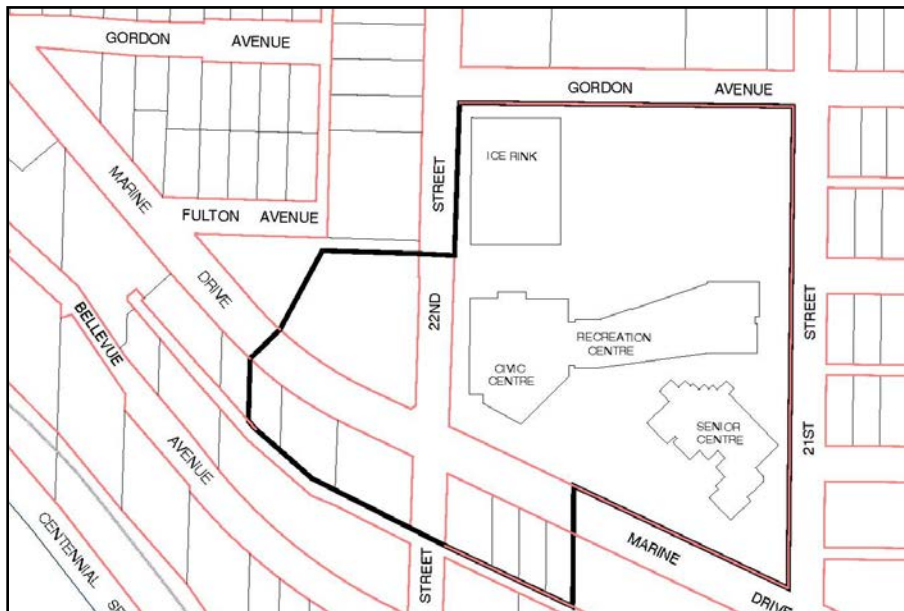
Municipal Clerk

## Schedule A – Ambleside-Dundarave Business Improvement Area Boundaries

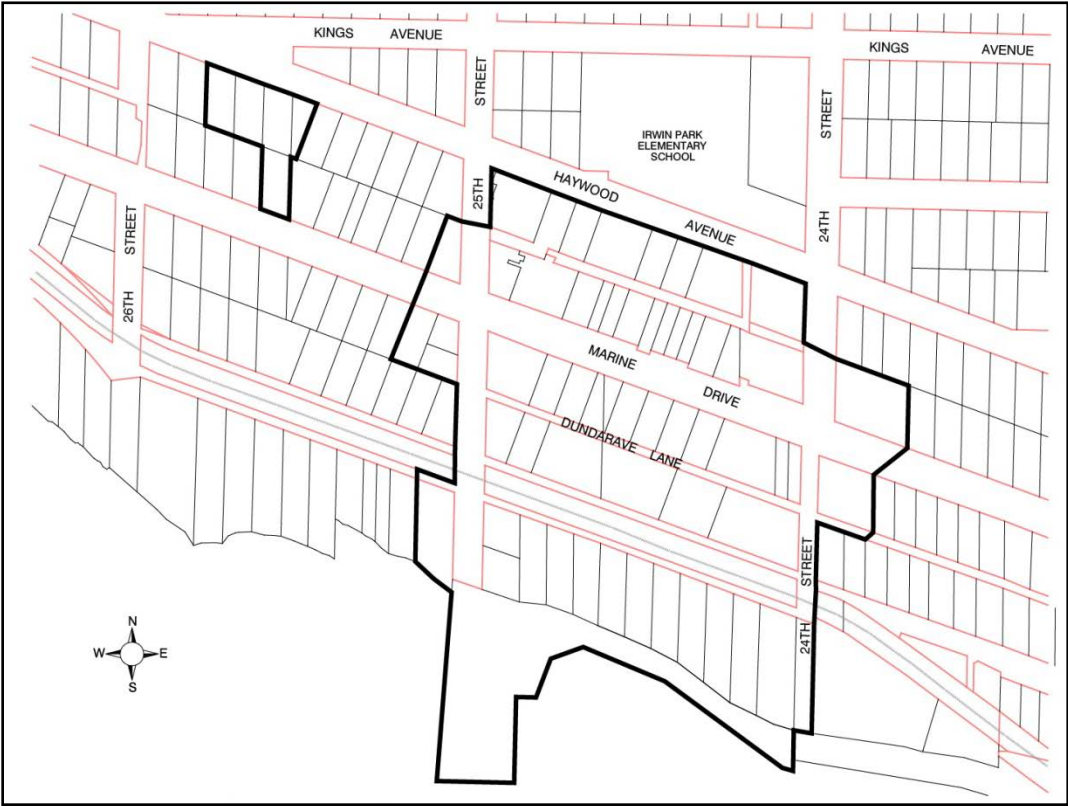
Those lands shown in heavy outline in Maps 1, 2, and 3 below are designated as Ambleside-Dundarave Business Improvement Area:



Map #1



Map #2



Map #3

## Schedule B – Proposed Year One (2016) Budget

CATEGORY	KEY STRATEGIES / FUNCTIONS	AMOUNT
Marketing and Promotions	<ul style="list-style-type: none"> <li>▪ Develop strategic plan that builds a unique vision and brand for both Ambleside and Dundarave, and develops differentiation strategies</li> <li>▪ Build the brand via website, online marketing, printed materials (e.g., brochures, directories, flyers)</li> <li>▪ Design and implement marketing strategies to promote Ambleside and Dundarave goods and services to local, regional and tourist markets</li> <li>▪ Undertake strategic advertising campaigns via broadcast, outdoor and print media, BC Ferries, Blue Bus, etc.</li> <li>▪ Create strong 'shop local' marketing program to bring West Van residents 'down the hill' more frequently</li> </ul>	\$159,935
Public Realm Enhancements	<ul style="list-style-type: none"> <li>▪ Create and implement way-finding signage</li> <li>▪ Develop and install street banners (quarterly program)</li> <li>▪ Develop and implement strategy to bring people from the waterfront into the business areas</li> <li>▪ Install benches</li> </ul>	\$139,335
Festivals and Special Events	<ul style="list-style-type: none"> <li>▪ Capitalize on established major events to promote local businesses (e.g., Community Day, Harmony Arts, Easter)</li> <li>▪ Expand existing Dundarave and Ambleside events throughout the BIA</li> </ul>	\$74,725
Member Services	<ul style="list-style-type: none"> <li>▪ Provide ongoing member-related activities and updates (e.g., marketing information, educational and training opportunities)</li> <li>▪ Provide active business recruitment program</li> <li>▪ Provide board training and education to improve impact and effectiveness of organization</li> </ul>	\$35,405
Administration		\$85,600
Start-up		\$5,000
<b>Total</b>		<b>\$500,000</b>

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