
CITY OF KELOWNA

MEMORANDUM

Date: July 21, 2009
File No.: 1950-06
To: City Manager
From: City Clerk
Subject: Business Improvement Areas
Report Prepared by: Deputy City Clerk

RECOMMENDATION:

THAT Council receive the report of the City Clerk, dated July 21, 2009, for information.

BACKGROUND:

At the in-camera meeting of Council on Monday, July 13, 2009, Council passed a resolution directing staff to investigate whether or not there is a Council Policy with respect to funding for Business Improvement areas.

There is currently no Council Policy with regards to funding for Business Improvement areas, however, under the *Community Charter* s.215, Council may, by Bylaw, grant funds to an organization for the planning and implementation of a business promotion scheme. The Uptown Rutland Business Improvement Area Bylaw was established for the purpose of providing the Uptown Rutland Business Association Society with annual funding over a five year period.

A Task Force acted as a catalyst in fostering community dialogue regarding a Business Improvement Area (BIA) for the Rutland Town Centre (RTC). A select committee (or "Task Force") can be established and appointed by Council to accomplish a specific mandate in a short time frame. Councilor Brian Given (Committee Chair of the RTC Strategy Task Force) initiated dialogue with the Uptown Rutland Business Association (URBA). URBA proceeded with a mandate to develop a BIA for the year 2008. A BIA was viewed as a fundamental aspect of the revitalization of the Rutland Town Centre (Uptown Rutland), and the business plan served to outline the services that the BIA would initially provide and became the basis for URBA's application to become the Uptown Rutland BIA (URBIA).

The Downtown Kelowna Association (DKA) originally formed as a grass roots organization in the mid 1980's, and registered as a not-for-profit society in 1989 to benefit from the business improvement area levy collected by the municipality from commercial properties in the area. The Downtown Kelowna Business Improvement Area Bylaw was recently renewed for a five year period, having been established for five years in 1989, and renewed in 1994, 1999, and 2004.



LEGAL/STATUTORY AUTHORITY:

Community Charter

LEGAL/STATUTORY PROCEDURAL REQUIREMENTS:

Community Charter, s.212 Petition for Local Area Service

Considerations not applicable to this report:

INTERNAL CIRCULATION TO:

EXISTING POLICY:

FINANCIAL/BUDGETARY CONSIDERATIONS:

PERSONNEL IMPLICATIONS:

TECHNICAL REQUIREMENTS

EXTERNAL AGENCY/PUBLIC COMMENTS:

COMMUNICATIONS CONSIDERATIONS:

ALTERNATE RECOMMENDATION:

Submitted by:



for S Fleming, City Clerk



Approved for Inclusion:

R. Mayne, Director Corporate Services