



P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No. 13.1.3
North West Community Council
August 8, 2016

TO: Chair and Members of North West Community Council

Original Signed

SUBMITTED BY:

Maggie MacDonald, Managing Director, Government Relations
and External Affairs

DATE: August 4, 2016

SUBJECT: **Sackville Business District Boundary Expansion**

ORIGIN

Letter, dated July 21, 2016, advising that the Sackville Business Association's (SBA) Board of Directors had voted to expand the Sackville Business Improvement District's boundaries.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter, S.N.S. 2008. c. 39, including section 70.

By-law B-700, Respecting the Regulation of Business Improvement Districts.

Administrative Order Number 47, the Business Improvement District Administrative Order.

RECOMMENDATION

It is recommended that the North West Community Council

1. Approve, for the purposes of conducting an area rate vote and public meeting pursuant to By-law B-700, the proposed Sackville Business Improvement District area rate, minimum levy, and maximum levy.
2. Approve, for the purposes of conducting an area rate vote and public meeting pursuant to By-law B-700, the proposed Sackville Business Improvement District boundaries.

BACKGROUND

By-law B-700, Respecting the Regulation of Business Improvement Districts

By-law B-700 governs the formation, expansion, contraction and dissolution of Business Improvement Districts within HRM.¹ The By-law employs an Administrative Order mechanism to form a new Business Improvement District, amalgamate two or more Business Improvement Districts, or change the boundaries of an existing Business Improvement District.

Further to By-law B-700, BID boundary changes must be: (1) initiated by the Board of the existing BID; (2) communicated to commercial property owners and business owners within the expansion area; (3) approved, for the purposes of an boundary expansion vote, by one or more Community Councils; (4) voted on by commercial property owners and business owners within the expansion area; and (5) approved by Regional Council (see Attachment A for a flow chart of the BID expansion process under By-law B-700).

Administrative Order Number 47, the Business Improvement District Admin Order

On August 14, 2012 Council enacted Administrative Order Number 47, the *Business Improvement District Administrative Order*.² By means of that Administrative Order, Council established eight Business Improvement Districts, including the Sackville Business Improvement District. Sackville Business Improvement District's current boundaries are set out in Schedule 1 of Administrative Order Number 47 (see Attachment B for map of existing Sackville Business District boundaries).

Service Agreement

Further to Administrative Order 47, HRM executed a Service Agreement with the Sackville Business Association (SBA) – Registry ID 3077272. As of the writing of this report, SBA remains the Business Improvement Association (BIA) for the Sackville Business Improvement District.

DISCUSSION

Part I – BID Boundary Expansion Process

SBA Board Vote and Notice of Intent to Expand

By-law B-700 stipulates that a request to expand the boundaries of a BID must originate with a 'steering committee'. For the purposes of a boundary expansion, a steering committee is defined as the Board of Directors of the Business Improvement Association (BIA) that governs the existing BID. At its June 16th 2016 Board of Directors' meeting, SBA's Board voted to expand the Sackville Business Improvement District's boundaries. Pursuant to By-law B-700, SBA wrote to notify HRM's Acting Chief Administrative Officer (CAO) and the Municipal Clerk of SBA's intention to proceed with boundary expansion (see Attachment C).

Community Council Role – Authority to Review

By-law B-700 mandates that, prior to a public hearing being held or an expansion vote being conducted, any proposed expansion be reviewed by the Community Council(s) responsible for the District(s) containing the proposed Business Improvement District. In this case, the proposed expansion area lies entirely within the North West Community Council's (NWCC) jurisdiction.

¹ A copy of By-law B-700 is available online at the following URL
<https://halifax.ca/legislation/bylaws/hrm/documents/By-lawB-700.pdf>

² A copy of Administrative Order 47 is available online at the following URL
<http://www.halifax.ca/legislation/adminorders/documents/AO47.pdf>.

Community Council Role – Review of Area Rate, Minimum/Maximum Levy

Where a Board of a BID has requested that the boundary of an existing business improvement district be expanded, Community Council must review the proposed area rate, minimum levy, and maximum levy (based on the budget and activity plan provided). Community Council may, for the purposes of conducting an area rate vote and public meeting, approve, approve with amendment, or reject the proposed area rate, minimum levy, and maximum levy.

Community Council Role – Review of Boundary

Where a Board of a BID has requested that the boundary of an existing business improvement district be expanded, Community Council is also required to consider the proposed boundary. Community Council may, for the purposes of conducting an area rate vote and public meeting approve, approve with amendment, or reject the proposed Business Improvement District boundaries.

Part II – Proposed Expansion

Proposed Boundary

As required by By-law B-700, the SBA has defined a proposed expanded boundary for the Sackville business district (see Attachment D). The proposed expanded boundaries would incorporate commercial properties on Cobequid Road, Glendale Avenue and Park Avenue. PID numbers and civic addresses for the impacted commercial properties are as reflected in Table 1 (see Attachment E).

As required by By-law B-700, SBA has generated a list of commercial tenants currently occupying commercial properties located within the proposed expanded business district boundary. Business names and civic addresses for the impacted commercial tenants are as reflected in Table 2 (see Attachment F).

Proposed Area Rate, Minimum Levy and Maximum Levy

The SBA has, for purposes of the desired boundary expansion, proposed an area rate, minimum levy and maximum levy. The proposed area rate, minimum levy and maximum levy are identical to those currently levied on commercial properties within Sackville Business District's existing boundaries.³

They are as follows:

Area Rate:	14¢ per \$100 of assessed commercial property value
Minimum Levy:	\$200
Maximum Levy:	\$7,000

Anticipated Levy Generated by Expansion Area

Expansion of Sackville Business District's boundaries will entail applying a Business Improvement District (BID) levy on all commercial properties within the expanded area. The amount levied will be subject to Council's approval. Levies may change on an annual basis, such changes being subject to Council's prerogative. All revenue accruing to HRM, through the collection of a BID levy, is disbursed to the SBA (per the terms and conditions of the 2012 Service Agreement). As such, the proposed boundary expansion would have no impact on HRM's operating budget.

³ Sackville Business District's current area rate, current minimum and current maximum were approved by Council in June of 2016. See <http://www.halifax.ca/council/agendasc/documents/160621ca1414.pdf>

A total of 39 commercial properties are currently located within the proposed business district expansion area. Applying the proposed area rate, minimum levy and maximum levy to the properties within the proposed expansion area would generate an additional levy of \$43,400 per year. This would bring the total levy generated by the Sackville Business District to \$228,600 per year. In compliance with By-law B-700, SBA has provided a provisional budget and activity plan based on the proposed expansion area, area rate, minimum levy and maximum levy (see Attachments G and H).

BID-Led Consultation with Commercial Property Owners and Business Owners

To satisfy By-law B-700's consultation requirements, SBA has consulted with stakeholders in the expansion area and have found support for the boundary expansion. The SBA mailed and emailed invitations to commercial property owners and commercial tenants within the expansion area inviting them to attend information meetings held in May of 2016 (see Attachment I). Two private meetings were held with stakeholders not able to attend the information meetings. An online boundary expansion survey was also sent to commercial tenants located in the proposed boundary expansion area.

Part III – Next Steps If Expansion is Approved by NWCC

HRM Staff Led Public Meeting

By-law B-700 specifies that, where Community Council gives its authorization to proceed with the expansion process, a public meeting must be held. The public meeting is conducted by HRM staff to give affected parties a chance to ask questions about the proposed expansion and the voting process. Meeting attendees can publically express either support for, or opposition to, the proposed boundary expansion.

HRM Conducted Expansion Vote

By-law B-700 specifies that, where Community Council gives its authorization to proceed with the expansion process, an expansion vote must be conducted. Area rate ballot packages would go out to all commercial tenants and commercial property owners in the proposed expanded Business Improvement District. Further to By-law B-700, the area rate ballot package must include an explanatory letter advising stakeholders of the implications of the prospective boundary expansion, an area rate ballot; and a map defining the proposed expanded boundaries of the Business Improvement District.

Ballot Count Results and Role of Council

If a majority of the area rate ballots returned are marked in favour of expanding the BID, the proposed expansion is then reviewed by Regional Council. Further to By-law B-700, Regional Council may approve, approve with amendment or reject the proposed Sackville Business Improvement District boundary expansion. If a majority of the ballots returned are marked against expanding the BID, no Council review occurs. If Regional Council approves the proposed Sackville Business Improvement District boundary expansion, an amendment to Administrative 47 will be required.

FINANCIAL IMPLICATIONS

Pursuant to By-law B-700, the Municipality must provide notice of a boundary-expansion-related public meeting in a local newspaper at least seven (7) calendar days prior to the date the meeting shall be held. The Municipality must also provide notice of a boundary expansion vote in a local newspaper at least fourteen (14) days prior to the return date specified on the ballot. Costs are anticipated to be in the \$600-\$900 range, per newspaper insertion. Insertion costs can be absorbed in the approved operating budget for E400 Intergovernmental Relations.

RISK CONSIDERATION

Recommendation: Approve, for the purposes of conducting an area rate vote and public meeting the proposed district boundary, area rate, minimum levy, and maximum levy.

Risk	Likelihood (1-5)	Impact (1-5)	Risk Level (I/L/M/H/VH)	Mitigation
Financial	–	–	–	N/A
Environmental	–	–	–	N/A
Service Delivery	–	–	–	N/A
People	–	–	–	N/A
Reputation	1	1	L	N/A
Legal and Compliance	1	1	L	N/A

Alternative 1: Approve with amendment, or reject the proposed area rate, minimum levy, and maximum levy

Risk	Likelihood (1-5)	Impact (1-5)	Risk Level (I/L/M/H/VH)	Mitigation
Financial	–	–	–	N/A
Environmental	–	–	–	N/A
Service Delivery	–	–	–	N/A
People	–	–	–	N/A
Reputation	1	1	L	N/A
Legal and Compliance	1	1	L	N/A

Alternative 2: Approve with amendment, or reject the proposed Business Improvement District boundaries.

Risk	Likelihood (1-5)	Impact (1-5)	Risk Level (I/L/M/H/VH)	Mitigation
Financial	–	–	–	N/A
Environmental	–	–	–	N/A
Service Delivery	–	–	–	N/A
People	–	–	–	N/A
Reputation	1	1	L	N/A
Legal and Compliance	1	1	L	N/A

COMMUNITY ENGAGEMENT

Commercial property owners/business owners were engaged by the SBA in May of 2016 to gauge support for a boundary expansion (see discussion section above for particulars). If North West

Community Council gives its approval to proceed, a public meeting and a boundary expansion plebiscite vote will be conducted by HRM staff, pursuant to By-law B-700.

ENVIRONMENTAL IMPLICATIONS

There are no environmental implications.

ALTERNATIVES

1. North West Community Council could approve with amendment, or reject the proposed area rate, minimum levy, and maximum levy.
2. North West Community Council could approve with amendment, or reject the proposed Business Improvement District boundaries.

If Community Council approves, with amendment, the proposed area rate, minimum levy, maximum levy or boundary, the amendments will be referred back to the SBA's Board for its consideration. SBA Board ratification is necessary since amendment may impact the viability of an expansion. If the SBA Board ratifies Community Council's amendments, staff will hold a public meeting and conduct an area rate vote reflecting the boundaries, area rate, minimum levy and maximum levy, as amended by Community Council, and ratified by SBA's Board (see Attachment A).

ATTACHMENTS

Attachment A: BID Boundary Change – Process Flow Chart (per By-law B-700 requirements).

Attachment B: Map of existing boundaries of the Sackville Business Improvement District.

Attachment C: Letter addressed to Acting Chief Administrative Officer and Municipal Clerk from the Board of Directors of the Sackville Business Association.

Attachment D: Map of proposed boundaries of the Sackville Business Improvement District (inclusive of expansion area).

Attachment E: List of commercial tenants impacted by proposed business district boundary change.

Attachment F: List of commercial properties impacted by proposed business district boundary change.

Attachment G: Proposed Activity Plan (2017) for the Sackville Business Improvement District (assumes expansion as proposed).

Attachment H: Proposed Budget (2017-2018) for the Sackville Business Improvement District (assumes expansion as proposed).

Attachment I: Correspondence addressed to business owners/commercial property owners, from the Sackville Business Association.

A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/index.php> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

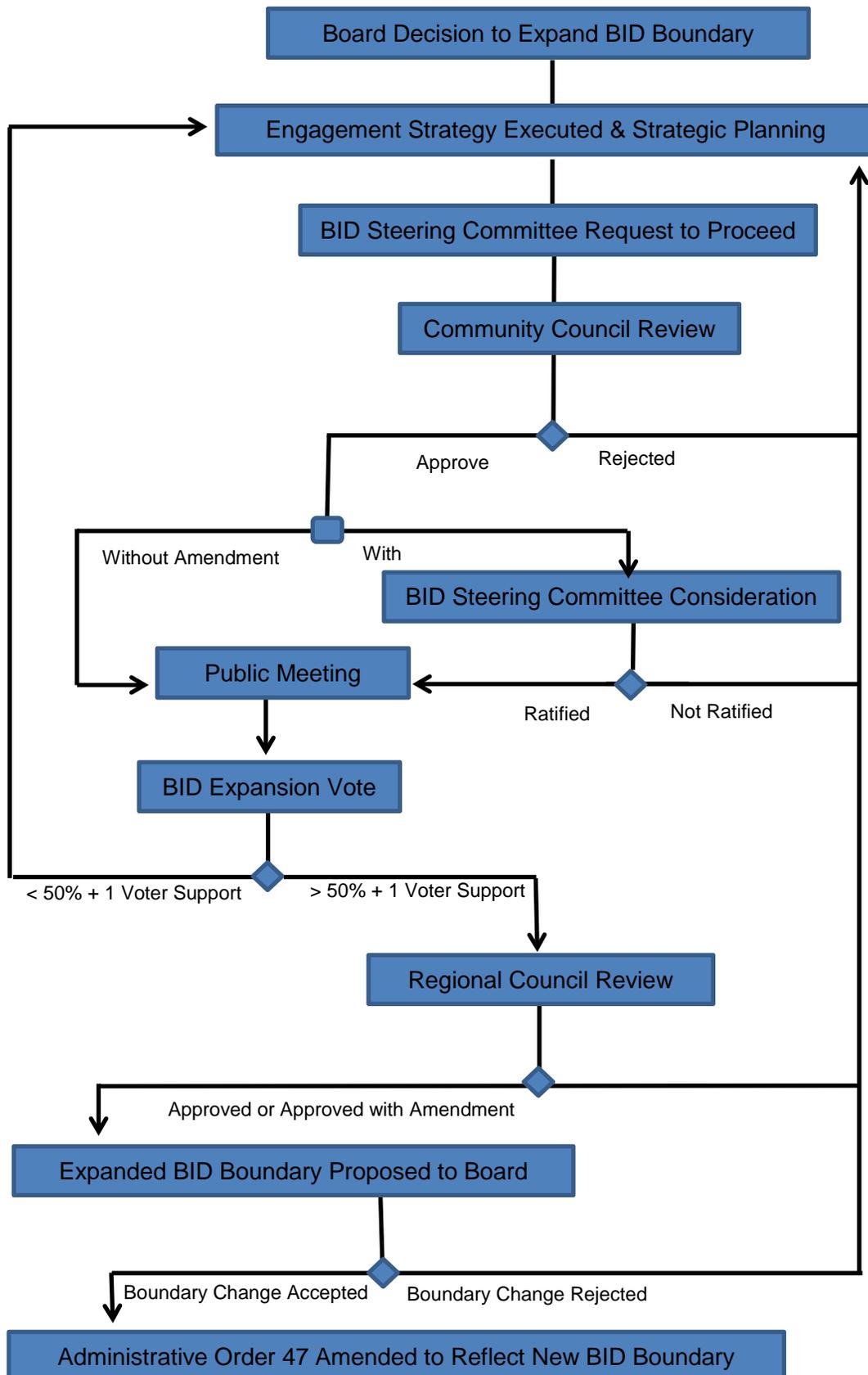
Report Prepared by: Scott Sheffield, Government Relations & External Affairs, 490-3941

Report Approved by: Maggie MacDonald, Managing Director, Government Relations
and External Affairs, 490-1742

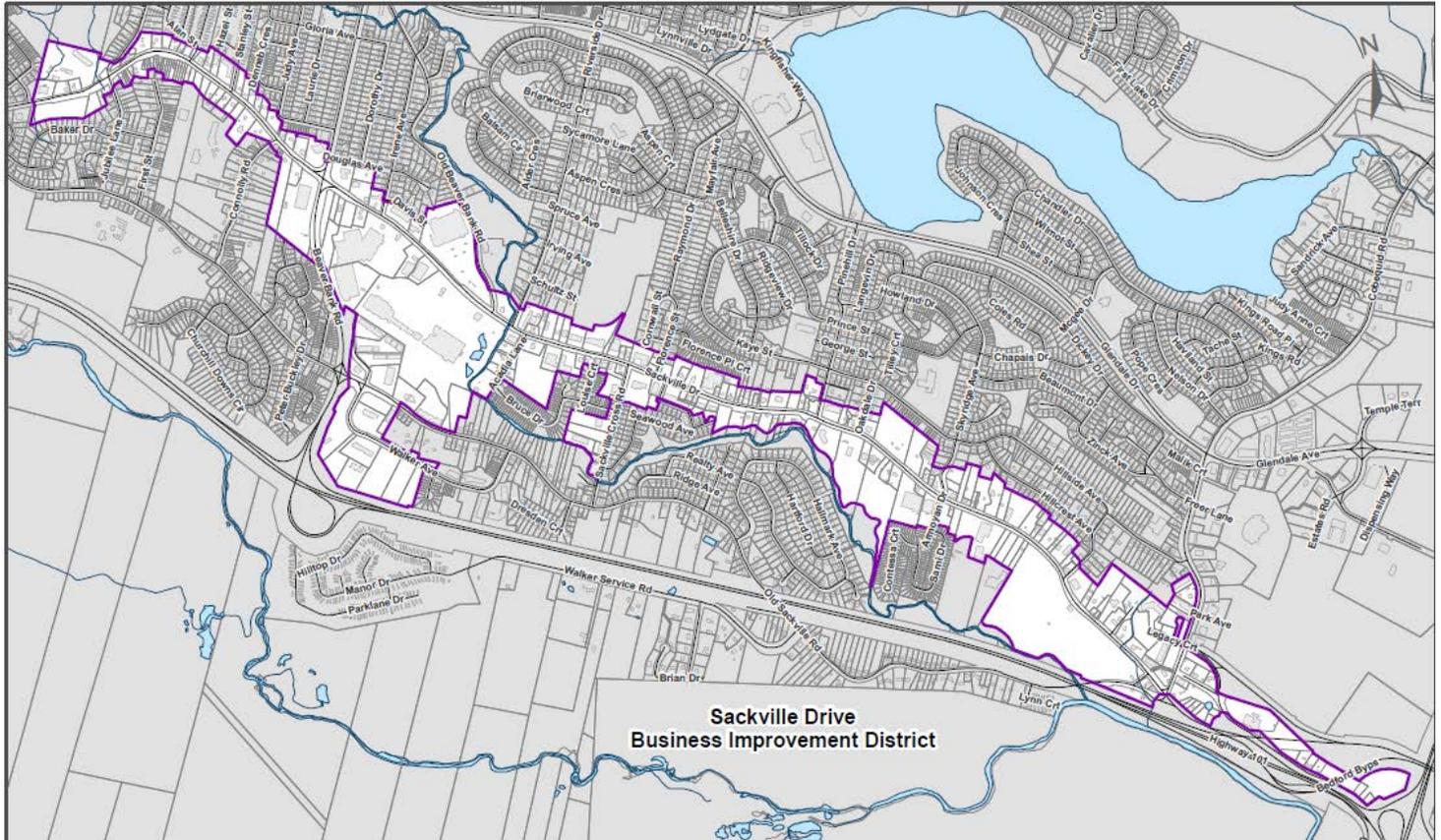
Original Signed

Financial Approval by: Amanda Whitewood, Director of Finance and Information Technology/CFO, 902.490.6308

Attachment A
BID Boundary Change Flow Chart



Attachment B
Sackville Business District Existing Boundaries



**Attachment C
Letter to Acting CAO and Municipal Clerk
(Original Signed)**

July 21, 2016

John Traves, HRM Acting Chief Administrative Officer
Kevin Arjoon, HRM Municipal Clerk
City Hall
1841 Argyle Street, Main Floor
PO Box 1749
Halifax, NS B3J 3A5

Dear Mr. Traves,

We are writing to advise you that the Board of Directors of the Sackville Business Association (SBA) voted to expand the boundaries of the SBA on June 16th, 2016.

The proposed expanded boundaries would include the existing boundaries and a new area in the Cobequid Road/Glendale Avenue area including: civic numbers 51-477 Cobequid Road inclusive (note that civic numbers 10, 64, 70, 90, and 108 are part of the existing BID) and civic numbers 11 through 61 Glendale Ave. (excluding civic number 42). In addition, civic number 6 Nelson Drive and 2 Park Ave. Please see enclosed map.

The Sackville Business Association has consulted businesses in the expansion area and have found support for the boundary expansion. The SBA mailed invitations to all commercial property and business owners within the expansion area inviting them to attend one of two information meetings. In addition, email invitations and reminders were sent to 32 businesses. Meeting were held on Wednesday, May 25th 6:30-7:30 pm at 61 Glendale Avenue and Thursday, May 26th from 10-11 am at 252 Cobequid Road. Representatives from four business/commercial properties attended, as well as Municipal Councillor Steve Craig and several members of the SBA's current Board of Directors. An online survey was sent to 40 businesses located in the expanded area. Five responded; all in favor of expansion to the area. Two private meetings were held with business owners not able to attend the information meetings, both were in favor of expansion. Enclosed find copies of the meeting invitations and survey, as well as the database of business and commercial property owners in the expanded area.

Also enclosed, please find the proposed activity plan and budget for the expanded business improvement district (BID).

We respectfully ask that you request NWCC to approve a Business Improvement area rate vote; and request that Council expand the existing Sackville Business Improvement District.

Please feel free to contact Executive Director, Michelle Champniss, should you have any questions or require further information.

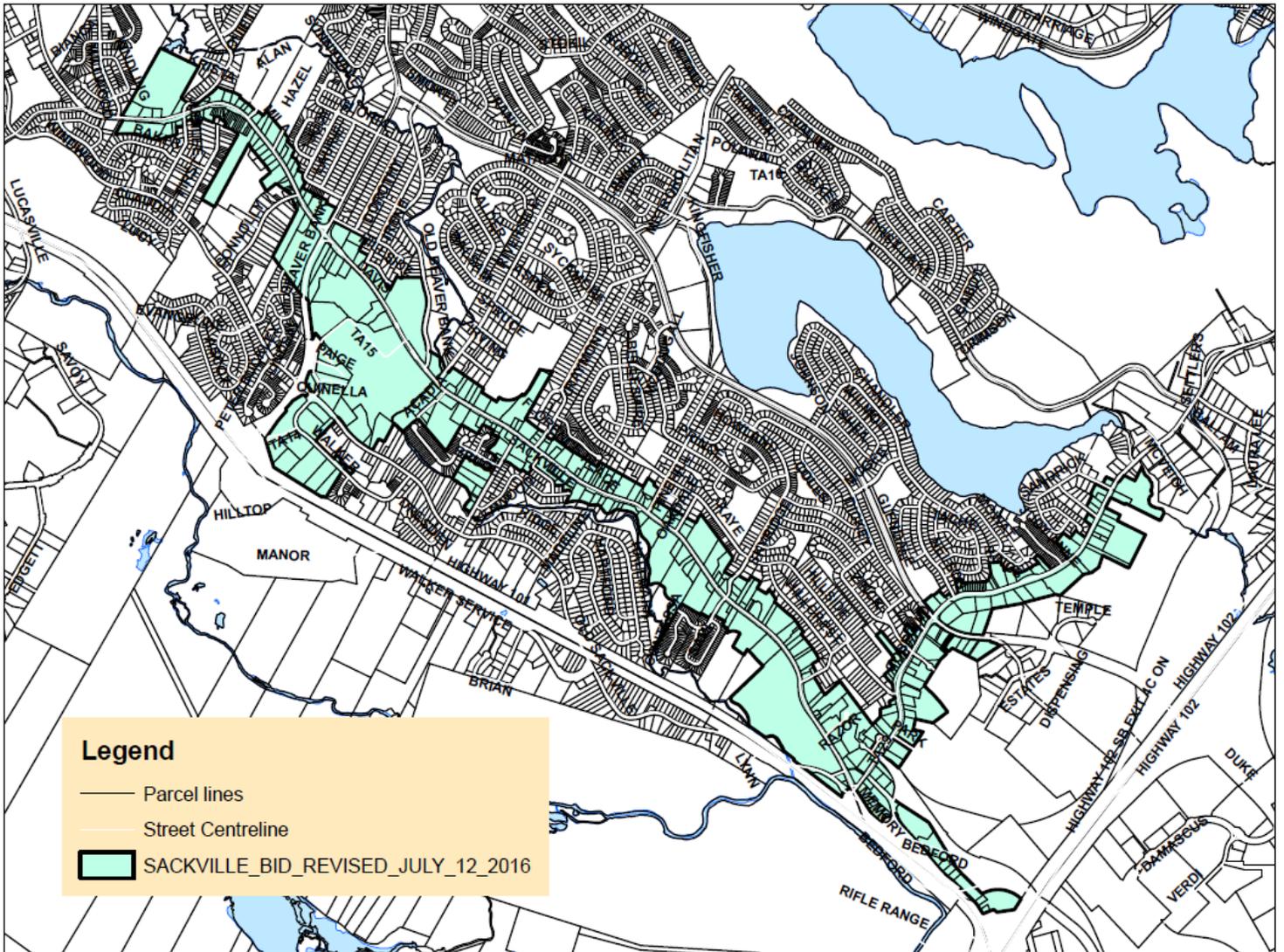
The Board of Directors
Sackville Business Association

Janice Butler, Chair	Caylum Evong, Vice-Chair
John Penney, Treasurer	Tara Hill, Secretary
Carla Bunch	John Murphy
Chris Cyr	Michel Saad
Debbie Adams	Ian Joyce
Azar Bitar	

cc: Councillor Steve Craig
Mayor Michael Savage
Scott Sheffield, HRM Government Relations and External Affairs

Attachment D
Sackville Business District
Proposed Boundaries

SACKVILLE BID POSSIBLE EXTENSION



Attachment E
List of Commercial Tenants Impacted by
Proposed Boundary Expansion

Table 1: Commercial Tenants Impacted by Proposed Boundary Expansion

Business Name	Civic Address
2nd Time Around Used Clothing	298 Cobequid Road
97.5 CIOE FM	11 Glendale Avenue
AA Munro Insurance Services Ltd.	209 Cobequid Road
All Wright TV	274 Cobequid
APJ Automotive	474 Cobequid Road
Assembly Plus	61 Glendale Avenue
Atship Servies	294 Cobequid Road
Auto Light Atlantic	295 Cobequid Road
Avery's Farm Market	287 Cobequid Road
Barbers Corner	190 Cobequid Road
Beacon House Food Bank	470 Cobequid Road
Brockway Enterprises	51 Cobequid Road
Building Futures Employment Society	61 Glendale Avenue
Calypso Hair Design	190 Cobequid Road
Canavan Central Vacuum Systems	477 Cobequid Road
Capital Auto Sales	103 Cobequid Road
Clarity Garden Wellness Clinic	477 Cobequid Road
Clinch Martial Arts	22 Glendale Avenue
Cloud 9 Hair Studio	225 Cobequid Road
Cobequid Convenience Store	99 Cobequid Road
Cobequid Pharmachoice	225 Cobequid Road
Coldwell Bankers	32 Glendale Avenue
Community Care Walk-in-Clinic (Lawtons)	159 Cobequid Road
CP Stairmasters Inc	41 Glendale Avenue
Custom Clean Atlantic	308 Cobequid Road
Dr.Naida Leckey	225 Cobequid Road
Dyno Nobel Canada Ltd.	308 Cobequid Road
Equestrian Closet	225 Cobequid Road
Event Software	294 Cobequid Road
E-Z Wood Products	21 Glendale Avenue
Family Side Services	287 Cobequid Road
FH Development Group	216 Cobequid Road
Fisher King Seafoods	274 Cobequid
Freedom Cycle Sackville	301 Cobequid Road

Gillis Construction (Mainland) Ltd	474 Cobequid Road
Glenveigh Distribution	216 Cobequid Road
GreenHawk Harness & Equestrian Supplies	477 Cobequid Road
Halifax Heating Residential	473 Cobequid Road
Halifax Regional Water Commission	2 Park Avenue
Handyman Connection	51 Cobequid Road
Honorable Dave Wilsons (NDP)	477 Cobequid Road
Ink4U Sign Supplies Ltd.	308 Cobequid Road
James Associates Ltd	41 Glendale Avenue
Jessy's Pizza	99 Cobequid Road
King Town Chinese Restaurant	225 Cobequid Road
Knights of Columbus	252 Cobequid Road
KVM Consultants LTD	51 Cobequid Road
Lawtons Drug Store	157 Cobequid Road
MacDow Mechanical	298 Cobequid Road
Major Discount	123 Cobequid Road
Maritime Sportswear Ltd	22 Glendale Avenue
Mark Lively Welding Ltd.	381 Cobequid Road
Massage Addict	11 Glendale Avenue
Mother Hubbards and Friends Day Care	22 Glendale Avenue
Naughty by Nature	99 Cobequid Road
Neptune Water Systems	477 Cobequid Road
Nova Coffee	216 Cobequid Road
Offshoot Shop	61 Glendale Avenue
PartSource Sackville	225 Cobequid Road
Phillips Auto Repair	302 Cobequid Road
Pizzatown	225 Cobequid Road
Power Security Systems Ltd.	477 Cobequid Road
Roach Cycles	477 Cobequid Road
Route 1 Motorsports	298 Cobequid Road
Russell House Marketing	65 Cobequid Road
Rust Check Centre	103 Cobequid Road
Sackville Chiropractic Clinic	287 Cobequid Road
Sackville Hearing Center	294 Cobequid Road
Sackville Small Engine Center	388 Cobequid Road
Satelite Taxi (Aero Cab Transportation)	103 Cobequid Road
Senguin Agency- Knight of Columbus Insurance	51 Cobequid Road
Speedy Glass	308 Cobequid Road
Stair Parts Liquidator	22 Glendale Avenue
Strongest Families Institute	267 Cobequid Road

Subway	232 Cobequid Road
The Auto Shower/Doggie Shower	141 Cobequid Road
The Ladle Restaurant	61 Glendale Avenue
The Maids	477 Cobequid Road
The Print Shop	61 Glendale Avenue
Three C's Contractors	477 Cobequid Road
Tim Horton's	257 Cobequid Road
Traditional Cabinetry and Woodworks	477 Cobequid Road
U-Haul Neighbor Dealer	381 Cobequid Road
Ultramar	220 Cobequid Road
WildeTimmons Michaud Accountants	32 Glendale Avenue
Wilson's Home Heating	473 Cobequid Road
Wise Cracks Halifax	31 Glendale Avenue

Attachment F
List of Commercial Properties Impacted by
Proposed Boundary Expansion

Table 2: Commercial Properties Impacted by Proposed Boundary Expansion

Civic No.	Street Name	AAN No.	PID No.
381	Cobequid Road	00269115	00355123
308	Cobequid Road	06033733	00355156
298	Cobequid Road	02330709	00355206
294	Cobequid Road	04952243	00355214
388	Cobequid Road	02460572	00355313
252	Cobequid Road	02208229	00355941
232	Cobequid Road	00414115	00356840
225	Cobequid Road	05506069	00356873
216	Cobequid Road	01800612	00356899
220	Cobequid Road	01354361	00357012
190	Cobequid Road	01890875	00361824
474	Cobequid Road	09511423	40094450
470	Cobequid Road	01057138	40094476
473	Cobequid Road	04116828	40094781
141	Cobequid Road	09389652	41047069
302	Cobequid Road	04550528	40818361
65	Cobequid Road	05887909	00344887
123	Cobequid Road	08939705	40875585
103	Cobequid Road	00507482	40875593
301	Cobequid Road	10003024	41233396
157	Cobequid Road	05505992	41237934
209	Cobequid Road	05505976	40278525
111	Cobequid Road	00507504	40296402
99	Cobequid Road	04105036	40296410
477	Cobequid Road	01262319	40296931
287	Cobequid Road	07670451	40533549
267	Cobequid Road	07670443	40533556
257	Cobequid Road	07670435	40533564
295	Cobequid Road	07670478	40539280
274	Cobequid Road	08605866	40675803
51	Cobequid Road	02997681	40010118
22	Glendale Avenue	05657644	00364844
11	Glendale Avenue	05505984	40267247
31	Glendale Avenue	05606934	40267254
21	Glendale Avenue	05555582	40255101

32	Glendale Avenue	05657652	00312116
41	Glendale Avenue	05606942	40041691
61	Glendale Avenue	05506018	00368571
2	Park Avenue	06046428	40373615

**Attachment G
Sackville Business District
Proposed BID Expansion Activity Plan**

1.0 Objectives

The objectives of the Sackville Business Association (SBA) are to:

- Support the development of an experiential shopping district to increase customer traffic.
- Retain current businesses by supporting business growth.
- Promote an ideal environment where businesses want to locate.

1.1 Beautification

One of the main priorities of the SBA, as identified by members, is the beautification of the Business Improvement District. The Association undertakes and advocates for physical improvements to the BID.

Seasonal decorations

The Sackville Business Association, in partnership with Halifax Regional Municipality (HRM) will again install and maintain 73 hanging flower baskets on utility poles along Sackville Drive. During the holiday season, the SBA will install 41 LED holiday lights on utility poles. The SBA will expand the program to include baskets and holiday lights on Cobequid Road. In addition, the SBA maintains the brightly-coloured banners and Canadian flag on the light standards on the Little Sackville River bridge.

Streetscape Improvements

The SBA will work collaboratively with HRM on a new streetscape plan for Sackville, as recently approved in the municipal budget.

1.2 Member Outreach & Assistance

The SBA works with its diverse range of members to address their needs. It also fosters cooperation and connections between members, while developing partnerships with stakeholders who directly influence the district.

Signage & Facade Upgrade Program

This will be the seventh year of the SBA's Signage Upgrade Program. The program covers 50 per cent of eligible costs, up to \$4,000, for participating businesses. In the past seven years, 68 businesses have received \$145,600 and have invested more than \$750,000 in signage improvements within the BID, \$31,021 of which was accessed through a successful application by the SBA to Atlantic Canada Opportunity Agency(ACOA).

Graffiti Removal Program

Two years ago, the SBA introduced a graffiti removal program, wherein members whose buildings have been defaced by graffiti can have it removed free of charge. Prompt removal of graffiti is crucial to preventing it from reoccurring. The program was very successful and will continue this fiscal. In addition, more than 140 illegal signs posted on utility poles were removed under this program.

Litter Removal Program

Staff will be secured to remove litter throughout the business district during the summer months. In addition to litter removal, staff will notify business members of the SBA's graffiti program and report graffiti / infrastructure repairs on public property to HRM, remove illegal posters from utility poles, and do touch up paint on benches and picnic tables.

Member Engagement

Membership in the Sackville Business Association is automatic for businesses located within the boundaries of the Sackville Business Improvement District. The SBA has made great strides in raising awareness of the Association's programs and events. The SBA will continue to use its website, email lists, newsletter, social media and traditional media to reach out to members and residents. The SBA personally welcomes each new business in the district and helps to connect business owners with the many resources available.

Networking and Education

The SBA offers monthly networking opportunities through Meet & Greets hosted by member businesses. Meet & Greets offer members and other people in business the chance to connect and co-promote over coffee.

Business Breakfast

The Sackville Business Association holds a Business Breakfast to mark Small Business Week in October. The event is free for members and offers them the opportunity to network with other business people. The breakfast includes a speaker from the business world who offers a mix of inspiration, wisdom and humour from his or her experience working in business. In 2014, more than 60 members registered for this event with guest speaker Pete Lockett.

Business Awards

For 2016, the SBA will implement business awards to acknowledge those businesses that go above and beyond in their business and community. These will be presented at the annual Business Breakfast.

Member Training

During the past year, the SBA successfully obtained \$43,301 in provincial funding to run seven 40-hour training programs with more than 70 business owners/employees participating. The SBA will continue to partner with the province to offer this training to members.

1.3 Advocacy and Engagement

Part of the Sackville Business Association's mandate is to provide a united voice for our members and ensure their voice and concerns are heard. The SBA continues to move forward on its advocacy agenda and stays abreast of current developments.

Business recruitment

One of the goals of the Sackville Business Association is to draw new businesses to Sackville, thereby reducing the vacancy rate. The SBA keeps an inventory of commercial space available in the district and fosters relationships with land owner in order to refer businesses looking for space. The SBA has formed a Business Recruitment Committee who will investigate other opportunities to advance the mandate of business recruitment. The committee will research ways the BID can attract new business that would be complimentary to existing business, as well as opportunities for commercial property owners to work cooperatively to fill vacant space.

Hotel Recruitment

The Sackville Business Association continues to work towards bringing a hotel to Sackville. The Downsview Motel, Sackville's only accommodation for out-of-town visitors, closed in 2011 to make way for a new Lawton's development. The SBA believes Sackville is a suitable location for a hotel, and such a hotel would be beneficial for the business district. To that end, the Association commissioned a hotel feasibility study, which recommended a 100-room hotel be built in Sackville. The SBA will continue to support the development of a hotel in the district.

Partnerships

In an effort to help advance the objectives of the business district, the SBA works closely with numerous organizations with similar goals. Some of these organizations include: Sackville Rivers Association, Acadia Recreation Club, Halifax BIDs, and Downtown Atlantic Canada (DAC).

Medical/Dental Plan

In response to the needs of member businesses, in 2014 the SBA partnered with the Halifax Chamber of Commerce to offer access to a Medical/Dental Plan. There are currently 26 businesses registered for the plan. Through this program, member businesses can access the medical/dental plan without purchasing a membership, which has resulted in a savings of more than \$10,600 for member businesses.

1.4 Marketing & Events

One of the objectives of the Sackville Business Association is to encourage residents to shop at local businesses. The SBA promotes Sackville through community events and marketing initiatives, and works with local media to carry out this initiative. The *Live,Shop, Love Sackville brand plays an important role and is incorporated into all SBA marketing.

Website

In the past year, the www.sackvillebusiness.com website had more than 19,000 unique visitors and almost 45,000 page views. The website will continue to be a key promotional tool for the SBA and our member businesses.

Christmas guide

The SBA will again produce the Christmas in Sackville guide this year. Last year's guide attracted 38 member advertisers and was delivered to more than 15,500 Sackville homes. The Association is looking to build on that success this year and re-vamp the lay out to add greater variety in advertising options.

Sackville Christmas Tree Lighting

The Sackville Business Association is the major organizer and sponsor of the Christmas Tree Lighting, held the last week in November. The SBA, in conjunction with a number of community groups, has built the event to the largest Christmas event in Sackville, with an estimated 3,500 people attending.

Patriot Days

This year the Sackville Business Association is the presenting sponsor of the Sackville Patriot Days parade on July 1. The parade draws close to 15,000 people to Sackville Drive, making it the largest community event in Sackville. The SBA will again enter a "Historic Sackville" themed float in the parade and volunteers will hand out notepads to the crowd. The SBA will also assist the Patriot Days committee with marketing for the event.

Live.Shop.Love Sackville

The SBA will build on the widely known and supported *Live.Love.Shop Sackville brand. We will expand on current uses and add better defined and more direct campaigns, while keeping the integrity of the existing brand.

Community awareness

The SBA has made great strides in raising public awareness of its programs and activities in the past year. The Association will continue to use social media and traditional media to reach out to members of the community.

Community Patnership/Sponsorship

The SBA works to help support numerous community initiatives and events through promotion, logistical assistance and direct sponsorship. Some of the events sponsored by the SBA are the Canadian Cancer Society Relay for Life, the Sackville Sneaker Shredders Race and the Sackville Rivers Duck Race.

Sackville Snow Days

The 2nd annual Sackville Snow Days Winter Festival was a huge success with more than 3,500 people in attendance. The SBA, partnering with 20 other community groups, will build on this success for 2017.

**Attachment H
 Proposed Sackville Business
 District Budget (2017-2018)**

REVENUE

Levy Revenue	
Levy	\$228,600.00
Subtractions:	
Single Tenant Property - Refund Policy	-\$4,790.94
Non-profit Societies- Refund Policy	-\$3,050.10
Sub-total: Levy Revenue	<u>\$220,758.96</u>
Other Revenues	
NS Summer Student Career Skills Program	\$13,124.00
Canada Summer Jobs	\$6,704.00
HRM BID Contribution Fund	\$9,020.36
HRM BID Maintenance Fund	\$4,253.11
Councillor Discretionary Fund	\$0.00
Workplace Education Fund	\$16,534.00
Advertising & Promotion Revenue	\$12,000.00
Event Sponsorship	
Tree Lighting	\$1,850.00
Sackville Snow Days	\$2,950.00
Business Breakfast	\$500.00
Sub-total: Other Revenue	<u>\$66,935.47</u>
TOTAL REVENUE	<u>\$287,694.43</u>

EXPENSES

Payroll Expenses	
Wages & salaries	\$105,772.00
EI	\$2,600.00
CPP	\$3,761.43
Health/Dental	\$2,300.00
Sub-total: Payroll	<u>\$114,433.43</u>
General & Administrative Expenses	
Mileage	\$1,200.00
Training & Conferences	\$4,000.00
Office Rent (\$1,075 x 12 months)	\$12,900.00
Telephone/Internet	\$3,000.00
Insurance: Director's & Officer's Liability	
Insurance	\$590.00
General Liability Insurance	\$564.00
Sackville Snow Days	\$750.00

Accounting & Legal	\$5,200.00
Office Supplies	\$5,000.00
Meetings & Association Functions	\$3,000.00
Office repair/maintenance	\$500.00
Sub-Total:	
Overhead	<u>\$36,704.00</u>
Equipment	
Computer Software/Office Equipment	<u>\$500.00</u>
Sub-total:	
Equipment	<u>\$500.00</u>
Program Costs	
Seasonal Decorations (baskets/ banners)	\$30,000.00
LED Holiday Decorations	\$2,500.00
Signage & Facade Upgrade Program	\$40,000.00
Member Medical/Dental	\$950.00
Graffiti/Litter Program	\$500.00
Training	\$16,534.00
Summer Maintenance Program/Clean Team	\$1,500.00
Business Recruitment Campaign	\$5,000.00
Business Awards	\$500.00
Sub-total: Program Costs	<u>\$97,484.00</u>
Marketing & Events	
Advertising & Promotion	\$31,373.00
Sackville Snow Days	\$500.00
Tree Lighting	\$3,200.00
Sponsorship	\$2,500.00
Patriot Days float	\$500.00
Member welcome	\$500.00
Sub-Total:	
Marketing	<u>\$38,573.00</u>
TOTAL EXPENSES	<u><u>\$287,694.43</u></u>
SURPLUS/DEFICIT	<u><u>\$0.00</u></u>

**Attachment I
Correspondence Addressed to Expansion Area
Business Owners and Property Owners
from Sackville Business Association (SBA)**

We want to hear from you!

[View this email in your browser](#)



We want to hear from you!

The Sackville Business Association is looking at expanding! The SBA has seen significant commercial growth in the Cobequid Road area since our formation in 2004. The Board of Directors is now exploring the opportunity of expanding our current boundaries to include the Cobequid Road area.

Thank you to those who made it out to our meetings earlier this month. For those of you who were unable to make it to a meeting, we wanted to provide the opportunity to give feedback with the following survey. Your input is important to us and we would appreciate you taking a few minutes to complete.

[Take the Survey!](#)

902-252-3099 | info@sackvillebusiness.com



902-252-3099



michelle@sackvillebusiness.com



www.sackvillebusiness.com



facebook.com/sackvillebusinessassociation



@sbasackville

We want to hear from you!

The Sackville Business Association(SBA) is looking at expanding! The SBA has seen significant commercial growth in the Cobequid Road area since our formation in 2004, and there are many changes (like the Burnside Drive extension) proposed for the near future. The SBA's Board of Directors is now exploring the opportunity of expanding our current boundaries to include the Cobequid Road area.

We invite you to attend one of the following meetings to learn more about the benefits of membership in the SBA, get more information on our programs/projects and, most importantly, give us input on the needs/wants of your business.

Wednesday, May 25th

6:30-7:30 pm

Building Futures, 61 Glendale Ave.

Thursday, May 26th

10-11 am

Knights of Columbus, 252 Cobequid Rd.

Sincerely,

Original Signed

Michelle Champniss,
Executive Director