

**Harbour East and Marine Drive Community Council
June 12, 2014**

TO: Chair and Members of Harbour East and Marine Drive
Community Council

SUBMITTED BY: Original signed

Maggie MacDonald, Acting Managing Director Government Relations
and External Affairs

DATE: May 20, 2014

SUBJECT: Boundary Expansion – Downtown Dartmouth Business Commission

ORIGIN

Letters, dated February 11, 2014 and February 20, 2014, advising that Downtown Dartmouth Business Commission's (DDBC) Board of Directors had voted to expand the Downtown Dartmouth 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*.

RECOMMENDATIONS

1. It is recommended that the Harbour East and Marine Drive Community Council approve, for the purposes of conducting an area rate vote and public meeting pursuant to By-law B-700, the proposed Downtown Dartmouth Business Improvement District area rate, minimum levy, and maximum levy.
2. It is also recommended that the Harbour East and Marine Drive Community Council approve, for the purposes of conducting an area rate vote and public meeting pursuant to By-law B-700, the proposed Downtown Dartmouth Business Improvement District boundaries.

BACKGROUND

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

On August 14, 2012 Council enacted By-law B-700, Respecting the Regulation of Business Improvement Districts.¹ By-law B-700 governs the formation, expansion, contraction and dissolution of Business Improvement Districts within HRM. 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).

Note that Community Council's approval of a proposed business district boundary, proposed area rate and proposed minimum/maxim levy is solely for purposes of conducting an area rate vote and public meeting. Pursuant to By-law B-700, only Regional Council has the authority to approve a BID boundary change or approve a change to a BID's area rate, minimum levy or maximum levy.

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 Downtown Dartmouth Business Improvement District. Downtown Dartmouth Business Improvement District's current boundaries are set out in Schedule 1 of Administrative Order Number 47 (see Attachment B for map of existing Downtown Dartmouth Business District boundaries).

Service Agreement

On August 14, 2012, Council authorized the Mayor and Municipal Clerk to execute Service Agreements with eight bodies corporate. These bodies corporate were to act as Business Improvement Associations (BIAs) for the business improvement districts established by Council under Administrative Order 47. On November 1st 2012, HRM executed a Service Agreement with the Downtown Dartmouth Business Commission (DDBC) – Registry ID 3068887. As of the

¹ A copy of By-law B-700 is available online at the following URL
<https://www.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>.

writing of this report, DDBC remains the BIA for the Downtown Dartmouth Business Improvement District.

DISCUSSION

Board Defined as Steering Committee

By-law B-700 stipulates that a request to expand the boundaries of Business Improvement Districts must originate with a 'steering committee'. For the purposes of a boundary expansion, a steering committee is defined, per By-law B-700, as the Board of Directors of the Business Improvement Association that governs the pre-existing Business Improvement District. As noted above, DDBC is the Business Improvement Association (BIA) for the Downtown Dartmouth Business Improvement District. As such, the DDBC's Board would be considered a 'steering committee' for the purposes of expanding Downtown Dartmouth Business Improvement District's boundaries.

Proposed Boundary

As required by By-law B-700, the DDBC has defined a proposed expanded boundary for the existing business district. The expansion would include an area in the Wyse Road and Windmill Road area, including Nantucket Avenue, Wyse Road, Windmill Road to Albrow Lake Road and south of Windmill Road to the harbour. HRM staff has created a map of the proposed expansion area (see Attachment C).

Proposed Area Rate, Minimum Levy and Maximum Levy

The DDBC 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 Downtown Dartmouth Business District's existing boundaries.³

They are as follows:

| | |
|---------------|---|
| Area Rate: | 36¢ per \$100 of assessed commercial property value |
| Minimum Levy: | \$300 |
| Maximum Levy: | \$15,000 |

A total of 75 commercial properties, with a combined assessed value of \$74,977,300, are 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 \$146,100 per year. This would bring the total levy generated (inclusive of original boundary and expanded boundary) to \$464,500 per year. In compliance with By-law B-

³ Downtown Dartmouth Business District's current area rate, current minimum and current maximum were approved by Council in June of 2013.

700, DDBC has provided a provisional budget and activity plan based on the proposed expansion area, area rate, minimum levy and maximum levy (see Attachments D and E).

BID-Led Consultation with Commercial Property Owners and Business Owners

To satisfy By-law B-700's commercial property owner and business owner consultation requirements, the DDBC sent an expansion brochure and an information letter/meeting invitation to every commercial address in the proposed expansion area in the Spring of 2013 (see Attachments F and G). The DDBC held an information meeting on May 21st 2013 at the Dartmouth Sportsplex. The meeting was attended by Councillor McCluskey and by six individuals who own commercial property and/or operate businesses in the proposed expansion area. Between November 2013 and January 2014, the Executive Director for the DDBC visited businesses in the area to confirm support for the expansion.

DDBC Board Vote

Based on feedback received in the course of the information meeting and through stakeholder consultations in 2013 and 2014, DDBC's Executive Director determined that there was support for boundary expansion and recommended that DDBC proceed. At its January 23rd 2014 Board of Directors' meeting, DDBC's Board voted to expand the Downtown Dartmouth Business Improvement District's boundaries.

Notice of Intent to Proceed

Under By-law B-700, a 'steering committee' is required to notify the Chief Administrative Officer (CAO) and the Municipal Clerk, in writing, of its intention to proceed with a vote to expand its boundaries. Such a notification must be signed by a majority of the steering committee's members. As outlined above, the DDBC's Board is considered a steering committee for a boundary change. The DDBC's Board is comprised of 9 members. The letter dated February 20, 2014 is signed by 7 individuals, all of whom are listed as Board members for DDBC. DDBC has, therefore, met By-law B-700's notice requirement (see Attachments H and I).

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 Harbour East and Marine Drive Community Council's (HEMDCC) jurisdiction.

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.

R1: Staff recommends that the Harbour East and Marine Drive Community Council approve, for the purposes of conducting an area rate vote and public meeting pursuant to By-law B-700, the proposed Downtown Dartmouth Business Improvement District 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.

R2: Staff recommends that the Harbour East and Marine Drive Community Council approve, for the purposes of conducting an area rate vote and public meeting pursuant to By-law B-700, the proposed Downtown Dartmouth Business Improvement District boundaries.

Community Council Role – Amendment of Proposed Boundary, Area Rate, Minimum Levy or Maximum Levy

If Community Council approves, with amendment, the proposed area rate, minimum levy, maximum levy or boundary, the amendments will be referred back to the DDBC's Board for its consideration. DDBC Board ratification is necessary since amendment may impact the viability of an expansion. If the DDBC 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 DDBC's Board.

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.

Pursuant to By-law B-700, the public meeting must:

- be advertised publicly;
- identify the affected areas;
- communicate the rationale for the proposed area rate;
- communicate an initial recommended area rate, minimum levy and maximum levy to be applied in the Business Improvement District's first year of operation;
- communicate that a Business Improvement District area rate will be applied in perpetuity unless the Business Improvement District is dissolved;
- communicate that the initial recommended area rate, minimum levy and maximum levy to be applied, may change on an annual basis, subject to Business Improvement Association recommendation and Council approval;
- clarify the role of the Business Improvement District and Business Improvement Association;
- be conducted in a manner that affords those attending the meeting an opportunity to comment on the area rate's appropriateness; and
- clarify the area rate vote's balloting process.

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 persons in a proposed expanded Business Improvement District that are commercial property owners on the most recent assessment roll and are not within the original boundaries of the existing Business Improvement District; and
- all commercial tenants in the proposed expanded Business Improvement District that are not within the original boundaries of the existing Business Improvement District.

Further to By-law B-700, the area rate ballot package must include:

- an explanatory letter:
 - communicating the rationale for the proposed area rate;
 - specifying the initial recommended area rate, minimum levy and maximum levy to be applied in the expanded Business Improvement District's first year of operation;
 - clarifying that a Business Improvement District area rate will be applied in perpetuity, in an amount set annually, unless the Business Improvement District is dissolved;
 - clarifying that the initial recommended area rate, minimum levy and maximum levy to be applied, may change on an annual basis, subject to Business Improvement Association recommendation and Council approval;

- 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 Downtown Dartmouth 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 Downtown Dartmouth Business Improvement District boundary expansion, an amendment to Administrative 47 will be required.

FINANCIAL IMPLICATIONS

Expansion of Downtown Dartmouth Business Commission'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 DDBC (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.

COMMUNITY ENGAGEMENT

Commercial property owners/business owners were engaged by the Downtown Dartmouth Business Commission in 2013 and 2014 to gauge support for a boundary expansion (see discussion section above for particulars).

Note that if Harbour East and Marine Drive Community Council gives its approval to proceed, an additional public meeting will be held by HRM staff and a vote will be conducted by HRM staff (see discussion section above for particulars).

ENVIRONMENTAL IMPLICATIONS

There are no environmental implications.

ALTERNATIVES

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

ATTACHMENTS

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

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

Attachment C: Map of proposed boundaries of the Downtown Dartmouth Business Improvement District (expansion area only).

Attachment D: Proposed Activity Plan (2014) for the Downtown Dartmouth Business Improvement District (assumes expansion as proposed).

Attachment E: Proposed Budget (2014) for the Downtown Dartmouth Business Improvement District (assumes expansion as proposed).

Attachment F: Letter addressed to business owners, from the Downtown Dartmouth Business Commission, advising recipients of the proposed business district expansion, and inviting recipients to attend information session.

Attachment G: Downtown Dartmouth Business Commission brochure on the proposed business district expansion.

Attachment H: Letter, dated February 11, 2014, addressed to Richard Butts, HRM Chief Administrative Officer and to Cathy Mellett, HRM Municipal Clerk, from the Board of Directors of the Downtown Dartmouth Business Commission.

Attachment I: Letter, dated February 20, 2014, addressed to Richard Butts, HRM Chief Administrative Officer from the Board of Directors of the Downtown Dartmouth Business Commission.

A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/index.html> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

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

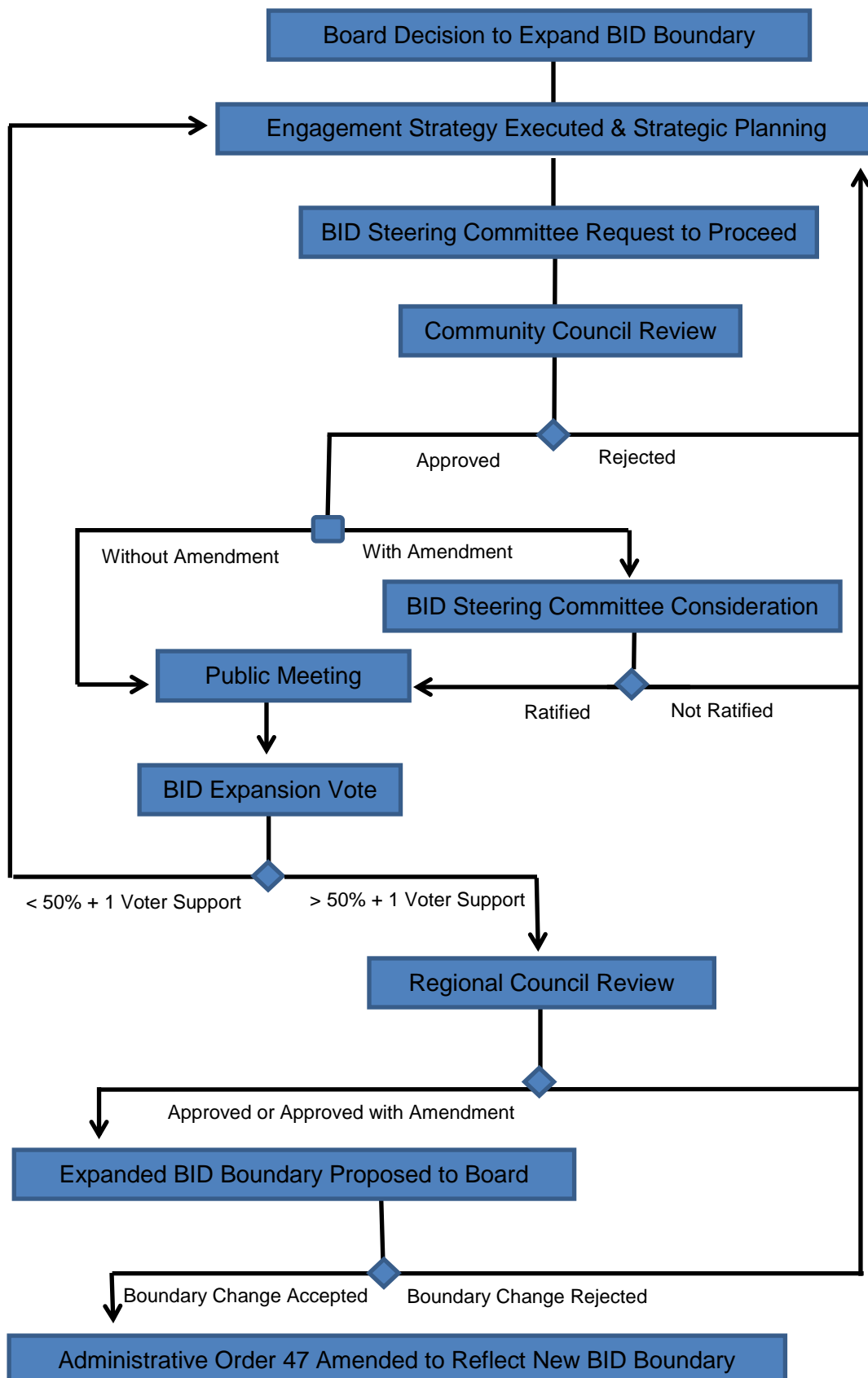
Report Approved by: Original signed

Maggie MacDonald, Acting Managing Director, Government Relations
and External Affairs, 490-1742

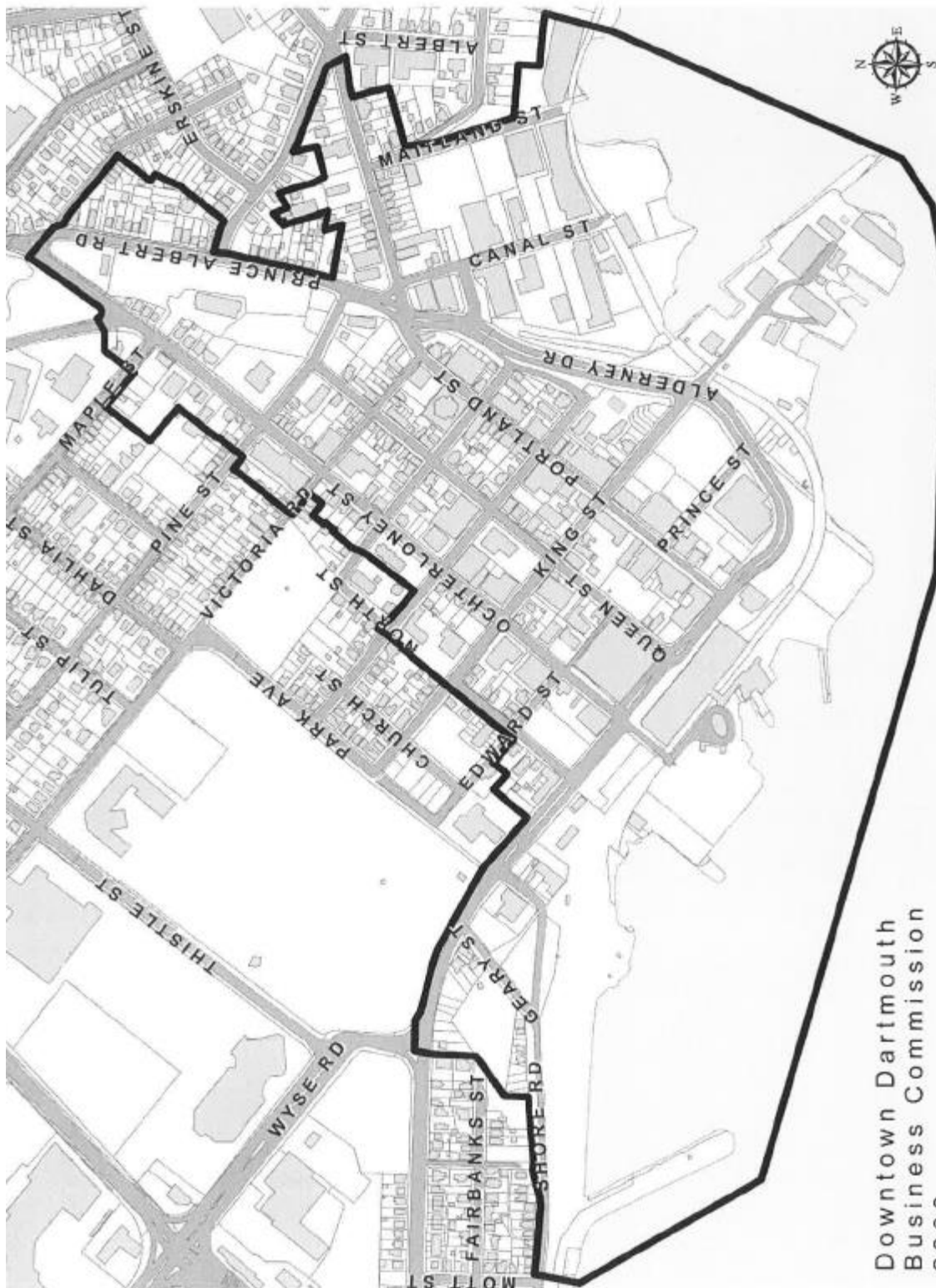
Financial Approval by: Original signed

Greg Keefe, Director of Finance & ICT/CFO, 490-6308

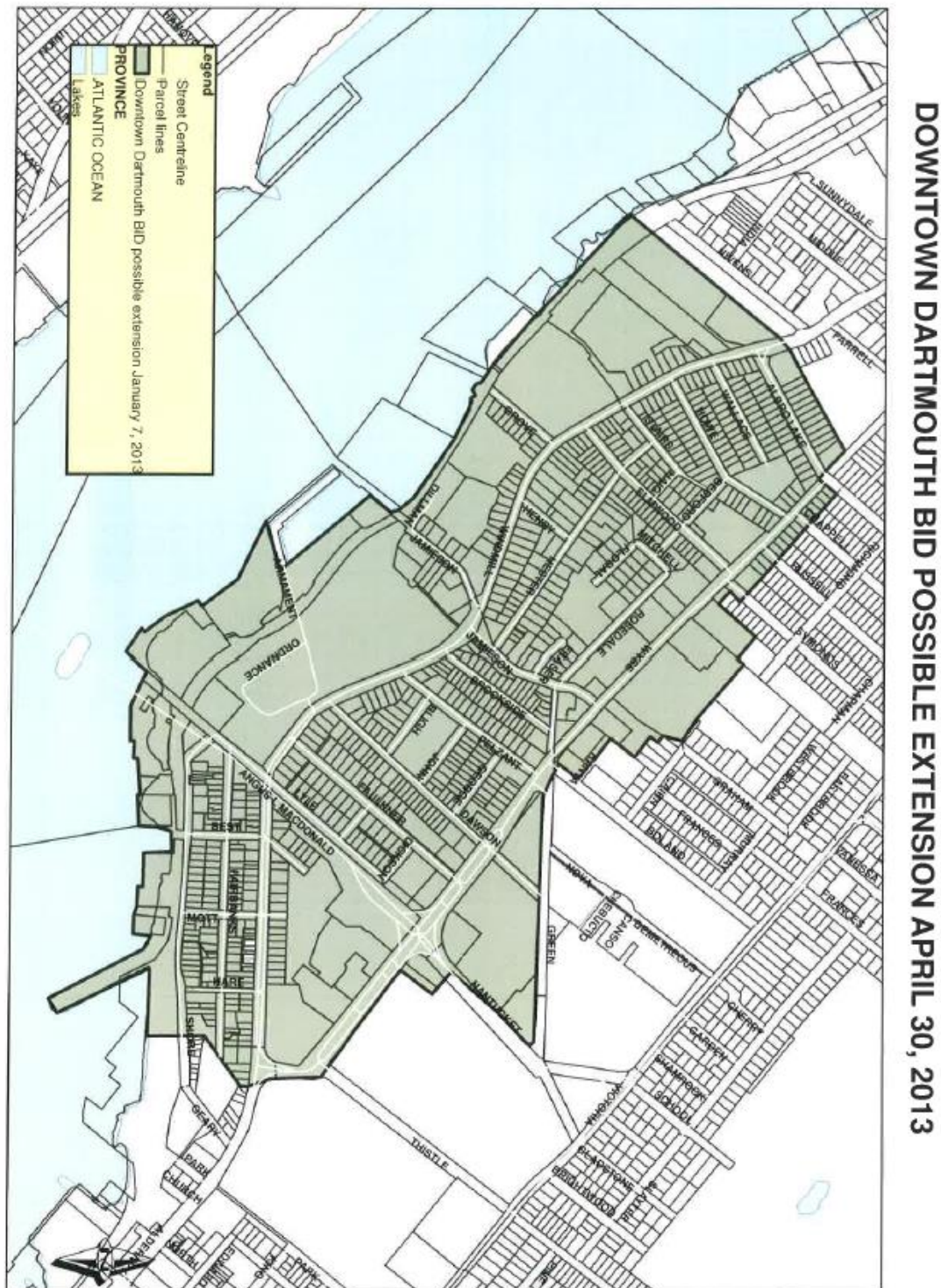
Attachment A:
BID Boundary Change Flow Chart



Attachment B
Downtown Dartmouth Business District
Existing Boundaries



Attachment C
Downtown Dartmouth Business District
Proposed Boundaries



Attachment D
Downtown Dartmouth Business District
Proposed BID Expansion Activity Plan

Mission Statement: The Downtown Dartmouth Business Commission (DDBC) is a registered society of business and commercial participants living or working in downtown Dartmouth. The purpose of the Commission is to encourage the redevelopment and sustainability of its business base while working towards a shared vision for the community at large.

Vision: The Downtown Dartmouth Business Commission is an integrated community organization that identifies and pursues opportunities and partnerships which cultivate economic growth and social wellbeing. The Commission promotes a vibrant business and residential environment built on its strength.

Advocacy: The DDBC is the voice for downtown Dartmouth and its businesses. The DDBC will continue to communicate with government at all 3 levels, stay abreast of issues and advance our common agenda.

- Promote the ferry service as both an economic and environment means of transportation but also as an engine of economic growth for our city, a tourism icon and as a means to unify the urban core.
- Enhance the working relationship between the Regional Police and the membership of the DDBC through greater community policing initiatives in our business district.
- Support municipal investments in the Dartmouth Common, Sullivan's Pond Park and the development of the Starr Site/Shubenacadie Canal as a public park.
- Participate in: the Strategic Urban Partnership (SUP) with other BID's in support of the economic growth of the Regional Centre; the RP+5 review of the Regional Plan; consultations regarding transit; and. infrastructure investment
- Maintain open communication with community organizations, service clubs, Alderney Landing, the Dartmouth Sportsplex, and the Dartmouth Heritage Society to promote the downtown.
- Attend meetings of the Downtown Atlantic Canada and the IDA to gain an understanding of issues facing downtowns and learn best practices.

Marketing and Business Promotions: The DDBC will continue to promote downtown as an attractive and unique setting for balanced residential and retail development supporting positive growth and expansion. The marketing activities of the DDBC were developed in consultation with the DDBC's marketing committee.

- Support and promote the new Altogether Downtown Dartmouth brand with an active presence on its own website, social media and in its newsletter.
- Develop a street banner program for the Nantucket, Wyse Road and Windmill Road area to identify it as part of Downtown Dartmouth.
- Support and promote the new Altogether Downtown Dartmouth brand with an active advertising campaign in various media platforms. Develop methods to track the success of various advertising mediums and focus the advertising appropriately.
- Participate in the HRM Investment Fund for Joint Initiative Programming in the business district.
- Expand the information data base of members by category for use in marketing the downtown to potential developers and visitors.
- Update the walking map/business directory brochure to include new businesses and businesses in the Nantucket, Wyse Road and Windmill Road area that can be used by both residents and visitors. Explore the possibility of adapting the brochure as an APP for smartphone use.
- Develop, in consultation with local businesses, promotions that encourage business activities in the downtown area that may include: a Christmas Holiday Shopping Party, Street Parties and a Dartmouth Halloween Parade from Wyse Road to Portland Street.
- Distribute the business information kit to potential new businesses to the downtown and specifically to business categories missing from the downtown commercial landscape.
- Explore the costs associated with having a Wifi zone on the waterfront, King's Wharf, & Portland, Queen and Ochterloney Streets.
- Produce and distribute a summer flyer to residential addresses inside the circumvential Highway

Events and Community Celebrations: The DDBC will build on the Altogether Downtown Dartmouth brand and continue to promote the downtown as an attractive and unique environment to visit, live, experience cultural activities and enjoy outdoor recreational activities. The event activities of the DDBC were developed in consultation with the DDBC's event committee.

- Continue the Tunes on Tuesdays in Ferry Terminal Park and develop a Sunday Concert Series at Sullivan's Pond during the summer to encourage people to visit the downtown

district and foster a sense of community.

- Work with businesses and residents in the Nantucket, Wyse Road and Windmill Road area to develop programming to encourage people to visit the district and foster a sense of community.
- Continue the partnership with the Dartmouth Heritage Museum in support of their programming; the the Natal Day Committee with financial support of the Lake Banook Fireworks; and provide financial and administrative support for the TD Dartmouth Tree Lighting
- Provide financial support to Nocturne 2013 to create an animated art zone within the business district. Continue to work with, and support Alderney Landing in their participation in Nocturne.
- Work with the organizers of Switch to create two Switch events in downtown Dartmouth this summer with possible partners including HRM Bike Week, the Multicultural Festival, and the Prismatic Festival.
- Encourage EPIC Dartmouth's growth with possible financial support and facilitate partnership activities between EPIC and downtown businesses.
- In cooperation, with the Atlantic Film Festival, present outdoor movies in Ferry Terminal Park.
- Promote opportunities in downtown Dartmouth with the Dartmouth Book Awards, the Comedy Festival, the Tattoo, and other annual festivals.
- Plan, in cooperation with the Park Avenue Community Oven an Incredible Picnic at the oven
- Plan, in cooperation with Clean Nova Scotia and HRM, the "Clean Up" events in the Downtown and in the Nantucket, Wyse Road and Windmill Road area.

Membership Services and Communication: The DDBC will provide services which to assist member businesses, strengthen the sense of community and create greater awareness of the activities of the DDBC and its Board

- Provide information through an update Parking Brochure (Park Smart) as well as information on parking facilities both public and private sector. Work with HRM Traffic Services in enhancing parking conditions and related costs that better reflect the needs of the business community.

- Provide small to medium sized businesses with affordable options for recyclable materials pick up service
- Manage the administrative infrastructure to accommodate the Façade Improvement Incentive Project and a Signage Improvement program.
- Promote membership access to our Board Room facilities at no charge
- Provide enhanced maintenance services with HRM in both the downtown core and in the Nantucket, Wyse Road and Windmill Road area on a year round basis; including support for the summer student program in cooperation with the HRM Parks.
- To continue the provision of Graffiti Removal on public and private buildings in the downtown core and the Nantucket, Wyse Road and Windmill Road area with the support of HRM Investment Funding.
- Present the Walking Wednesday weekly event under the sponsorship of our Health and Wellness Sector that will operate from June to August.
- Produce and distribute an electronic newsletter 6-8 times a year.

District Beautification and Safety: The DDBC will work with our Area Councilor, HRM and the business community to enhance the character and beauty of the district to provide a safe, friendly environment for people living, working and visiting Downtown Dartmouth. The district beautification and safety activities were developed in consultation with the Public Art and Safety committees.

- Maintain the Banner Program in the downtown core including all season banners to the locations assigned for Christmas Decorations and to expand the program to include the Nantucket, Wyse Road and Windmill Road area.
- In partnership with the District Councillor, maintain and install a Christmas Tree at the top of the old city hall steps.
- Begin a reserve and a selection process with HRM and the art community to support a public art
- Continue discussions with HRM on development of a Mural Project(s) for the downtown with support from the private sector, HRM and the business community.
- To facilitate partnerships between the social agencies and the business sector that will result in a mutual increases in communication and participation in economic development activities.

- To work with the Regional Police in facilitating appropriate pedestrian safety programs and programs aimed at ensuring a safe community for our businesses and residents
- Explore the costs associated with implementing a lighting upgrade program to assist commercial property owners to illuminate alley ways adjacent to sidewalks.

Performance Measures for Economic Growth Activities in the Business District

- The level of participation at events or in projects and the amount and type of feedback received as a result of that participation.
- The amount of media coverage encountered as a result of events or projects and the tone of that media coverage.
- The number of new businesses that have located in the downtown core during the past year.
- The number and size of new construction projects in the downtown core including the number of project partnerships developed and the amount of overall funding secured in support of those projects.
- The types and frequency of enquiries resulting in required action from the DDBC.
- Level of pedestrian traffic both during the day and in the evening hours in the downtown core region; confirmed through the Pedestrian Studies completed in 04' 06' 08' and 2010. Results of 2012 Pedestrian Study related to growth in pedestrian traffic.
- The level of crime in comparison to other years and the types of crimes being committed as compared to other years; provided by the Regional Police Force.
- The extent of capital improvements undertaken by the membership on their buildings over the past year including the number of Facade Improvement upgrades undertaken.

Board of Directors (2014-2014)

Ms. Alyson Roberts, Portland Physiotherapy, Chair
Mr. Steven Kimball, SMK Insurance, Vice Chair
Ms. Sylvia Mannette, Royal Bank, Secretary Treasurer
Ms. Andrea Khiroya, Moffatt's Pharmasave
Mr. Blair MacKinnon, Heritage House Law Office
Mr. Randy Misener, WCL Bauld Insurance
Mr. Terry Drisdelle, WDCL
Ursula Prossenger, Urchin Properties
Councillor Gloria McCluskey, HRM District 5

Ex-Officio Board Members

Allan Rowe, MLA, Dartmouth South-Portland Valley

Office Staff

Mr. Tim Rissesco, Executive Director
Ms. Christine Atkins, Office Manager
Casual Summer Students (2)
New Beginnings Contract Staff (3 Casual)

Attachment E
Proposed Downtown Dartmouth Business
District Budget (2014)

| Expanded DDBC BID Budget | |
|----------------------------------|--|
| Commercial Rate: | \$0.3600 per \$100 of taxable assessment |
| Minimum: | \$300 per Property Account |
| Maximum: | \$15,000 per Property Account |
| | |
| BID JI Funding | 20000 |
| Business Luncheon | 2000 |
| District 5 Councillor | 7000 |
| Enviro week | 500 |
| levy | 413000 |
| Event Sponsorship | 7000 |
| Student Employment Grants | 15000 |
| | 464500 |
| | |
| 3% hold back | 21000 |
| Accounting and legal | 4000 |
| advertising | 35000 |
| banners | 41000 |
| BID Expansion | 5000 |
| Business Links | 1500 |
| Connections Dartmouth | 10000 |
| contract services | 1000 |
| post | 1000 |
| enviro week | 1000 |
| Epic Dartmouth | 1000 |
| Equipment | 2500 |
| furniture | 1500 |
| graffiti | 10000 |
| insurance | 3000 |
| banner maintenance | 30000 |
| Margaret's house | 1000 |
| DBA | 1000 |
| Public Art | 10000 |

| | |
|-------------------------------------|--------|
| Natal Day | 2500 |
| office supplies | 7500 |
| community oven | 1000 |
| professional fees | 4000 |
| rent | 21000 |
| salaries | 120000 |
| seasonal decorations | 30000 |
| SUP | 2500 |
| summer students | 26000 |
| travel/conference | 5000 |
| Tree lighting | 3000 |
| utilities | 5000 |
| walking map | 7000 |
| 2 Switches | 10000 |
| Music in the park | 12500 |
| 2 movies | 7000 |
| Parade | 12000 |
| Christmas promotion | 1500 |
| Waterfront Tourism kiosk | 1500 |
| Wyse Road area event | 5000 |
| | 464500 |

Attachment F
Letter Addressed to Business Owners
From Downtown Dartmouth Business Commission (DDBC)
(Original on DDBC Letterhead and Signed)

Dear Business Owner,

I am writing to invite you to an information session on the possible expansion of the Downtown Dartmouth Business Commission to your area.

The information session will take place on:

**Tuesday, May 21
4:00 pm
Dartmouth Sportsplex, Nantucket Room**

During my discussions with business owners and community leaders in your area, I have been encouraged to advance the idea of a larger downtown Dartmouth Business Community. The Board of the Directors of the Downtown Dartmouth Business Commission has asked me to explore the interest of businesses in your area regarding joining our Business Improvement District.

The proposed expansion area includes: Nantucket Avenue, Wyse Road and Windmill Road area from Alderney Drive to Albro Lake Road, the areas between Wyse Road and Windmill and the area between Windmill Rd and the Harbour. Please see the attached map.

The purpose of the information meeting is to identify the level of support for expanding the Downtown Dartmouth Business Commission into your area. The outcome of the information session will determine our next collective steps. Your participation is important for you as a business owner and for the development of our business community.

What is a Business Improvement District?

A Business Improvement District (BID) is a special assessment district where business owners join together to promote and improve the economic vitality of the area. The establishment of a BID provides an opportunity for businesses to promote their mutual goals of creating safe, attractive and interesting commercial places aimed at stimulating business. The mandate of a (BID) is to provide its members with: a collective voice; promote growth and development; collective marketing initiatives; district beautification projects; and member services. The BID is funded by a special levy assessed on all of the commercial property in a district and it is governed by a Board of Directors made up of representatives of the business community. The basic premise of a BID is it is the collective decision of businesses in an area to form or join a BID for their collective benefit.

What are the steps to expanding the Business Improvement District?

1. Determine if there is support for the idea within the proposed area by holding an information session and by meeting with business owners.
2. The Board of Directors of the Downtown Dartmouth Business Commission will ask the Harbour East and Marine Drive Community Council to endorse the proposal.
3. The Halifax Regional Municipality will hold a plebiscite of all of the business owners in the expansion area.
4. If the plebiscite passes, Halifax Regional Council will ratify the vote and the Downtown Dartmouth Business Commission's boundaries will be expanded.

Altogether, Stronger

In preparing this initiative, I have analyzed the costs and revenues associated with expanding the Downtown Dartmouth Business Commission into the new area. The analysis demonstrates that the expansion area can support a level of services in its area comparable to the level of services provided within the existing boundaries.

The main benefits will be a common voice for an enlarged commercial area which many of our residents and consumers consider to be downtown Dartmouth. In addition, we will have greater collective resources to achieve greater common objectives in areas of: marketing; beautification; and, business services.

I hope that you will join us for the information session, and if you have any questions or would like to meet separately, please do not hesitate to contact me at 466-2997.

Kind Regards,

Tim Rissesco, Executive Director
Downtown Dartmouth Business Commission

Attachment G
Downtown Dartmouth Business Commission (DDBC)
BID Expansion Brochure



OUR ASK

Please provide your support for the inclusion of the Wyse Road and Windmill Road to Albro Lake Road Business Area into the Downtown Dartmouth Business Commission District.

BENEFITS OF BEING IN THE DOWNTOWN DARTMOUTH BUSINESS IMPROVEMENT DISTRICT

- Safety & Cleanliness
- Police
- Garbage receptacles
- Safety audits
- Street cleaning

Networking

- "Unified Voice" at City Hall
- A forum for local business issues
- Attract business
- Improve neighborhood quality of life
- Advocacy and Lobbying

Capital Projects

- Seasonal Decorations
- Pedestrian Lighting
- Banners & Murals
- Street Furniture

Our Partners:

- Government agencies
- District Councilor & HECC
- HMM regional staff and Regional Council
- Board of the DDBC



All together
DOWNTOWN DARTMOUTH

Tim Russisco, Executive Director
163 Portland St.
Phone: 466-2997
Email: tim@downtowndartmouth.ca

JOINING THE DOWNTOWN DARTMOUTH BUSINESS COMMISSION



All together
DOWNTOWN DARTMOUTH

Attachment H

Letter, dated February 11, 2014, addressed to Richard Butts, HRM Chief Administrative Officer and to Cathy Mallett, HRM Municipal Clerk, from the Board of Directors of the Downtown Dartmouth Business Commission (DDBC).
(Original on DDBC Letterhead and Signed)

February 11, 2014

Richard Butts, HRM Chief Administrative Officer
Cathy Mallett, HRM Municipal Clerk
Halifax Regional Municipality
PO Box 1749
Halifax, NS
B3J 3A5

Dear Mr. Butts and Ms. Mallett,

I am writing to advise you that the Board of Directors of the Downtown Dartmouth Business Commission (DDBC) at our January 23rd, 2014 meeting voted to expand the boundaries of the DDBC.

The proposed expanded boundaries of the DDBC would include our existing boundaries and a new area in the Wyse Road and Windmill Road area including: Nantucket Avenue, Wyse Road, Windmill Road to Albrow Lake Road and beneath Windmill Road to the Harbour. Maps of our existing boundaries and expansion area are attached.

The DDBC has consulted businesses in the expansion area and have found support for the boundary expansion. The DDBC sent an information letter and meeting invitation to every commercial address in the expansion area in the Spring of 2013. The DDBC held a public meeting on May 21st at the Dartmouth Sportsplex attended by six business people from the expansion area and Councillor McCluskey. Between November 2013 and January 2014, I visited businesses in the expansion area and confirmed that there is support for the expansion.

I am attaching all of the information pieces that have been distributed in the area to this letter. In the coming weeks, the Board of Directors will forward a signed letter to you asking for the expansion, in addition to a proposed activity plan and budget for the expanded business improvement district.

If you have any questions, or would like to discuss this project further, please do not hesitate to contact me at 466-2997.

The Board of Directors
Downtown Dartmouth Business Commission

cc. Councillor Gloria McCluskey
Deputy Mayor Darren Fisher
Mayor Michael Savage
Scott Sheffield, HRM Government Relations and External Affairs

Attachment I

Letter, dated February 20, 2014, addressed to Richard Butts, HRM
Chief Administrative Officer from the Board of Directors of the
Downtown Dartmouth Business Commission (DDBC).
(Original on DDBC Letterhead and Signed)

February 20, 2014

Richard Butts, HRM Chief Administrative Officer
Halifax Regional Municipality
PO Box 1749
Halifax, NS
B3J 3A5

Dear Mr. Butts,

We are writing to advise you that the Board of Directors of the Downtown Dartmouth Business Commission (DDBC) at our January 23rd, 2014 meeting voted to expand the boundaries of the DDBC.

The proposed expanded boundaries of the DDBC would include our existing boundaries and a new area in the Wyse Road and Windmill Road area including: Nantucket Avenue, Wyse Road, Windmill Road to Albrow Lake Road and beneath Windmill Road to the Harbour. Maps of our existing boundaries and expansion area are attached.

The DDBC has consulted businesses in the expansion area and have found support for the boundary expansion. The DDBC sent an information letter and meeting invitation to every commercial address in the expansion area in the Spring of 2013. The DDBC held a public meeting a public meeting on May 21st at the Dartmouth Sportsplex attended by six business people from the expansion area and Councillor McCluskey. Between November 2013 and January 2014, our Executive Director, Tim Rissesco visited businesses in the expansion area and confirmed that there is support for the expansion.

In addition to the maps, please find enclosed a proposed activity plan and budget for the expanded business improvement district.

If you have any questions, or would like to discuss this project further, please do not hesitate to contact our Executive Director, Tim Rissesco at 466-2997.

The Board of Directors
Downtown Dartmouth Business Commission

| | |
|-----------------------------|------------------------------|
| Alyson Roberts, Chair | Steven Kimball, Vice Chair |
| Sylvia Mannette, Treasurer | Gloria McCluskey, Councillor |
| Randy Misener, Director | Andrea Khiroya, Director |
| Terry Drisdelle, Director | Blair MacKinnon, Director |
| Ursula Prossegger, Director | |