



# Business Improvement Area Ambassador Program Council Policy

November 4, 2024

# Background

- ▶ Historically, City has funded the DKA's Downtown On-Call (DOC) "red shirt" program and Downtown Clean Team with a flat rate and minimal reporting requirements
- ▶ In 2024, URBA received a one-time \$130K start-up grant for its On-Call Pilot (Mayor's Task Force on Crime Reduction Recommendation #1)
- ▶ Need was identified for a formal, predictable funding mechanism for current & future initiatives by Business Improvement Areas (BIAs)

# Benefits of Ambassador Program



Enhanced *Sense of Safety* in urban areas



Calls for service may be diverted from RCMP and Bylaw Services



Safety Education and Awareness for Business Owners



Improved maintenance and general cleanliness

# Proposed Council Policy

- ▶ Establishes eligibility criteria:
  - ▶ BIA must be in good standing with City
  - ▶ must have an Ambassador Program
- ▶ BIA Ambassador Program must:
  - ▶ Enhance Patron Safety and Security through visible presence
  - ▶ Respond to non-emergency incidents, including clean up
  - ▶ Provide assistance and information to local businesses and patrons
  - ▶ Improve Public Space and business exterior cleanliness

# Proposed Council Policy

- ▶ Defines a funding formula (start-up & ongoing)
  - ▶ Greater of \$100K or 25% of program costs annually
    - ▶ \$100k funding includes 5% annualized growth rate
  - ▶ Start-up funding envelope up to \$40K for new pilot programs
  - ▶ Annual unexpended funds may be made available the following year with City approval
- ▶ Applies core principles of accountability and transparency
  - ▶ Requires BIAs to submit annual reporting to Finance Division
  - ▶ Establishes option for Service Agreement Framework

# Outcomes

- ▶ Standardized, equitable funding for all current & future BIAs
- ▶ Scalable funding for BIA programs
- ▶ Support for smaller, pilot projects
- ▶ Sustainable community safety improvements
- ▶ Enhanced transparency & accountability

# Reporting & Service Agreements



**Reporting Requirements  
annually by October 31<sup>st</sup>**



**Quarterly updates**

Data / Metrics

Trends

Program Updates



**Establishes Framework  
for Service Agreements**

Identifies roles and responsibilities

Ensures financial transparency

# Program Costs & City Funding

Year	2025	2026	2027	2028	2029
<b>URBA</b>					
URBA Ambassador Program	319,200	335,200	352,000	369,600	388,100
Grant	100,000	105,000	110,250	115,763	121,551
Existing ongoing funding	-	-	-	-	-
<b>URBA Max Funding Amount</b>	<b>100,000</b>	<b>105,000</b>	<b>110,250</b>	<b>115,763</b>	<b>121,551</b>
<b>DKA</b>					
DKA Ambassador Program	815,110	855,866	898,659	943,592	990,772
Grant	203,778	213,967	224,665	235,898	247,693
Existing Ongoing funding	160,000	160,000	160,000	160,000	160,000





**Comments & Questions?**