

# Notice of Intent to Renew the Downtown Courtenay Business Improvement Area

The City of Courtenay Council is proposing a local area service as a Council Initiative, pursuant to section 213 of the Community Charter, for renewal of the Downtown Courtenay Business Improvement Area.

## What is the Downtown Courtenay Business Improvement Area?

A Business Improvement Area (BIA) is a defined commercial area, where local business and property owners work together on a business promotion scheme. This may include area branding, marketing, beautification, physical improvements such as benches, heritage conservation, promotional events, and advocacy on behalf of the business community. A BIA is managed by a not-for-profit society and its operations are primarily funded through a tax levy on all commercial properties within its boundaries. This is a self-funding mechanism in that 100% of the levy collected by the local government goes to the BIA to fund its programs.

The Downtown Courtenay Business Improvement Area Service (the Service) exists to provide funding to the Downtown Courtenay Business Improvement Association (DCBIA) for the planning and implementation of a business promotion scheme as defined in section 215 (1) of the Community Charter. The Area currently exists, and the new bylaw is proposed to increase the maximum funding.

## Term and costs of the Service:

The maximum term of the Service is 10 years, from January 1, 2024 to December 31, 2033. The estimated costs of the Service are as follows, pursuant to section 215 (2) of the Community Charter:

2024: Maximum of \$120,000	2029: Maximum of \$185,000
2025: Maximum of \$130,000	2030: Maximum of \$195,000
2026: Maximum of \$145,000	2031: Maximum of \$205,000
2027: Maximum of \$160,000	2032: Maximum of \$215,000
2028: Maximum of \$175,000	2033: Maximum of \$225,000

## Boundaries of the service area:

The boundaries of the Downtown Courtenay Business Improvement Area (commercial properties subject to the annual BIA levy) are shown in red outline on the map. They are not proposed to change from the current BIA area.



## Proposed method of cost recovery:

To fund the Service, City will impose an annual property value tax on land, improvements, or both if present, in the Downtown Courtenay Business Improvement Area that fall within the Class 6 (Business and Other) property classification under the Assessment Act. The tax levy will fully fund the Service. Only Class 6 commercial properties within the Service area will pay this tax. This will not impose any additional taxes on residential properties or other classes of properties in the City of Courtenay.

## Property owner consent:

Council has given first three readings to "Downtown Courtenay Business Improvement Area Bylaw No. 3105, 2023". Council may proceed with adoption of the Bylaw, unless at least 50% of the property owners that would be subject to the tax, and representing at least 50% of the assessed value of land and improvements that would be subject to the tax, submit forms opposing the bylaw. There are 106 parcels within the Area. Therefore, the number of forms that indicates the bylaw does not have property owner assent is 53 (if this represents at least 50% of the property value of properties that would be subject to the tax). Council may proceed with the local area service in accordance with this notice unless it receives a sufficient petition against the service by November 15, 2023 at 4 pm. Council intends to consider results of this process and adoption of the bylaw at the November 22, 2023 Council meeting.

## If you oppose the bylaw

### (only property owners within the Area):

If you own property within the area and oppose the bylaw, complete the Property Owner Response Form and return it to Courtenay City Hall. Response forms are available at [courtenay.ca/DCBIA](http://courtenay.ca/DCBIA) or on request at Courtenay City Hall, 830 Cliffe Ave. Forms have also been mailed to Property Owners. If there are multiple owners of one property, a majority of property owners must sign the form (more than 50%). Forms may be submitted in person at City Hall, by mail (City of Courtenay, 830 Cliffe Ave., Courtenay BC, V9N 2J7) or email [election@courtenay.ca](mailto:election@courtenay.ca). Property Owner Response Forms must be given in the form established by Council, and received by Wednesday, November 15, 2023 at 4:00 pm.

## If you support the bylaw:

If you support the bylaw, no action is required.

## Who can participate:

This property owner assent process applies to property owners within the Downtown Courtenay Business Improvement Area. The only persons entitled to sign are property owners who would be subject to the tax. If there are multiple owners of one property, a majority of property owners (more than 50%) must sign the form for it to be valid.

## Get more information:

Copies of the proposed bylaw and related documents are available for public inspection at City Hall (830 Cliffe Ave) during regular business hours, or online at [courtenay.ca/DCBIA](http://courtenay.ca/DCBIA)

For further information, please contact:

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