

THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6



**MEDIA RELEASE**

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FOR IMMEDIATE RELEASE

**White Rock BIA to begin Renewal Process**

In 2005, the City of White Rock, with Bylaw No. 1764, established the White Rock Business Improvement Association (BIA) with a mandate for five years, expiring on March 31, 2010. With the expiration date only a few months away, the renewal process is underway.

The renewal procedure will be done in accordance with Section 213 of the *Community Charter*, which involves a council initiative process.

Under this section, information must be advertised and mailed to property owners as per public notice processes. The renewal process can then move forward unless prevented by a petition against, signed by the owners of at least 50 per cent of the parcels that would be subject to the BIA tax levy, and the persons signing must be the owners of at least 50 per cent of the assessed value of the BIA area.

“As the White Rock BIA embarks on the process of renewal, the City of White Rock stands behind their previous work, recognizing the benefit the association has brought to both the residents of White Rock and to the local businesses,” said Mayor Catherine Ferguson. “In the past four years, the BIA has lived up to its mandate “to strengthen the economic viability within the White Rock Business Improvement Area”.”

The BIA has also brought together business owners and commercial property owners from all over White Rock, including Uptown, Five Corners, East Beach and West Beach.

As the White Rock BIA is on the forefront of business enhancement, marketing and community improvement, the City of White Rock encourages the business community to re-establish a BIA.

It is hoped that the present legal issues with the BIA can be solved soon, otherwise the City has requested that a new organization pursue the renewal of the BIA.

Special events and advertising promotions bring added value to the White Rock business community and culturally enhance the community and City as a whole. Without the BIA, White

Rock wouldn't enjoy an average of 24 annual events hosted by the organization, such as Summer Block Parties, the Bite of the Rock, or Chinese New Year activities.

The BIA also actively participates in organizing components of the annual Semiahmoo Bay International Regatta, Canada Day by the Bay and other events.

“Without the White Rock BIA, we wouldn't enjoy these special events,” said Mayor Ferguson. “It has become an integral part of our community.”

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