

Collingwood

Business Improvement Association

Fall Newsletter

FALL
2015

What's New in Collingwood

The Collingwood BIA's.....

Annual General Meeting CBIA's Annual General Meeting took place on September 15 at the Green Thumb Theatre.

Board Members for 2015- 2016

President - Stephen Hill - Boundary Plaza Starbucks

Vice - President - Angela Lam - Vancity

Secretary - Shelley Craig - London Drugs

Treasurer - Philip Heming - Central Park Business Centre

Directors - Beth Hernandez and Nav Dardi

If you'd like to be more involved with the Collingwood BIA join the board or a committee. Together we can make Collingwood a safe and enjoyable place to shop, eat, work, life and play.

What you need to be on the CBIA board:

- Property owner within the BIA area (Boundary Rd to Rupert along Kingsway)
- Business owner or manager within the BIA area
- Business operating longer than 6 months
- Board meetings are once a month
- Innovative, enthusiastic, passionate for the Collingwood business/commercial district and the neighbourhood.

Contact the office for more information 604.639.4403

Summer Collingwood Events & Campaigns:

#COOLCOLL

Cool in Collingwood was a month long contest that ran from August 15th until September 15th. The campaign was implemented in order to create a buzz about Collingwood and all the cool places it has to offer on the social media platform, Instagram.

Collingwood International Film Festival

@CollingwoodIFF

Two outdoor movies were screened over the summer in partnership with Collingwood Community Policing Centre.

IN THIS ISSUE

1 What's new in Collingwood

2 MOSAIC BC - An Untapped Labour Force, Jr. BIA

3 UpComing Events, Cops Corner by Constable Heather Brown

4 Members Survey & Im-





Submitted by Maria Poe from Mosaic BC Vancouver Northeast

An Untapped Labour Force

Each year British Columbia welcomes immigrants from all over the world – yet this population remains a poorly recognized and under-utilized labour resource. Immigrant employees are often skilled and knowledgeable workers who can bring enormous benefits to many businesses.

Who is an “Immigrant Worker”?

Immigrant workers are skilled individuals, trained in other countries, who have come to live, work and invest in Canada. Individuals immigrate to British Columbia from many countries around the world – most adapt easily to the Canadian lifestyle while others require more support to integrate into the community.

Why Hire an Immigrant Worker?

Hiring from our immigrant population fills an identified need and provides overwhelming benefits for employers. Diversity in hiring is good business practice and sends a positive message to the community about your organization. Organizations and businesses require diversity to remain competitive and reflect a multicultural workforce and customer base. Managing this diversity well will play a critical role in recruiting and retaining valuable employees. Immigrants bring vital skills, education, training and experience. Researchers estimate that by 2011, immigrants are expected to account for all net Canadian labour force growth - and for all net population growth by 2031.

Tapping into this labour pool has many benefits: Discovering New Markets

Hiring staff reflective of the people living in the community naturally invites a broader client base. As new clients become regular customers they may tell others about your business.

Changing Local Markets

Demographics in our community are constantly shifting — bringing demand for new products and services. A diverse workplace is more responsive to the needs of the consumer. Moreover, newcomers provide a wealth of valuable customer and market information.

Doing Business with the World

New immigrants bring cultural diversity and new global perspectives. Reflecting this diversity within your staff provides you with a critical advantage in global marketing — particularly with export and manufacturing.

High Levels of Skill and Education

Many people arrive in Canada with high levels of skills and training which are critical resources as labour shortages intensify.

Contact one of our knowledgeable Recruitment Specialists to learn more about hiring newcomers, and the other services we provide to meet your hiring needs. Please contact 604-708-9300 or visit our website at www.employmentworks.ca



2015 -2016 Marks the Jr. BIA's 5th Anniversary

Thirteen young leaders from Windermere Secondary who strive to offer their insights to the business world. Through this local initiative, we help foster knowledge and help youth build their networks. The Junior Business Improvement Association is an organization under the Collingwood BIA that serves as the bridge between youth and businesses in the community. We

aim to reshape youth engagement in the Collingwood neighbourhood by offering exclusive marketing opportunities to build on the presence of local businesses.

Contact by Email at jr.BIA@outlook.com and the Jr. BIA can start working with you and your business. Check out their website www.jrbiacollingwood.com Jr. BIA members will be visiting your business soon.

UP COMING EVENTS

NOVEMBER 28 SHOP THE NEIGHBOURHOOD

Go to:

www.shoptheneighbourhood.ca

Load a deal for the day and shoppers can see it on the Yellow Pages App when they are in Collingwood. It's free and it's a great way to support local shopping. What better time then the holiday season!
#shopthehood

NOVEMBER 28 4:00 - 8:00 P.M. WINTER CARNIVAL & TREE LIGHTING

**Safeway Parking Lot
Kingsway and Tyne**
4:00 P.M. Doors open Arts & Crafts, Hot Cocoa, Cookies, Balloon Art by Bent Air Balloons
4:30 - 5:15 P.M. Silver Belles
5:00 P.M. Tree Lighting
5:15 - 6:30 P.M. Photos with Santa
5:30 - 6:15 P.M. Graham the Magic Guy
6:30 - 7:00 P.M. St Mary's Children's Choir
7:15 - 7:45 P.M. Holiday Movie

Your business can participate in this event through sponsorship or a prize donation. Call the office. Flyers will be distributed early November.

DECORATE YOUR BUSINESS FOR THE HOLIDAY SEASON AND POST ON INSTAGRAM TO WIN PRIZES

COPS SAFETY CORNER

Submitted by Constable Heather Brown

Safety From the Outside In

The Collingwood Business area offers a wide selection of businesses and services. While the Collingwood BIA area does not experience a lot of crime, sometimes crime does happen. Whether it be a break in, theft, fraud or robbery, there are steps that can be taken to help reduce the chances of being a victim of crime. In this article we will talk about securing your business beginning with the outside. In future articles, we will discuss what you can do to prevent crime in the interior of your business.

First impressions of a business begin as you approach the premise. Imagine walking up to a business that is poorly maintained, litter scattered about, poorly signed, no sign of activity inside...this appearance will deter customers and may attract criminals....The first line of defence in protecting your business begins with the outside. A well maintained exterior is one of the first steps in making your business attractive for customers, but it also helps prevent crime. Here are a few tips to help reduce crime;

- * Keep the exterior well maintained
- * Keep your windows clear of advertising to allow for clear sight lines...you can see out and people can see in
- * Keep the area out front and back clear of litter and garbage
- * Immediately report graffiti to the Collingwood BIA
- * Have your business clearly signed and ensure your address is clearly visible
- * Display a "No Cash On Site After Hours" sign
- * Don't leave anything around your business that could be used to break-in i.e. rocks, loose planters
- * Keep the back alley way clear of illegal dumping and garbage
- * Look at your whole property and assess for vulnerable access points including the roof top and loading bays
- * If you have parking in the rear, have signage reminding employees and customers to remove all valuables from their vehicles
- * Install good lighting
- * Install a surveillance camera
- * Get to now your business neighbours
- * Utilize the BIA Guardians



Collingwood Community Policing Centre
5160 Joyce St. Vancouver 604.717.2935

Important Numbers

Collingwood Community Policing Centre 604.717.9235	311 Graffiti Removal 604.684.4747
Police Non-Emergency 604.717.3321	Collingwood Neighbourhood House 604.435.0323
Coastal/Environmental Health 604.874.7626	Collingwood BIA
Garbage/City Engineering	

HOW TO REACH US

Collingwood Business Improvement Association
#300 - 3665 Kingsway
Vancouver, BC V5R 5W2
Phone: 604.639.4403

Email: info@shopcollingwood.ca



[/shopcollingwoodvancouver](https://www.facebook.com/shopcollingwoodvancouver)



[@shopcollingwood](https://twitter.com/shopcollingwood)



[@shopcollingwood](https://www.instagram.com/shopcollingwood)

**NEW WEBSITE
COMING SOON!**

SURVEY FOR OUR NEW WEBSITE

BUSINESS DIRECTOR

Submit your answers By **November 14th** and win a \$50 gift certificate to
London Drugs

Email SURVEY to angela@shopcollingwood.ca

What is your business name? _____

Address _____

Contact(s) _____ Phone No. _____

Email _____

ABOUT YOUR BUSINESS:

When did your business/organization first open? (Year and Month) _____

What products and services do you provide? (This description will be added to your business profile on the website business directory.)

*Please attach logo and website to have a direct link. Provide us with your social media handles (Twitter, Instagram, Facebook, ect.)

Please attach up to 5 good quality photos of your business

*Are you a member or affiliated with any other associations? (i.e. B.B.B., Retail Associations, etc.)

*Other Information that would be interesting to your customers.