

NO: R201

COUNCIL DATE: November 20, 2023

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **November 15, 2023**

FROM: **Manager, Economic Development**

FILE: **0250-20**

SUBJECT: **Renewal of the Newton Business Improvement Area with a Four-Year
Renewal Term**

RECOMMENDATION

The Manager, Economic Development recommends that Council:

1. Approve the use of the Council Initiative process as the means by which to measure property owner support for a four-year renewal term of the Newton Business Improvement Area (“NBIA”) from April 1, 2024 to March 31, 2028;
2. Authorize the City Clerk to bring forward the *Newton Business Improvement Area Bylaw, 2024, No. 21043* (the “Bylaw”) for the required readings and authorize staff to undertake all the necessary related actions; and
3. Request that staff proceed with the formal property owner notification process related to the renewal of the NBIA and submit a further report on the matter complete with recommendations for Council’s consideration after the expiry of the Council Initiative notice period.

INTENT

The purpose of this report is to obtain Council approval for the renewal of the NBIA for a four-year term from April 1, 2024 to March 31, 2028 by means of the Council Initiative process, and to instruct staff to take all necessary measures to bring forward Bylaw No. 21043.

BACKGROUND

A Business Improvement Area (“BIA”) is similar to a Local Service Area where funds are collected for specific purposes through a rate levied against benefitting properties in a specified area. The establishment of a BIA is an effective means for businesses in that locale to finance programs to help keep the catchment area healthy and prosperous. In most circumstances, such collaboration between businesses is not possible by other means. There are currently four BIAs in Surrey including the Cloverdale BIA, Downtown Surrey BIA, Fleetwood BIA, and Newton BIA.

In 2013, Council approved the initial *Newton Business Improvement Area Bylaw, 2013, No. 18105* which subsequently created what is known today as the Newton Business Improvement

Association (the “Association”). The current NBIA Bylaw expires on March 31, 2024 and the Association has proposed a renewal term of four years from April 1, 2024 to March 31, 2028 to align all Surrey BIA renewal terms to begin in 2028. The area covered by the NBIA is illustrated in Appendix “I” attached to this report. The Association is not seeking to expand their boundaries during this renewal term.

DISCUSSION

Under the *Community Charter*, the level of support for the establishment or renewal of a BIA may be determined using either a Council Initiative or Petition Process approach (see Appendix “II”). The Association is requesting the City use the Council Initiative approach to formally assess the level of support for the renewal of the NBIA (see Appendix “III”).

A draft of the proposed Bylaw including Schedule “A” and Schedule “B” is attached as Appendix “IV” to this report.

Four-Year Renewal Term and Alignment

In December 2022, Council endorsed a plan to align all BIA renewal terms beginning in 2028. By consolidating the renewals to once every five years, a savings of approximately 300 staff hours across four departments can be realized in 2029 to 2031, and efficiencies and cost-savings realized in the long-term. Grouping of BIA terms is already practiced in the City of Vancouver. To achieve renewal alignment of a standard five-year renewal term starting in 2028, all four Surrey BIAs will have varying renewal terms in the interim (see Appendix “V”). As such, the NBIA is requesting a four-year renewal term to achieve this alignment.

Levy Schedule

Subsequent to a BIA Bylaw being adopted by Council, BIA revenues are collected by the City through an annual tax levy on each property within the BIA area and are transferred to the Association subject to meeting the requirements outlined in the *Community Charter*. Based on the 2023 Extraordinary General Meeting (“EGM”) held by the Association on September 21, 2023, the 2024 levy for the Association would be \$591,000 (an increase of approximately 5% at renewal over the 2023 levy). A schedule of the levy structure for the duration of their term is provided in the table below.

Year	Levy	Percent Increase, Year Over Year
2023	\$562,754.00	
2024	\$591,000.00	5%
2025	\$620,550.00	5%
2026	\$651,578.00	5%
2027	\$684,157.00	5%
2023-2027 (4 years)	\$121,403.00 Increase	21.6% Increase*

Table 1: NBIA Levy Schedule 2023-2027

*Represents the relative % increase between 2023 and 2027, and not the % increase year over year.

The proposed NBIA levy structure would have an annual increase of 5% from 2024 to 2027, with an overall levy increase of 21.6% over the period of 2023 to 2027. This is in line with other recent

BIA renewals (see Appendix “VI”). These increases are typically initiated by the BIAs to offset inflationary costs as well as to develop new programs and activities to promote businesses in their area. The budget for the 2024 fiscal year outlines the proposed spending levels (see Appendix “VII”). The City has no concerns with the proposed budget increases.

Outreach

The Association conducted outreach to 477 property owners and members between May to September 2023 by using various methods to gauge support for the renewal (see Appendix “VIII”) and to determine priority areas for the four-year term as reflected in their strategic plan (see Appendix “IX”). As a result of this outreach, the Association received 131 completed surveys with 100% of respondents supporting the renewal term.

Finance Department

Finance Department has reviewed this report.

Legal Services

Legal Services has reviewed this report.

CONCLUSION

The current NBIA Bylaw expires on March 31, 2024. The Manager, Economic Development recommends that the recommendations contained in this report be approved including the use of the Council Initiative process as the means by which to measure property owner support for a four-year renewal term of the NBIA.

Stephen Wu
Manager, Economic Development

Appendix “I”: Boundaries of the Newton Business Improvement Area

Appendix “II”: Petition Procedure for the Establishment or Renewal of a Business Improvement Association

Appendix “III”: Newton BIA Bylaw Renewal Process Cover Letter

Appendix “IV”: Draft *Newton Business Improvement Area Bylaw, 2024, No. 21043*

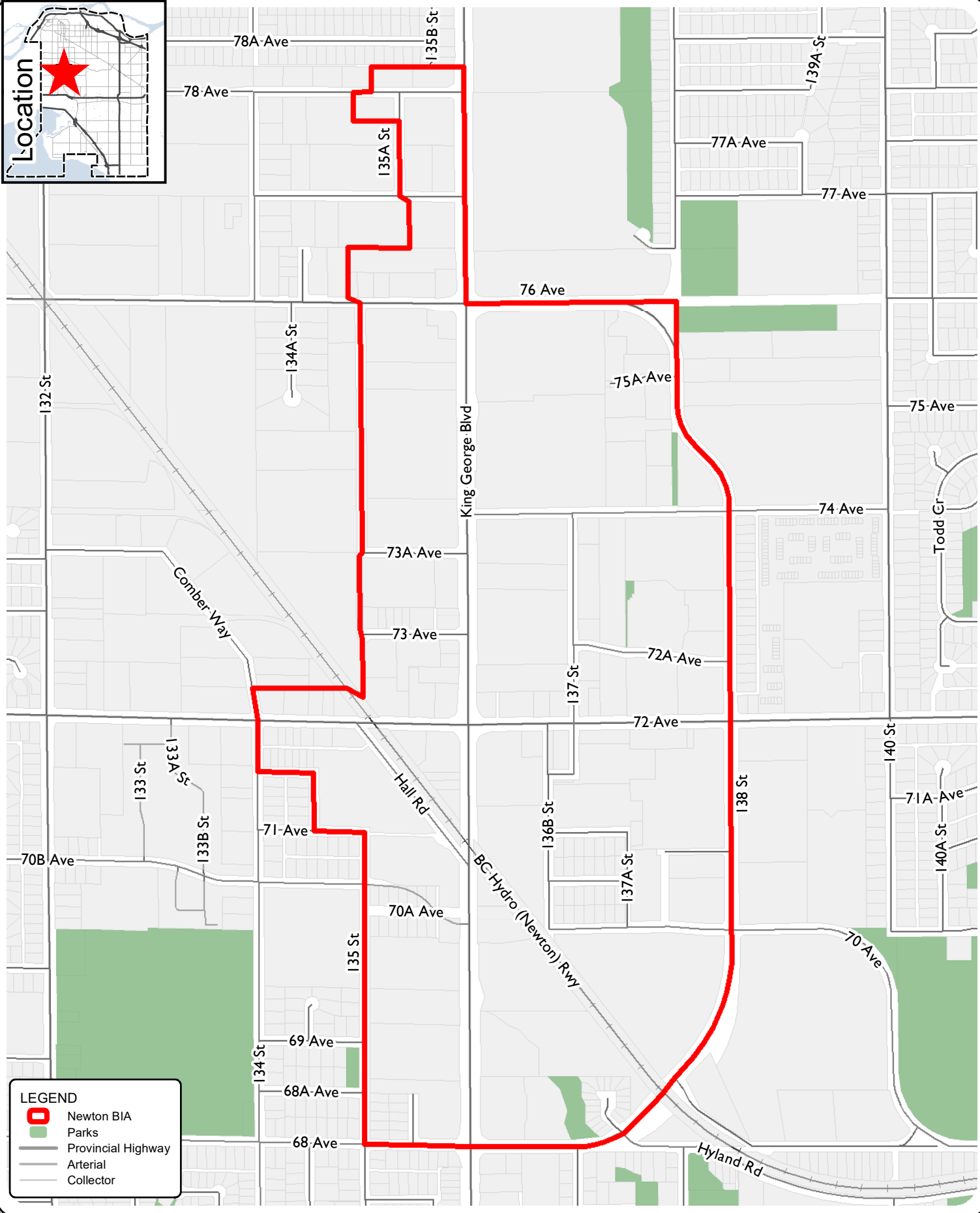
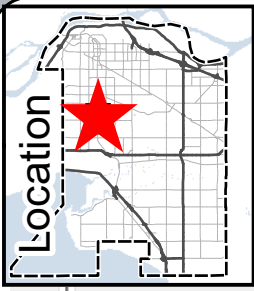
Appendix “V”: Surrey Business Improvement Associations 5-year Term Alignment Table

Appendix “VI”: Current Levy Structure Breakdown of Surrey’s BIAs

Appendix “VII”: Newton Business Improvement Association Budget Overview 2024

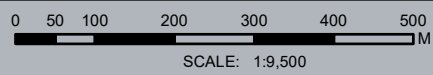
Appendix “VIII”: Newton BIA Renewal Survey and Membership Outreach Results

Appendix “IX”: Newton Business Improvement Association Renewal Strategic Plan 2024-2028



LEGEND

- Newton BIA
- Parks
- Provincial Highway
- Arterial
- Collector



Newton Surrey BIA

GIS SECTION
ENGINEERING

The data provided is compiled from various sources and IS NOT warranted as to its accuracy or sufficiency by the City of Surrey. This information is provided for information and convenience purposes only. Lot sizes, legal descriptions and encumbrances must be confirmed at the Land Title Office.

Source: G:\MAPPING\GIS\Maps\Recurring\BIA\Newton_BIA\X_Newton_BIA_Colour_2023.mxd
Cartographer: P205803 Date: 30-Aug-2023 © City of Surrey

Petition Procedure for the Establishment or Renewal of a Business Improvement Association

The level of support for the establishment or renewal of a Business Improvement Association ("BIA") may be determined using either of the following means of consultation with the property owners within the area proposed to be covered by the BIA:

- i. **Council Initiative:** Under this approach, if at least half of the property owners, representing at least 50% of the assessed value of land and improvements that would be subject to the BIA levy, *register their dissent* within 30 days of notification, the process would not proceed; and
- ii. **Petition Process:** Under this approach, if at least half of the property owners, representing at least 50% of the assessed value of land and improvements that would be subject to the BIA levy, sign a petition *indicating their support* for the establishment of a BIA, the process would proceed.

Local governments may select either approach. The Association is to formally submit a letter to the City indicating which approach they would like to use to formally assess the level of support for the renewal. The vast majority of BIAs in British Columbia have been established or renewed using the Council Initiative process to measure business support.

As part of the process of establishing a BIA under the Council Initiative process, Council must introduce and give three readings to a BIA bylaw for the area that will be subject to the BIA levy. The bylaw:

- Identifies the organization representing the BIA;
- Defines the geographic area covered by the BIA;
- Specifies the funding formula to be used in establishing the BIA levy that will be paid by each property that is covered by the BIA; and
- Establishes the term that the bylaw will be in effect.

Petition Procedure

After the Bylaw is given three readings, formal notification of the proposed BIA is sent by the City to all property owners within the area covered by the Bylaw. Through the Council Initiative process, property owners not in favour of proceeding with the BIA renewal have 30 days to petition to Council to not proceed by completing a petition form provided by the City. Unless a sufficient petition against the BIA is received by the City, the BIA Bylaw can proceed to final adoption. A sufficient petition against proceeding with the BIA requires the support of at least half of the landowners, representing at least 50% of the total assessed value of the properties liable to be charged under the proposed BIA. Following the requisite notifications, a further report will be brought back to Council with recommendations regarding the next steps in the process.

September 22, 2023

CITY OF SURREY
Mayor and Council
13450 104 Avenue, Surrey, BC, V3T 1V8

Dear Mayor and Council,

Re: Newton BIA Bylaw Renewal Process

The Newton Business Improvement Association is seeking renewal with the **Council Initiative Process** for a new four-year renewal from April 1, 2024 to March 31, 2028.

Attached is a record of the process and artifacts related to the By-law renewal process for the Newton BIA. The materials include:

1. Executive Summary
2. Schedule of activities and due diligence required by the BIA and the City.
3. Results of BIA member Survey conducted between May and July. This survey was distributed by snail mail to all property owners and businesses and each business was paid an in-person visit by the summer interns. We sent the survey out via email with the option to complete the survey online.
4. Renewal publication which outlines the achievements, states motions regarding to the Extraordinary General Meeting set for September 21, 2023, including the incremental levy for a new four-year mandate, and proposed budget for the first year of the new mandate.
5. Notice of the September 21, 2023, Extraordinary General Meeting. This was sent out in accordance with our By-laws to all member businesses and property owners by snail mail, email and was posted on our website.
6. Agenda, followed by Minutes of the meeting of the membership on September 21, 2023.
7. Current Strategic Plan and most current Year End Report (2023).
8. Members were notified of results of EGM. Minutes of the EGM held on September 21, 2023 have been distributed to all property owners and businesses by email. Minutes have also been posted on our website.

Yours truly,



Philip Aguirre, *Executive Director*

Enclosed

#305-7380 KING GEORGE BLVD | SURREY, BC | V3W 5A5
604-593-2294 | WWW.NEWTONBIA.COM | INFO@NEWTONBIA.COM

CITY OF SURREYBYLAW NO. 21043

A Bylaw to establish the Newton Business Improvement Area
for April 1, 2024 to March 31, 2028

WHEREAS a City Council may pursuant to Section 215 of the Community Charter, S.B.C. 2003, c.323, as amended, grant money to an applicant that has as one of its aims, functions and purposes, the planning and implementation of a Business Promotion Scheme;

AND WHEREAS a City Council may propose on its own initiative that a Business Promotion Scheme be undertaken;

AND WHEREAS before a City Council grants money for a Business Promotion Scheme, the City Council shall pass a Bylaw pursuant to Section 215 of the Community Charter, S.B.C. 2003, c. 323, as amended;

NOW, therefore, the City Council of the City of Surrey, ENACTS AS FOLLOWS:

1. This Bylaw be cited for all purposes as "Newton Business Improvement Area Bylaw, 2024, No. 21043"

2. For the purpose of this Bylaw:

"Association" means the Newton Business Improvement Association, or any other name that the members of the Association may approve.

"Business Promotion Scheme" means:

- (a) carrying out studies and making reports respecting the advancement of project plans and improvements designed to benefit the Newton Business Improvement Area and carrying out all of the studies incidental to the objectives of the Association and to further these goals, and all management and administration necessary to implement the scheme of the Association;
- (b) the improvement, beautification or maintenance of the streets and sidewalks in the Newton Business Improvement Area;
- (c) the conservation of heritage property in the Newton Business Improvement Area;
- (d) the encouragement and promotion of commercial business development and encouragement of entertainment, sports and cultural activities within the Newton Business Improvement Area in furtherance of its economic and commercial welfare; and
- (e) the creation of a pleasant environment in the Newton Business Improvement Area.

“City” means the City of Surrey.

“City Council” means the Council of the City of Surrey.

“Newton Business Improvement Area” means the area of the City designated by Section 3 of this Bylaw.

“Taxable Property” means land or improvements, or both, that fall within Class 5 or 6 of the Assessment Act - Prescribed Classes of Property Regulation, B.C. Regulation 438/81.

3. City Council hereby designates for a term of four (4) years those lands shown in heavy outline on Schedule “A” attached hereto and forming part of this Bylaw as Newton Business Improvement Area.
4. City Council hereby approves a grant to the Association of an amount not exceeding five hundred and ninety-one thousand (\$591,000) in Year 1 (2024). For the subsequent three remaining years, the amount granted on a per year basis will be as follows:

(a)	Year 2	2025	\$620,550
(b)	Year 3	2026	\$651,578
(c)	Year 4	2027	\$684,157
5. Monies granted to the Association under this Bylaw must be expended only by the Association and in accordance with the conditions and limitations set out in this Bylaw and for the planning and implementation of a Business Promotion Scheme.
6. Monies granted to the Association pursuant to this Bylaw shall be for projects provided for in the annual budget submitted by the Association and approved by City Council pursuant to Section 9 of this Bylaw.
7. All of the money granted to the Association pursuant to this Bylaw shall be recovered within the Newton Business Improvement Area from the owners of land or improvements, or both, or from persons from whom charges provided in the Community Charter, S.B.C. 2003, c.323, as amended, may be collected in the Newton Business Improvement Area.
8. For the purpose of recovering the monies granted to the Association an annual tax shall be imposed on the Taxable Property within the Newton Business Improvement Area and such tax shall be based on the assessed value of the land, improvements, or both.
9. The Association shall submit annually to the City Council for approval, on or before April 1st in each year, a budget for the purpose of the Business Promotion Scheme based on a fiscal year commencing April 1st which contains information sufficient in detail to describe all anticipated expenses and revenues and which have been approved by a majority of the members present at the annual general meeting of the Association.
10. The Association shall keep separate from any other accounts, the account used for money granted to the Association by the City pursuant to this Bylaw, and shall cause the revenue and expenditures resulting from the use of that separate account to be an audited schedule to the financial statements of the Association and reported separately as required by Section 19 of this Bylaw.
11. The Association shall not carry out any borrowing that results in indebtedness or other obligation as to money granted to it by the City pursuant to this Bylaw which extends beyond the fiscal year in which the money was granted.

12. The directors of the Association shall permit the General Manager, Finance of the City, or a nominee of the General Manager, Finance, to inspect during normal business hours on reasonable notice, all books of account, receipts, invoices, and other financial position records which the General Manager, Finance deems advisable for the purpose of verifying and obtaining further particulars of the budget and any financial statements of the Association as they relate to money granted to the Association by the City pursuant to this Bylaw.
13. Any money granted to the Association by the City pursuant to this Bylaw shall, if not required for immediate use, be invested in only such securities in which trustees, by law, are authorized to invest.
14. The Association shall at all times carry a policy of comprehensive general liability insurance in the amount of five million dollars (\$5,000,000) with the City added as an additional named insured and containing a cross coverage provision, and such policy shall also contain an endorsement to provide that the policy shall not be cancelled, lapsed or materially altered without giving thirty (30) days' notice in writing to the General Manager, Finance.
15. The Association shall give notice of every general meeting not less than fourteen (14) days prior to the date scheduled for the meeting if delivered by hand or transmitted via facsimile or e-mail, twenty-one (21) days by other means to:
 - (a) the General Manager, Finance;
 - (b) all persons who own Taxable Property within the Newton Business Improvement Area, to their addresses as ascertained from the most recent assessment rolls for the City; and
 - (c) all persons who lease Taxable Property within the Newton Business Improvement Area and from which they carry on business, to their address as determined by directories, visual inspections or any other information system.
16. For the purposes of Section 15(b), the City will provide to the Association upon request the name and address of every owner of Taxable Property within the Newton Business Improvement Area according to the most recent assessment information provided to the City by the Assessment Authority.
17. The bylaws of the Association must include the provisions set out in the Schedule "B" to this Bylaw.
18. The Association shall not alter or approve amendments to its constitution or bylaws without providing the General Manager, Finance with two (2) months' notice in writing of its intentions to make such alteration or amendment, and where any alteration or amendment is made without such notice the City may withhold any payments of the grant referred to in this Bylaw.

19. The Association shall account for the money approved by City Council for the previous year by submitting to the City on or before May 15th in each of the years 2025, 2026, 2027 and 2028 an annual audited financial statement of the Association which shall be prepared in accordance with generally accepted accounting principles and shall include a balance sheet and a statement of revenue and expenditure. The financial statement shall be prepared on a calendar year basis.
20. The Association shall not incur any indebtedness or other obligations beyond each budget year.
21. This Bylaw shall be in effect until March 31, 2028.

PASSED FIRST READING on the _____th day of _____, 2023.

PASSED SECOND READING on the _____th day of _____, 2023.

PASSED THIRD READING on the _____th day of _____, 2023.

NOTICE OF INTENTION

ADVERTISED on the ___ day of _____, 2024 and ___ day of _____, 2024.

RECONSIDERED AND FINALLY ADOPTED, signed by the Mayor and Clerk, and sealed with the

Corporate Seal on the _____th day of _____, 2024.

_____MAYOR

_____CLERK

**BIA BYLAW
SCHEDULE "B"**

The Bylaws of the Association must include the following provisions:

Definitions

1. "Authorized Representative" to be defined as follows:

"Authorized Representative" means a person who has authority to act on behalf of a member of the Association in its day to day operations and who is authorized in writing by that member to represent the member at any meeting of the Newton BIA.

2. "Property Owner" to be defined as follows:

"Property Owner" means a person who is:

- i. registered in the Land Title Office as the fee simple owner, or the purchaser under a registered agreement for sale; or
- ii. a tenant,

of Class 5 or Class 6 real property as described in *Prescribed Classes of Property Regulation*, B.C. Reg. 438/81 that is located within the Newton Business Improvement Area.

3. "Tenant" to be defined as follows:

"Tenant" means a person who is a tenant pursuant to a lease or rental agreement for a term of years which, including all options to renew, is less than 60 years in aggregate, of Class 5 or Class 6 real property as described in *Prescribed Classes of Property Regulation*, B.C. Reg. 438/81 that is located within the Newton Business Improvement Area.

Members and Meetings of Members

4. There will be only two classes of members: voting members and associate members.
5. Only a Property Owner or a Tenant may be a voting member.
6. The number of associate members must not exceed the number of voting members.
7. Voting by proxy is not permitted at meetings of members.

Directors

8. No person may be elected or appointed as a director unless that person is a voting member of the Association or an Authorized Representative of a member.
9. A maximum of two directors may be elected or appointed who are associate members of the Association.

Surrey Business Improvement Associations 5-Year Term Alignment Table

	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Downtown Surrey BIA	5-Year Term					5-Year Term				
Newton BIA	Current Term	4-Year Term				5-Year Term				
Cloverdale BIA	Current Term		3-Year Term			5-Year Term				
Fleetwood BIA	Current Term			2-Year Term		5-Year Term				

Current Levy Structure Breakdowns of Surrey's Business Improvement Associations

Newton BIA (Proposed):

Year	Levy % Increase	Levy Amount
2023		\$562,754.00
2024	5	\$591,000.00
2025	5	\$620,550.00
2026	5	\$651,578.00
2027	5	\$684,157.00

Newton BIA Total Levy Increase Over 4 Years: **21.57%**

Downtown Surrey BIA:

Year	Levy % Increase	Levy Amount
2022		\$1,232,841.00
2023	6	\$1,310,816.00
2024	5	\$1,376,357.00
2025	5	\$1,445,175.00
2026	4	\$1,502,982.00
2027	4	\$1,563,101.00

Downtown Surrey BIA Total Levy Increase Over 5 Years: **26.78%**

Cloverdale BIA:

Year	Levy % Increase	Levy Amount
2019		\$190,000.00
2020	17	\$221,300.00
2021	3	\$227,939.00
2022	3	\$234,777.00
2023	3	\$241,820.00
2024	3	\$249,075.00

Cloverdale BIA Total Levy Increase Over 5 Years: **31.09%**

Fleetwood BIA:

Year	Levy % Increase	Levy Amount
2020		\$225,000.00
2021	0	\$225,000.00
2022	0	\$225,000.00
2023	5	\$236,250.00
2024	5	\$248,062.00
2025	5	\$260,500.00

Fleetwood BIA Total Levy Increase Over 5 Years: **15.78%***

*The Fleetwood BIA did not request a levy increase for 2022 and 2023 due to programming delays in previous years.

NEWTON BUSINESS IMPROVEMENT ASSOCIATION

Budget Overview: 2024 - Option A - FY24 P&L

January - December 2024

	TOTAL
Income	
4000 Levy income	591,000.00
4001 Other Primary Income	8,000.00
Total Income	\$599,000.00
GROSS PROFIT	\$599,000.00
Expenses	
6001 Marketing	
6910 Maintenance -Website	500.00
Total 6001 Marketing	500.00
6560 Payroll expenses	
Wages	145,000.00
Total 6560 Payroll expenses	145,000.00
6807 Area Enhancement	
6806 Team Tidy	27,000.00
6808 Graffiti Removal	42,000.00
6817 Area Enhancement Programs	25,500.00
Total 6807 Area Enhancement	94,500.00
6810 Events	
6814 Spooktacular	40,000.00
Car Free Day	30,000.00
Total 6810 Events	70,000.00
6818 Government Relations	
6829 State of Newton	11,000.00
Total 6818 Government Relations	11,000.00
6820 Safety	
6809 Community Safety Patrol	215,000.00
Total 6820 Safety	215,000.00
6822 Administrative Expenses	
6002 Licenses & Memberships	1,700.00
6022 Bank charges & interest	100.00
6045 Professional fees	8,500.00
6100 Insurance	4,000.00
6210 Rent or lease payments	36,000.00
6250 Utilities	2,000.00
6401 Office Supplies & Materials	3,500.00
6539 Education / Conferences	1,500.00
6700 Travel	500.00
6804 Bookkeeping & accounting	1,500.00
6824 Annual General Meeting	1,500.00
6947 Meeting & event attendance	1,200.00
6985 Industry Memberships, Dues Subscription	1,000.00
Total 6822 Administrative Expenses	63,000.00
Total Expenses	\$599,000.00
NET OPERATING INCOME	\$0.00
NET INCOME	\$0.00

WHAT IS YOUR BIA?

BIAs (Business Improvement Associations/Areas) provide a way for property owners and businesses to join together to promote and improve the economic vitality of their business district.

Within a specific Bylaw, the City collects a levy from all commercial property owners within the Business Improvement area and forwards the entire amount to the Newton Business Improvement Association to fund business improvement initiatives. During the past five years, initiatives included safety projects, graffiti removal, special events, and marketing Newton. The Newton BIA has continued with initiatives to attract investment, development and attract new businesses to the area.

TERM 1 & 2 HIGHLIGHTS

Commissionaires Crime Files	27,585
Graffiti Cleaned Up	9,209
Trash Removed by Team Tidy	58,720 lbs
Illegal Dumping Removed	633
Shopping Carts Returned	1,544
Murals Painted	11
Community Events Hosted	148

RENEWAL

Our second term will expire March 31, 2024. As BIA property owners and business owners, you have a voice in determining the focus of your BIA's efforts and the operating budget. The following questionnaire is the first step in the process and will help develop a renewal proposal and budget.

The results of the following survey will be used to draft a budget that will be discussed at open meetings, and a final draft will be presented for Membership approval at a special meeting in September 2023.

In December 2023, the City will send notifications to all property owners, giving you another opportunity for input. Surrey City Council will make final decision in early February 2024.



If you have any questions about the renewal process, please call the Newton BIA office at **(604) 593-2294** or email us at info@newtonbia.com.

NEWTON BIA MEMBER PROGRAMS

Community Safety Patrol (CSP)

For nuisance, loitering, safety concerns.
Available 7 Days a week; 8am-4pm



(778) 873-0435

Graffiti Removal

For graffiti on your business property.
Actively patrolling the area 7 days a week



graffiti@newtonbia.com

Team Tidy

For garbage concerns on your property.
Actively patrolling the area 5 days a week



teamtidy@newtonbia.com

Large Illegal Dumping

For large illegal dumping on your property.
Actively patrolling the area on Mondays



(778) 873-0435

Newton Safety Unit

Weekly safety meeting with the CSP, Bylaw,
RCMP, Transit, OPTIONS & SOURCES



Request invite
nbiasupervisor@commbc.ca

AREA ENHANCEMENT:	1	2	3	4	5	N/A
Graffiti Removal Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Team Tidy – Clean Street Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Large Illegal Dumping Removal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beautification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Murals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GOVERNMENT RELATIONS & ADVOCACY:	1	2	3	4	5	N/A
State of Newton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newton Talks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advocacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rapid Transit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SUMMARY & COMMUNICATION:

Please rank our strategic areas: Safety, Marketing/Events, Area Enhancement, Government Relations

04	Most important	
03	Important	
02	Somewhat important	
01	Least important	

Are you interested in being more involved in the Newton BIA? No Yes

The Newton BIA is asking Property Owners and Business Owners to support the renewal of the Newton BIA for another 4-year term. Do you agree? No Yes

Newton BIA Membership Outreach Results and Renewal Survey

The Newton Business Improvement Association (the “Association”) conducted outreach to their membership using various methods to gauge support for the renewal and to determine priority areas for the four-year term as reflected in their strategic plan. There are currently a total of 140 property owners subject to the Newton Business Improvement Area (“BIA”) tax levy, with some property owners having multiple properties within the BIA boundary.

The Association made reasonable efforts to engage the property and business owners in the area as demonstrated in the chart below. According to the Association, they had access to the contact information of 477 businesses and property owners when the survey was disseminated in May 2023 in the designated area for the purpose of survey outreach.

Membership Outreach	
Renewal Survey	
Mail	416 businesses and 75 property owners
Email	477 businesses and property owners, five email notices from May to August 2023
Phone and In-Person	Over 300 in-person visits Summer interns conducted in-person businesses visits between May to August 2023
Extraordinary General Meeting Notification	
Mail	416 businesses and 75 property owners
Email	912 recipients; three email notices from August to September 2023
Phone and In Person	Promoted at three virtual meetings

**Some businesses and property owners had multiple contact email addresses on file.*

Overall, the Association received 131 completed surveys (representing 23.2% of the Association membership) and all respondents were in favour of the renewal of the Association. The Association board developed a proposed levy schedule for the four-year term utilizing the feedback from the surveys and the strategic plan. The levy schedule was voted on unanimously at the Extraordinary General Meeting by the 10 attendees (representing 8 properties and 7 businesses) to proceed with the BIA renewal.

As the BIA levy is typically passed on by property owners to business owners and tenants (either whole or in part), business owners and tenants are included along with property owners in the consultation process and the vote on the levy schedule. It is important that business tenants be part of the process, though legislation directs that approval for the BIA be sought solely from the property owners.

Newton BIA Strategic Plan 2024-2028



Presented By:

Philip Aguirre

Executive Director

Newton Business Improvement Association

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REVENUE

BUDGET LEVY SCHEDULE

TERM 1 (2014-2018) <i>No Annual Increase</i>		TERM 2 (2019-2023) <i>Annual 3% Increase</i>		TERM 3 (2024-2028) <i>Annual 5% Increase</i>	
<u>2014</u>	\$400,000	<u>2019</u>	\$500,000	<u>2024</u>	591,000
<u>2015</u>	\$400,000	<u>2020</u>	\$515,000	<u>2025</u>	620,550
<u>2016</u>	\$400,000	<u>2021</u>	\$530,450	<u>2026</u>	651,578
<u>2017</u>	\$400,000	<u>2022</u>	\$546,364	<u>2027</u>	684,157
<u>2018</u>	\$400,000	<u>2023</u>	\$562,754		

2024 BUDGET OPTIONS

#1: Program Reduction

Levy Increase 5% \$28,246

\$591,000 2024 Budget

[Detailed Breakdown](#)

Notes:

Eliminating Digital Mainstreet, Newton Talks & Newton News Marketing now internal

#2: Program Growth

Inflation Adjustment \$30,000

Deficit \$30,000 Illegal Dumping & Digital Mainstreet

Event Inflation \$40,000 Spooktacular & Car Free Day

Marketing \$25,000 Mkt Coordinator, In-House vs Contractor

Area Enhancement \$25,000 Annual Placemaking Project

\$150,000

\$712,754 2024 Budget

[Detailed Breakdown](#)

CONTINGENCY

Option 1

Option 2

Year End Cash Dec 31st, 2022

\$398,670

\$398,670

Reserve ½ Year for Renewal

\$295,500

\$356,377

Unallocated Surplus in 2024

\$103,170

\$42,293

ADMINISTRATION

- Education / Conferences
- Industry Membership
- AGM
- Bank Charges
- Meeting
- Insurance
- Licenses & Memberships
- Office Supplies & Materials
- Professional Fees
- Rent – Office Space
- Bookkeeping
- Utilities
- Travel
- Wages & Benefits
- Intern Wages
- WorkSafe BC

SAFETY

Safety remains a priority of the Newton BIA and a number of initiatives are focused on supporting and promoting a safe livable town centre.

COMMUNITY SAFETY PATROL

Lifetime Total to Date: **29,120**

The Community Safety Patrol (CSP) program consists of a daily eight-hour patrol to address safety priorities and support crime reduction initiatives. The CSP plays a key role in engaging the business community, providing outreach for vulnerable people, early identification and enforcement of safety concerns at the local level; while collaborating with Bylaw & RCMP to deter criminal and antisocial activity.

NEWTON SAFETY UNIT

Lifetime Total to Date: **299**

An integrated weekly safety initiative with the Community Safety Patrol, Bylaw, RCMP, Transit, and other agencies; provide a timely opportunity for information sharing, creating weekly targets and initiatives to increase communication, effectiveness, and ultimately decrease crime within Newton. Coordinated by CSP; discussion of current and emerging issues impacting the area is followed by the development of action plans.

CRIME WALK

Lifetime Total to Date: **55**

Weekly business outreach with CSP & the NBIA Executive Director. Provides weekly feedback and establishes a solid network that improves communication and engagement.

SHOPPING CART RETRIEVAL

Lifetime Total to Date: **1,589**

Abandoned shopping carts cost businesses between \$100 to \$300 per cart to replace. By returning shopping carts to businesses, the Newton BIA provides valuable cost savings to its members. Additionally, the program improves overall public perception of safety & cleanliness. Executed by Team Tidy; carts are walked back to their property during regular patrol hours. A database of photo documentation is kept to provide a record of all carts retrieved for member verification.

AREA ENHANCEMENT

Area Enhancement encourages and supports the City to beautify the Newton BIA area. In addition, the Newton BIA has instituted a variety of initiatives to enhance the area.

GOODBYE GRAFFITI

Lifetime Total to Date: **9,665**

Graffiti removal program contracted with Goodbye Graffiti Surrey. The contract removes all graffiti within the NBIA boundary ensuring that the area is a graffiti free zone. This program provides cost savings to the local business community and in addition increases the overall perception of residents and business customers. As a result, this increased perception leads to a higher consumer confidence.

TEAM TIDY

Lifetime Total to Date: **60,138lbs**

The clean streets team is responsible for maintaining cleanliness of the streets within the NBIA boundary on a daily basis. This program supports the Newton BIA's overall agenda of area enhancement to increase the beautification of the Newton Town Center. By providing a clean atmosphere Team Tidy decreases the janitorial employment cost of local businesses and provides a positive environment for consumers and residents in the area.

AREA ENHANCEMENT INITIATIVES & PROJECTS

Newton Mural Laneway

Total Murals: 11

The Newton BIA is committed to increasing the beautification of the Newton Town Center. Murals are an excellent way to increase the colour and artistic flair of the community. The plan is to commission several murals in the area to enhance the desire of residents and visitors to walk the commercial blocks of the area. The Newton BIA has planned to complete a laneway mural and a indigenous mural in 2018. The long term plan is to augment the initiative with programming such as Art Crawls and placemaking.

Placemaking

The 137 Street Enhancement Project is a series of seating installations along 137 Street; the goal being 17 total installations. Each installation will be a combination of seating and greenery. The aim is to create safe mini parklets where people can rest and enjoy the outdoors. The hope is that the use of the installations will bring activity and vitality to the street. Additional elements consist of the street parkit, umbrellas & chairs, chess board and art installations.

MARKETING & EVENTS

Showcase and provide positive activities in a variety of public spaces. These initiatives help develop a sense of community while attracting new visitors to see the changes that are taking place in Newton.

CAR-FREE DAY SURREY

Total Hosted: 2

A complete closure of 137th street in the month of June. The event will be focused on families and the promotion of local business. The event will have a variety of activities and stage installments to ensure that the attendees spend a substantial amount of time getting to know the business community. Building on the success of Spooktacular Newton in 2019, Car Free Day has the potential to become a major city wide event!

SPOOKTACULAR NEWTON

Total Hosted: 5

A spooky fun filled family event featuring an urban pumpkin patch, dance performances, free BBQ, free movies, a petting zoo, and tons of crafts and games. The previous two years' event has been very successful with an attendance of 3500 people with a positive reaction from the residents and increase in sales reported by the business community.

WEBSITE

A website update for the NBIA and for Newton. The updated website has a business directory, community events page, blogs, and much more. It is the 'hub' for everything Newton and NBIA information.

ADVERTISING & PROMOTIONS

e-Newsletter

A monthly information wrap up of the activities of the Newton BIA to all stakeholders.

Social Media

GOVERNMENT RELATIONS

The goal of government relations is to work with all levels of government in policy and positions of key issues of relevance to the Newton BIA.

BIA MONTHLY

Total Hosted: 36

Monthly meeting of the four BIAs in Surrey

STATE OF NEWTON

Total Hosted: 4

The State of Newton is an opportunity for the business community to engage in a dialogue that showcases the upcoming investment opportunities for Newton. The presentation outlines the Newton BIA's proposals and policy directions for the upcoming year, as well as a detail of the achievements of 2018.



AUTHORIZATION

By its authorized signatory:

_____ Sep 14th, 2023

Linda McCabe

President

Newton Business Improvement Association



_____ Sep 14th, 2023

Philip Aguirre

Executive Director

Newton Business Improvement Association



Appendix 01: Statistics Overview

PROGRAMS	TERM 1					TERM 2					YTD Total
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Business Safety Link	4	10	3								17
Coalition of Surrey BIAs				9	5	6	13	3			36
Christmas Homeless Outreach			75	55	30	20					180
Commissionaires Crime Files		336	3,222	3,929	4,915	4,091	3,424	4,850	2,716	1,637	29,120
Crime Walks				5	36	7				7	55
gNATS Meetings				2	1	5	1				9
Goodbye Graffiti Cleanups		1,377	884	870	1,011	1,098	814	1,460	1,337	814	9,665
Goodbye Garbage Cleanups								349	233	99	681
Homeless Count			55	41	22						118
Media Articles	5	24	30	31	28	20	1	4	25		168
Merchant Shout-outs		4	11	6	8						29
Murals				2	2	1			2		7
Newsletters				11	5	38	25	12	28	24	143
Newton News							11	11	11	5	38
Newton Safety Unit Meetings		10	49	41	35	32	35	40	38	19	299
Renewal Business Surveys					114					87	201
Safe Rides Given				27	6	3	1	0	0		37
Safety Audit Surveys				192							192
Shopping Carts Returned			145	390	254	248	229	168	89	66	1,589
Team Tidy Tonnage (lbs)		6,567	10,495	8,115	7,970	7,250	5,995	6,470	4,945	2,331	60,138
Tickle Trunk Rentals				5	7	5					17
Tulip-bombing			1,000	1,000							2,000
Used Needles Disposed			180	1,592	1,420	5,628					8,820

EVENTS # of participants	TERM 1					TERM 2				
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Spooktacular Newton		2500	3500		5000	6000			7000	
State of Newton				145	115	150			150	
Car-Free Day Surrey									10,000	10,000
Newton Talks			x1	x7	x8	x6	x2			x2
All Candidates Debate	135									
Big Bike				28	16					
Business BBQs					x6	x10				
Community Coffee			x12	x8						
Community Walk	x9	x11	x8							
Friends of the Grove Fundraiser		85	50							
Groundhog Day	300	400	350	1500						
Newton Block Party	300									
Newton Community Festival	1500									
Newton Days				4500	6000					
Newton Days: Nooner			x13							
Newton Days: PokeParty			x2							
Newton Days: Troubadour			x11							
Newton Days: The Bracket			x1							
Newton PopUp Art Walk	75									
Newt Fest						2000				
Pink Shirt Day				25	6					
Transit Townhall	17									



Appendix 02: Organization Chart

Executive Director	Philip Aguirre	
Creative Director	Nasrin Baji	
Team Tidy	Kenneth Green	
Community Safety Patrol	Hemat Orya	
Background	Established March 2013 Office Opened September 2014	
Board Members	Linda McCabe Jaspal Brar Suman Basnyat Harry Lamba Derek Ho Kamil Lotfil Jay Blaschuck Jodi Leech	Value Industries Allied Insurance S Basnyat & Co. Inc The UPS Store Kings Cross Newton Crossing Sources Studio 73



