

NO: R208

COUNCIL DATE: November 4, 2024

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **October 28, 2024**

FROM: **General Manager, Social Infrastructure and
Community Investments** FILE: **0250-20**

SUBJECT: **Cloverdale Business Improvement Area Renewal**

RECOMMENDATION

The General Manager, Social Infrastructure and Community Investments recommends that Council:

1. Approve the use of the Council Initiative process as the means by which to measure property owner support for a three-year renewal term of the Cloverdale Business Improvement Area (“CBIA”) from April 1, 2025 to March 31, 2028; and
2. Authorize the City Clerk to bring forward the *Cloverdale Business Improvement Area Bylaw, 2025, No. 21452* (the “Bylaw”) for the required readings and authorize staff to undertake all the necessary related actions.

INTENT

The purpose of this report is to obtain Council approval for the renewal of the CBIA for a three-year term from April 1, 2025 to March 31, 2028 by means of the Council Initiative process, and to authorize staff to take all necessary measures to bring forward Bylaw No. 21452.

BACKGROUND

A Business Improvement Area (“BIA”) is a Local Service Area where funds are collected through a rate levied against benefitting properties in a specified area. There are currently four BIAs in Surrey: Cloverdale BIA, Downtown Surrey BIA, Fleetwood BIA, and Newton BIA.

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 (Appendix “I”). The Cloverdale BIA is requesting the City use the Council Initiative approach to formally assess the level of support for the renewal of the Cloverdale Business Improvement Association (the “Cloverdale BIA” (Appendix “II”).

In 1995, Council approved the initial *Cloverdale Business Improvement Area Bylaw, 1995, No. 12551* which subsequently created what is known today as the Cloverdale BIA.

The current Cloverdale BIA Bylaw expires on March 31, 2025 and the Cloverdale BIA has proposed a renewal term of three years from April 1, 2025 to March 31, 2028 to align all Surrey BIA renewal terms to begin in 2028. The area covered by the Cloverdale BIA is illustrated in Appendix “III”. The Cloverdale BIA is not seeking to expand their boundaries during this renewal term.

In December 2022, Council endorsed a plan to align all BIA renewal terms beginning in 2028 in order to create greater efficiencies as the current unaligned renewal process requires significant staff resources. 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 (Appendix “IV”). As such, the Cloverdale BIA is requesting a three-year renewal term to achieve this alignment.

DISCUSSION

Renewal of the Cloverdale BIA requires adoption of a bylaw by Council (Appendix “V”). 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 2024 Extraordinary General Meeting (“EGM”) held by the Association on September 24, 2024, the 2025 levy for the Association would be \$256,547 (an increase of approximately 3% at renewal over the 2024 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
2024	\$249,412.00	
2025	\$256,547.00	3%
2026	\$264,244.00	3%
2027	\$272,171.00	3%
2024-2027 (3 years)	\$22,759.00 Increase	9.1% Increase*

Table 1: CBIA Levy Schedule 2024-2027

*Represents the relative % increase between 2024 and 2027, and not the % increase year over year.

The proposed Cloverdale BIA levy structure would have an annual increase of 3% from 2024 to 2027, with an overall levy increase of 9.1% over the period of 2024 to 2027. This is in line with other recent BIA renewals (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 2025 fiscal year outlines the proposed spending levels (Appendix “VII”).

Outreach

The Cloverdale BIA conducted outreach to 233 property owners and business members in August and September 2024 by using various methods to gauge support for the renewal (Appendix “VIII”) and to determine priority areas for the three-year term as reflected in their strategic plan (Appendix “IX”). As a result of this outreach, the Cloverdale BIA received 34 completed surveys with 85% of respondents supporting the renewal term.

Finance Review

Finance has reviewed this report.

Legal Review

Legal Services has reviewed this report.

CONCLUSION

The current CBIA Bylaw expires on March 31, 2025. The General Manager, Social Infrastructure & Community Investments recommends that the recommendations contained in this report be approved including the use of the Council Initiative process to measure property owner support for a three-year renewal term of the Cloverdale BIA.

Terry Waterhouse
General Manager, Social Infrastructure & Community Investments

CC/ar

Appendix "I": Petition Procedure for the Establishment or Renewal of a Business Improvement Association

Appendix "II": Cloverdale BIA Bylaw Renewal Process Cover Letter

Appendix "III": Boundaries of the Cloverdale Business Improvement Area

Appendix "IV": Surrey Business Improvement Associations 5-year Term Alignment Table

Appendix "V": Draft *Cloverdale Business Improvement Area Bylaw, 2025*, No. 21452

Appendix "VI": Current Levy Structure Breakdown of Surrey's BIAs

Appendix "VII": Cloverdale Business Improvement Association Budget Overview 2025

Appendix "VIII": Cloverdale BIA Renewal Survey and Membership Outreach Results

Appendix "IX": Cloverdale Business Improvement Association Renewal Strategic Plan 2025-2028

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.



CLOVERDALE
Business Improvement Association

October 1, 2024

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

Re: Cloverdale BIA 3 Year Renewal 2025-2028

Dear Mayor and Council,

The Cloverdale BIA Board of Directors based on the very positive results of an Extra Ordinary General Meeting and a member survey conducted in Aug./Sept. 2024 seek the Council Initiative Process for a new 3 Year Renewal for the Association starting from April 1, 2025, to March 31, 2028.

The proposed levy:

Year 1	2025	\$256,547
Year 2	2026	\$264,244
Year 3	2027	\$272,171

The Cloverdale BIA hosted an Extraordinary General Meeting on Sept. 24, 2024, and the members voted unanimously to support the renewal of the Association. The EGM achieved quorum with 14 people in person and 4 online via zoom attending.

The CBIA discussed a 3 Year Strategic Plan that addresses key priorities which are parking, safety and partnering with the City of Surrey on landscaping & place making projects. The members also strongly support sustaining annual events like the Bed Races, Rodeo Parade, Surrey Santa Parade of Lights, Cloverdale Market Days and Ladies Night Out. At the EGM the CBIA announced that over an 11-year period from 2012-2023, it raised outside revenue that totals: **\$572,116.**

Existing members of the BIA should see only a 3% increase year over year. In addition, the CBIA presented a 2025 Draft Budget that was also approved unanimously by the membership.

A good place to grow, since 1870

The Cloverdale BIA mailed on Aug. 27th an EGM notice with a proposed 2025 budget, a 4-page Renewal Brochure and emailed a survey to all the Business Owners & some property owners in the CBIA.

84% of 34 surveyed Property Owners & Business Owners responded in favour of the renewal.

The property owners who also completed a Member Survey are identified in the BIA Renewal plan and they make up 25 out of the 28 surveyed that support the BIA renewal. (which is 15% of the total 166 owners). Incidentally the 25 property owners also operate businesses.

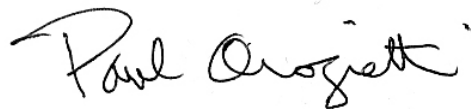
The Survey link, the EGM notice and BIA Renewal Brochure were emailed to all the BIA businesses twice and it was mailed to all property owners. The BIA is prepared to send an additional survey with a 3-year marketing plan to business members and property owners one more time with a self-addressed envelope to return handwritten surveys for property owners and an electronic survey for business owners to boost the response for renewal.

The Cloverdale BIA was started in 1995 and has successfully renewed itself over a 29-year period. The BIA board members over the years have worked closely with the Cloverdale Chamber with the goal of making Cloverdale A Good Place To Do Business and great place to raise a family. The CBIA would also like to thank the City of Surrey's for its support which has been instrumental in the community's rebirth.

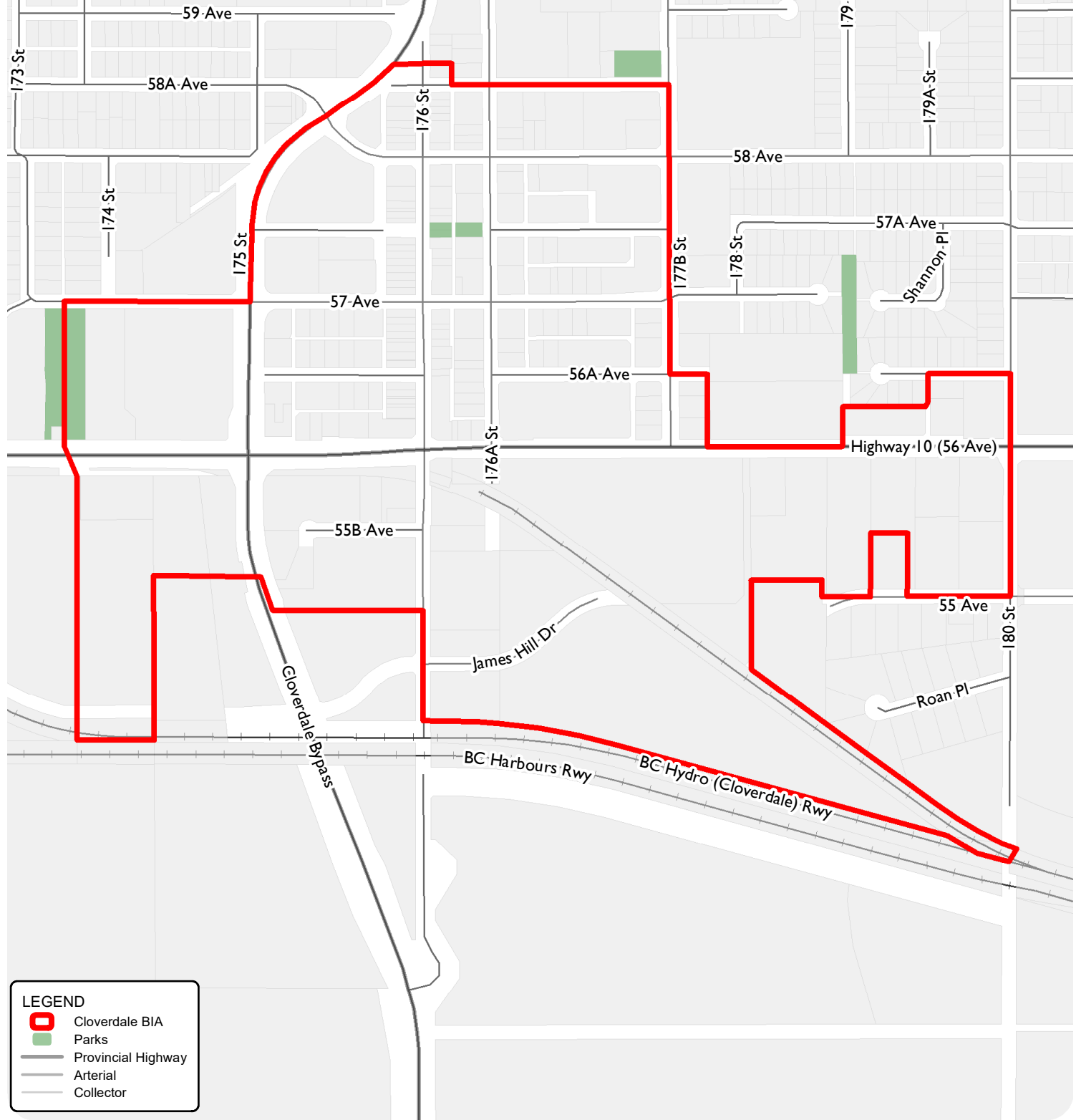
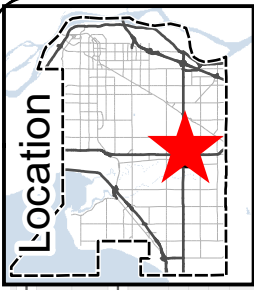
Yours truly,








Dean Moore
BIA President



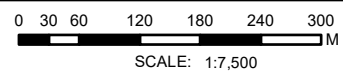
Paul Oraziotti
BIA Executive Director



LEGEND

-  Cloverdale BIA
-  Parks
-  Provincial Highway
-  Arterial
-  Collector

Cloverdale Surrey BIA



Surrey Business Improvement Associations 5-Year Term and Term Alignment Table

	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Downtown Surrey BIA	5-Year Term					5-Year Term				
Newton BIA		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				

CITY OF SURREY

BYLAW NO. 21452

A Bylaw to establish the Cloverdale Business Improvement Area
for April 1, 2025 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 "Cloverdale Business Improvement Area Bylaw, 2025, No. 21452".
2. For the purpose of this Bylaw:

“Association” means the Cloverdale 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 Cloverdale 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 Cloverdale Business Improvement Area;
- (c) the conservation of heritage property in the Cloverdale Business Improvement Area;
- (d) the encouragement and promotion of commercial business development and encouragement of entertainment, sports and cultural activities within the Cloverdale Business Improvement Area in furtherance of its economic and commercial welfare; and
- (e) the creation of a pleasant environment in the Cloverdale Business Improvement Area.

“City” means the City of Surrey.

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

“Cloverdale 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 three (3) years those lands shown in heavy outline on Schedule “A” attached hereto and forming part of this Bylaw as Cloverdale Business Improvement Area.
4. City Council hereby approves a grant to the Association of an amount not exceeding two hundred and fifty-six thousand and five hundred and forty seven dollars (\$256,547) in Year 1 (2025). For the subsequent three remaining years, the amount granted on a per year basis will be as follows:

(a)	Year 2	2026	\$264,244
(b)	Year 3	2027	\$272,171
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 Cloverdale 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 Cloverdale 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 Cloverdale 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 Cloverdale 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 Cloverdale 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 Cloverdale 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 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 , 2024.

PASSED SECOND READING on the th day of , 2024.

PASSED THIRD READING on the th day of , 2024.

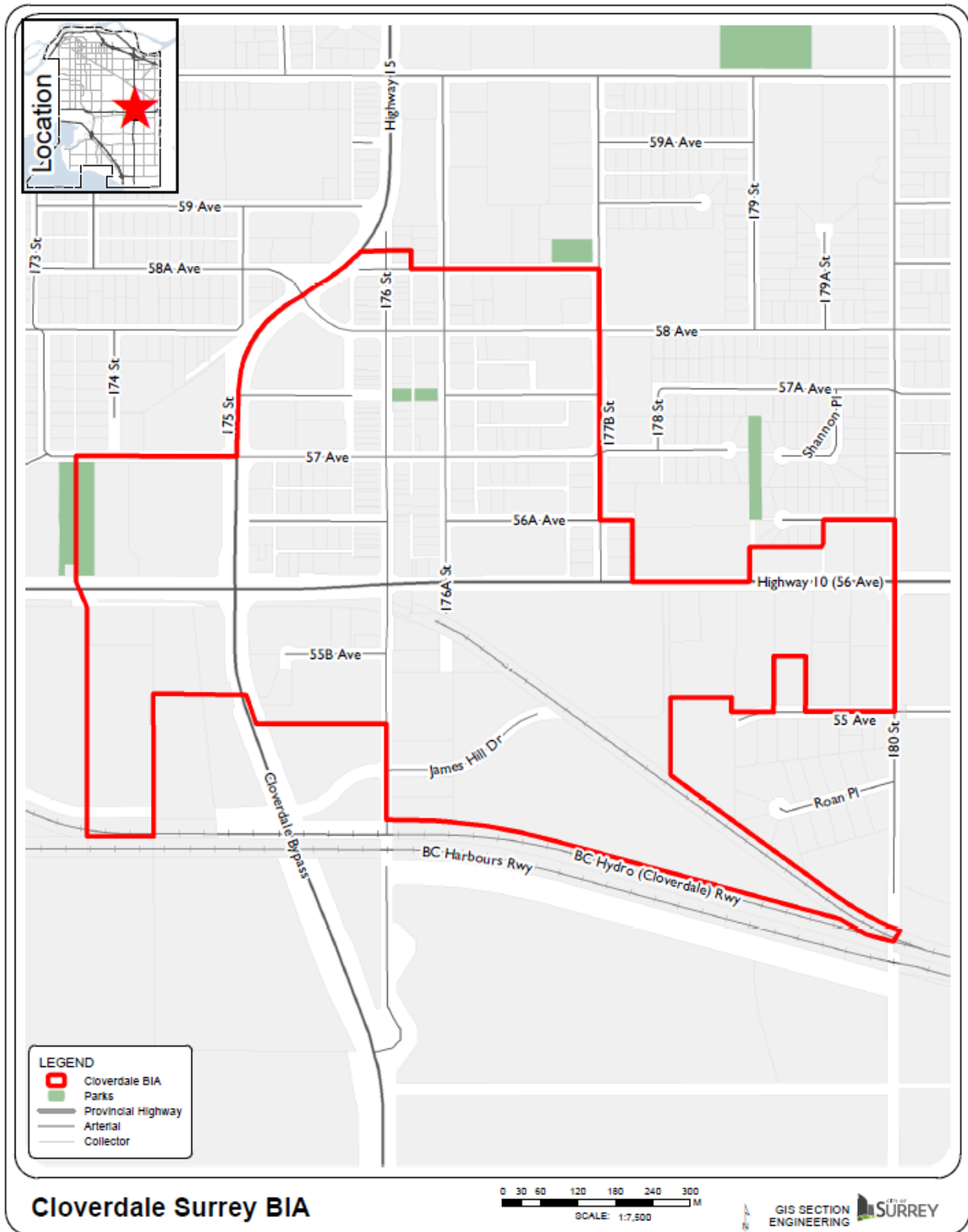
NOTICE OF INTENTION published by posting notice on the City's website from the th day of to the th day of , 2024 and by distributing the notice through the City's email subscription service on the th day of , 2024.

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 "A"



**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 Cloverdale 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 Cloverdale 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 Cloverdale 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.

Current Levy Structure Breakdowns of Surrey’s Business Improvement Associations

Cloverdale BIA (Proposed):

Year	Levy % Increase	Levy Amount
2024		\$249,412.00
2025	3	\$256,547.00
2026	3	\$264,244.00
2027	3	\$272,171.00

Cloverdale BIA Total Levy Increase Over 3 Years: **9.1%**

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%**

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 BIA

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%**

2025 CBIA BUDGET

CLOVERDALE BIA 2024/ 2025 BUDGET		
	ESTIMATE	ESTIMATE
	Budget 2024	Budget 2025
Cash on hand	256,061.00	273,136.00
Revenues		
Property tax levy	249,075.00	256,000.00
Rent recovery	18,000.00	20,000.00
Sponsorships and film	25,000.00	17,000.00
	<u>\$548,136.00</u>	<u>566,136.00</u>
		"A" Area Enhancement & Placemaking
		56A Ave & 58A Ave Parking lots
		- partner with city
		"B" Marketing & Promotion
		Bed Race
		Rodeo Parade
		Market Days
		Ladies Night Out
		Print ads/Social Media
		Play On Canada
		Santa Parade
		Web site
		Taste of Cloverdale
		Newsletter
	<u>\$275,000.00</u>	<u>\$395,500.00</u>
Expenses		
Salary and wages	105,000.00	125,000.00
Board remuneration	-	-
Office and general administration	75,000.00	77,000.00
Community safety	500.00	500.00
Area enhancement & placemaking "A"	0.00	125,000.00
Marketing and promotion "B"	88,000.00	62,000.00
Govt relations & economic dev.	4,500.00	4,000.00
Amortization	2,000.00	2,000.00
	<u>\$88,000.00</u>	<u>\$62,000.00</u>

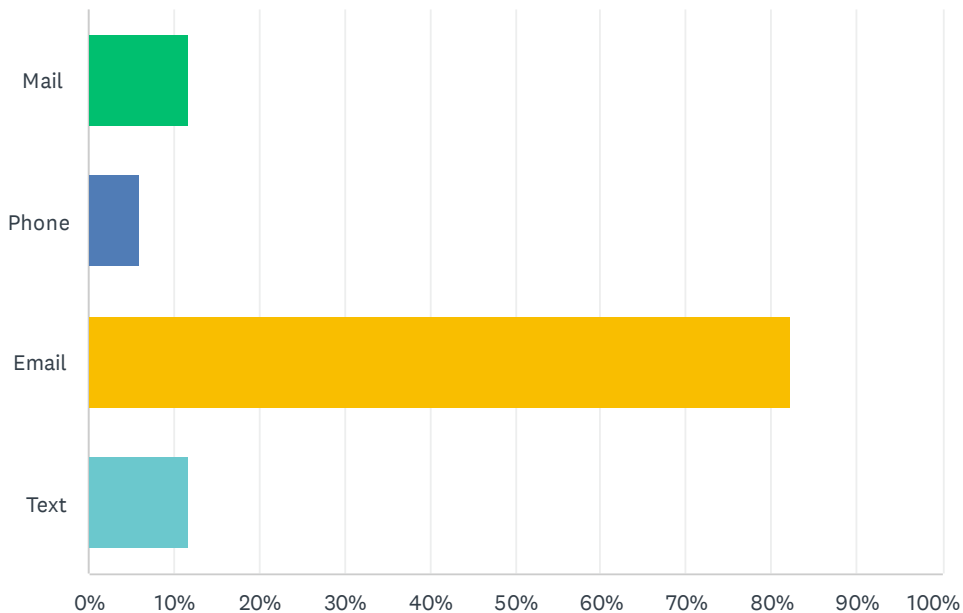
Q1 What is the address and information of this business?

Answered: 33 Skipped: 1

ANSWER CHOICES	RESPONSES	
Company Name	100.00%	33
Contact/Title	81.82%	27
Address	93.94%	31

Q2 What is your preferred method of contact?

Answered: 34 Skipped: 0

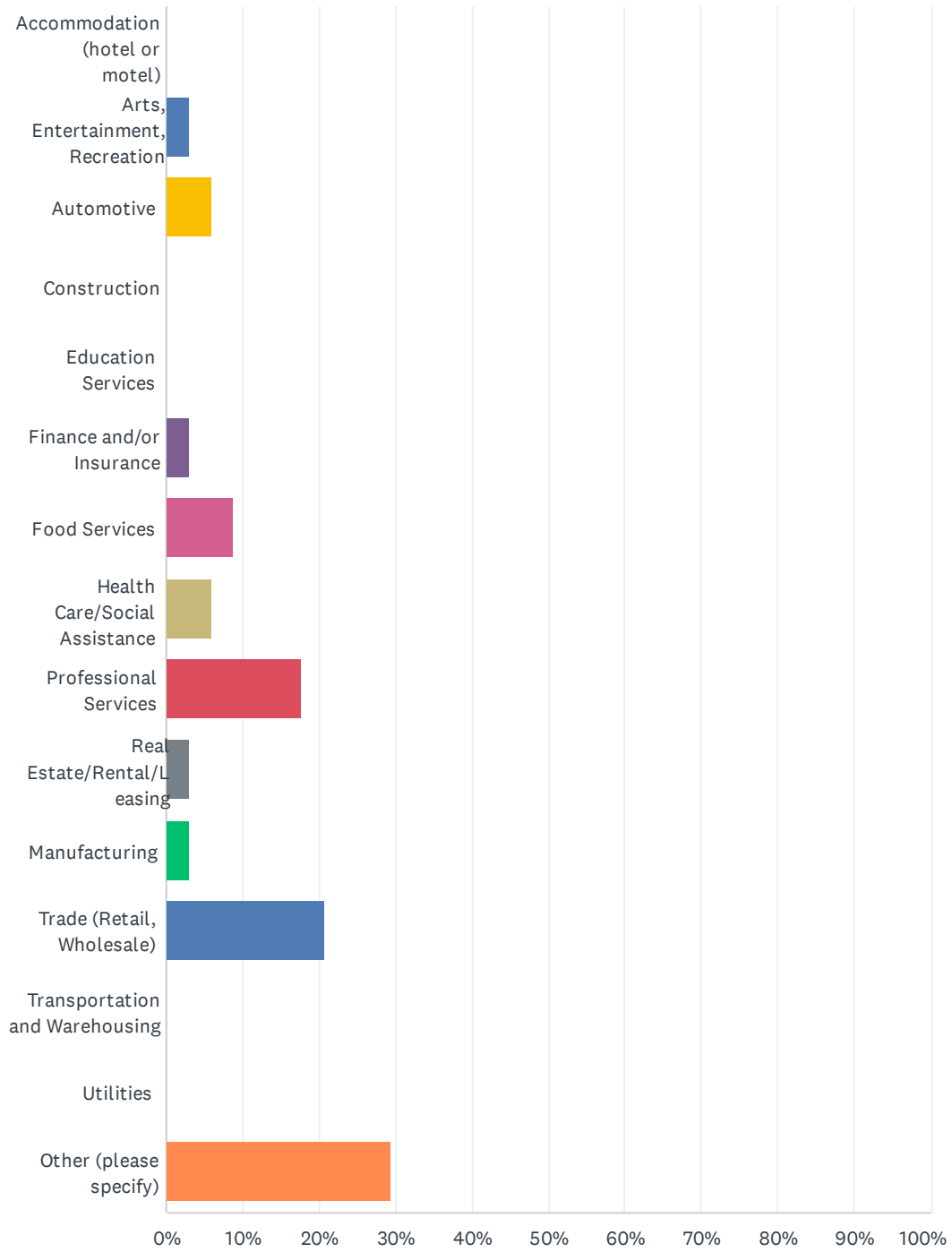


ANSWER CHOICES	RESPONSES	
Mail	11.76%	4
Phone	5.88%	2
Email	82.35%	28
Text	11.76%	4
Total Respondents: 34		

Q3 Which category best describes the type of business that you operate?

Answered: 34 Skipped: 0

Cloverdale BIA 2024 Member Survey

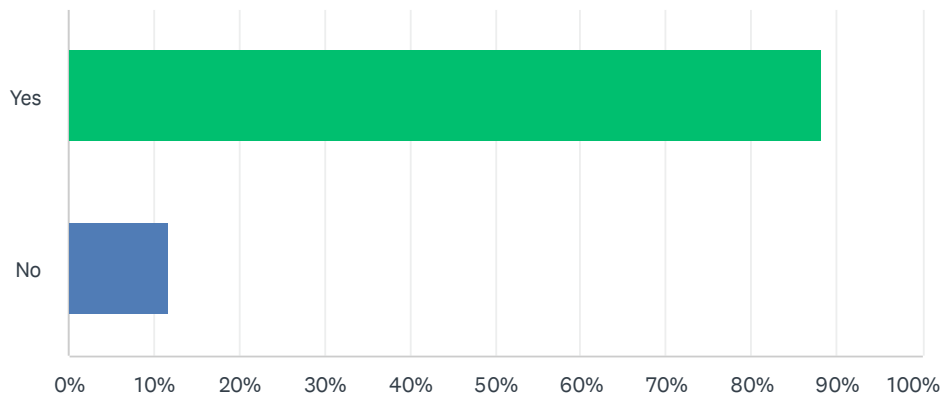


Cloverdale BIA 2024 Member Survey

ANSWER CHOICES	RESPONSES	
Accommodation (hotel or motel)	0.00%	0
Arts, Entertainment, Recreation	2.94%	1
Automotive	5.88%	2
Construction	0.00%	0
Education Services	0.00%	0
Finance and/or Insurance	2.94%	1
Food Services	8.82%	3
Health Care/Social Assistance	5.88%	2
Professional Services	17.65%	6
Real Estate/Rental/Leasing	2.94%	1
Manufacturing	2.94%	1
Trade (Retail, Wholesale)	20.59%	7
Transportation and Warehousing	0.00%	0
Utilities	0.00%	0
Other (please specify)	29.41%	10
TOTAL		34

Q4 Are annual commercial property tax increases too high?

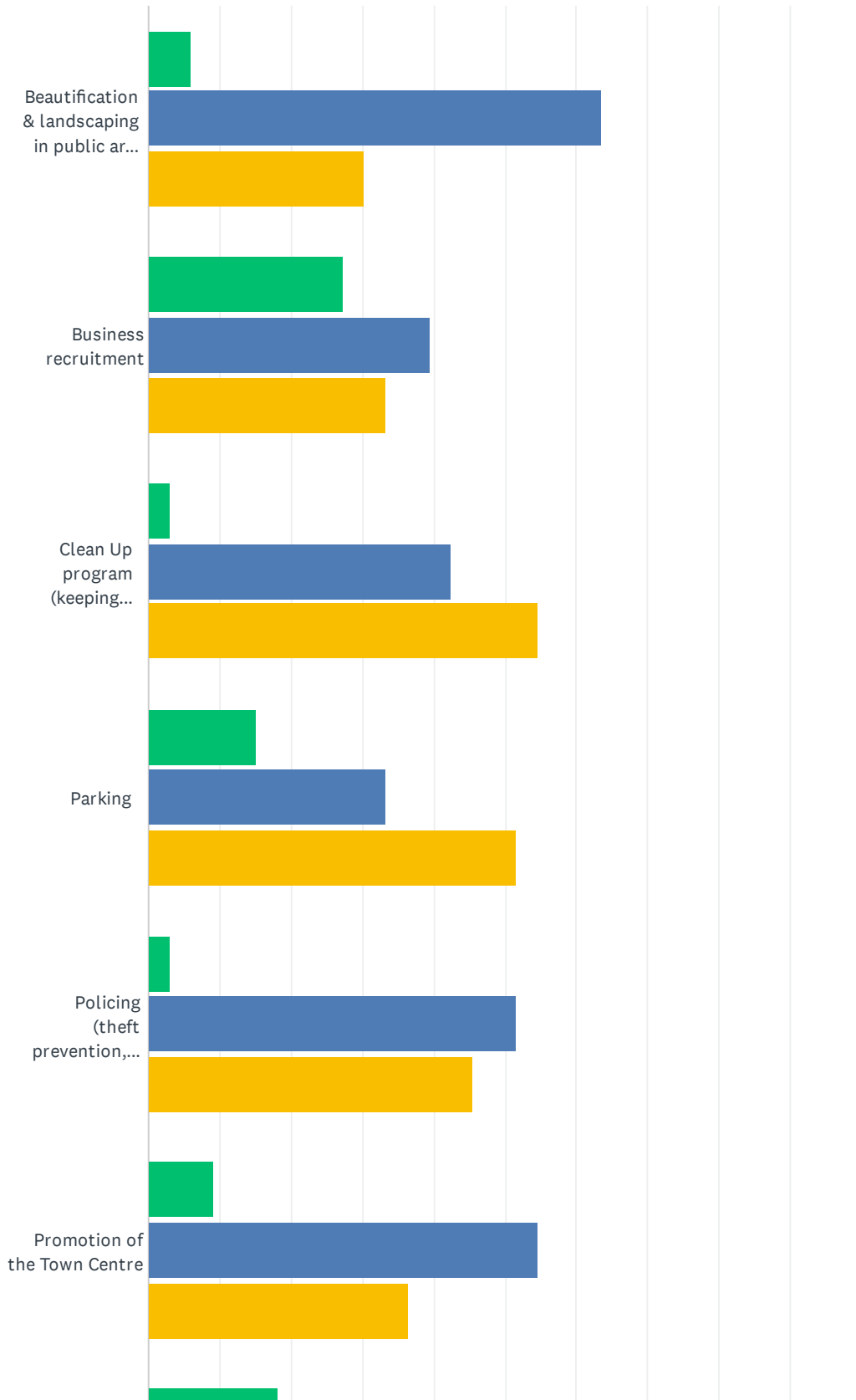
Answered: 34 Skipped: 0



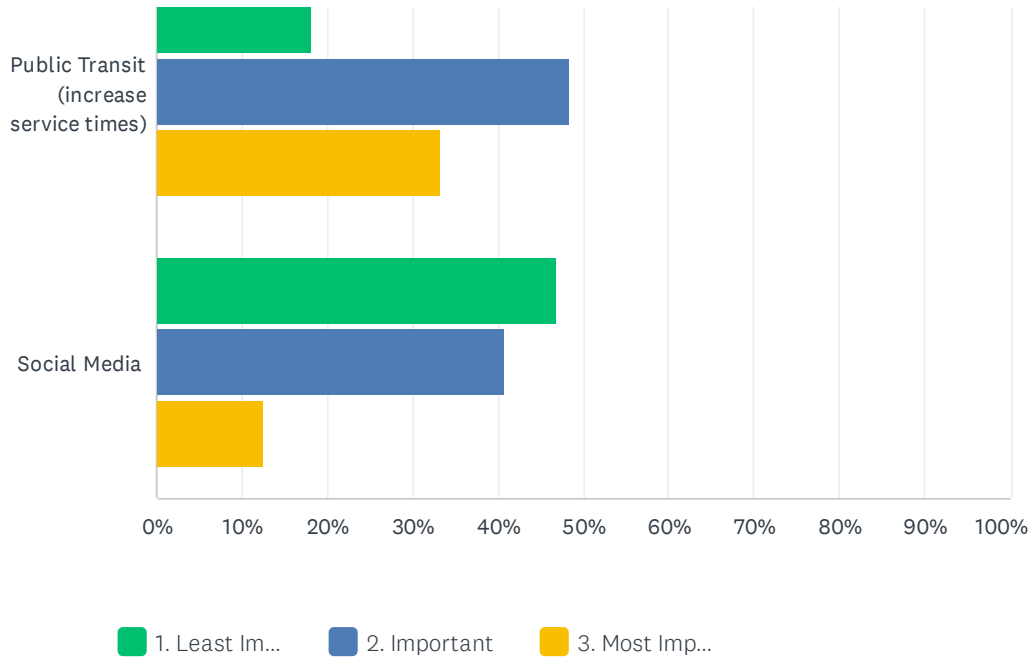
ANSWER CHOICES	RESPONSES	
Yes	88.24%	30
No	11.76%	4
TOTAL		34

Q5 Please rank the priorities of most concern to your business.

Answered: 33 Skipped: 1



Cloverdale BIA 2024 Member Survey

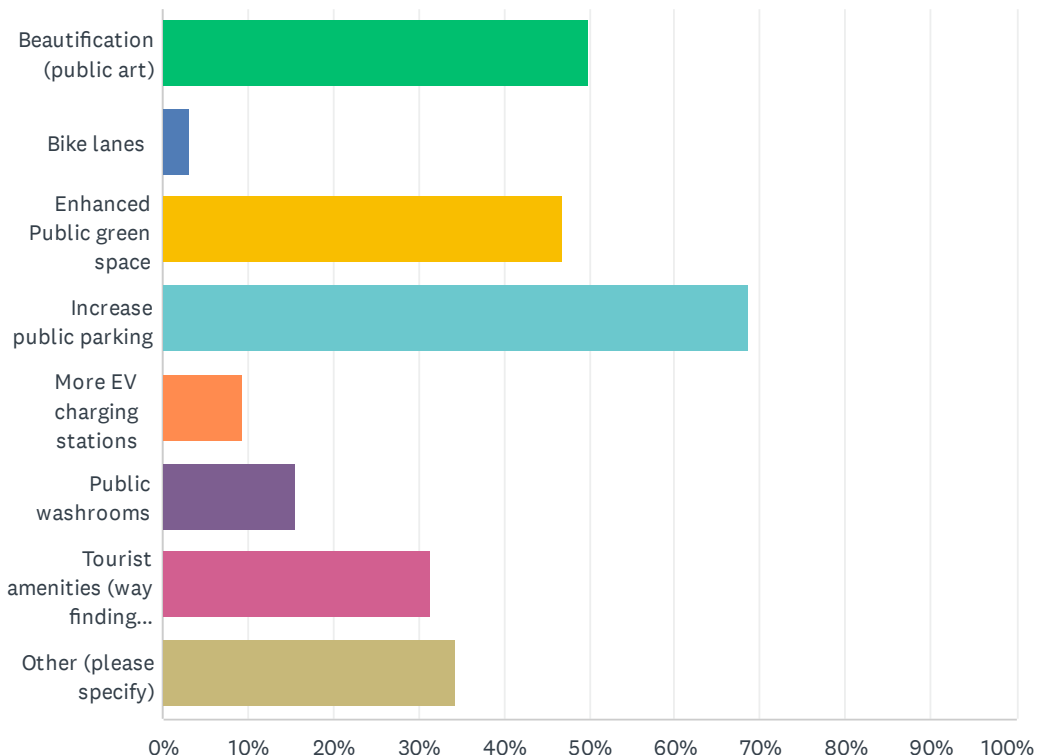


	1. LEAST IMPORTANT	2. IMPORTANT	3. MOST IMPORTANT	TOTAL	WEIGHTED AVERAGE
Beautification & landscaping in public areas (place making)	6.06% 2	63.64% 21	30.30% 10	33	2.24
Business recruitment	27.27% 9	39.39% 13	33.33% 11	33	2.06
Clean Up program (keeping Cloverdale clean)	3.03% 1	42.42% 14	54.55% 18	33	2.52
Parking	15.15% 5	33.33% 11	51.52% 17	33	2.36
Policing (theft prevention, security)	3.03% 1	51.52% 17	45.45% 15	33	2.42
Promotion of the Town Centre	9.09% 3	54.55% 18	36.36% 12	33	2.27
Public Transit (increase service times)	18.18% 6	48.48% 16	33.33% 11	33	2.15
Social Media	46.88% 15	40.63% 13	12.50% 4	32	1.66

Q6 Please select the top three investments in City of Surrey infrastructure that you would like to see made to improve or enhance the Cloverdale Town Centre:

Answered: 32 Skipped: 2

Cloverdale BIA 2024 Member Survey



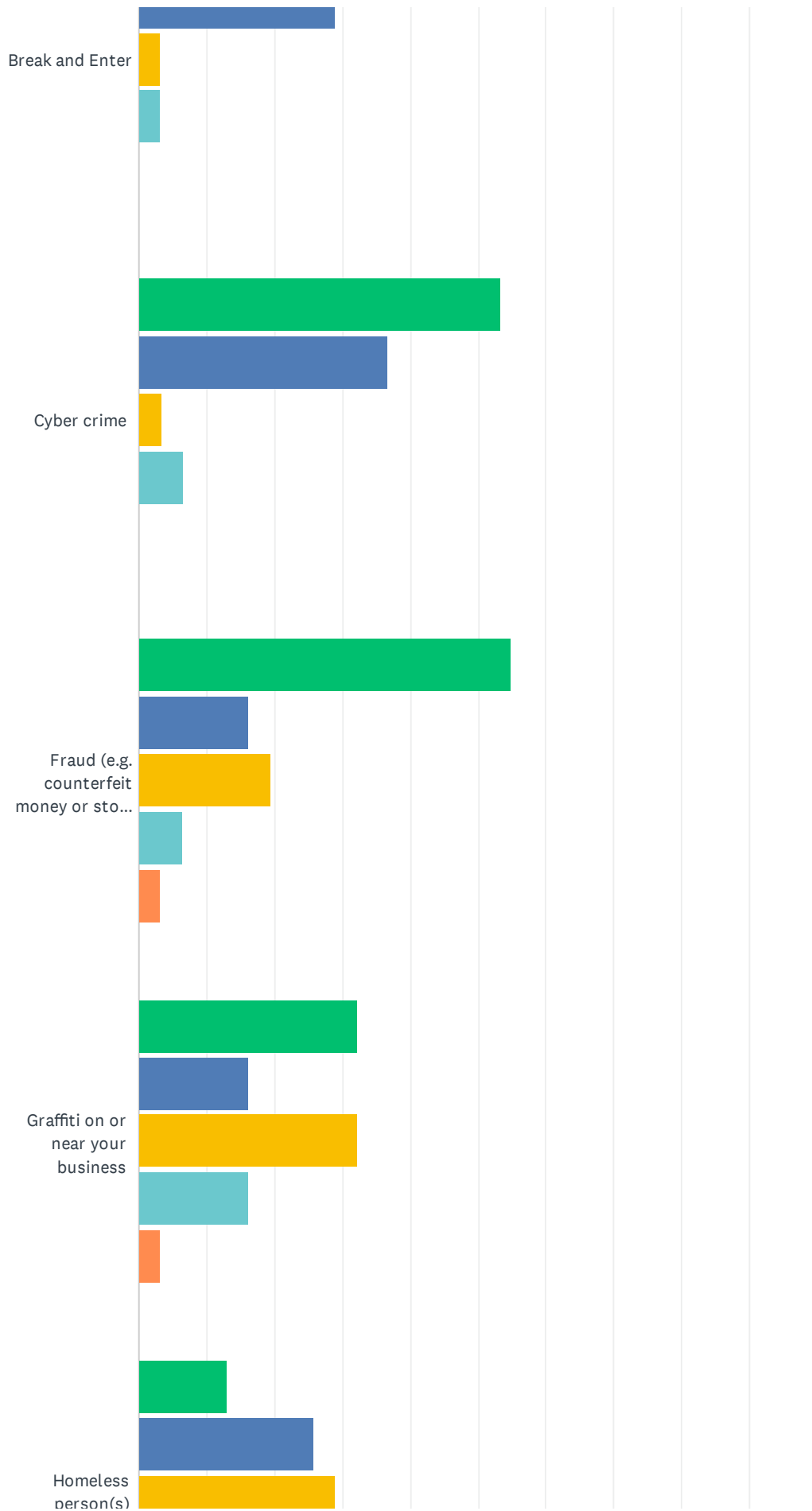
ANSWER CHOICES	RESPONSES	
Beautification (public art)	50.00%	16
Bike lanes	3.13%	1
Enhanced Public green space	46.88%	15
Increase public parking	68.75%	22
More EV charging stations	9.38%	3
Public washrooms	15.63%	5
Tourist amenities (way finding signage, joint promotion)	31.25%	10
Other (please specify)	34.38%	11
Total Respondents: 32		

Q7 This is a list of some things that may be a problem for your business. Using a scale of 1 through 5, please indicate to what extent you believe each of the following has negatively affected your business.

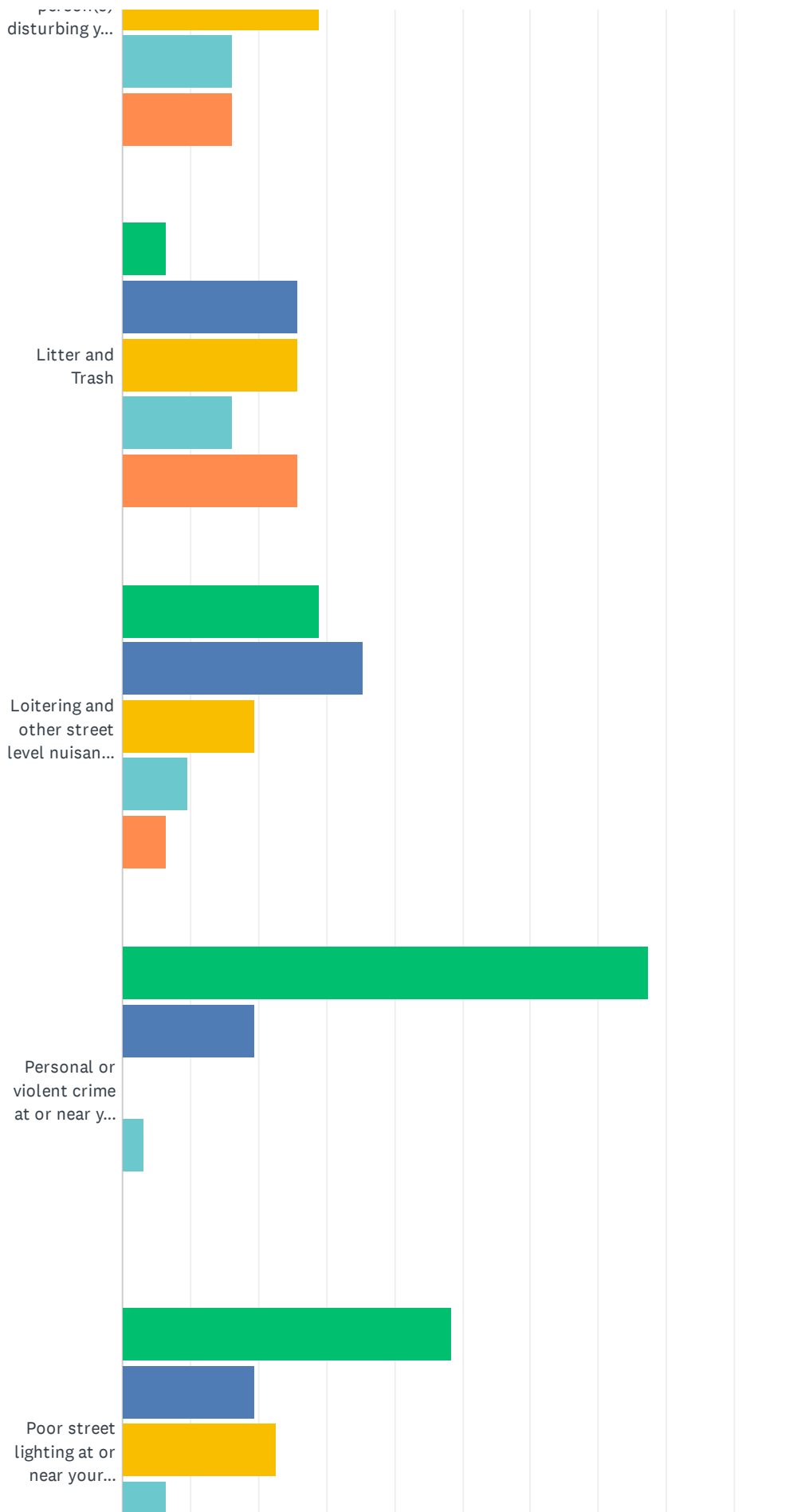
Answered: 31 Skipped: 3



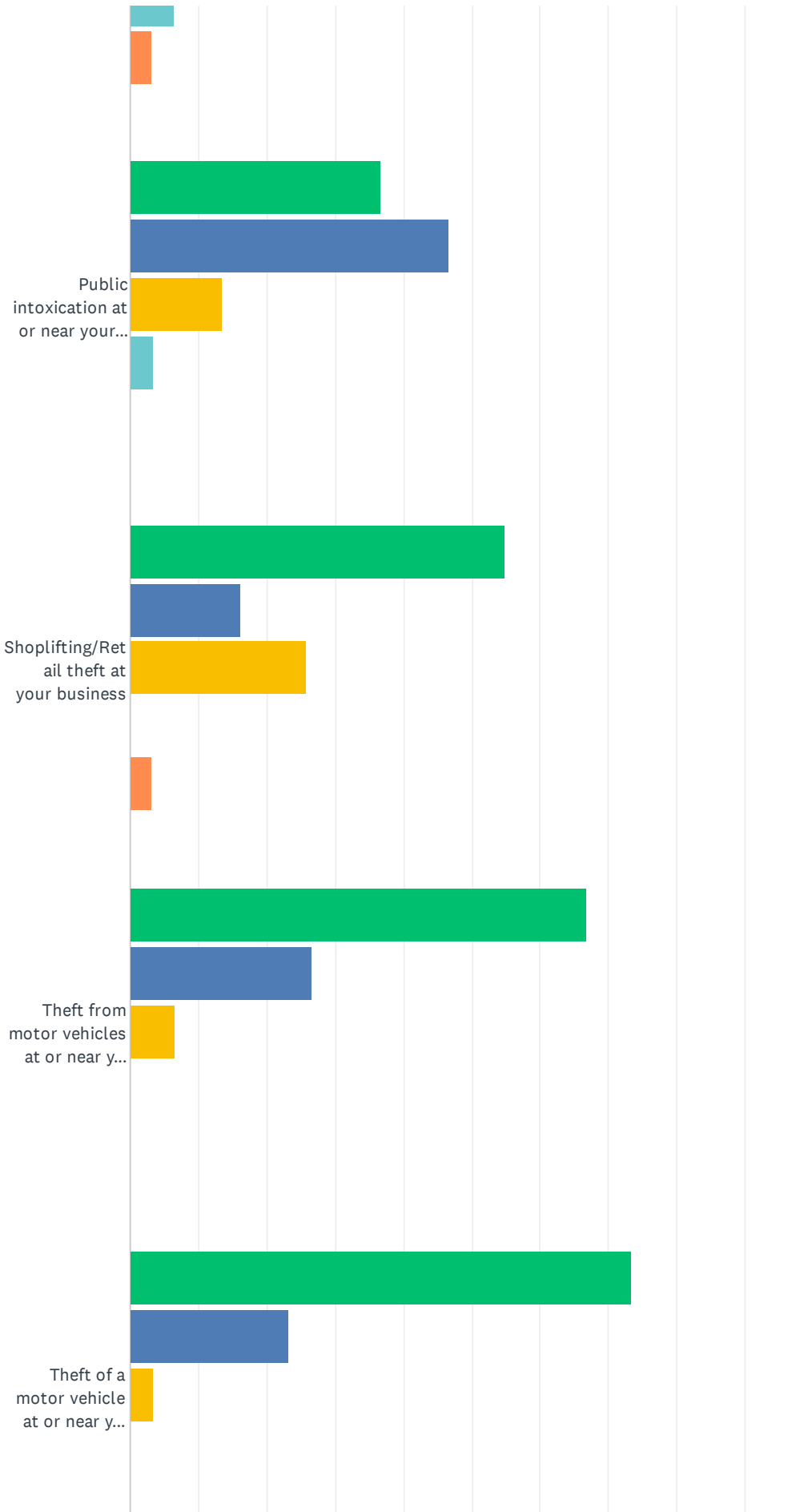
Cloverdale BIA 2024 Member Survey



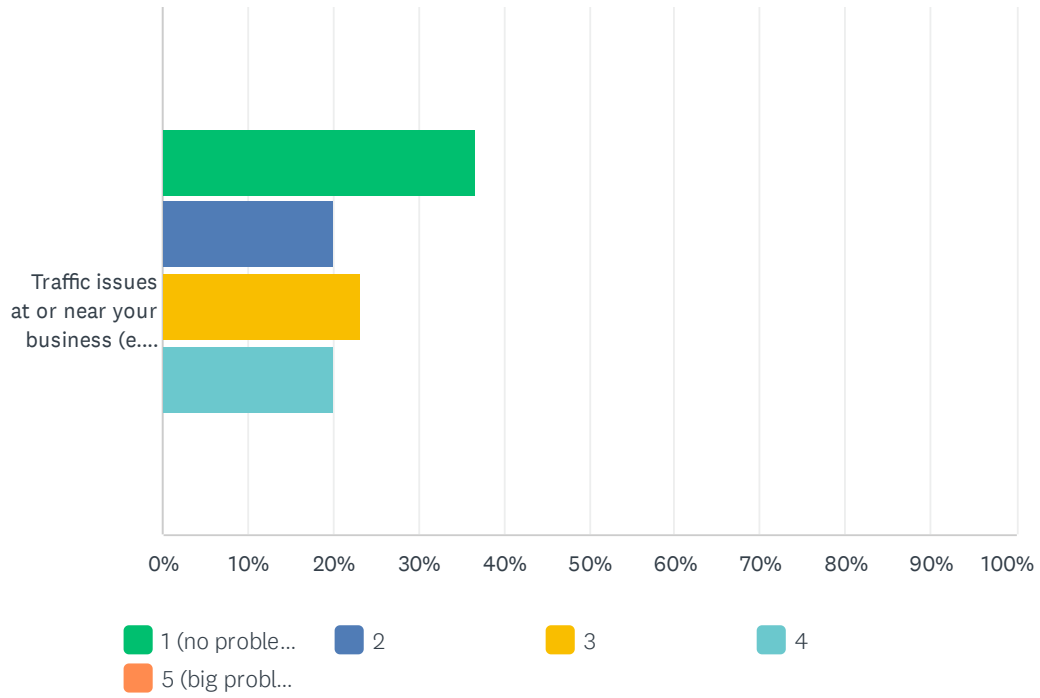
Cloverdale BIA 2024 Member Survey



Cloverdale BIA 2024 Member Survey



Cloverdale BIA 2024 Member Survey

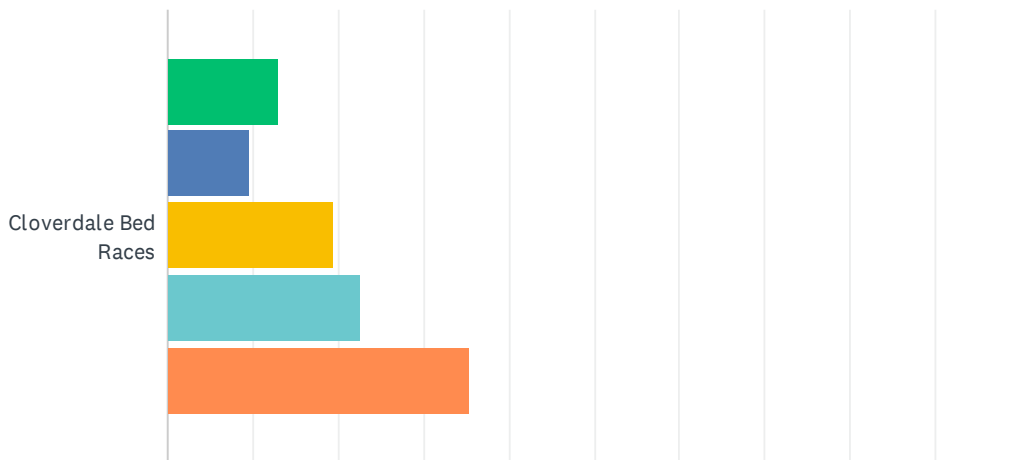


Cloverdale BIA 2024 Member Survey

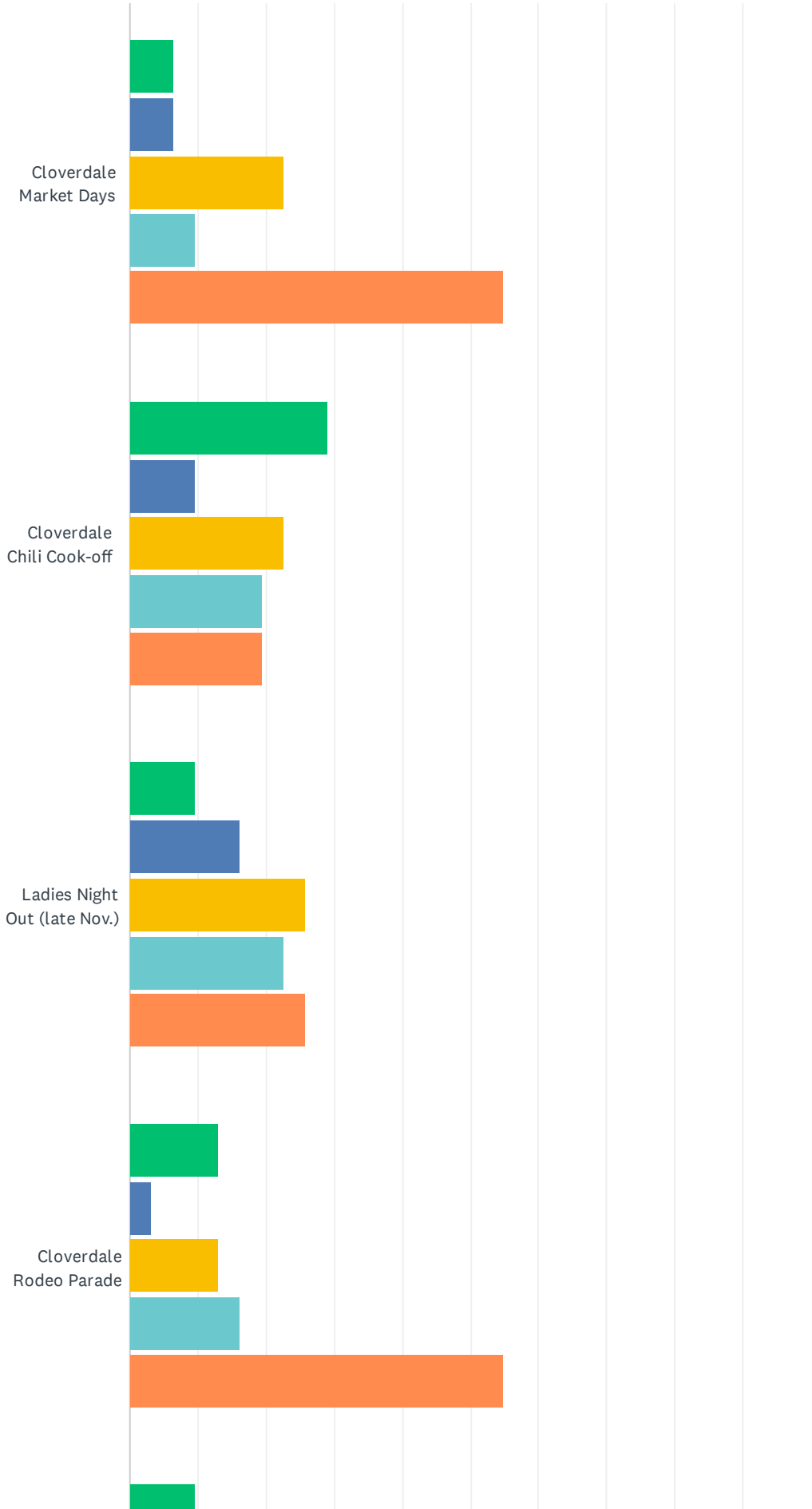
	1 (NO PROBLEM)	2	3	4	5 (BIG PROBLEM)	TOTAL	WEIGHTED AVERAGE
Break and Enter	64.52% 20	29.03% 9	3.23% 1	3.23% 1	0.00% 0	31	1.45
Cyber crime	53.33% 16	36.67% 11	3.33% 1	6.67% 2	0.00% 0	30	1.63
Fraud (e.g. counterfeit money or stolen credit cards)	54.84% 17	16.13% 5	19.35% 6	6.45% 2	3.23% 1	31	1.87
Graffiti on or near your business	32.26% 10	16.13% 5	32.26% 10	16.13% 5	3.23% 1	31	2.42
Homeless person(s) disturbing your business	12.90% 4	25.81% 8	29.03% 9	16.13% 5	16.13% 5	31	2.97
Litter and Trash	6.45% 2	25.81% 8	25.81% 8	16.13% 5	25.81% 8	31	3.29
Loitering and other street level nuisance or near your business (music, skateboarding)	29.03% 9	35.48% 11	19.35% 6	9.68% 3	6.45% 2	31	2.29
Personal or violent crime at or near your business (assault, sexual assault, shooting)	77.42% 24	19.35% 6	0.00% 0	3.23% 1	0.00% 0	31	1.29
Poor street lighting at or near your business	48.39% 15	19.35% 6	22.58% 7	6.45% 2	3.23% 1	31	1.97
Public intoxication at or near your business	36.67% 11	46.67% 14	13.33% 4	3.33% 1	0.00% 0	30	1.83
Shoplifting/Retail theft at your business	54.84% 17	16.13% 5	25.81% 8	0.00% 0	3.23% 1	31	1.81
Theft from motor vehicles at or near your business	66.67% 20	26.67% 8	6.67% 2	0.00% 0	0.00% 0	30	1.40
Theft of a motor vehicle at or near your business	73.33% 22	23.33% 7	3.33% 1	0.00% 0	0.00% 0	30	1.30
Traffic issues at or near your business (e.g. speeding, distracted driving, collisions)	36.67% 11	20.00% 6	23.33% 7	20.00% 6	0.00% 0	30	2.27

Q8 Special Events (please mark the importance for each of the following: 1=low / 5=high)

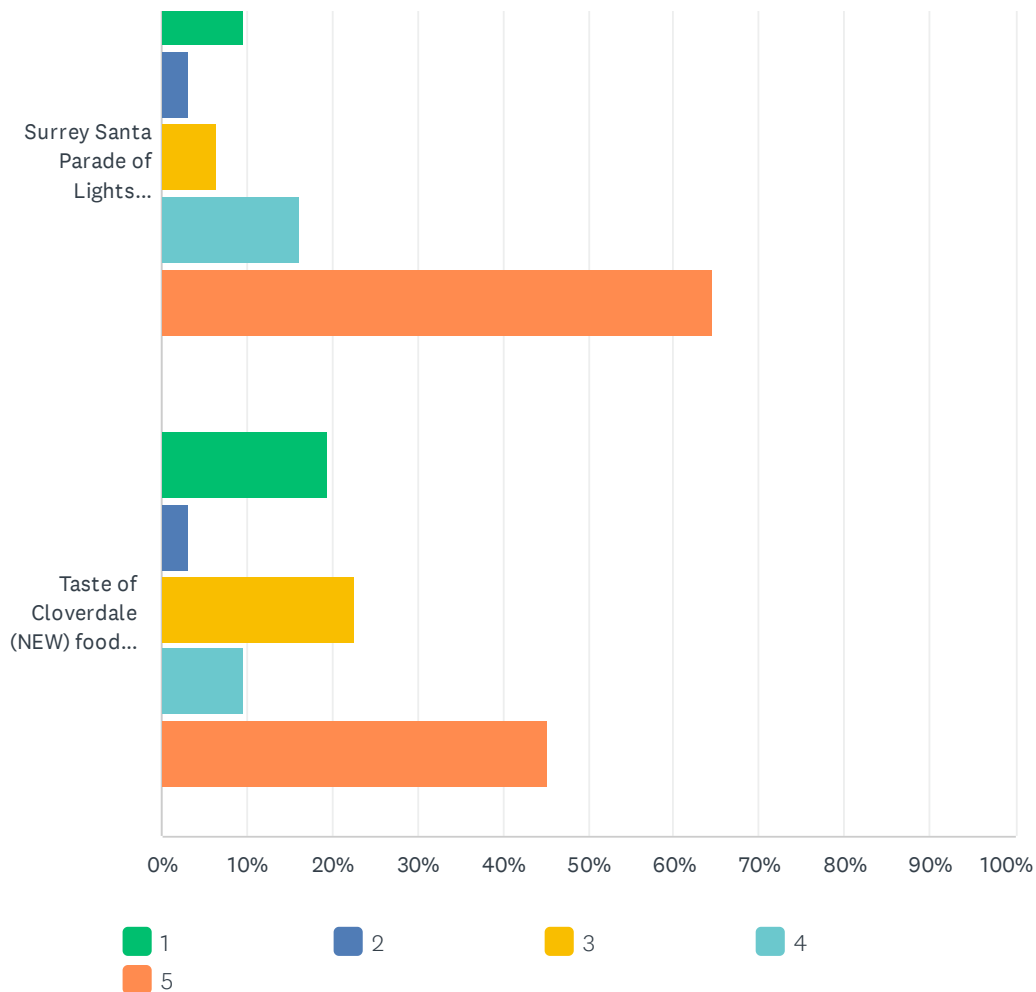
Answered: 31 Skipped: 3



Cloverdale BIA 2024 Member Survey



Cloverdale BIA 2024 Member Survey

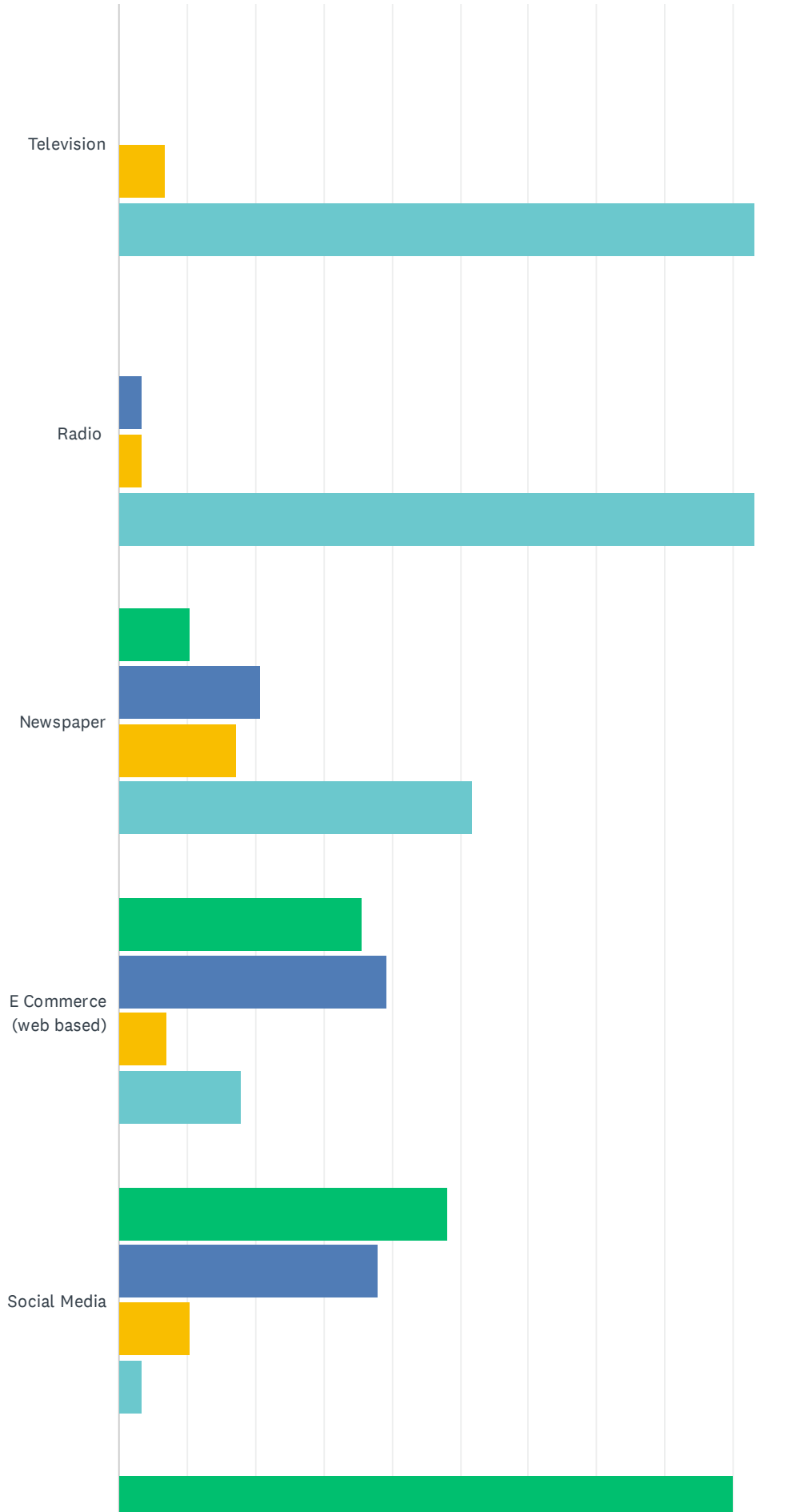


	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
Cloverdale Bed Races	12.90% 4	9.68% 3	19.35% 6	22.58% 7	35.48% 11	31	3.58
Cloverdale Market Days	6.45% 2	6.45% 2	22.58% 7	9.68% 3	54.84% 17	31	4.00
Cloverdale Chili Cook-off	29.03% 9	9.68% 3	22.58% 7	19.35% 6	19.35% 6	31	2.90
Ladies Night Out (late Nov.)	9.68% 3	16.13% 5	25.81% 8	22.58% 7	25.81% 8	31	3.39
Cloverdale Rodeo Parade	12.90% 4	3.23% 1	12.90% 4	16.13% 5	54.84% 17	31	3.97
Surrey Santa Parade of Lights (Cloverdale)	9.68% 3	3.23% 1	6.45% 2	16.13% 5	64.52% 20	31	4.23
Taste of Cloverdale (NEW) food oriented festival	19.35% 6	3.23% 1	22.58% 7	9.68% 3	45.16% 14	31	3.58

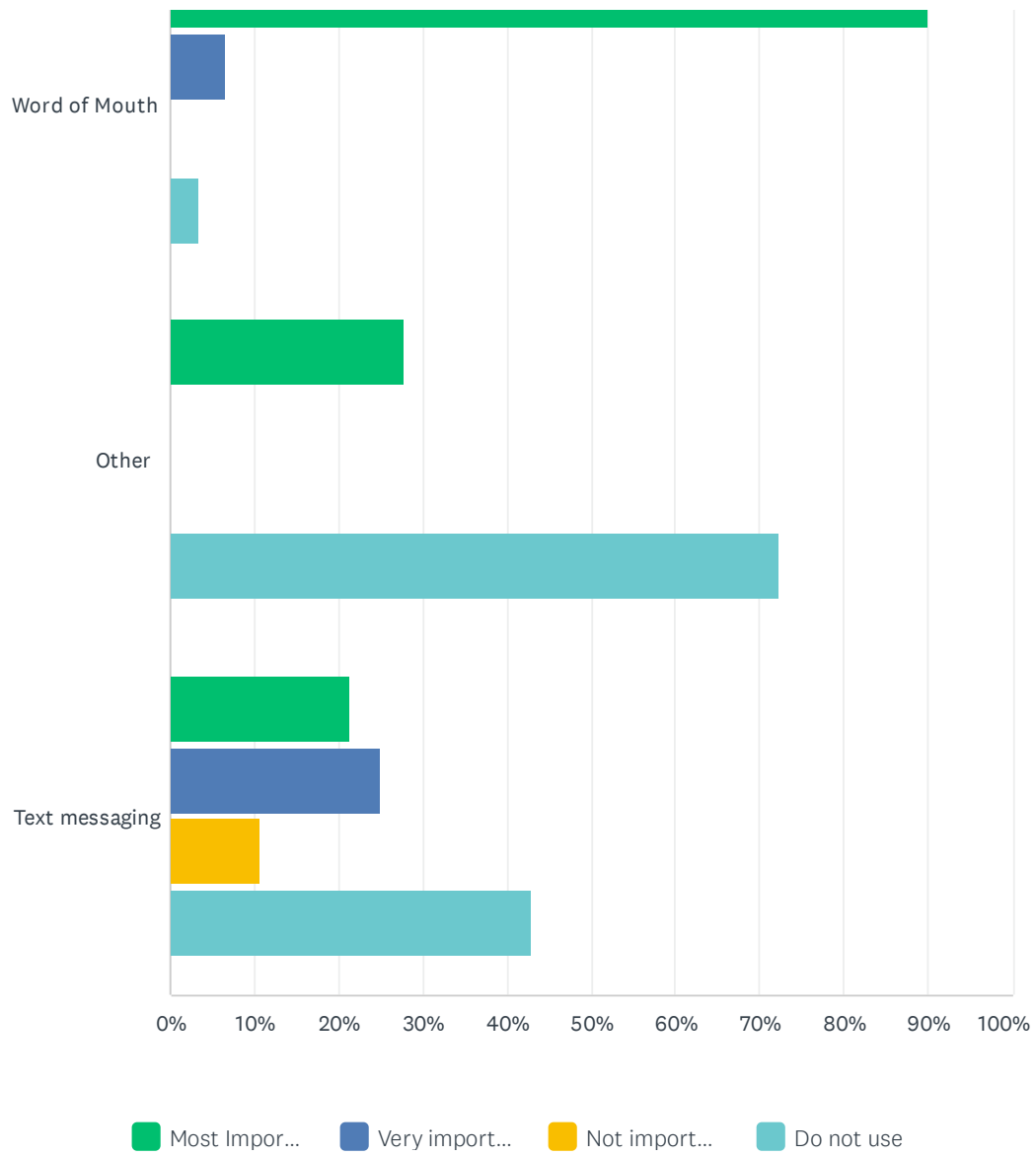
Q9 What are the primary ways that you promote your business?

Answered: 30 Skipped: 4

Cloverdale BIA 2024 Member Survey



Cloverdale BIA 2024 Member Survey

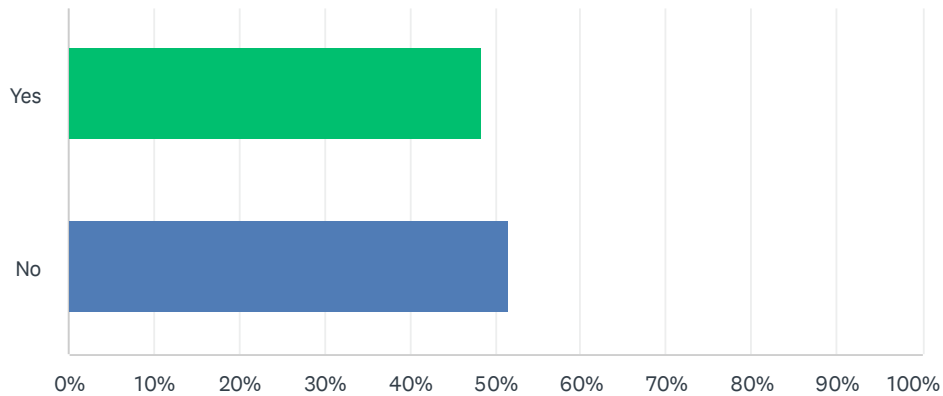


Clverdale BIA 2024 Member Survey

	MOST IMPORTANT	VERY IMPORTANT	NOT IMPORTANT	DO NOT USE	TOTAL	WEIGHTED AVERAGE
Television	0.00% 0	0.00% 0	6.90% 2	93.10% 27	29	4.93
Radio	0.00% 0	3.45% 1	3.45% 1	93.10% 27	29	4.86
Newspaper	10.34% 3	20.69% 6	17.24% 5	51.72% 15	29	3.79
E Commerce (web based)	35.71% 10	39.29% 11	7.14% 2	17.86% 5	28	2.32
Social Media	48.28% 14	37.93% 11	10.34% 3	3.45% 1	29	1.83
Word of Mouth	90.00% 27	6.67% 2	0.00% 0	3.33% 1	30	1.20
Other	27.78% 5	0.00% 0	0.00% 0	72.22% 13	18	3.89
Text messaging	21.43% 6	25.00% 7	10.71% 3	42.86% 12	28	3.29

Q10 Is public transit sufficient for your employee needs?

Answered: 31 Skipped: 3

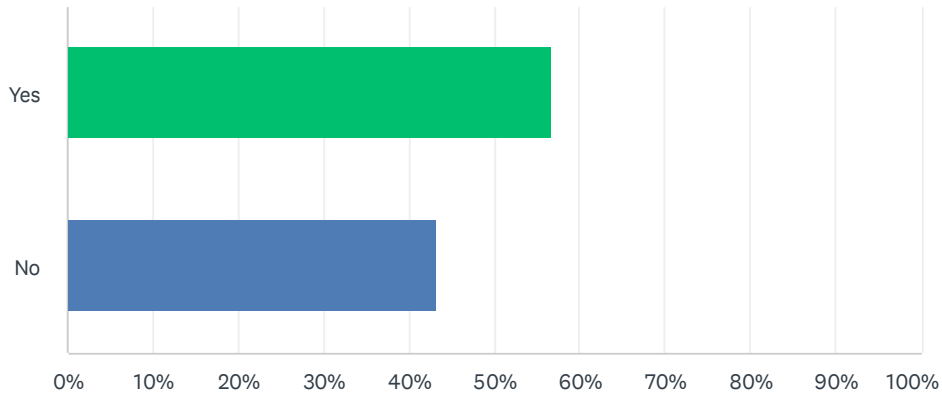


ANSWER CHOICES	RESPONSES
Yes	48.39% 15
No	51.61% 16
TOTAL	31

Q11 Do any of your customers use public transit to shop or get a service in the Cloverdale Town Centre?

Answered: 30 Skipped: 4

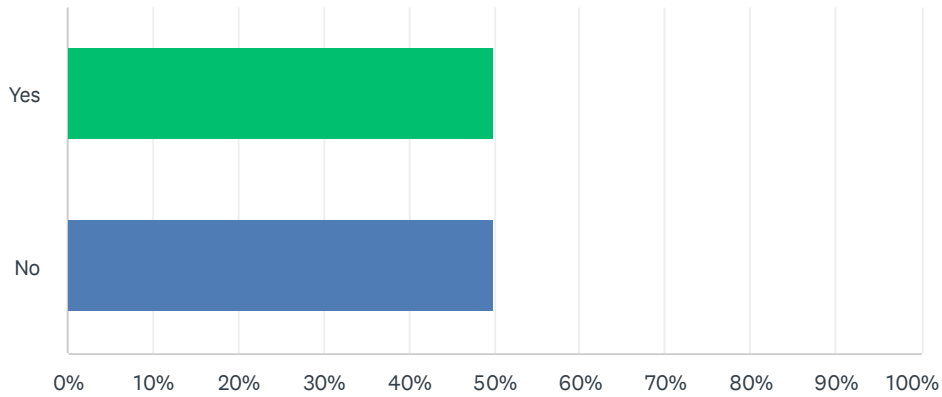
Cloverdale BIA 2024 Member Survey



ANSWER CHOICES	RESPONSES	
Yes	56.67%	17
No	43.33%	13
TOTAL		30

Q12 Is parking an issue for your customers?

Answered: 30 Skipped: 4

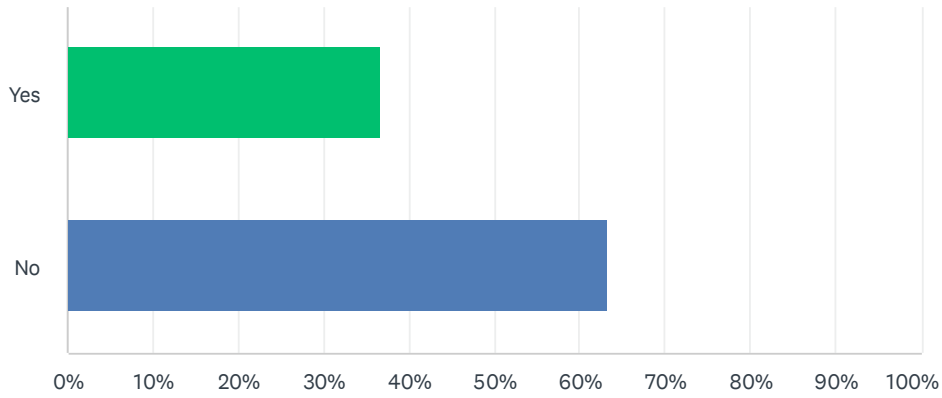


ANSWER CHOICES	RESPONSES	
Yes	50.00%	15
No	50.00%	15
TOTAL		30

Q13 Is parking an issue for your employees?

Answered: 30 Skipped: 4

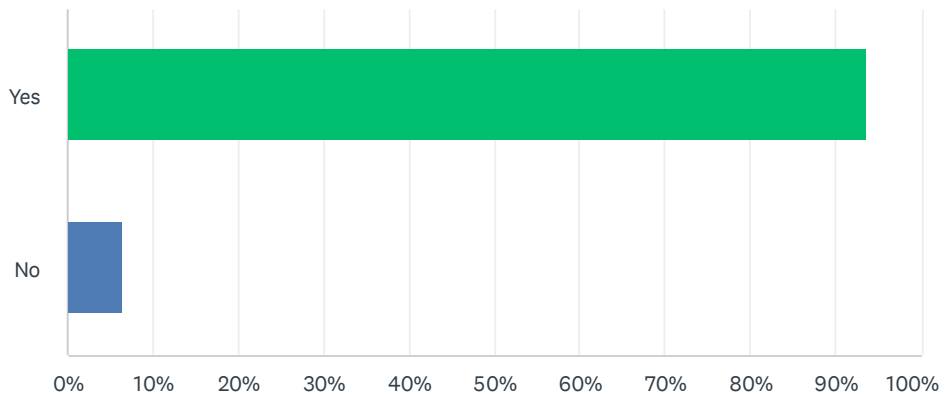
Cloverdale BIA 2024 Member Survey



ANSWER CHOICES	RESPONSES	
Yes	36.67%	11
No	63.33%	19
TOTAL		30

Q14 Do you support the Cloverdale BIA partnering with the City of Surrey to help modernize the Town Centre with more public lighting, landscaping and/or improve public parking in the Cloverdale Town Centre?

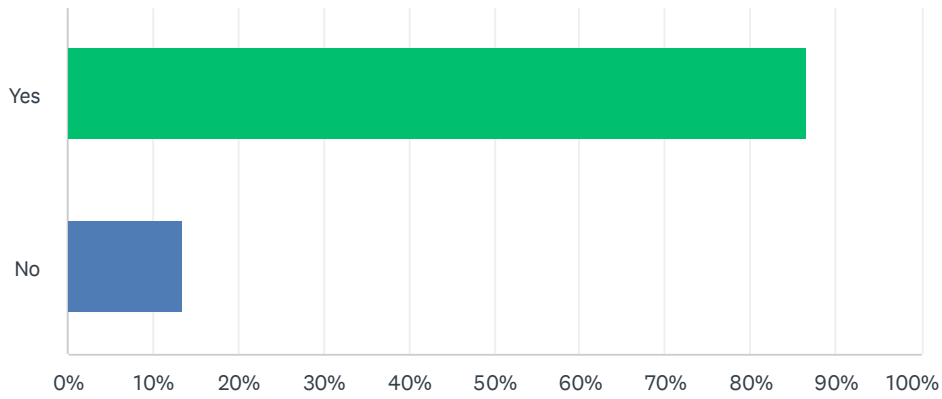
Answered: 31 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	93.55%	29
No	6.45%	2
TOTAL		31

Q15 Do you support filming in the Cloverdale Town Centre?

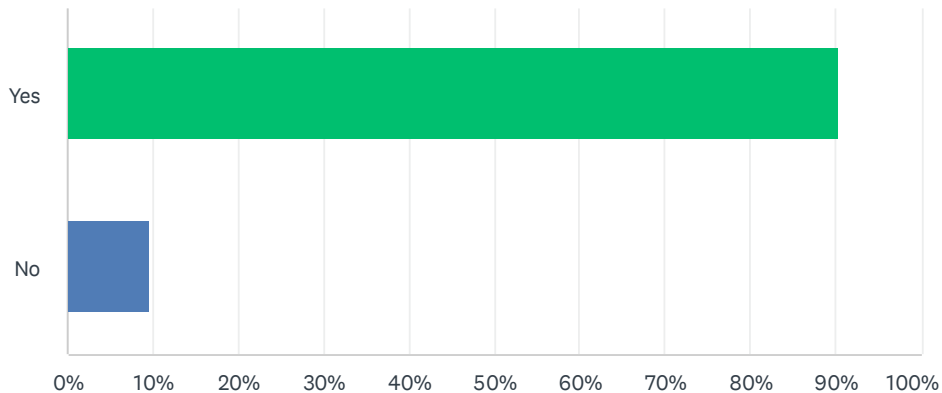
Answered: 30 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	86.67%	26
No	13.33%	4
TOTAL		30

Q16 Would you support rezoning in the Town Centre to increase the commercial business space & add more mixed use developments (retail/office at grade and residences above)?

Answered: 31 Skipped: 3

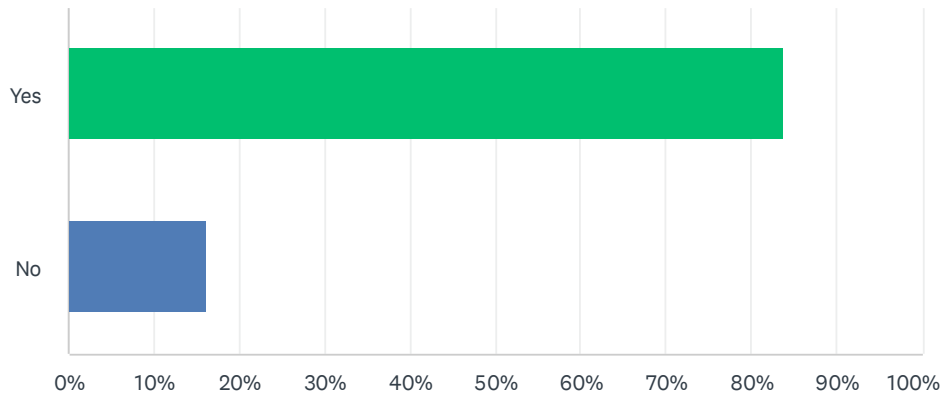


ANSWER CHOICES	RESPONSES	
Yes	90.32%	28
No	9.68%	3
TOTAL		31

Q17 The Cloverdale Business Improvement Association is asking Property Owners and Business Owners if they would support the renewal of the

Association for a new 5 year term starting in 2025? (Cloverdale BIA started in 1995)

Answered: 31 Skipped: 3



ANSWER CHOICES	RESPONSES
Yes	83.87% 26
No	16.13% 5
Total Respondents: 31	

Membership Outreach Results for the Cloverdale BIA Renewal

The Cloverdale 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 three-year term as reflected in their strategic plan and renewal survey. There are currently a total of 166 property owners subject to the Cloverdale 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 223 businesses and property owners when the survey was disseminated in August 2024 in the designated area for the purpose of survey outreach.

Membership Outreach	
Renewal Survey	
Mail	September 2, 2024 – Mailed out to 166 Property owners – with renewal plans and budget. The BIA plans to mail out an additional newsletter detailing the renewal and if necessary, will include a printed survey to fill out.
Email	223 Property Owners and Businesses sent a Survey Monkey link. 1st email: August 26, 2024 2nd email: September 6, 2024 34 businesses and property owners responded with 84% supporting the renewal.
Phone and In-Person	1 staff member made 25 in-person visits between August and September 2024.
Extraordinary General Meeting Notification	
Mail	September 2, 2024 – Mailed EGM notice to 166 Property owners with a 4-page BIA Renewal brochure.
Email	223 Property Owners and Businesses 1 st email: July 24, 2024 2 nd email: September 24, 2024
Shop Cloverdale Magazine Cloverdale Reporter	September 5, 2024 5-page article and ¼-page ad in September issue.

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

Overall, the Association received 34 completed surveys (representing 20.5% of the Association’s membership) and 84% of survey respondents were in favour of the renewal of the Association. The Association board developed a proposed levy schedule for the three-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 18 attendees 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.



CLOVERDALE

Business Improvement Association

Cloverdale BIA EGM Minutes: Tuesday, September 24, 2024 Meeting held at the Clova Theatre - 6:02pm – 7:23pm

In attendance: Rosanne Mitchell, Royal Canadian Legion; Steven Bednash, Venus Cleaners; Scott Wheatley, Cloverdale District of Chamber; Kathy Sheppard, Cloverdale Rodeo; Mike Garisto, Kearney's Funeral Service; Malin Jordan, Cloverdale Reporter; Tammy Gran, Thrive Greenery & Gifts; David Gran, Thrive Greenery & Gifts; Stan Leyerhorst, Universal Access Design; Anita Parker, Delta Controls Inc.; Dean Moore, Michauds; Troy Michaud, Michauds/Harry & Sons Barber; Derek Mason, Mason's Cloverdale Home Furnishings; Almira Mason, Bella Brow & Lash by Design; Lily Young, Pharmasave

Via zoom: Terry Stewart, Express Employment Professionals; Coreen Windbiel, Surrey Association for Community Living; Paige Hardy, Clothesline Consignment

Dean Moore, as President of the Cloverdale BIA acted as Chairman of the meeting and Paul Oraziotti as Secretary of the meeting. The president was advised that there was a quorum at the 2024 Cloverdale BIA Extraordinary General Meeting.

Meeting Called to order @ 6:02pm

1. Call to Order by Dean Moore. The BIA President opened the meeting and welcomed guests. Dean explained the need for the Extraordinary General Meeting which is to present the BIA 2024-2025 budget before the new year starts and more importantly to review the BIA's plans for a 3 year renewal. Dean was advised the meeting exceeded quorum.

2. Adopt the Agenda

Motion: To adopt the Agenda for the EGM meeting

Upon a motion duly made by: Mike Garisto

Seconded by: Stan Leyerhorst

Motion Carried: Approved by show of hands (none to the contrary)

3. 3 Year Plan & BIA Renewal

The BIA proposed a 3 instead of a 5 year plan to align with other BIA planning timeframes.

The Executive Director discussed how parking remains a top priority for the membership. The BIA will continue to work with the City on the lot located at 56A Ave regarding drainage, landfill, landscaping, paving and lighting. The new lot will also acquire EV chargers in the future.

The 3-year plan also looks to sustain existing annual special events like the Bed Races, Rodeo Parade, Santa Parade and sponsorships of other existing special events like the Clovies Awards, Market Days and Ladies Night Out. Based on feedback from the membership, the PLAY ON Canada sponsorship will not be renewed.

In addition, the 3-year plan allows for ongoing work on an upgrade to the town centre plan, which was spurred by the construction of a new regional hospital. This will affect the future development of the area because of an influx of mixed-use development.

4. BIA 2024-2025 Budget the proposed BIA 2024-2025 budget was presented to the membership bearing in mind the direction that the Association is currently working on from the 3 year plan. Updates have in the areas of salary and wages, office and general administration, area enhancement and events.

Motion: To adopt the proposed 2024-2025 BIA budget moved by Steven Bednash

Seconded by: Anita Parker

Motion Carried: Approved by a show of hands (none to the contrary)

Meeting Adjournment @ 7:23pm