

NO: **R211**

COUNCIL DATE: **November 28, 2011**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **November 23, 2011**

FROM: **General Manager,
Investment & Intergovernmental Relations**

FILE: **6930-20**

SUBJECT: **Proposed Renewal of the Downtown Surrey Business Improvement Area with
an Expanded Area of Coverage**

RECOMMENDATION

The Investment and Intergovernmental Relations Department recommends that Council:

1. Approve a Council-Initiative process as the method for determining property owner agreement for the renewal of the Downtown Surrey Business Improvement Area (BIA) with an expanded area of coverage; and
2. Authorize staff to introduce the necessary By-law for the required readings and undertake all other necessary actions toward renewing the BIA in accordance with the Council-Initiative process.

INTENT

The purpose of this report is to obtain Council approval for a process to renew the DSBIA for a five year period from April 1, 2013 through to March 31, 2018.

BACKGROUND

A Business Improvement Area (BIA) is similar to a Local Improvement Area where funds are collected for specific purposes through a rate levied against properties in a specified area. For property owners and tenants a BIA is an effective way of financing programs that would not be available to individual businesses by other means.

- In 2003, Council adopted the initial By-law creating the Whalley Business Improvement Area (now known as Downtown Surrey Business Improvement Area).
- In 2008 after following a Council initiated By-law process, Surrey Council adopted a By-law that acted to renew the Downtown Surrey Business Improvement Area (DSBIA) for a further 5-year term with an expanded area of coverage.
- The By-law that was adopted in 2008 for the DSBIA expires on March 31, 2012.
- The Downtown Surrey BIA is seeking to renew their BIA, with an expanded boundary, for a further five-year period. The proposed By-law and expanded area of coverage is attached to this report as Appendix A.

- The BIA has held a series of information meetings and events and distributed information about the proposed renewal (refer to Appendix B). To date the BIA has not received any expressions of concern regarding the operation of the current Business Improvement Association nor to the expanded area of coverage.

DISCUSSION

Under the *Community Charter*, BIA's may be established using one of the following means of consultation with the property owners:

- Council-Initiative Process:** Under this alternative the City advises the owners of the properties within the area that will be covered by the BIA that it will enact a By-law to establish or renew a BIA unless more than half the land owners, representing at least 50% of the assessed value of land and improvements in the area that would be subject to the BIA tax, register their dissent within 30 days of notification.
- Petition Process:** Under this alternative at least half of the owners of the properties within the area that will be covered by the BIA, representing at least 50% of the assessed value of land and improvements that would be subject to the BIA tax, must sign a petition indicating their support.

Under the Local Government Act, a municipal government has the prerogative to select either process in relation to establishing or renewing a BIA. The DSBIA has requested that the Council Initiative process be followed in relation to the renewal of the BIA for five years (April 1, 2013 to March 31, 2018). The Council Initiative process has been used in relation to the approval of all previous Business Improvement Area By-laws in Surrey (i.e., for both the DSBIA and Cloverdale BIA). This process is efficient in reflecting the wishes of the property owners that would be subject to the BIA. The majority of BIA's in British Columbia have been established using the Council Initiative process.

The proposed BIA By-law, which is attached as Appendix "A":

- Identifies the organization representing the BIA;
- Defines the geographic area covered by the BIA and specifies the funding formula to be used in collecting fees from the properties that will be subject to the BIA fees; and
- Establishes the term that the By-law will be in effect, being from April 1, 2013 to March 31, 2018.

Under the Council Initiative process, the By-law will be given three readings, after which formal notification of the proposed BIA will be sent to the owners of each of the properties within the specified BIA area. Property owners not in favour of proceeding with the BIA initiative have 30 days to petition Council not to proceed. Unless a sufficient petition (as defined previously in this report) against the BIA is received within the 30 day period the BIA By-law can proceed to final adoption by Council, which will act to renew the BIA, and put in motion the City's actions to collect the BIA fees from the properties within the area defined in the Bylaw.

After the By-law is adopted, an annual general meeting is held where Directors are elected, and the first year budget is approved by the owners of the properties that are subject to the BIA. The DSBIA has advised that the budget in 2013 for the BIA will be

\$830,000 with annual increases over the five year term of the proposed By-law of 3% per year for each of 2014, 2015 and 2016 and 4% in 2017.

The DSBIA is requesting that the area covered by the BIA be expanded to cover properties that are expected to contain commercial components upon redevelopment. The area that is proposed to be attached to the BIA is illustrated on the map attached as Schedule "A" to the proposed By-law. As noted previously, the proposed Bylaw is attached as Appendix "A" to this report.

The City collects the BIA charges from the properties within the BIA area through an annual levy on the tax notice and forwards the amounts that are collected to the BIA Society once the requirements outlined in legislation have been met by the Society. The City calculates the annual charge that is levied against each business in the BIA area based on property assessments as provided by the BC Assessment Authority. The 2011 levy was \$0.83 per \$1000 of assessed value.

Legal Services has reviewed the proposed By-law and has no concerns.

CONCLUSION

Based on the above discussion, it is recommended that Council:

- Approve a Council-Initiative process as the method for determining property owner agreement for the renewal of the Downtown Surrey Business Improvement Area (BIA) with an expanded area of coverage; and
- Authorize staff to introduce the necessary By-law for the required readings and undertake all other necessary actions toward renewing the BIA in accordance with the Council-Initiative process.

Shaun Greffard
General Manager,
Investment & Intergovernmental Relations

SG/mc

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Appendix A: Proposed Downtown Surrey BIA By-law No 17519

Appendix B: Brochure titled "Renewal 2012" prepared by the Downtown Surrey BIA

CITY OF SURREY

BY-LAW NO. 17519

A By-law to establish the Downtown Surrey Business Improvement Area

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 By-law 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, in meeting assembled, ENACTS AS FOLLOWS:

1. This By-law be cited for all purposes as "Downtown Surrey Business Improvement Area By-law, 2011 No. 17519".

2. For the purpose of this By-law:

“Association” means the Downtown Surrey Business 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 area and carrying out all of the studies incidental to the objectives of the Downtown Surrey Business Association and to further these goals, and all management and administration necessary to implement the scheme of the Downtown Surrey Business Improvement Area;
- (b) the improvement, beautification or maintenance of the streets and sidewalks in the Downtown Surrey Business Improvement Area; the conservation of heritage property in the Downtown Surrey Business Improvement Area;
- (c) the encouragement and promotion of commercial business development and encouragement of entertainment, sports and cultural activities within the area in furtherance of its economic and commercial welfare in the Downtown Surrey Business Improvement Area; and the creation of a pleasant environment in the Downtown Surrey Business Improvement Area.

“City” means the City of Surrey.

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

“Downtown Surrey Business Improvement Area” means the area of the City designated by Section 3 of the By-law.

“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, as that regulation stood on January 8, 1988.

3. City Council hereby designates for a term of five (5) years those lands shown in heavy outline on Schedule “A” attached hereto and forming part of this By-law as Downtown Surrey Business Improvement Area.
4. City Council hereby approves a grant to the Association of an amount not exceeding Eight Hundred Thirty Thousand Dollars (\$830,000) in Year 1 (2013). The amount shall increase annually in Years Two to Five as follows:

(a)	Year 2	2014	\$854,900
(b)	Year 3	2015	\$880,547
(c)	Year 4	2016	\$906,963
(d)	Year 5	2017	\$943,242
5. Monies granted to the Association under this By-law must be expended only by the Association and in accordance with the conditions and limitations set out in this By-law and for the planning and implementation of a Business Promotion Scheme.
6. Monies granted to the Association pursuant to this By-law shall be for projects provided for in the annual budget submitted and approved by City Council pursuant to Section 9 of this By-law.
7. All of the money granted to the Association pursuant to this By-law shall be recovered within the Downtown Surrey 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 Downtown Surrey 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 Downtown Surrey 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 is 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 By-law, and shall cause the revenue and expenditures resulting from the use of that separate account to be an audited schedule to the final statements and reported separately required by Section 17 of this By-law.
11. The Association shall not carry out any borrowing that results in indebtedness or other obligation as to money granted to it by City Council pursuant to this By-law which extends beyond the fiscal year in which the money was granted.
12. The Directors of the Association shall permit the General Manager, Finance and Technology, or a nominee of the General Manager, Finance and Technology, 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 and Technology 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 By-law.
13. Any money granted to the Association by the City pursuant to this By-law shall, if not required for immediate use, be invested in only such securities in which trustees, by law 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 and Technology.
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 and Technology;
 - (b) all persons who own Taxable Property within the Downtown Surrey 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 Downtown Surrey 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. The Association shall not alter or approve amendments to its constitution and by-laws without providing the General Manager, Finance and Technology with two (2) months notice 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 herein.

17. The Association shall account for the money approved by City Council for the previous years by submitting to the City on or before May 15th in each of the years 2013, 2014, 2015, 2016 and 2017, an annual audited financial statement 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.
18. The Association shall not incur any indebtedness or other obligations beyond each budget year.
19. This By-law shall be in effect until March 31, 2018.

PASSED FIRST READING on the _____th day of _____, 2011.

PASSED SECOND READING on the _____th day of _____, 2011.

PASSED THIRD READING on the _____th day of _____, 2011.

NOTICE OF INTENTION

ADVERTISED on the 3rd day of January and 17th day of January, 2012.

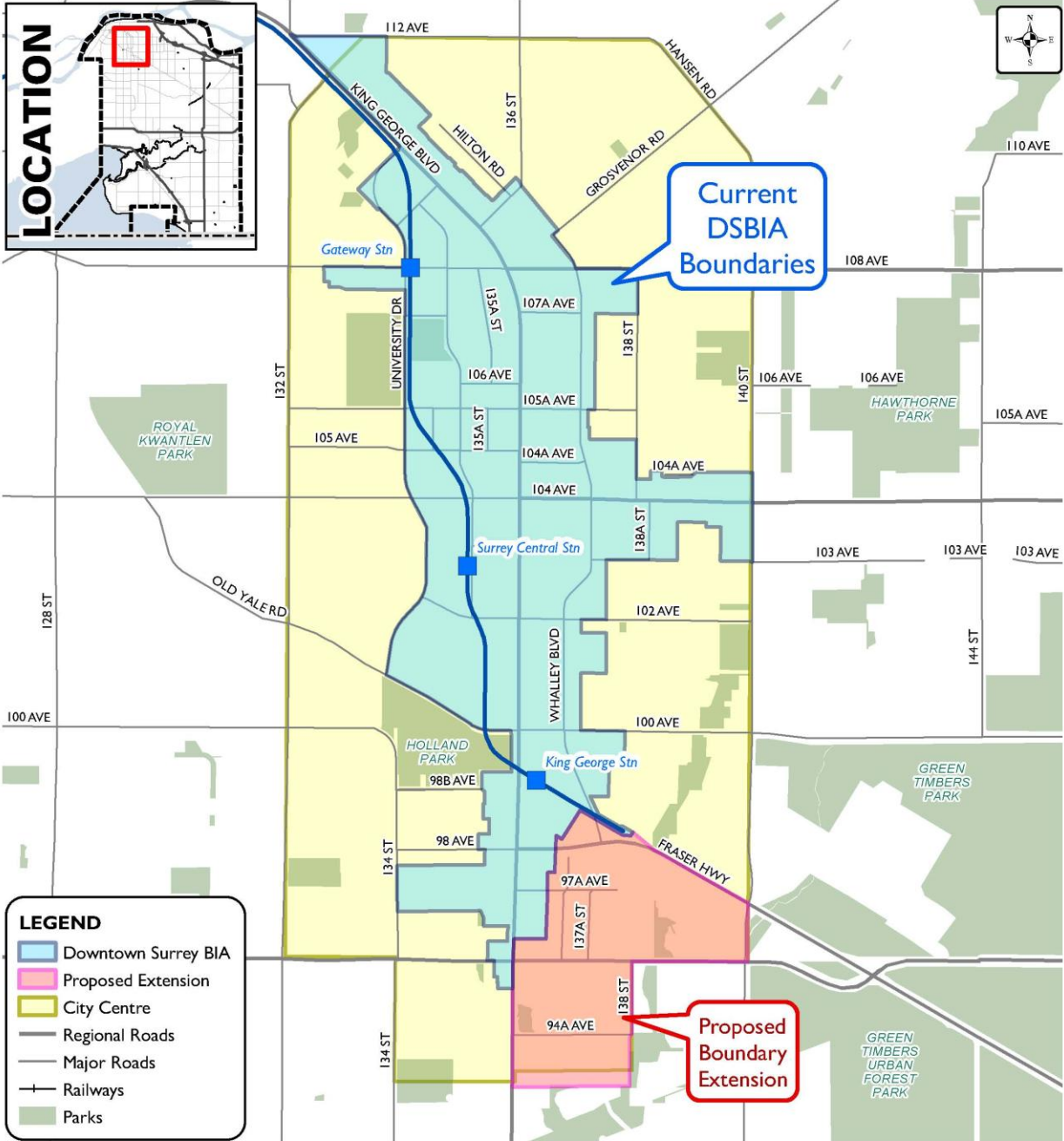
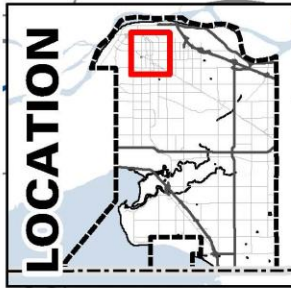
RECONSIDERED AND FINALLY ADOPTED, signed by the Mayor and Clerk, and sealed with the

Corporate Seal on the _____th day of _____, 2012.

_____MAYOR

_____CLERK

SCHEDULE A



Produced by GIS Section: October 21, 2011; CS



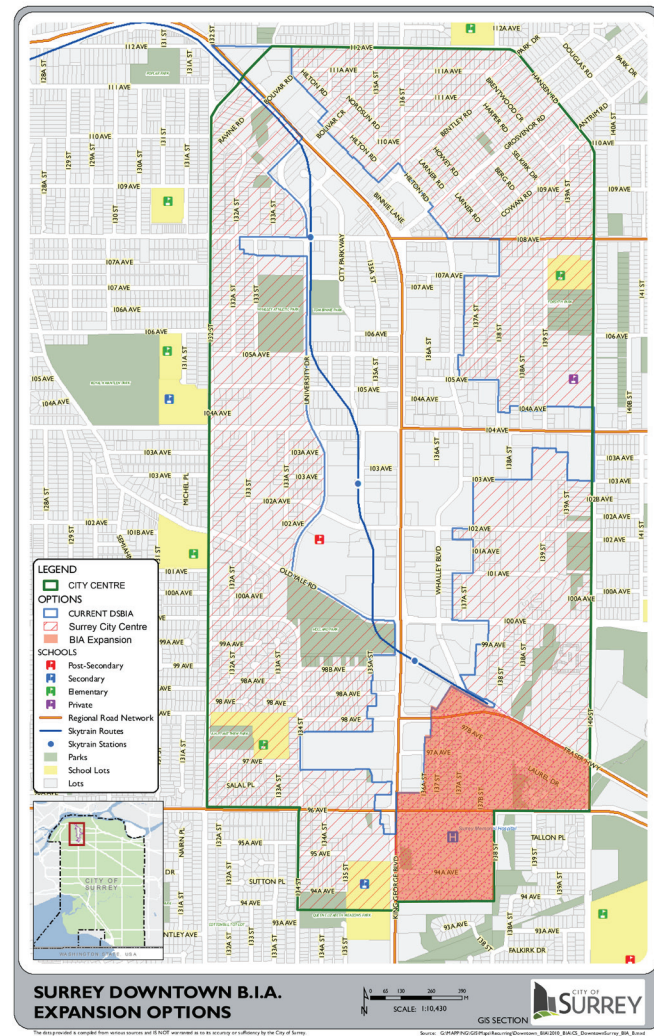
**DOWNTOWN SURREY
BUSINESS IMPROVEMENT ASSOCIATION;
PROPOSED BOUNDARY EXTENSION**

**ECONOMIC
DEVELOPMENT
OFFICE**

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.

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Motion 2



Expanded Boundary



Motion 4 Proposed DSBA Budget 2013

Revenue	857,300
Levy	830,000
Movies Under the Stars Sponsorship	25,000
Sponsorship - other	2,300

Expenses	857,300
Board of Directors	14,800
Finance & Audit	9,100
Government Relations	22,200
Marketing & Communications	52,100
Events	75,000
Members Services	12,250
Economic Development & Land Use	44,200
Safety & Area Enhancement	238,650
Facilities/Office	103,000
Salaries/Wages/Benefits	286,000

Vision Statement

Downtown Surrey is a vibrant, innovative, metropolitan centre.

Mission Statement

The Downtown Surrey Business Improvement Association is dedicated to creating a dynamic, safe, and sustainable metro centre by making the area the best place to work, play, learn and live.

Working in partnership with community, government, education and cultural organizations to attract investment and foster growth.

Renewal 2012 Process for Renewal

February – May 2011

- Develop strategic plan for five year renewal
- Develop questionnaire
- Outreach activities

June – August 2011

- Tabulate and analyze survey results
- Revise and finalize renewal proposal & budget based on Member input

September 2011

- Special General Meeting: Members vote on motions to approve renewal budget and expansion of area as well as year One budget for new mandate

October 2011

- All materials to be sent to the City's BIA liaison in the Economic Development Office City Hall

November 2011

- Economic Development Office prepares Council Report
- Council decides on whether to proceed
- Formal notifications from the City mailed to property owners

January 2012

- 30 day notice period for objections

March 2012

- Council enacts re-designation (renewal By-law and new granting By-Law)

March 31, 2012 - Old By-law expires

April 1, 2012 - If approved, new BIA term begins

Who We Are

The Downtown Surrey Business Improvement Association is a Non-Profit Society with a mandate to support revitalization and economic development of the BIA area while balancing the needs of large and small, established and new members with available resources.

The Association was established in 2002 and the BIA area designated through a By-law of the City of Surrey in 2003 under Provincial legislation.

The Downtown Surrey BIA is funded by a special levy on all property owners within a designated area (please refer to the map) and is collected by the City of Surrey.

The Downtown Surrey BIA is the only organization solely dedicated to Downtown Surrey. Businesses and Property Owners contribute to the direction of the organization.

The Downtown Surrey BIA is a leader in addressing Downtown issues and promoting the assets and benefits of Downtown, often acting as a facilitator or collaborator with other organizations, agencies and all levels of government.

What is Renewal 2012?

The current By-Law of the Downtown Surrey BIA ends March 31, 2012. To continue operating, support for the organization by its Members and City Council must be expressed through the passage of new By-laws of the City of Surrey. Planning for the next mandate period through analysis, consultation, and budgeting is referred to as the Renewal Process.

To be endorsed by the membership and City Council:

- A mandate period from April 1, 2012 to March 31, 2017 for the Downtown Surrey BIA
- A business plan that reflects the needs and expectations of the Downtown business community
- A boundary area which includes properties and businesses that benefit from the business plan
- A budget that will allow the business plan to be carried out

Our Consultation Process

To plan for the Association's future, the Board of Directors with the assistance of Committees and staff, conducted and analyzed research and developed a strategic plan. They gathered feedback from Members on priority issues and concerns through surveys that were mailed out or conducted in person. Discussions about the length of mandate, boundary area and size of budget were held.

Feedback

- Everything is equally important (economic development, street enhancement, safety, advocacy, special events & marketing)
- Lobbying all levels of government is the most important – put pressure on government to assist us to meet our potential (need to educate our new Premier as to the needs of our area)
- Increase profile of Surrey internationally
- Promote the area to encourage developers to build here: too many empty lots, and we need more high density development
- Need better transportation – lobby for transit on King George Boulevard
- Want to see an improvement in the North Area of the BIA
- Advocacy is key
- Bike patrol is doing great but needs to have hours expanded
- Safety is the most important issue
- Continue with the graffiti removal program
- Special events & marketing highly important to bring people into the area and raise our profile
- Advocate for tax breaks for licensing – costs too high for businesses
- Improve streets and look of the area
- More money to area enhancement. Specifically landscaping, signage, median beautification, and improvement of east-west roads
- Welcome sign on King George at 108th or 112th and create a gateway at 104 Avenue
- Garbage containers on poles, at all bus stops, and increase bike racks in area
- Art Projects within the area
- Beautification should be the whole Whalley area – not just King George

Next Steps

The members of the DS BIA will be asked to vote on three motions at the Extraordinary General Meeting at 6:30 pm on September 22, 2011 at Chuck Bailey Rec Centre 13458 -107A Avenue, Surrey.

Directors of the Downtown Surrey BIA will be available prior to the meeting (5:30-6:30 pm) to answer questions. Or call the BIA office at 604.580.2321.

MOTION 1: To renew the Downtown Surrey Business Improvement Association for a five year mandate.

MOTION 2: The boundaries of the Downtown Surrey Business Improvement Association be expanded to the properties in the south east sector of City Centre that are currently not part of the BIA area.

MOTION 3: To adopt a levy strategy for the next five years as part of the BIA renewal process that provides for graduated increases to the following schedule:

2013	\$830,000
2014	\$854,900
2015	\$880,547
2016	\$906,963
2017	\$943,242

MOTION 4: To adopt the attached 2013 budget as presented by the Board of Directors of the BIA.



DSBIA President Bill Rempel and Mayor Dianne Watts at Groundbreaking of New City Hall scheduled to be completed in 2013

Economic Development and Land Use

- 2010 FAM (Familiarization) Tour: A guided, narrated Coach Tour of invited developers, builders, businesses with potential regional office relocation, restaurateurs, and Green Energy & High Tech targeted companies. Mayor Watts was guest speaker.
- 2011 Media FAM Tour resulting in several high profile articles in regional newspapers.
- 2011 Joint Association Reception including BOMA, NAIOP and UDI organized by the DSBI with Mayor Watts as guest speaker.
- DSBI participated in the REIN Bus Tour of City Centre in 2011.
- 2010 marked the birth of the Surrey International World Music Marathon – the inaugural run to be held September 30, 2012.
- The DSBI is represented in numerous economic/business events sponsored by Surrey Board of Trade, Vancouver Board of Trade, REIBC, BOMA, UDI, CREW, NAIOP, SFU Advisory, etc.
- The highlight of 2010 was the Olympics: Surrey's Celebration Site was an opportunity to showcase who we are and what we have to offer future investors. The DSBI participated and attended events as part of the Mayor's City of Surrey Business & Economic Host Team.
- In 2010, a new City Centre website was launched to provide additional information and education for land investment developers www.surreycitycentre.ca
- In 2008 & 2009 we participated in the Real Estate Conference in Vancouver. In 2009, this was followed up with a presentation on "Surrey, BC's Next Great Metro Centre" at SFU Surrey by Robert Dominick (DSBIA/WestStone Developments), Michael Heeney (Bing Thom Architects), Gordon Price (SFU), and Councillor Barinder Rasode.
- In 2009, organized a presentation on "Surrey, BC's Next Great Metro Centre" at Real Estate Investor Network in Coquitlam with Robert

- Dominick (DSBIA), Michael Heeney (Bing Thom Architects), and Murray Dinwoodie (City of Surrey).
- In 2009, we organized a presentation on "Surrey, BC's Next Great Metro Centre" at Fraser Valley Real Estate Board with Mayor Dianne Watts, Robert Dominick (DSBIA), Michael Heeney (Bing Thom Architects), and Joanne Curry (SFU Surrey).
- In 2007, hosted the Annual Conference of Business Improvement Areas of BC. The keynote speaker was Fred Kent of Project for Public Spaces, based in New York. As a result of a workshop we hosted for City Council and senior staff, the concepts and benefits of "place making" were adopted by Council as part of their planning tools.
- Participation on City Task Forces and Committees:
 - City Centre Marketing Team
 - City Centre Transit Village
 - Surrey Agreement/Charter
 - City Centre Plan
 - Economic Development Strategy
 - Sustainability Charter
 - Employment Land Strategy
 - Transportation Strategy
- Participation in regional stakeholder processes:



New City Centre Library opening September 2011

- Metro Vancouver Forums on land use and transportation
- South of Fraser Transit Advisory Panel & Charette
- Traffic Management during construction of Surrey sections of South Perimeter Road, Hwy. 1 and Port Mann Bridge construction
- Active participation in Surrey Board of Trade Transportation Committee ensured that issues, such as Pattullo Bridge and internal transportation routes were promoted.
- Active participation in the Surrey Board of Trade Industry Committee
- Hosted Annual Executive Roundtables in 2005, 2006 and 2007



Safety

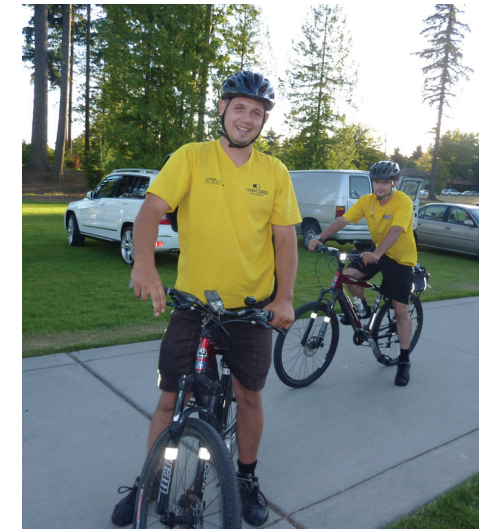
- In collaboration with the City of Surrey, a perception of safety study of riders and businesses in and around the three City Centre Skytrain Stations was conducted in February 2011
- Community Safety Breakfasts with DSBI members and a guest speaker are held twice per year
- The security patrol program has evolved from an evening car-based program to a day-time, 5 day per week, 2 person bike patrol team in February 2008. The service hours increased from June 15- September 15 to 7 days per week. The program gains credibility with Members every month and has increased interaction with the RCMP
- Participated in stakeholder meetings for the City's Crime Reduction Strategy for three of four strands: Prevent & Deter; Apprehend & Prosecute; and Reality & Perceptions of Crime.
- Participated in the Safe Streets Coalition which advocated for stronger penalties for aggressive panhandlers and updating the Trespass Act
- Active participation in Surrey Board of Trade Crime and Justice Committee ensures the BIA's concerns are heard
- Annual Safety Audits started in 2005 and over 150 street-level business are now surveyed each summer
- In 2006, the Downtown Surrey BIA, in partnership with Surrey RCMP, created the ground-breaking theft prevention website. This allowed police and private security firms operating within BIA-member businesses to share information about habitual and violent retail thieves. In 2008, this site was handed over to Downtown Victoria BA and will be going province-wide.
- Ongoing participation in RCMP Whalley Integrated Services Team (WIST)

Area Enhancement

- Initiated a very successful



- graffiti removal program that is still the standard within Surrey. An average of 1,200 tags are removed or painted over each year. The value of this "bulk" purchase program cannot be achieved by individual members.
- Developed an effective process to ensure maximum cooperation and timely response by Bylaw staff regarding unsightly properties within the BIA area
- Currently in contract with Surrey Community Resources to provide the "Clean Streets" Program from April 15-October 15
- Work with the City of Surrey Beautification Coordinator to identify projects within Downtown Surrey
- For three years the BIA had a planter project in the area of 108 Avenue and King George Boulevard. In January 2009, 13 planters were gifted to the City
- Since 2007, a Clean Streets Program to pick up litter on



- selected sidewalks has been in place with Surrey Community Services Society
- A street banner program for light poles on King George from 2006-2008

Research

- Perception of Safety of Skytrain users/businesses located near Skytrain Stations (2011) in collaboration with the City of Surrey
- Annual Safety Audit (2006, 2007, 2008, 2009, 2010, 2011)
- An Analysis of Social Services in Surrey 2006 (Erin Harron)
- What to do about Whalley: Homelessness in Surrey's City Centre, 2007 (Erin Harron)
- [Truck] Traffic Survey (King George at 104 and 108 Avenues), 2007 (various)
- People on the Street Survey, 2007
- City Centre Plan Update – Parking, December 2007 (DSBIA paid for a portion of this component of the City Centre Plan)
- The 10 Percent Solution: The Cost of Not Taking Action, 2007-08 (various)
- Retail and Service Business Study, June 2005 (Hudema Consulting & Colliers International)
- An Analysis of Social Services in Surrey 2006 (Erin Harron)

Events

- In the absence of entertainment venues, the BIA has used special events in various locations in an effort to create a sense of place in the downtown area:
 - The Movies Under the Stars program started in 2005 to demonstrate that families could enjoy a social evening outside during the summer. This grew to three movie nights in 2008, to four in 2009 and 2010, and five planned for 2011. This event is supported by the RCMP, Surrey Crime Prevention Society, Volunteer Bike Patrol and our own patrollers.
 - The BIA has been the major sponsor of the Surrey Fest Downtown since 2004. This is the largest and most successful community festival in Surrey with annual attendance of 5,000+ and is held at Central City Plaza.
 - The BIA has participated in a number of City-sponsored events including First Night (2 years); Winterfest (2008, 2009, 2011); Fusion Fest (2008, 2009, 2010, 2011), Canada Day (2006, 2007, 2008, 2010, 2011); Party for the Planet (2011), Stanley Cup Comes to Surrey (2010), Stanley Cup Play-offs Fan Site (2011) and the Lantern Procession (2006, 2008).
 - In 2010 and 2011, the BIA partnered with TienSher/Quattro Development to hold a Block Party called Q Fest, held in the North/East area of the DSBI area.
 - In 2010 and 2011, the DSBI participated in the Gay Pride Festival at Holland Park.
 - In 2010, the DSBI was involved in the "Santa arrives at Central City" event, Christmas Movie Day at Digital Lightyear Theatre at SFU and the Lighted Truck Parade at Holland Park.
 - The BIA has also participated in the RCMP Block Party (2005, 2006, 2007 and 2008).



In 2011, the BIA coordinated a 60th Anniversary BBQ to celebrate the RCMP's 60th Anniversary in Surrey.

- In 2006, the BIA supported the Canadian Little League Championships hosted by Whalley Little League with marketing supports, commemorative banner competition and banner costs
- In 2006, the BIA partnered with Canadian Tire and A & W to hold a Show & Shine

Communications

- Its News Downtown** is a monthly electronic email sent to DSBI Members approximately sixteen times per year.
- Effective January 2011, **The New View** is sent out electronically approximately six times per year to community and business contacts.
- Repositioning program that



ultimately resulted in a new name and image for the BIA that reflects the area served, and a new corporate identity and image.

- The creation of **The New View** publication and **City Centre Scene (now View Downtown)** in March 2006 has provided a unique vehicle to showcase businesses, residents and events in the BIA area. In combination, they produce 1.5 million impressions per year.
- In 2006, promotional and communication collateral (video, folders, content for recruitment and media packages) were produced and also used by City staff.
- Website has undergone two major updates in look and feel.

Where We are Going

In the Spring of 2010, the strategic direction of the BIA was developed by the Directors:

- To support and promote Economic Development in Downtown Surrey
- To work with all levels of Government and Crown Corporations to facilitate the mandate of the DSBI
- To service the needs and requirement of all Members within the framework of the DSBI
- To take advantage of new opportunities as well as support ongoing positive events that bring media attention and/or the public to Downtown Surrey
- To create positive, consistent branding for Downtown Surrey
- To support and promote a safe, livable Downtown



What We Have Achieved

Our Successes Government Relations

- A number of City bylaws, or business license provisions, have been adopted due to advocacy:
 - Revitalization Tax Incentive Program – to encourage property owners who carry out exterior improvements over \$25,000 by not incurring increases in property taxes for the improvements for five years. The incentive period was extended to 2011.
 - Our request for a minimum distance between pharmacies for the BIA area was adopted and expanded to include all of Surrey. This will help limit the number of methadone dispensing pharmacies in the BIA area which act as magnets for antisocial behaviour and open drug dealing.
 - Our request for the use of Good Neighbour Agreements for Community Service providers in the BIA area was adopted by the City. It is also being used with pharmacies and other types of businesses to help ensure that if community members have concerns with activities at (or around) properties, that businesses are required to work with the community to resolve issues.
- Hosted candidate forums for Federal Election in 2011 & 2008; Provincial Election in 2005 & 2009; and Civic Election in 2008
- Presented to individual politicians at the Civic, Provincial and Federal Levels to advocate for the New City Centre Library, Performing Arts Centre, and funding to address concerns regarding housing & homelessness.
- Hosted public forum on Methadone Dispensaries in February 2005 – attended by MLA Brenda Locke, BC College of Pharmacists and Fraser Health



- Authority.
 - Presented to BC, & Federal Standing Committee on Finance in support of increased support for the SFU Surrey Campus.
 - Presentations to City Council and/or Committees
 - Annual submissions to Finance Committee since 2004 regarding the City's Capital and Operating Budget. Encouragement of infrastructure investments in BIA area as well as appropriate staff levels in policing, By-law enforcement, and planning. The BIA was either the only, or one of 2 to 3 groups making presentations.
 - Other presentations include:

Level of Social Services in Whalley; Concerns regarding King George Boulevard and 135A Street.

