

NO: **F015**

COUNCIL DATE: **April 22, 2013**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **April 15, 2013**

FROM: **General Manager, Finance and Technology**

FILE: **1850-20**

SUBJECT: **Newton Business Improvement Association Grant Request**

RECOMMENDATION

The Finance and Technology Department recommend that the Finance Committee recommend that Council:

1. Receive this report as information; and
2. Approve a grant in the amount of \$33,600 from the Council Initiatives Fund to the Newton Business Improvement Association (NBIA) to support the completion of a feasibility study of Newton Town Centre business and property owners to determine the level of support that exists for the establishment of a Business Improvement Area in Newton all as generally described in this report.

BACKGROUND

A Business Improvement Area (BIA) is similar to a Local Improvement Area where funds are collected through a rate levied against properties in a specified area as a means to coordinate and fund activities that support businesses in the area. For business operators and property owners, a BIA is an effective way of financing programs that would not be available to individual businesses by other means.

The City currently has two business improvement areas, these being: the Cloverdale BIA established in 1994 and the Downtown Surrey (formally Whalley) BIA established in 2002. The City provided a grant to each of these BIAs to assist them in getting started.

The Newton Business Improvement Association (NBIA) was established as a means to set up a Business Improvement Area in the Newton Town Centre.

DISCUSSION

Business operators and property owners in the Newton Town Centre area have expressed concern over high turnover rates, crime, beautification, cross border shopping and lack of a cohesive community feel in the area. The NBIA has recommended a boundary for the proposed Newton BIA. The area contains 135 properties and approximately 300 businesses. The proposed boundary

of the BIA is illustrated in *Appendix A* that is attached to this report. The NBIA holds the view that more can be done to improve and promote the area as a local shopping area to attract customers, build a sense of community and provide business operators and property owners' more support with their concerns.

With a view to establishing a BIA in Newton, the NBIA would like to undertake a study of the business operators and property owners in Newton to determine their level of support for the creation of a BIA and to better understand their concerns. In this regard the NBIA has proposed a budget of \$43,600 in start-up costs. This would cover the following work:

- Hiring a consultant to conduct significant outreach to business operators and property owners through the following:
 - online communications;
 - newspaper notices;
 - door to door outreach;
 - direct-mail outs;
 - other surveys; and
 - meetings.

- Funds would be used to raise awareness for the BIA initiative, build a website and administration, all of which are deemed necessary to inform business operators and property owners about the benefits of a BIA in Newton.

The NBIA will generate in-kind services by its own means to cover about \$10,000 of the proposed budget.

The NBIA has requested that the City provide funding of \$33,600 to support the above work.

Evaluation of Request:

Staff has evaluated the request of the NBIA and is supportive of the formation of a BIA in Newton as a means to better coordinate and align business activities in the area to the benefit of the businesses and the community. There is currently no single coordinated group that speaks on behalf of the Newton Town Centre businesses.

Funding:

Funding is available in the Council Initiatives Fund to support the subject request from the NBIA. The status of the Council Initiatives Fund is documented in *Appendix B* attached to this report on an assumption that Council will approve the recommendations of this report.

SUSTAINABILITY CONSIDERATIONS

The recommendations of this report support the achievement of the objectives in the City's Sustainability Charter; more particularly action item EC2: Fostering an environment to retain and support existing businesses.

CONCLUSION

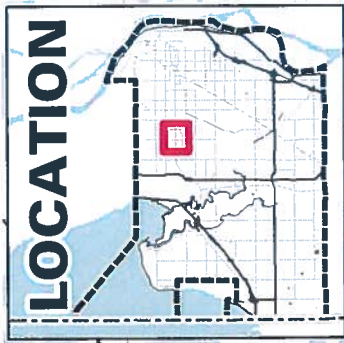
In consideration of the benefits that a BIA in Newton can provide in coordinating and aligning the activities of the Newton business community, in enhancing the attractiveness of the Newton area, in marketing the area and in increasing resident and consumer engagement, it is recommended that the City a grant in the amount of \$33,600 from the Council Initiatives Fund to the Newton Business Improvement Association (NBIA) to support the completion of a feasibility study of Newton Town Centre business and property owners to determine the level of support that exists for the establishment of a Business Improvement Area in Newton all as generally described in this report.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Attachments:

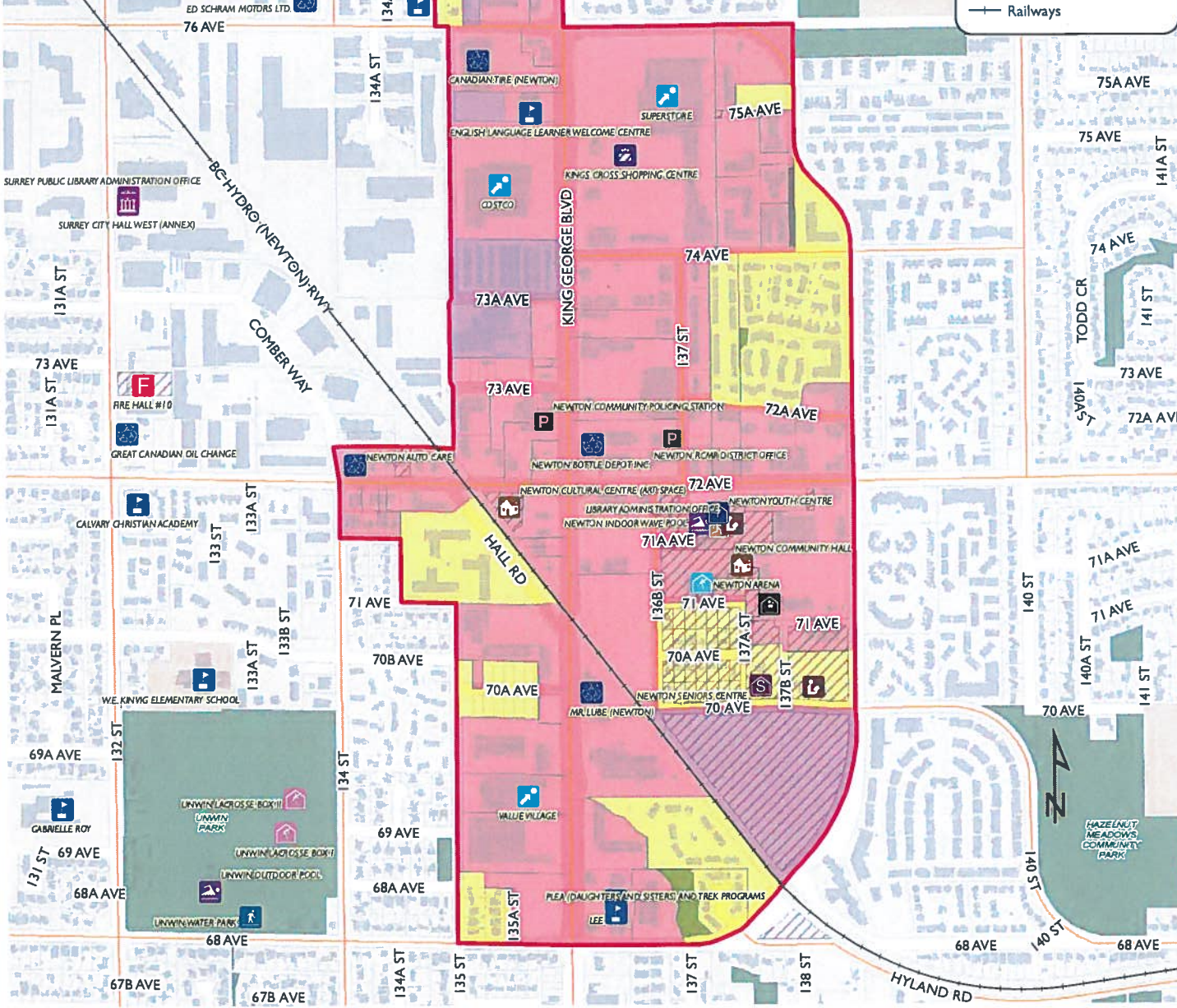
Appendix A: Proposed Boundary for the Newton Business Improvement Area

Appendix B: Status of the Council Initiatives Fund



LEGEND

- Newton BIA (Proposed)
- Commercial Zoning
- Industrial Zones
- Residential Zones
- City Land
- School Lots
- Parks
- Lots
- Buildings
- Major Roads
- Railways



**NEWTON
BUSINESS IMPROVEMENT ASSOCIATION;
PROPOSED BOUNDARY**

**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. Cartographer: C6S © City of Surrey Date: 07-Mar-2013 Source: G:\MAPPING\GIS\Maps\Recurring\Newton_BIA\Newton_BIA_CorpReportMap2013.mxd



2013 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation	
		to date	Remaining
Carried Forward from Prior Year	253,126		
2013 Approved Budget	<u>250,000</u>		\$ 503,126
Arts Umbrella Surrey (3rd year of 3-year program)	25,000		
2013 Women's BC OPEN Water Polo Tournament	5,000		
Comedy Courage Sponsorship	5,000		
Surrey Community Summit	25,000		
Sponsorship Appreciation Event	10,000		
Clayton Heights Enhanced Programming	85,000		
Cloverdale Skating Club	5,000		
Early Childhood Development (ECD) Smarter Cities Funding	50,000		
2013 Flavours of Surrey Event	22,000		
Cities Fit for Children Summit	10,000		
Newton BIA	33,600		
Allocations for 2013		<u>\$ 275,600</u>	<u>\$ 227,526</u>