

NO: R037

COUNCIL DATE: **MARCH 10, 2014**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **March 6, 2014**

FROM: **Manager, Economic Development**

FILE: **Newton BIA**

SUBJECT: **Adoption of the Newton Business Improvement Area Bylaw**

RECOMMENDATION

The City Manager's Department recommends that Council:

1. rescind third reading of Bylaw No. 18105;
2. grant third reading to the amended Bylaw(as amended in Section H-13); and
3. approve final adoption of the Newton Business Improvement Area Bylaw No. 18105, effective April 1, 2014 to March 31, 2019, to establish the Newton Business Improvement Area (BIA).

BACKGROUND

On November 12, 2013, Council approved Corporate Report No. R221, 2013 attached as Appendix "I", authorizing staff to undertake the necessary actions to facilitate the creation of the Newton BIA for a five year period. 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 tax levy. Bylaw No. 18105 was subsequently introduced and given third reading.

After third reading was given on November 12, 2013, it was discovered that there was a housekeeping error on a date in the Bylaw and this will need to be corrected before final adoption of the Bylaw. To correct this error, Council is requested to rescind third reading, give third reading to amended Bylaw No. 18105 and adoption.

A Business Improvement Area 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 any area to finance programs in support of keeping businesses in the area healthy and prosperous.

Notices of the intent to designate the specified area as the Newton BIA, as reflected in map attached as Appendix "II", along with a copy of the Newton BIA brochure attached as Appendix "III", were mailed during the first week of December to all the owners of class 5 and 6 properties within the specified area, allowing for more than the required 30 days to

indicate opposition. In addition, public notification was placed in January 7th and January 14th, 2014 issues of the Surrey Now Newspaper.

The deadline for receiving petitions against the proposed Newton BIA passed at 4:30 p.m. on February 14th, 2014.

DISCUSSION

Within the proposed Newton BIA boundaries there are a total of 150 properties liable to be subject to the BIA tax levy under the proposed BIA. Collectively, these properties have a total assessed value of \$476,170,900. Of the 150 properties, 28 negative petitions with a combined assessed value of \$107,390,600 were received.

Under the Community Charter in order to halt the creation of a BIA, petitions against the creation of the BIA must:

1. represent at least half of the land owners, and;
2. these land owners must represent at least 50% of the total assessed value of the properties liable to be charged under the proposed BIA.

Petitions against the creation of the Newton BIA represent only 19% of property owners, and these property owners represent just 23% of the total assessed value of the properties liable to be subject to the BIA tax levy under the proposed BIA. Therefore, it is recommended that Council adopt Bylaw No. 18105 establishing the Newton BIA.

Once Council adopts Bylaw No. 18105, the Finance & Technology Department will include the BIA levy on the property taxes within the specified area. BIA revenues are collected by the City through an annual tax levy on each property within the BIA area and are transferred to the legally constituted BIA Society subject to the requirements outlined in legislation having been met.

CONCLUSION

The Council Initiative process was used to officially determine the level of property owner support for the establishment of the Newton BIA. Council gave three readings to the necessary Bylaw and the appropriate notifications were mailed out to the property owners within the specified area. Required public notification was placed in the Surrey Now Newspaper.

In addition, the Newton BIA Sponsorship Committee, a group of local businesses in support of the BIA for the area, undertook an information campaign to present the BIA proposal to potentially affected property owners and tenants within the proposed BIA boundaries. The information campaign included a mail out of a BIA brochure, a survey, 3 public consultation meetings and direct meetings with commercial property owners and business owners.

Only 19% of the property owners representing 23% of the total assessed value of properties within the proposed BIA boundaries petitioned against the creation of the Newton BIA; well below the percentages required by the Community Charter to stop the process.

It is therefore recommended that Council:

1. rescind third reading of Bylaw No. 18105;
2. give third reading to the amended Bylaw; and
3. approve final adoption of the Newton Business Improvement Area Bylaw No. 18105, effective April 1, 2014 to March 31, 2019, to establish the Newton Business Improvement Area (BIA).

Donna Jones
Manager, Economic Development

cc - GM, Finance & Technology

Attachments:

Appendix "I": Corporate Report No. R221: Establishment of the Newton BIA

Appendix "II": Proposed Boundaries of the Newton BIA

Appendix "III": Newton BIA Brochure

NO: k

COUNCIL DATE: \ \ † - U " - k ' .

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **November 5, 2013**

FROM: **Manager, Economic Development**

FILE: **Newton BIA**

SUBJECT: **Establishment of the Newton Business Improvement Area**

RECOMMENDATION

The City Manager's Department recommends that Council:

1. approve the use of the "Council Initiative" process as the mean by which to measure property owner support for the creation of a Business Improvement Area in the Newton Town Centre;
2. authorize the City Clerk to bring forward the necessary By-law for the required readings and authorize staff to undertake all necessary related actions; and
3. request that staff forward a further report on the matter complete with recommendations for Council's consideration after the expiry of the "Council Initiative" notice period.

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 any area to finance programs in support of keeping businesses in the area healthy and prosperous. In most circumstances such collaboration between businesses is not accomplishable by other means.

In April 2013, proponents supporting the establishment of a Newton Business Improvement Area (NBIA) received funding from the City to support a feasibility study to determine the level of support that exists for the establishment of a BIA. The start-up grant of \$33,600 has been used to subsidize the cost of publishing information brochures, holding meetings and to retain a consultant to facilitate the process.

An information brochure and a survey have been forwarded to all businesses and property owners within the area that is proposed to be covered by the NBIA. The area proposed to be covered by the NBIA is illustrated on Appendix "A" attached to this report. Three public consultation meetings were held and one-on-one meetings have taken place between the consultant and a majority of the owners/operators of commercial properties and businesses within the study area. The outreach consultant has produced a report

summarizing the findings of the study, a copy of which is attached as Appendix “B” to this report.

The City has received a letter, dated October 29, 2013, (copy attached as Appendix “C”) from the President of the Sponsorship Committee for the Newton BIA that requests that the City prepare a by-law and use the “Council Initiative” process to officially determine the level of property owner support for the establishment of the BIA.

DISCUSSION

Under the *Community Charter*, the level of support for the establishment of a 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 Council advises property owners that it will enact the related BIA By-law unless more than half of the land owners, representing at least 50% of the assessed value of land and improvements that would be subject to the BIA tax, register their dissent within 30 days of notification; and
- ii. **Petition Process:** Under this approach 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 tax, must sign a petition indicating their support for the establishment of a BIA.

Local governments may select either approach. As noted above, the Sponsorship Committee for the NBIA has requested that the City use the “Council Initiative” approach to formally assess the level of support for the establishment of the NBIA. This is the same approach that was used in assessing whether to adopt the Business Improvement Area By-law for each of the Downtown Surrey BIA and the Cloverdale BIA. In fact, the majority of BIA’s in British Columbia have been established by using the Council Initiative process in measuring 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 By-law for the area that will be subject to the BIA tax. The By-law:

- Identifies the organization representing the BIA;
- Defines the geographic area covered by the BIA and specifies the funding formula to be used in establishing the BIA tax that will be paid by each property that is covered by the BIA; and
- Establishes the term that the By-law will be in effect

A draft of the proposed NBIA By-law is attached as Appendix “D” to this report.

After the By-law is given readings, formal notification of the proposed BIA is to be sent to all property owners within the area that is covered by the By-law. Property owners not in favour of proceeding with the BIA initiative are advised that they have 30 days to petition Council not to proceed. Unless a sufficient petition against the BIA is received, the BIA By-law can proceed to Final Adoption. A sufficient petition against proceeding with the BIA requires at least half of the land owners, 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.

Subject to a BIA By-law being adopted by Council, a BIA Society is formed and a first general meeting of the BIA Society is held during which Directors are elected, and the first year budget is approved by the property owners. The proponents of the NBIA have indicated that the budget for the first five years will be \$400,000 a year, which represents a charge of approximately \$0.84 per \$1000 of assessed value. With such a BIA tax rate a commercial property with an assessed value of \$350,000 would pay approximately \$300.00 per year.

BIA revenues are collected by the City through an annual tax levy on each property within the BIA area and are transferred to the legally constituted BIA Society subject to the requirements outlined in legislation having been met. There are approximately 152 properties (Class 5 and 6) that would pay into the levy.

OUTREACH

The proponents of the NBIA undertook an information campaign to present the BIA proposal to potentially affected individuals, property owners and businesses within the proposed BIA boundaries. There are 184 property owners representing 152 properties and approximately 340 businesses in the designated area. The information campaign included a mail out of a BIA brochure, a survey, 3 public consultation meetings and direct meetings with commercial property owners and business owners.

The results of the survey and meetings have demonstrated that there is strong support for the establishment of a BIA and implementation of the related levy.

Based on 102 survey forms that were completed and returned by a mix of property owners and business tenants, 90% supported the establishment of a BIA and 81% supported the introduction of the special BIA levy to fund the operation of the BIA. These results were also echoed in the one-on-one meetings that were held between the consultant and owners of each of the businesses in the designated area and by attendees at each of the 3 public consultation meetings.

The BIA levy is typically passed on by property owners to tenants (either whole or in part). As such, it was important that business tenants be part of the process, even though legislation directs that approval for the establishment of a BIA be sought from the property owners.

LEGAL SERVICES

Legal Services has reviewed this report and has no concerns.

CONCLUSION

In consideration of the level of support that has been determined to exist for the establishment of a Newton Business Improvement Association, the proponents of the BIA

have requested that the City take all necessary actions toward establishing the BIA. Based on the above discussion it is recommended that Council:

- approve the use of the “Council Initiative” process as the mean by which to measure property owner support for the creation of a Business Improvement Area in the Newton Town Centre;
- authorize the City Clerk to bring forward the necessary By-law for the required readings and authorize staff to undertake all necessary related actions; and
- request that staff bring forward a further report on the matter complete with recommendations after the expiry of the “Council Initiative” notice period.

Donna Jones
Manager, Economic Development

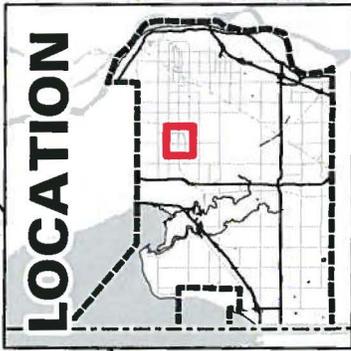
Attachments:

Appendix “A”: Proposed Boundaries of the Newton Business Improvement Area

Appendix “B”: Newton BIA Analysis Report

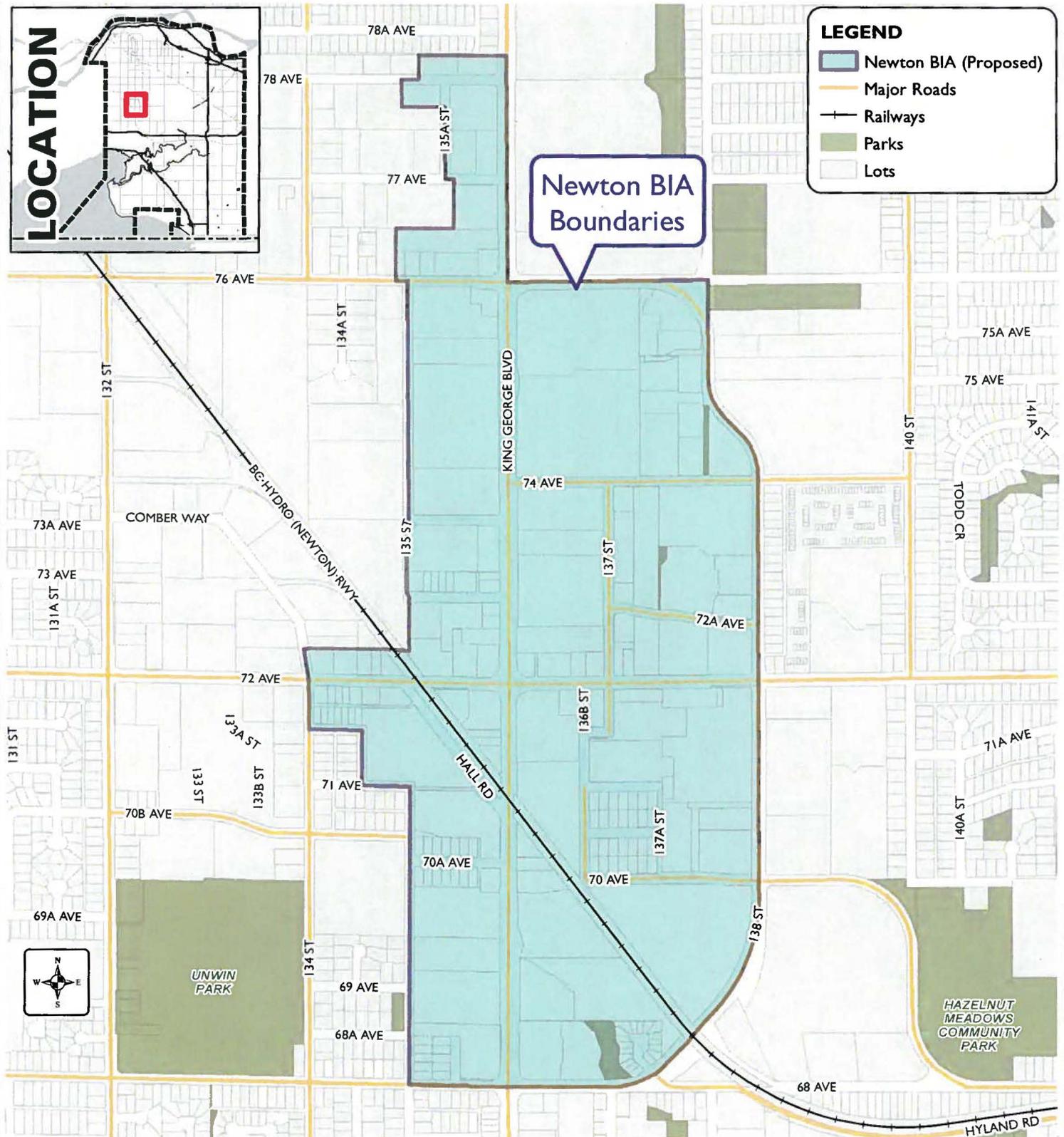
Appendix “C”: Letter, dated October 29, 2013, from the Sponsorship Committee of the NBIA

Appendix “D”: Draft Newton Business Improvement Area By-law



LEGEND

- Newton BIA (Proposed)
- Major Roads
- Railways
- Parks
- Lots



Produced by GIS Section: 01-Nov-2013, C6S

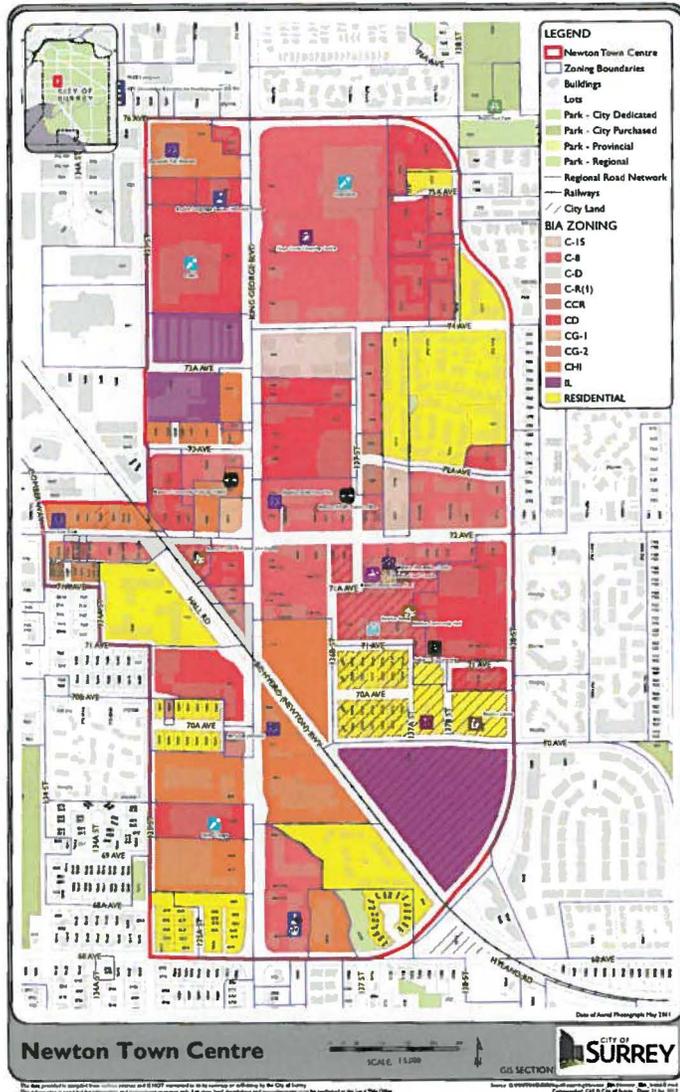


**NEWTON
BUSINESS IMPROVEMENT ASSOCIATION;
PROPOSED BOUNDARY**

**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.

Newton Town Centre BIA Opportunity 2013



Newton BIA Analysis Report

October 2013

Attention: Kiran Kooner
 Investment and Intergovernmental Liaison
 City of Surrey

Prepared by: Michelle Barile
 BIA Consultant
 t: (778) 384-6377
 e: michellenicolebarile@gmail.com

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1.0 Executive Summary

In February 2013, local property owners and businesses from the Newton Town Centre business community came together and formed the Newton Business Improvement Association (NBIA). The proposed boundary for the Newton BIA would bring together commercial property owners and businesses between 78 Avenue on the North to 68 Avenue, and 134 Street on the West to 138 Street.

The motivation to form the Newton BIA was the current economic backdrop and its impact over the past several years on businesses in Newton: decreased business vibrancy in the Newton Town Centre area, new challenges in the region, and the realization that there was no collective voice representing the Newton business community.

With the implementation of a BIA, there would be potential to increase vibrancy, safety and develop business in the area. The BIA would benefit businesses and the community through safety initiatives, marketing, street beautification, business recruitment, networking, advocacy, civic and community engagement, partnerships and more.

In conducting outreach, the goal was to liaise with businesses, property owners, other stakeholders and community members to assess if they would support a BIA in the Newton Town Centre, provide information about the role and benefits of a BIA, and understand their priorities for the business area.

The outreach materials provided a relevant list of challenges in the area and how the BIA could help to address those, examples of BIA initiatives, an explanation of how a BIA is formed and funded, and the proposed budget options. The following key points were conveyed in the outreach process:

- *What is a BIA?* A specially funded business district, operated by non-profit groups of property owners and businesses, whose goal is to promote and improve their business district.
- *Why have a BIA?* To improve and promote the area – make the area safer, beautiful, vibrant, and connected. The BIA would help to drive traffic to the area, and increase the bottom line for businesses.
- *How is a BIA funded?* The budget is derived from a commercial property tax levy. There are no additional membership fees.
- *What is required?* BIAs can make things better, while businesses focus on their business. If businesses want to get involved they can through the Board of Directors or Committees.

The Newton BIA outreach connected businesses and community organizations, developed an understanding about the proposed BIA and its benefits for the Newton area, provided valuable feedback, and fostered a constructive dialogue for moving forward with the formation of the BIA.

There is a positive environment for the development of the BIA, as a majority of businesses are in support of it, and have also expressed interest in being involved. The recommendations for moving forward will reflect feedback results, which indicate safety as a major priority, followed by promotions and advocacy for the Newton business area.

2.0 Outreach Activities

From May to September 2013, the following outreach activities were conducted:

2.1 TIMELINE:

- Developed a timeline outlining the outreach and post-outreach activities.
- Provided status reports to the BIA Committee & City of Surrey staff.

2.2 RESEARCH & OUTREACH PREPARATION:

- Compiled and reviewed information about the area.
- Met with key contacts, including civic and community organizations (City of Surrey, RCMP, Surrey Board of Trade, and local community groups).
- Collected business cards/contact information to develop a business database and email contact list, and received 250+email contacts.
- Met with City of Surrey Economic Development office to prepare for outreach process.
- Developed key messaging in Q&A format about the role and benefits of the BIA, and how it operates and benefits,

2.3 COMMUNICATIONS MATERIALS:

The following communications materials were distributed by mail, hand delivery and email:

- **Brochure:**
 - Created a brochure that highlights information about Newton Town Centre and the role and benefits of a BIA in this area.
- **Letters:**
 - Cover letter introducing the outreach
 - Follow-up letter to property owners
 - Note: while the businesses could be followed-up with through visiting their location, the property owners were accessible by mail, therefore a follow-up letter was sent).
- **Survey:**
 - Developed an in-depth survey to receive feedback about potential BIA programs and services, opportunities and challenges for the businesses/organizations, their needs, and comments or concerns about the proposed BIA and area in general.
 - Created an online version of the survey, and distributed link.
- **Consultation meeting invitations:**
 - Created invitation for three consultation meetings.

2.4 SURVEY PROCESS & BUSINESS VISITS:

- Distributed survey via mail to property owners, via hand delivery to all businesses, and via email to both property owners and businesses.
- Visited each business to make contact with owner/manager representatives.
- Follow-up email and correspondence, and visits to business location.
- As an incentive, a \$5 Starbucks gift card was offered to survey respondents.

2.5 COMMITTEE MEETINGS:

- Monthly Committee meetings to review outreach, plan activities such as the consultation meetings and provide updates.
 - Guests included:
 - City of Surrey to review the City's initiatives in Newton (creative brief and street beautification projects overview),
 - RCMP to discuss safety issues and partnership opportunities.

2.6 CONSULATION MEETINGS:

- Consultation meetings were held on July 25 at 6:30pm and July 30 at 1:00pm at Price Pro, and September 17 at 8:00am at the Newton Cultural Centre.
- The meeting attendance increased with each consecutive meeting, and the majority of the feedback was positive and in support of a BIA. (Please see the feedback section for details).

2.7 COMMUNITY ENGAGEMENT:

- Engaged local community organizations through correspondence, meetings and promoting local events.
- Organizations include the RCMP, Surrey Crime Prevention Society, Surrey Board of Trade, South Asian Business Association, Indo-Canadian Business Association, Pacific Community Resource Centre (Youth Resource Centre) and Options.

2.8 WEBSITE:

- Updated website with outreach information, consultation meetings, local events, other general BIA information and relevant business matters.
- Provided suggestions for website enhancements (i.e. aesthetics, layout, function).

2.9 STRATEGIC PLAN:

- A preliminary strategic plan and budget was developed, based upon:
 - feedback received from businesses about prospective BIA initiatives
 - the proposed BIA levy
 - information about the area
 - successful programming in other BIAs with similar attributes and resources

3.0 Feedback

3.1 SURVEY FEEDBACK:

There were 102 surveys completed, providing quantitative and qualitative feedback. Please see Appendix A - #3 for comments by survey respondents.

3.1.0 SAFETY & SECURITY:

Item	Ranking 1 = Lowest, 5 = Highest				
	1	2	3	4	5
Is safety and security important to your business	0.0%	0.0%	2.7%	10.7%	86.7%
Would you like the area to be safer	0.0%	0.0%	13.3%	16.0%	70.7%
Would a safety guide be helpful for your business (who to call, tips)	8.2%	9.6%	21.9%	20.5%	39.7%
Would you be interested in a safety patrol to report on safety issues, assist patrons and businesses	10.8%	4.1%	23.0%	23.0%	39.2%
Would you be interested in safety workshops (tips to deter crime and retail theft, property safety tips)	23.0%	17.6%	21.6%	20.3%	17.6%
Would you support the BIA if it provided safety resources	5.6%	7.0%	26.8%	35.2%	25.4%

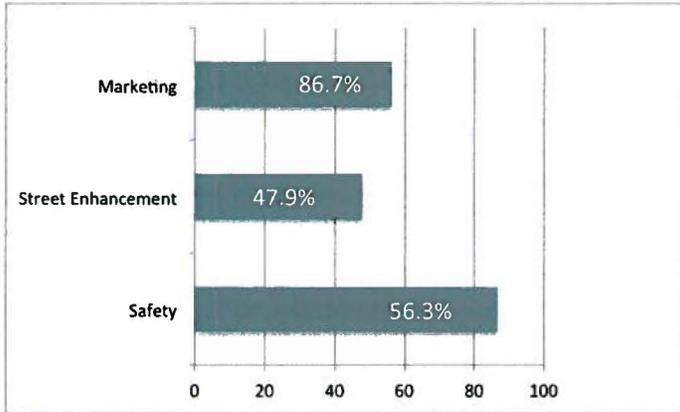
3.1.1 STREET ENHANCEMENT

Item	Ranking 1 = Lowest, 5 = Highest				
	1	2	3	4	5
Is street enhancement important to your business	6.8%	2.7%	15.1%	27.4%	47.9%
Would a cleaner, more attractive street benefit your business	5.5%	8.2%	13.7%	23.3%	49.3%
Would you be interested in beautification programs (banners, landscaping, street lighting, public art)	11.3%	8.5%	16.9%	28.2%	35.2%
Would you be interested in street cleaning/maintenance/graffiti removal programs	9.7%	12.5%	19.4%	25.0%	33.3%
Would you like more street furniture (benches, bike racks, litter receptacles, recycling receptacles)	17.4%	10.1%	23.2%	26.1%	23.2%
Would you support the BIA if it provided street enhancement	10.9%	4.7%	25.0%	31.3%	28.1%

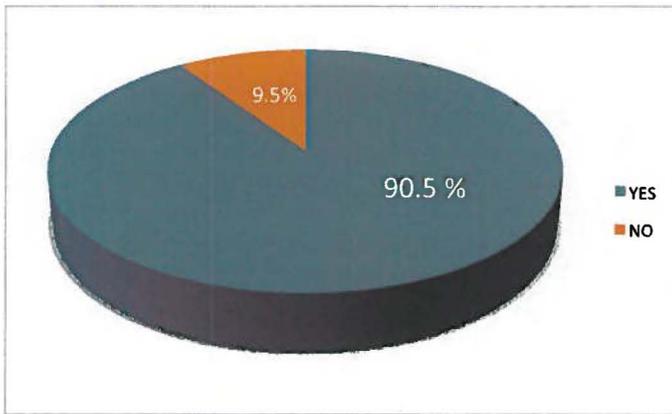
3.1.2 MARKETING

Item	Ranking 1 = Lowest, 5 = Highest				
	1	2	3	4	5
Is marketing important to your business	12.5%	6.3%	15.6%	9.4%	56.3%
Would you like the business area to be promoted	15.6%	9.4%	6.3%	28.1%	40.6%
Would a website and online marketing be beneficial	15.6%	12.5%	25.0%	21.9%	25.0%
Would a brochure (business directory/shopping guide) be beneficial	25.0%	12.5%	21.9%	18.8%	21.9%
Would you be interested in events to promote businesses and the area	18.8%	12.5%	9.4%	25.0%	34.4%
Would you support the BIA if it provided marketing	26.7%	3.3%	23.3%	23.3%	23.3%

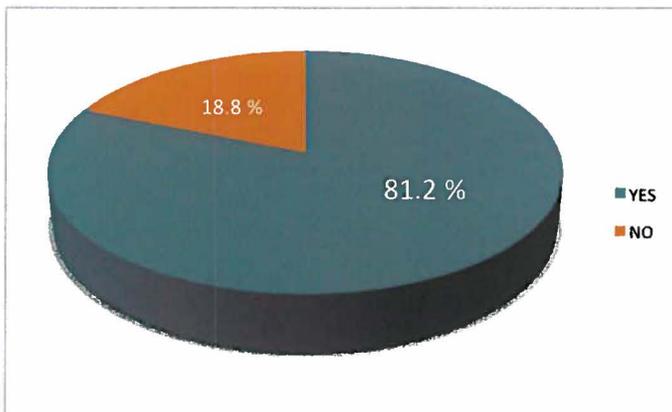
**IS SAFETY, STREET ENHANCEMENT AND MARKETING IMPORTANT TO YOUR BUSINESS?
(% REPRESENTS RESPONDENTS THAT RANKED AREAS TO BE OF HIGHEST IMPORTANCE)**



WOULD YOU BE IN SUPPORT OF THE EXISTENCE OF THE BIA TO PROVIDE INITIATIVES THAT BENEFIT LOCAL BUSINESSES AND ENHANCE THE AREA?



WOULD YOU BE IN SUPPORT OF A SPECIAL BIA LEVY IN ORDER FOR THE BIA TO OPERATE AND BENEFIT LOCAL BUSINESSES?



3.2 OTHER FEEDBACK – VIA EMAIL, PHONE CALLS AND BUSINESS VISITS:

- "The BIA is needed. We have no collective voice right now, and we need to be connected."
- "We are very interested in becoming a part of the Newton BIA. Let us know whatever we can do to help."
- "Great meeting , good turn out, If I can help in anyway please feel free to connect."
- "I have been in and out of this region over the last 15 years, I have witnessed the growth of the neighbourhood. Looking forward to supporting the BIA."
- "Our business is outside of the boundary, but we would like to become an associate member if that is an option, and we could provide office space for the future staff representative."
- "Safety is a primary concern. The budget should be allocated to addressing these issues, while at the same time changing perceptions about the crime rate in Surrey, which is actually decreasing."
- "We need more events, festivals, attractions. As businesses we can't organize these on our own. If the BIA could help with that, we would support it"
- "The BIA must remain separate from civic agendas and represent the interests of local businesses."
- "It would be nice to promote the area collectively as a destination and have marketing that connects the different plazas in the area."
- "The outreach has been excellent and we appreciate your efforts. We understand the benefits of the organization and would support the BIA."
- "Would you [BIA consultant] be hired to work for us, or could you be involved in the hiring process?"

4.0 Next Steps

4.1 KEY ISSUES TO LIAISE WITH CITY:

- During the outreach process, meetings and site visits were held to address the following issues:
 - **Parking Meters** – The parking meters have been raised as a major issue on 137th Street. Business commented that the parking meters deter customers, decrease revenue and threaten the sustainability of local businesses. There are businesses on 137th Street that would like the City to remove the meters or change the current parking regulations so that they are economically viable for the business area.
 - **Trees & Liability** – There is a location where trees were initially recommended by the City during the development stage of a property, and the property owner would like the City's assistance to remove the trees which are causing extreme concrete heaving in the parking lot spaces and potential liability to the building structure.
- The Committee will continue to liaise with the businesses and the City to relay information and concerns, and work toward potential solutions.

4.2 POST-OUTREACH ACTIVITIES:

- In addition to liaising with the City on the above-noted issues, the Committee will carry out the following activities:
 - Communicate with members - provide updates on the status of the BIA, and relevant business matters, respond to any inquires.
 - Website content – updated website with local events and relevant business matters.
 - Meetings – to review BIA activities, plan and execute action items.

4.3 BIA RECOMMENDATIONS:

- The quantitative and qualitative feedback from businesses and stakeholders within the proposed BIA boundary indicates a majority in support of the BIA formation and a desire for the programs and services the BIA could implement.
- Based on the outreach results, it is recommended to move forward with the formation of the BIA. The attached appendix includes a preliminary draft budget and strategic plan, which provides an overview of prospective safety, street enhancement, marketing, business relations and membership-related initiatives.
- In addition to outreach, the recommendations are based on effective BIA programming in areas with similar attributes, demographics and resources to the Newton area.

5.0 Conclusion

The Newton BIA outreach indicates that local businesses and organizations would like the following:

- **Safety** - decreasing property crime, street vandalism, negative street activities (i.e. prostitution, aggressive panhandling) and changing perceptions about the area.
- **Enhanced Streetscape** – landscaping, consistent look, street furniture and pedestrian-friendly walkways.
- **Marketing** – promote local businesses, raise awareness about the area and connect to locals and beyond.
- **Community Engagement** – liaise with community groups, partner and collaborate and leverage resources.
- **Advocacy** – advocate on behalf of local businesses and represent their interests, liaise with the City of Surrey and other key stakeholders.
- **Networking** – connect local businesses, and liaise with related business organizations (i.e. Surrey Board of Trade).

Based on the BIA outreach survey feedback, a majority of businesses in the proposed BIA boundary are in support of the BIA, and even at this early stage businesses have expressed interest in being involved in joining the Board or Committees, or participating somehow in BIA activities.

The feedback to-date is a positive indication of the level of interest among businesses and key stakeholders to proceed with the formation of the Newton BIA, and potential opportunities for collaboration and successful initiatives in the Newton business area.

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 - Consultation Meeting Presentation
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 - Sample Email Correspondence
 - Key Messaging
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3. Survey Feedback – Qualitative
 - Safety & Security
 - Street Enhancement
 - Marketing
 - Description of Area
 - What Respondents Like Most About Area
 - What Respondents Like Least About Area
 - Challenges for Businesses
 - How BIA Could Help Businesses
4. Preliminary Draft Budget & Strategic Plan

Appendix 1: Outreach Materials - Introduction Letter

Newton Town Centre BIA Opportunity

June 5, 2013



Dear Newton Business/Property Owner:

In February 2013, local business and property owners from the Newton Town Centre business community formed the Newton Business Improvement Association (NBIA).

Let's come together to make Newton better...

The motivation to form the society was the current economic backdrop and its impact over the past several years on Newton businesses: decreased business vibrancy in the Newton Town Centre area, new challenges in the region, and the realization that there was no collective voice representing the Newton business community.

In exploring the viability of a BIA in the Newton Town Centre area we feel there is potential to increase vibrancy, safety and develop business in the area. A BIA will help us reach Newton's potential as a vibrant, authentic and unique business district. A more vibrant business area provides a greater range of merchandise, services and experiences for our residents and visitors.

What is a BIA and benefits for your business...

1. A BIA is specially funded business district, operated by non-profit group of local property owners and businesses, whose goal is to promote and improve their business district.
2. BIAs can make the area safer and more beautiful, promote local businesses, connect the community, and raise awareness about Newton as a place to live, work and play.
3. The BIA budget is derived from a commercial property tax levy, and would be strategically allocated to projects in the Newton business area including safety, street beautification and marketing.
4. All businesses in Newton within between 78 Avenue on the North to 68 Avenue, and 134 Street on the West to 138 Street would be a part of the BIA.

What are the next steps to improve the Newton area...

The Newton BIA sponsorship committee is a dedicated local group working on the development of a successful BIA that will provide value for the business area.

Our goal is to assess what matters most to you and your business, and how the BIA could be most effective in serving local businesses.

We will be conducting a brief survey, visiting local businesses and hosting consultation meetings. We will also provide updates and more information online at www.newtonbia.com.

We look forward to meeting with you, learning more about your business, and discussing this opportunity. For more information, contact Michelle Barile, BIA Consultant at (778) 384-6377 or email: info@newtonbia.com.

Sincerely,


Deborah Moore
Newton BIA Chair


Michelle Barile
BIA Consultant

Appendix 1: Outreach Materials - Brochure

Outside Brochure Panels

Let's Create a Vibrant, Safe Newton Town Centre

Coming Together to Make Things Better...

In February 2013, local business and property owners from the Newton Town Centre business community came together and formed the Newton Business Improvement Association (NBIA).



Better for Business and the Community...

The motivation to form the society was the current economic backdrop and its impact over the past several years on businesses in Newton: decreased business vibrancy in the Newton Town Centre area, new challenges in the region, and the realization that there was no collective voice representing the Newton business community.



Working together, we believe we can address the challenges and develop a vibrant, safe and connected business area. The Business Improvement Area would represent over 180 property owners and over 300 businesses.

A BIA will help us reach Newton's potential as an authentic and unique business district. A more vibrant business area provides a greater range of merchandise, services and experiences for our residents and visitors.

Inside Brochure Panels

Key Objectives for the Newton Business Area

Addressing the Challenges to Improve Business in Newton...

To solve the challenges in Newton and create a bustling business district, the Newton business community, residents, community groups and governments need to come together to address:

- Safety issues related to personal and property crime, and unsafe street activity
- Lack of identity or consistent look for the area
- Unkept businesses
- Street cleaning and litter
- Intersections and walkways that are not pedestrian friendly
- Street furniture that is outdated and doesn't match (i.e. light poles, benches)
- Limited landscaping and lack of beautification
- No defined gateway, hub or gathering place



We Can Reach Our Potential and Increase the Bottom Line...

Coming together as a collective voice and working in collaboration, the Newton BIA would have the power to:

- Develop an effective strategic plan
- Bring continuity and identity to the area
- Provide helpful safety resources
- Improve landscaping through attractive greenery, planters, and garden features
- Enhance the look and feel of the area through beautification projects, including banners, utility box wraps and public art
- Improve street infrastructure - install more street furniture that is appealing and functional
- Refurbish facades and streamline signage
- Promote local businesses and coordinate fun activities to bring people to the area
- Facilitate pedestrian life
- Establish the central hub and gathering place

Proposed BIA Boundary

The BIA boundary would bring together commercial property owners and businesses between 78 Avenue on the North to 68 Avenue, and 134 Street on the West to 138 Street.



Let's Connect...

Newton Business Improvement Association Directors:
 Deborah Moore, Anthem Properties, Chair: 604.433.8438
 Linda McCabe, Value Group of Companies, Vice Chair: 604.606.7010
 Philip Agurne, Old Surrey Restaurant, Treasurer: 778.239.9284
 Gabrielle Slead, PricePro/Welcome Home, Secretary: 604.592.3001
 Sarbath Nehal, Kings Crossing Mall Property Management, Director: 604.586.1401
 Tony Singh, Fruticansa, Director: 604.502-0005 (x22)

City of Surrey:
 Tracy Kallaw, Resource: 604.591.4333

BIA Consultant:
 Michelle Barle 778.384.6377
 e: info@newtonbia.com
 www.newtonbia.com



Newton Town Centre BIA Opportunity

What is a BIA and what are the Benefits?

What can a BIA do for Your Business and Your Community?

A Business Improvement Association (BIA) is a specially funded business district, operated by non-profit groups of property owners and businesses, whose goal is to promote and improve their business district.

BIAs can do many things, including:

- Make the area feel safer
- Create a place of beauty
- Promote local businesses
- Raise awareness about the area as a place to live, work, play
- Connect businesses and build relations
- Foster a positive sense of community

Examples of BIA Initiatives:

- Safety (patrol, guides/tips, public enforcement relations)
- Street enhancement (landscaping, banners, lighting, street furniture, public art)
- Marketing (brochure/business directory, website, events, social media)
- Community & civic relations (community engagement, partnerships, advocacy)

BIAs can make things better, while businesses focus on their business.
 If businesses want to participate, they can through the Board of Directors or Committees.



How is a BIA formed?

A business community makes a proposal to its municipal council to be designated as a "BIA", whereby the business community would undertake activities to improve the area, with an annual budget contributed by its members. Then, a special bylaw is approved to form the BIA.

How Would the BIA be Funded?

The BIA budget is derived from a special BIA levy, and would be strategically allocated to projects including safety, street beautification and marketing.

Proposed Budget

The NBIA has developed four budget options. We believe that a minimum annual budget of \$400,000 is required.

A BIA also has the opportunity to increase its annual budget at no cost to property or business owners through fundraising initiatives, sponsorships, grants, etc. and make a significant positive impact for the area.

The BIA levy rate (per \$1,000 of assessed value) is calculated as:

$$\text{BIA Levy Rate (\%)} = \frac{\text{Annual BIA Budget}}{\text{Total Assessment in BIA}}$$

Based on the total assessed value for properties in the recommended BIA boundary of \$512,039,500 and four budget options, the following are BIA levies for five sample properties in the first year:

Budget Options	#	Annual Budget	Levy Rate	Assessed Value of Five Sample Properties (Based on 2013 Assessments)			
				\$294,000	\$468,000	\$698,000	\$1,291,000
1	\$400,000	0.78 (0.0078)	\$229.32	\$365.04	\$570.02	\$998.70	\$2,771.34
2	\$500,000	0.98 (0.0098)	\$288.12	\$458.64	\$691.82	\$1,178.98	\$3,481.84
3	\$600,000	\$1.17 (0.0117)	\$343.98	\$547.56	\$810.00	\$1,405.17	\$4,157.01
4	\$700,000	\$1.38 (0.0138)	\$405.72	\$645.84	\$965.42	\$1,697.38	\$4,883.14

The portion attributable to any one tenant should be roughly equivalent to their % of property taxes.

The proposed BIA bylaw will establish the BIA's boundary and budget over the term of the BIA (eg. 5, 7 or 10 years). The budget would be approved by members at the Annual General Meeting.

A BIA is an investment in your business community and a positive future.
 Let's get started...

Appendix 1: Outreach Materials - Survey

4.0 YOUR BUSINESS & THE NEWTON BUSINESS AREA

4.1) How would you describe the Newton area (characteristics, attributes)?

4.2) What do you like most about the Newton area?

4.3) What do you like least about the Newton area?

4.4) What is the biggest challenge(s) facing your business?

4.5) What is the most important thing the BIA could do to assist your business?

4.6) Would you be in support of the existence of the BIA to provide initiatives that benefit local businesses and enhance the area?

YES NO

4.7) Other ideas, comments or concerns about your business and/or the Newton business area:

5.0 BIA FUNDING

Once the BIA is established, its members (business and commercial property owners) develop a budget for the coming year, and vote to approve it at an annual general meeting.

The budget is derived from a special BIA levy based on assessed property values. The total assessed value for properties in the recommended Newton BIA Boundary is \$512,039,500.00. The BIA levy rate (per \$1,000 of assessed value) is calculated by dividing the annual BIA budget by the total assessed value. If a property value is \$294,000, the annual contribution could range from \$229.32 to \$405.72, depending on the BIA annual budget.

Each commercial property owner's BIA contribution would be a fraction of their total tax contribution. The contributions would be pooled together to form the BIA budget, to be put towards safety, street enhancement and marketing for the area. The BIA budget is essential to enable the Newton BIA to improve and promote the Newton business area.

5.1) Would you be in support of a special BIA levy in order for the BIA to operate and benefit local businesses?

YES NO

5.2) Do you have any comments, suggestions or concerns about BIA funding:

FOR MORE INFORMATION:

Please visit www.newtonbia.com, or contact Michelle Barile, BIA Consultant, t: 778.384.6377, e: info@newtonbia.com.



Why fill out the survey?

1. Assessing Support for Area Improvements

What would you like to see to improve the area? Would you support the BIA providing area improvements to benefit your business?

2. Understanding Your Business Priorities

We want to learn about your business so we can plan successful programs to meet the needs of local businesses and the area.

3. Providing Feedback & Connecting

We welcome your suggestions, comments or concerns, and value the connections with local businesses and the community.

Quick Facts:

What is a BIA? A specially funded business district, operated by non-profit groups of property owners and businesses, whose goal is to promote and improve their business district.

Why have a BIA? To improve and promote the area - make the area safer, beautiful, vibrant, and connected - to benefit businesses and the community.

Where is the BIA? It would include all businesses between 78 Avenue on the North to 68 Avenue, and 134 Street on the West to 138 Street.

How is a BIA funded? The budget is derived from a commercial property tax levy. There are no additional membership fees.

What is Required? BIAs can make things better, while businesses focus on their business. If businesses want to get involved, they can through the Board of Directors or Committees.

Thank you. Please submit survey by:

Fax: 604.502.7034

Email: info@newtonbia.com

Mail/delivery:
Newton BIA c/o Gabrielle Steed
6911 King George Boulevard
Surrey, V3W 5A1

Appendix 1: Outreach Materials - Survey

Newton Business Area Survey

The Newton Business Improvement Association is exploring the support and opportunity to form a Business Improvement Association (BIA) in the Newton Town Centre area.

A BIA will benefit businesses by promoting and enhancing the Newton Town Centre area through safety, street beautification and marketing initiatives. BIAs can make the area feel safer, create a place of beauty, promote local businesses, raise awareness about the area, connect businesses and build community.

We would like to understand your priorities for your business and the area, and assess your support for a BIA. This information will be kept confidential and results will be reported as a whole.

Company/Business Name: _____
 Business Tenant Property Owner Both
 Business Address: _____
 Contact Name: _____
 Phone: _____ Fax: _____ Other: _____
 Primary email: _____ Website: _____

Please rate the following on a scale of 1 (lowest) to 5 (highest):

1.0 SAFETY & SECURITY

Is safety and security important to your business.....	1	2	3	4	5
Would you like the area to be safer	1	2	3	4	5
Would a safety guide be helpful for your business (who to call, tips).....	1	2	3	4	5
Would you be interested in a safety patrol to report on safety issues, assist patrons and businesses.....	1	2	3	4	5
Would you be interested in safety workshops (tips to deter crime and retail theft, property safety tips).....	1	2	3	4	5
Would you support the BIA if it provided safety resources	1	2	3	4	5

Other ideas, comments or concerns about safety & security:

2.0 STREET ENHANCEMENT

Is street enhancement important to your business (the way the street looks and functions).....	1	2	3	4	5
Would a cleaner, more attractive street benefit your business	1	2	3	4	5
Would you be interested in beautification programs (banners, landscaping, street lighting, public art).....	1	2	3	4	5
Would you be interested in street cleaning/maintenance/graffiti removal programs	1	2	3	4	5
Would you like more street furniture (benches, bike racks, litter receptacles, recycling receptacles).....	1	2	3	4	5
Would you support the BIA if it provided street enhancement.....	1	2	3	4	5

Other ideas, comments or concerns about street enhancement:

3.0 MARKETING

Is marketing important to your business.....	1	2	3	4	5
Would you like the business area to be promoted.....	1	2	3	4	5
Would a website and online marketing would be beneficial.....	1	2	3	4	5
Would a brochure (business directory/shopping guide) be beneficial	1	2	3	4	5
Would you be interested in events to promote businesses and the area	1	2	3	4	5
Would you support the BIA if it provided marketing.....	1	2	3	4	5

Other ideas, comments or concerns about marketing:



Why fill out the survey?

1. Assessing Support for Area Improvements
 What would you like to see to improve the area? Would you support the BIA providing area improvements to benefit your business?

2. Understanding Your Business Priorities
 We want to learn about your business so we can plan successful programs to meet the needs of local businesses and the area.

3. Providing Feedback & Connecting
 We welcome your suggestions, comments or concerns, and value the connections with local businesses and the community.

Quick Facts:
 What is a BIA? A specially funded business district, operated by non-profit groups of property owners and businesses, whose goal is to promote and improve their business district.

Why have a BIA? To improve and promote the area - make the area safer, beautiful, vibrant, and connected - to benefit businesses and the community.

Where is the BIA? It would include all businesses between 78 Avenue on the North to 68 Avenue, and 134 Street on the West to 138 Street.

How is a BIA funded? The budget is derived from a commercial property tax levy. There are no additional membership fees.

What is Required? BIAs can make things better, while businesses focus on their business. If businesses want to get involved, they can through the Board of Directors or Committees.

Thank you. Please submit survey by:

Fax: 604.502.7034
Email: info@newtonbia.com
Mail/delivery:
 Newton BIA c/o Gabrielle Steed
 6911 King George Boulevard
 Surrey, V3W 5A1



NEWTON BUSINESS AREA CONSULTATION MEETING

Tuesday, September 17, 2013

8:00am - 9:00am

Newton Cultural Centre 13530 72nd Ave

Complimentary Refreshments!

Let's come together to make Newton better...

Local business and property owners are exploring the idea of forming a Business Improvement Association (BIA) in Newton Town Centre, which would improve the business area.

We invite you to attend a brief consultation meeting to:

- **Discuss how to improve the Newton business area**
- **Understand your business priorities**
- **Learn about the BIA and what it can do for the area**

Please RSVP:

Contact Michelle Barile, BIA Consultant at:
info@newtonbia.com or call (778) 384-6377

**For more information, please contact us
or visit www.newtonbia.com**

Newton Cultural Centre is located on the south side of 72nd Ave, west of King George.



Newton Town Centre BIA Opportunity



NEWTON BUSINESS AREA CONSULTATION MEETINGS

July 25, 2013
July 30, 2013

Complimentary Refreshments!

Let's come together to make Newton better...
Local business and property owners are exploring the idea of forming a Business Improvement Association (BIA) in Newton Town Centre, which would improve the business area.

We invite you to attend a brief consultation meeting to:

- Discuss how to improve the Newton business area
- Understand your business priorities
- Learn about the BIA and what it can do for the area

Two sessions to choose from:
Thursday, JULY 25th at 6:30pm - 7:30pm
Tuesday, JULY 30th at 1:00pm - 2:00pm
PricePro 6911 King George Boulevard

Please RSVP:
Contact Michelle Barile, BIA Consultant at:
info@newtonbia.com or call (778) 384-6377

For more information, please contact us
or visit www.newtonbia.com

PricePro is located on the West side of King George, between 70a Ave. & 68 Ave.



Appendix 1: Consultation Meeting Presentation

PROPOSED BIA BOUNDARY...



POWER IN NUMBERS:

Over **450+** businesses working together and benefiting from a collective voice:

- The BIA would include all businesses in Newton between 78 Avenue on the North to 48 Avenue, and 134 Street on the West to 138 Street would be a part of the BIA.



INVESTING IN YOUR BUSINESS COMMUNITY: PROPOSED BIA BUDGET...

- Four budget options based on total assessed value for properties in proposed BIA boundary (\$31,079,500)
- We believe a **minimum \$400,000** annual budget is required
- The **BIA levy rate calculation** (per \$1,000 of assessed value) is: Annual BIA Budget / Total Assessment in BIA
- The City collects the levy from all property owners in conjunction with property taxes and provides it to the BIA.

Approximate levies for 4 sample properties in the BIA year:

#	Annual Budget	Levy Rate (per \$1,000)	Assessed Value of the Sample Properties (Based on 2013 Assessment)			
			134600	198000	12,25000	1280000
1	\$400,000	0.13%	\$23,311	\$38,344	\$16,422	\$2,711,241
2	\$500,000	0.16%	\$33,000	\$49,644	\$21,422	\$3,418,881
3	\$600,000	0.19%	\$39,600	\$59,188	\$25,822	\$4,149,881
4	\$1,000,000	0.32%	\$66,600	\$98,344	\$41,822	\$6,672,881

Budget Notes:

- The portion attributable to any one tenant should be roughly equivalent to their % of property (to rent).
- The proposed BIA bylaw will establish the BIA's boundary and budget over the term of the BIA (3 years).
- The budget would be approved by members at the Annual General Meeting.



MOVING AHEAD...

Next Steps:

- Complete outreach – now until August
 - Contact businesses, obtain surveys and feedback, assess results
- Presentation to City of Surrey – September
- City survey's property owners – September +
- Communication updates to businesses – Ongoing



BIA Operations:

- If approved, the Newton BIA commences August 2014
- There are **regular meetings**: business or property owners can participate as Board or Committee members.
- The BIA works for businesses:** You can influence the BIA by getting involved and providing feedback. You guide the BIA!



Q&A...

Question & Answer Period

We welcome your questions and feedback.



LET'S CONNECT...

Thank you for attending. For more information

BIA Consultant:
Michelle Baile
t: 778.384.6377
e: info@newtonbia.com

Newton Business Improvement Association Chair:
Deborah Moore, Anthem Properties
t: 604.433.8438

www.newtonbia.com



Appendix 1: Consultation Meeting Presentation



**NEWTON TOWN CENTRE
BIA OPPORTUNITY
CONSULTATION MEETING - JULY 30, 2013**

"Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has."
- Margaret Mead

LET'S COME TOGETHER TO MAKE NEWTON BETTER...

In February 2013, a group of volunteers that are local business and property owners came together and formed the Newton Business Improvement Association (NBA).

Better for Businesses and the Community...

The motivation to form the BIA:

- Current **economic backdrop** and its impact on businesses
- Decreased **business vibrancy**, new challenges in the region
- No **collective voice** representing the Newton business community




NEWTON TOWN CENTRE BIA OPPORTUNITY
www.newtonbia.com

KEY OBJECTIVES FOR THE NEWTON BUSINESS AREA...

To bring business to the area we need to address these challenges:

- **SAFETY:** personal and property crime, unsafe street activity
- **IMAGE:** lack of identity and marketing for the area, no consistent look
- **CLEANLINESS:** unkempt businesses, street cleaning and litter
- **BEAUTIFICATION:** Entitled landscaping and lack of beautification
- **STREET AMMENITIES:** outdated and mismatched street furniture (i.e. benches)
- **INFRASTRUCTURE:** lack of pedestrian friendly intersections and walkways
- **PLACEMAKING:** no defined gateway or gathering place




NEWTON TOWN CENTRE BIA OPPORTUNITY
www.newtonbia.com

CREATING A VIBRANT, SAFE NEWTON TOWN CENTRE...

Addressing the challenges will help businesses with their **bottom line**:

- The Business Improvement Area would represent over **180 property owners** and over **300 businesses**.
- **Working together**, we can:
 - enhance the area to make it more safe, more vibrant
 - attract people to the area to "shop Newton"
 - connect businesses and build valuable networks
 - advocate for your business and your area




NEWTON TOWN CENTRE BIA OPPORTUNITY
www.newtonbia.com

BIA BENEFITS FOR LOCAL BUSINESSES & THE NEWTON BUSINESS AREA...

What is a BIA?

A Business Improvement Area (BIA) is a specially funded business district, operated by a non-profit group of business and property owners whose goal is to promote and improve their business district.

What can a BIA do for you?

- **Enhance the area and attract people to shop**
 - Safety programs, street beautification, marketing
- **Build your network and resources**
 - Valuable business connections, community engagement
- **Advocate for you and your area**
 - Represent your interests with the City, Province, industry affiliates




NEWTON TOWN CENTRE BIA OPPORTUNITY
www.newtonbia.com

BIA FORMATION & FUNDING...

How is a BIA Formed?

- A business community makes a proposal to its municipal council to be designated as a "BIA"
- As a BIA they would undertake activities to improve the area, with an annual budget contributed by its members.
- Then, a special bylaw is approved to form the BIA.

How Would the BIA be Funded?

- The BIA budget is derived from a special BIA levy, and would be strategically allocated to projects including safety, street beautification and marketing.




NEWTON TOWN CENTRE BIA OPPORTUNITY
www.newtonbia.com

Appendix 1: Outreach Materials - Property Owner Letter

Newton Town Centre BIA Opportunity



August 15, 2013

Dear Newton Property Owner,

Recently you received information about the proposed Newton Business Improvement Association (BIA), which would include your commercial property.

Local property owners and businesses have come together to form a BIA, which would **enhance and promote the Newton business area and increase its economic vitality**. We would like to invite you to attend a consultation meeting and to provide your feedback about the proposed BIA.

- **Newton Business Consultation Meeting - September 17, 2013**

Please see the attached invitation for more information.

At this brief meeting we will discuss how to improve the Newton business area, and discuss business priorities and how the BIA can benefit property owners and local businesses.

- **Please Provide Feedback - Newton Business Survey**

We also would like to invite you to give feedback. Please see below for a link to complete the Newton business area survey online. **The first 50 respondents receive a \$5 Starbucks gift card!**

Survey link: <http://www.surveymonkey.com/s/MMM3WZQ>

You can also access the survey by downloading the following QR code or email: info@newtonbia.com and we will send you the link.



Survey QR code:

- **Please Provide Your Email - for Timely and Relevant Updates**

We kindly request your email address to keep you informed about the proposed BIA and relevant business matters to the Newton business area and your commercial property.

You can submit your email address through the contact form on the survey, or send your email address to: info@newtonbia.com.

We look forward to the opportunity to meet with you and receive your feedback. For more information, please contact Michelle Barile, BIA consultant at (778) 384-6377 or email: info@newtonbia.com.

Sincerely,

Handwritten signature of Linda McCabe in black ink.

Linda McCabe
Newton BIA Chair

Handwritten signature of Michelle Barile in black ink.

Michelle Barile
Newton BIA Consultant

Appendix 1: Outreach Materials - Sample Email Correspondence

----- Original Message -----

Subject: Newton Business Area Consultation Meetings Jul. 25 & 30 and Business Survey - \$5 Starbucks Gift Card for first 50 respondents!

From: <info@newtonbia.com>

Date: Wed, July 24, 2013 1:17 pm

To:

Attention: Newton Businesses

Recently your business location received information about the proposed Newton Business Improvement Association (BIA), which would include your business. I am following up with a friendly reminder about the business area consultation meetings, as well as a link to complete the Newton business area survey online - the first 50 respondents receive a \$5 Starbucks gift card!

Please see the attached brochure to learn about the BIA and how it can benefit your business and the area.

Business Area Consultation Meetings: Jul. 25 or Jul. 30

We invite you to attend a consultation meeting for the proposed Newton business association - Thursday, July 25 (6:30-7:30pm) and Tuesday, July 30 (1:00-2:00pm) at PricePro (6911 King George Boulevard). Please see the attached invitation for meeting details. Complimentary refreshments will be provided and we welcome you to attend the full meeting or drop by according to your schedule.

Business Area Brief Survey: First 50 respondents receive a \$5 Starbucks gift card!

Also, please complete the brief survey about the proposed business association and the business area: <http://www.surveymonkey.com/s/MMM3WZQ>

We greatly appreciate your feedback to assess support for the proposed BIA, to understand your business priorities and how to improve the business area and benefit local businesses.

For more information, please contact (778) 384-6377 or email: info@newtonbia.com.

Kind regards,

Michelle Barile
Newton BIA Consultant
t: (778) 384-6377
e: info@newtonbia.com
www.newtonbia.com

Appendix 1: Outreach Materials - Key Messaging

project on their own (i.e. banners or events) it may be more costly and the same level of initiatives would not be possible.

- d. The BIAs initiatives that benefit individual businesses and the area are made possible by pooling resources together, and in this collaboration, it's possible to connect the area and effectively promote it as a business district.

Proposed Newton BIA budget: Approximate levies for 5 sample properties in the first year:

Budget Options			Assessed Value of Five Sample Properties (Based on 2013 Assessments)				
#	Annual Budget	Levy Rate	\$294,000	\$468,000	\$859,000	\$1,201,000	\$3,553,000
1	\$400,000	0.78 (.00078)	\$229.32	\$365.04	\$670.02	\$938.78	\$2,771.34
2	\$500,000	0.98 (.00098)	\$288.12	\$458.64	\$841.82	\$1,176.98	\$3,481.94
3	\$600,000	\$1.17 (.00117)	\$343.98	\$547.56	\$1,005.03	\$1,405.17	\$4,157.01
4	\$700,000	\$1.38 (.00138)	\$405.72	\$645.84	\$1,185.42	\$1,657.38	\$4,903.14

Additional Comments:

Something is better than nothing!

- The BIA can't solve all the problems or make the sales till ring. But it can help make a positive difference in many ways (some examples above), and that will have a domino effect into other areas and encouraging people to support the area and local businesses.
 - i.e. Safety and Security issues. Having a patrol program that are eyes and ears on the street and sharing safety incidents and tips with members are invaluable to the business area and while it may not solve all the problems, it will help to deter and decrease incidents.

People power & A Positive Environment

- A BIA will connect business, community, civic groups and residents and those connections are powerful catalyst to effect positive change.
- When the area is collaborating and working together, and beneficial initiatives come to fruition, there is a positive environment that customers will sense too.

Appendix 1: Outreach Materials - Key Messaging

5. How will the BIA connect the area – Newton is a large area with multiple plazas?

- a. The BIA is like a "promotional glue" for the business area and a connector in the following ways:
 - i. The BIA will create a strong brand identity that is consistent and recognizable (i.e. an attractive logo and slogan that will appear on the marketing materials, shopping bags, street enhancements, online, etc.)
 - ii. Essential and tangible projects such as banners and brochures will connect the area geographically and marketing-wise, and inform customers about the area and what it has to offer.

6. How will events benefit my business or the area? Just because there's street traffic doesn't mean people are shopping...

- a. An event is a great way to create a positive environment and impression of the area. Customers that support local businesses shop with "emotional dollars", i.e. they may visit the area for the event, develop a connection to the area and feel loyal to it. The event helps to foster these feelings. It also builds up "positive currency" in the bank so that if there is a negative incident in the area it's offset by the positive activities/events.
- b. Even if the event goes aren't shopping on that day, they are walking in the area, seeing what it has to offer and they may spread the word (providing valuable word of mouth advertising).
- c. Events are also great ways to engage media. Event media kits and coverage can help put the area's name on "the map".

7. I don't want to pay a high membership fee to be part of the BIA – what will my contribution to the budget be?

- a. The BIA budget is derived from pooling together contributions from many commercial properties in a given area. When that amount is divided by the tenants in a commercial property and divided by 12 months, it is typically much smaller than the business's perceived membership fee. Aside from this special BIA levy contribution, there are no additional fees.
- b. The NBIA has developed four budget options, based on total assessed value for properties in the recommended BIA boundary of \$512,039,500. We believe a minimum annual budget of \$400,000 is required. The BIA levy rate (per \$1,000 of assessed value) is calculated as: $\text{Annual BIA Budget} / \text{Total Assessment In BIA}$. See budget table below for examples.
- c. There are various initiatives a BIA will provide for local business without charging a participation fee (i.e. brochure business directory listing, online directory listing, etc.). If an individual business or commercial property owner were to execute a

Appendix 1: Outreach Materials - Key Messaging

ii. Sharing information:

1. A BIA can distribute safety alerts to members, i.e. if a local business experiences a safety incident and relays the information, or the police have relevant safety information, the BIA can circulate it to local businesses in a timely manner to help deter future incidents.

iii. Connecting people and resources:

1. The BIA can produce a brochure/who to call for help guide and provide copies to businesses and/or people in need so they are empowered with the appropriate contacts and resources.
2. Safety presentations and tips: the local police office may be able to provide a presentation to business members about how to make their business safer, and safety tips.
3. The BIA can serve as a connector, bringing together various organizations in the community and leveraging each others resources to help address local issues – i.e. by partnering with local organizations on safety programs such as a patrol program, or hosting presentations with safety officials, the BIA is connecting businesses and developing beneficial initiatives through “people power”!

4. How will a BIA advocate for my business and the area, and how are BIA affiliate organizations beneficial?

- a. When a BIA is advocating on behalf of a business or for the area, there is “power in numbers” – the BIA is a collective voice that would represent over 450 business and property owners in the area.
- b. The BIA may also be advocating alongside other organizations, i.e. BIABC, etc. and these partnerships are valuable in assisting the BIA's cause:
 - i. i.e. meeting with elected officials to discuss small business policies, permits, commercial property taxation, or working on programs and services for the public realm such as street furniture, civic services such as street maintenance, etc.
- c. The BIA's membership to affiliate organizations such as BIABC or Tourism or a Chamber provides a wide range of benefits. The business area becomes part of a larger network and the BIA has access to resources, best practices, conferences, workshops, etc.

Appendix 1: Outreach Materials - Key Messaging

Q&A Key Messaging from Newton Business Visit Feedback:

1. How will a BIA provide value for my individual business – specifically increasing foot traffic and customers?

- a. A BIA's mandate is to assist all businesses within the area, to promote and enhance the area collectively. Each business will benefit from visitors to the area by increased foot traffic.
- b. The BIA can create effective marketing materials and online presence. The BIA will give businesses copies of brochures which features a business directory and map. Staff can refer customers to visit their neighbour businesses and provide a copy of the brochure.

2. How will banners or street beautification benefit my business?

- a. Banners are one of the most effective "placemaking" tools to zone an area, help people identify where they are, promote the area (feature the branding), and enhance the area aesthetically. An area without banners can look barren and the business district can't be identified as easily.
- b. Other street beautification such as landscaping and street furniture is valuable to create a welcoming and positive environment, and also deter safety and security issues. If the area looks good, it's less likely to attract graffiti and other street and commercial property vandalism.
- c. The public area in front of a business is the first impression for customers, and the outside of the business should reflect the aesthetics and quality of products and services inside the business.

3. How will a BIA make the area safer – dealing with aggressive panhandlers, property crime, drug incidents, etc.?

- a. A BIA can develop safety initiatives that are targeted to meet the needs of the area:
 - i. Security Patrol: For example, some areas may require tougher security, other areas may be better suited to street concierge. A BIA can contract a security provider or develop an in-house security program: i.e. Commercial Drive's community patrol program is in partnership with the BIA, the Community Policing Centre, and the local mental health and other social service organizations. The program is based on a successful patrol program in Portland, Oregon. It's a compassionate program that provides assistance to the businesses, residents and people in need (i.e. an aggressive pan handler was assisted by a social service worker, hygiene kits were delivered to homeless/pan-handlers).

Appendix 1: Outreach Materials - Key Messaging

The following information can be emphasized in correspondence with local businesses including letters, brochures, website, visits/dialogue, consultation meetings, etc. The information highlights the benefits, role and structure/operation of the BIA.

- BIAs can make the area safer and more beautiful, promote local businesses (retail, eateries, services), connect the community, and raise awareness about the area as a place to live, work and play.
- BIAs are operated by a volunteer Board of local business and property owners. Currently, there is a volunteer BIA sponsorship committee and BIA consultant.
- The BIA budget is derived from a commercial property tax levy. There is no additional membership fee for businesses.
- The BIA budget would be strategically allocated to local projects including safety, street beautification and marketing programs.
- All businesses and commercial property owners between 78 Avenue on the North to 68 Avenue, and 134 Street on the West to 138 Street would be a part of the Newton BIA.

The following information provides a context for businesses to understand who is involved, the goals and next steps:

- The Newton BIA sponsorship committee is a dedicated local group working on the development of a successful BIA that will provide value for the business area.
- Our goal is to assess what matters most to you and your business, and how the BIA could be most effective in serving local businesses.
- We will be conducting a brief survey, visiting local businesses and hosting consultation meetings. We also have a website which will provide updates and more information.

Appendix 2: Timeline

Item	Phase	Timeframe & Hours
Meeting with Sponsor Committee – confirm objectives and timeline, initial review of materials	Set-up/Research	May 23 (3 hrs)
Compile and review information	Set-up/Research	May 27 - Jun 9 (24 hrs)
Meet with key contacts	Set-up/Research	Jun 3 - 9 (16 hrs)
Create communications materials	Outreach	May 20 - Jun 9 (16-20 hrs)
Create survey (printed and online)	Outreach	May 20 - Jun 9 (16-20 hrs)
Distribute survey	Outreach	Jun 10 - Jul 7 (40 hrs)
Dialogue – visit businesses and organizations	Outreach	Jul 8 - 21 (16 hrs)
Coordinate consultation meetings	Outreach	Jul 8 - 21 (16 hrs)
Survey and consultation follow-up	Outreach	Jul 15 - Aug 4 (24 hrs)
Compile survey responses and meeting feedback	Analysis Report	Aug 5 - 18 (24 hrs)
Profile proposed BIA members and community members	Analysis Report	Aug 19 - Sep 1 (8 hrs)
Provide recommendations for BIA	Analysis Report	Aug 19 - Sep 1 (8 hrs)
Develop strategic plan document	Budget Recommendations	Aug 26 - Sep 15 (16-24 hrs)
Update/enhance website	Post-Consultation Communications	Aug 26 - Sep 8 (16-20 hrs)
Coordinate networking meetings (x3)	Post-Consultation Communications	Aug 26 - Nov 3 (48 hrs)



Newton BIA Status Update – July 18, 2013

Item	Status
Communications Material	<ul style="list-style-type: none"> Cover Letter, survey, brochure, and consultation meetings invitations have been created and are in the process of being distributed.
Distributing Information – Business Visits Database	<ul style="list-style-type: none"> 350+ businesses visited to-date between 78 to 68 and 134 to 138, over 250 emails collected Business cards and contact information are being collected from each business. Setting up excel database with contact information, and email addresses.
Surveys	<ul style="list-style-type: none"> 26 surveys received to-date Note: businesses are being notified that the survey will also be sent out by email (and majority have commented that they would prefer to fill it out online).
Anecdotal Comments	<ul style="list-style-type: none"> “We need a safety program. This organization could help us create and maintain that program” “The area needs to be more connected. I’m excited about the opportunity to get to know my neighbours better.” “I would like to see more events and celebrations that will promote Newton. We need this (the BIA)!.” “I think the BIA is a good thing. I was part of the BIA in another area. It made a real difference”. “The marketing activities proposed by the BIA would be great for local businesses. The brochure and website would be valuable.”.
Email Correspondence	<ul style="list-style-type: none"> Checking emails. Follow-up email will be sent to businesses with the outreach communications material, an invitation to the consultation meetings, and link to online survey.
Website	<ul style="list-style-type: none"> Provided recommendations for website layout, aesthetics, content and functions. Website is being updated. Recent update include consultation meetings and adding Newton BIA contact email to the ‘contact page’ above the contact submission form, so the viewer can contact the BIA through the contact form or by sending an email.
Consultation Meeting	<ul style="list-style-type: none"> Consultation meetings will be held July 25 and 30 at Price Pro. There will be a brief presentation on role and benefits of BIA, followed by Q&A period. Communications material will be displayed and surveys will be available for businesses to complete.
Key Stakeholder Meetings	<ul style="list-style-type: none"> Key stakeholders are being contacted to meet with BIA representatives, attend consultation session, and provide feedback.



Newton BIA Status Update – July 10, 2013

Item	Status
Communications Material	<ul style="list-style-type: none"> Cover Letter, survey, brochure, and consultation meetings invitations have been created and are in the process of being distributed.
Distributing Information – Business Visits Database	<ul style="list-style-type: none"> 75+ businesses visited to-date on King George between 78 to 72. Business cards and contact information are being collected from each business. Setting up excel database with contact information, and email addresses.
Surveys	<ul style="list-style-type: none"> 26 surveys received to-date Note: businesses are being notified that the survey will also be sent out by email (and majority have commented that they would prefer to fill it out online).
Anecdotal Comments	<ul style="list-style-type: none"> “We need a safety program. This organization could help us create and maintain that program” “The area needs to be more connected. I’m excited about the opportunity to get to know my neighbours better.” “I would like to see more events and celebrations that will promote Newton. We need this (the BIA)!.” “I think the BIA is a good thing. I was part of the BIA in another area. It made a real difference”. “The marketing activities proposed by the BIA would be great for local businesses. The brochure and website would be valuable.”.
Email Correspondence	<ul style="list-style-type: none"> Checking emails. Follow-up email will be sent to businesses with the outreach communications material, an invitation to the consultation meetings, and link to online survey.
Website	<ul style="list-style-type: none"> Provided recommendations for website layout, aesthetics, content and functions. Website is being updated. Recent update include adding Newton BIA contact email to the ‘contact page’ above the contact submission form, so the viewer can contact the BIA through the contact form or by sending an email.
Consultation Meeting	<ul style="list-style-type: none"> Consultation meetings will be held July 25 and 30 at Price Pro. There will be a brief presentation on role and benefits of BIA, followed by Q&A period. Communications material will be displayed and surveys will be available for businesses to complete.
Key Stakeholder Meetings	<ul style="list-style-type: none"> Key stakeholders are being contacted to meet with BIA representatives, attend consultation session, and provide feedback.

Appendix 3: Survey Feedback - 3.1.0 Safety & Security

OTHER IDEAS, COMMENTS OR CONCERNS ABOUT SAFETY & SECURITY:

- "The area needs to be patrolled by security personnels or RCMP as petty crime has escalated."
- "Have police officer on foot patrol."
- "A safety patrol would be a good idea since we often see lots of shady people walking around the neighbourhood."
- "Lots of addicts around here! Call cops all the time, regular coming in stealing, had to get cameras, drunk guy came in and fell over. Bushes have lots of trouble!"
- "Drug deals in parking lot on daily schedules; pan handlers bothering patients."
- "Security guards, surveillance cameras would be a great safety pre-caution especially in the evening."
- "There is a lot of questionable people lurking around this plaza. I am often scared as to who might come into my store."
- "Appears to be much less crime & prostitution in the bus loop area."
- "just arresting ppl who loiter in area"
- "It's safer than it was before."
- "We already pay taxes for policing, are we just adding another bureaucratic cost?"
- "we need to solve the parking issue first before any other issue"
- "your focus is completely misdirected, we already pay for security, its called the police and the courts, and it does not work. RCMP officers have told us that if they were given the order to round up all the known criminals (because they know exactly who is doing the crime in our area) it would take about 10 days. at which time we probably would not even have to lock our doors any more. We spend 10's of thousands of dollars every year, repairing locks, doors, window, putting up fencing, replacing and repairing fencing, putting up and replacing cameras, stolen vehicle etc! Why? Because everything gets stolen. It is a complete free for all for the criminals in Surrey. We have crime because there are no real consequences for the criminal. Why should honest, tax paying citizens have to barricade themselves into their homes and businesses, while crime rules the streets? instead of asking me these useless questions, you should be lobbying the government for change in the (lack of) justice system."
- "Reporting crimes to the BIA so they can distribute to BIA members around - Free safety and security assessments through the RCMP - Crime reduction strategy for the area"
- "We definitely would support the BIA - we do have our own loss prevention in place and could work together"
- "We have a private security company responding to events on the property."
- "Vagrants, particularly at night, are the biggest concern for our property"
- "security cameras / possible cost and maintenance would be useful"
- "More police presence and lock up the criminals. Crime is a complete free for all in this area with no consequences."
- "get the RCMP to do the job they are paid highly for. Get out of the cars and onto bike patrols"

Appendix 3: Survey Feedback - 3.1.1 Street Enhancement

OTHER IDEAS, COMMENTS OR CONCERNS ABOUT STREET ENHANCEMENT:

- "Using parking meter money, the city should enhance security of the area."
- "Litter receptacles would benefit us since our flower pots are often used as a trash bin"
- "Newton bus area (behind it - in forest) needs improvement"
- "Garbage receptacles always overflow on 72nd Ave. near Subway"
- "All of the above ideas would be very beneficial. It is very important to have a clean, safe environment surrounding our business and other businesses"
- "Pay parking on street damage to the businesses."
- "We need Newton to look cleaner so that people feel safe and attracted to the area."
- "Appears to be a waste of money to do this."
- "The plaza our business is located in is clean."
- "We already pay taxes for street work and maintenance. Are we setting up another bureaucratic cost? Another set of duplications?"
- "Most of the above concerns are addressed by landlords of the Newton Crossing."
- "What is the cost?"
- "i can have all above done but if parking stays we do not need flowerand the rest"
- "Newton is starting to look run down - beautification should be a priority in the area."
- "I am near the bus loop so there is always a mess around the entrance to my building"
- "more police presence and lock up the criminals."
- "Keep Vagrants away from store entrances as this deters traffic"
- "Paid Parking has been in place for the last 3 years on 137 street (between 72A and 74 Ave). This was initiated by THE VALUE GROUP. This is a major concern and this is where there may be a conflict of interest between the BIA and the businesses"

!

Appendix 3: Survey Feedback - 3.1.2 Marketing

OTHER IDEAS, COMMENTS OR CONCERNS ABOUT MARKETING:

- "We have specialized marketing done by our own company and marketer on board as well."
- "We operate on word of mouth referrals."
- "Marketing is very important to all business owners. I believe the more our business is promoted, the more finances (money, clientele) will be brought to the community as well (employees, tourists, etc.)."
- "I doubt marketing "Newton" will help Newton businesses."
- "A business directory would be good."
- "Marketing via ads, promotions is very important to us. However, our business is dramatically affected by world-wide attitudes. Cost of marketing can easily exceed benefits at this time in our business."
- "raising the profile of the business would be great, especially with a local directory"
- "more police presence and lock up the criminals."

Appendix 3: Survey Feedback - 3.1.3 Description of Newton Area

HOW WOULD YOU DESCRIBE THE NEWTON AREA (CHARACTERISTICS, ATTRIBUTES)?

- "Bustling, chaotic, multicultural"
- "Area has potential of becoming a key market and commerce centre. It is being uplifted gradually but security and safety is very much a concern."
- "Because we are in a mall complex, it's quieter than out on the street. Improved over the years without the Ozone club and Gentlemen club as well."
- "The area is clean and crowded."
- "A big shopping center."
- "Banks, super markets, hardware stores, and dental clinics are all in our area. Newton is convenient."
- "It's pretty nice, the streets & sidewalks are clean."
- "Needs a facelift."
- "Busy."
- "Multicultural."
- "Convenient."
- "Busy."
- "Centre location is busy."
- "Good."
- "Busy, more people."
- "It's convenient, lots of shopping."
- "Lots of addicts! Drunk people, trouble makers hanging around."
- "Busy intersection 72nd & 138th - too many accidents, too many drug deals in immediate area."
- "Traffic busy, people busy. People with mental health and addictions. We witness drug deals daily in front of office."
- "Certain parts are very sketchy and run down. Not a safe environment in the evening time."
- "The Newton area is situated with a variety of businesses (restaurants, grocery stores, banks, etc.) which I find very convenient."
- "Very busy and full of nice nice people."
- "137th Street is nice enough but too much traffic and NO public parking. Shops and business OK."
- "Excellent multiculturalism. Too many undesirable hanging around in front of stores and bus loop."
- "I have lived here most of my life, however it needs a major face lift. Businesses are not surviving here."
- "Nice but recently lots of crime."
- "Becoming too busy with homeless/panhandlers/druggies - crime."

Appendix 3: Survey Feedback - 3.1.3 Description of Newton Area

- "The area has gotten much cleaner & safer in the past 2 to 3 years."
- "Looks/feels commercial/industrial. Some shady characters hanging around Newton Exchange. Doesn't have a reputation for being "safe"."
- "It is a good business area from a safety concern."
- "Fast growing, busy, friendly, good shopping areas."
- "Good people however few groups of thieves, drug use and drug dealing hurting area."
- "Not up to mark safety wise"
- "It is fairly central in Surrey, large East Indian population, heavy influx of social services to the area, heavy traffic on King George Boulevard."
- "Well established businesses in the area."
- "Attractive area with recreation centre, bus loop and cultural centre."
- "quaint"
- "no place for small business to be, city prefer corporations"
- "hid out for the homeless, prostitutes, drug addicts, and criminals."
- "Lots of Vagrant traffic from the bus loop, The are is getting better however still not clean and safe"
- "After construction, it should be a free flow through the plaza. Traffic should flow freely."
- "Very busy, with a diverse group of cliente"
- "Newton is a highly diversified area. The people who live here are proud people tryng to survive in a difficult time in the area."
- "Shady. Not an area that would attract casual shoppers."
- "Growing, but experiencing growing pains"
- "growing residential and commercial area and has grown significantly in last 10 years"
- "vibrant, multicultural, a hub"
- "Busy, lots of foot traffic, mix of businesses, mix of ethnic backgrounds."
- "Growing and getting more diverse by the day"
- "sleazy with lots of crime, prostitutes and drug addicts without deterrent or consequences."
- "abandoned surrey public market, drugs and crime, half way houses being built without community support, drug addicted sex trade workers, no police presence except in the coffee shops."
- "New development, very bilingual, easliy accessible due to skytrain and bus service, the area is getting busier and busier with all the newer residential homes"
- "Mostly low income, some good shops, restaurants, pool, rec center, bus loop. convenience to lots of shops, best area"

Appendix 3: Survey Feedback - 3.1.3 Description of Newton Area

- "NEWTON AREA HAS BEEN TOTOLY A JUNGLE NOW DAYS . PPLE ARE DOING DRUGS ON STREETS . LAST WELFARE DAY 24TH JULY THERE WAS 10 PPL SMOKING DRUNGS ON FRONT OF MY MAIN DOOR WHICH WAS MAKIN MY CUSTOMER DISCOMFORT. AFTER ASKING THEM TO LEAVE THEY START FIGHTING WITH US. WE AR EOT SAFE EVEN IN OUR OWN BUILDING. AND WE AE VERY SURPRISE WHAT IS WHILE POLICE STATION IS THERE. BUT I GUESS U HAVE TO CALL THEM AND WAIT FOR FEW HRS TO COME AND REMOVE THOSE PPPL. LOAST TIME WE CALL THME ITS TOOK RCMP TO COME AROUND 1 HR AND THAT DRUGD LADY WAS MAKING RACIAL COMMENT BECAUSE WE ARE BROWN!! IF ITS CONTINUE I HAVE NO IDEA WOULD THERE BE ANY ONE INTERESTED DOING BUSINESS IN NEWTON R NO . BUT PROBABLY NOT."
- "Needing City Support and development"

Appendix 3: Survey Feedback - 3.1.4 What Respondents Like Most About Area

WHAT DO YOU LIKE MOST ABOUT THE NEWTON AREA?

- "Centrally located."
- "It is central to my business, close proximity of transportation or bus station, convenience of other shopping retail outlets."
- "Convenient location with many surrounding businesses."
- "Affordable."
- "People from all walks of life work and live in or near Newton."
- "It's so multicultural. Least - Pay parking."
- "Close to Costco/Superstore."
- "Useful stores near by (restaurants, dollar store, outlet)."
- "close proximity. Least - safety concerns. Parking restrictions."
- "Mixed culture."
- "Lots of businesses. Good transit. Close to everything."
- "Amenities area II close & convenient."
- "more shopping people."
- "quaint"
- "close to stores."
- "It has a variety of businesses, banking, grocery shopping, community centres, library."
- "Transit (bus loop is close fro our patients). Most - 72nd Ave. has been renovated and looks better."
- "It is equipped (close) to all amenities and businesses. But transportation, taxis are readily available. As well there is a gym and recreation centre."
- "Very busy area, good for any business. We can find all culture people live in this area."
- "Lots of traffic and good bus line."
- "Newton bus exchange. All the merchants are so friendly"
- "More businesses are opening, and it makes Newton look a little higher end than Whalley."
- "nice, clean & traffic."
- "Convenient, can walk to everything. Least - the MHR office - duplicate business types in close proximity to each other."
- "accessibility (bus loop) Least - lack of free parking"
- "Accessibility by car"

Appendix 3: Survey Feedback - 3.1.4 What Respondents Like Most About Area

- "Everything is available here like grocery store, food court, etc."
- "close to all areas."
- "other stores in the plaza that are larger chain stores bring good foot traffic."
- "All the stores/restaurants are close together. They are very central for people living in Newton."
- "Convenience of banking, grocery shopping. Least - Homeless wandering around collecting bottles, going through trash."
- "Location and easy access from South Surrey, Cloverdale, Langley."
- "Down to earth people"
- "good roads passing through the area."
- "The location of the bus loop"
- "Accessibility from King George"
- "Lots of families –"
- "The accessibility to public transit"
- "Convenient access"
- "easy to get to, good places to shop, variety"
- "Location is excellent."
- "transportation hub(bus station)"
- "variety and quality of shops."
- "Community oriented"
- "good central area"
- "Convenience, everything you need in close proximity."
- "lots of new homes bringing in more traffic for local businesses."
- "parks, kid friendly places, library"
- "like the accessibility and amenities (transit hub)"

Appendix 3: Survey Feedback - 3.1.5 What Respondents Like Least About Area

WHAT DO YOU LIKE LEAST ABOUT THE NEWTON AREA?

- "ingress of unsavory people from Surrey Central"
- "Traffic congestion, parking issues, safety concerns."
- "Safety and security of the area, parking ISSUES ARE THE WORST since"
- "Crowded, traffic."
- "City has installed meter parking and should be withdrawn immediately."
- "It is not very busy."
- "Safety."
- "The lack of parking. Meter directly in front of my store."
- "Sometimes the bus exchange station has many seedy looking people gathering together. Have seen police tending to the area frequently."
- "Drug addicts breaking into cards in the parking lot."
- "Too many homeless. Mentally people walking around."
- "stores are not up to date for example, we are missing places like Walmart"
- "liquor store."
- "Drug deals, people strung out, garbage left everywhere."
- "illegal street vendors."
- "drug dealing and drug use."
- "Parking problem."
- "Accessibility by foot"
- "crime."
- "It's dirty, unsafe and feels neglected. It could be much better than it is."
- "undesirables from bus area."
- "Drug dealers/addicts hanging around. Panhandlers."
- "too much construction!"
- "Homeless people should be handled properly and keep away from Newton area."
- "Sometimes we see lots of suspicious and homeless people. Our clients don't feel good about them."
- "I would like to see more security which will lead to less crime and provide a sense of safety to the community."
- "Not sufficient parking. Too rowdy."
- "Sometimes there are drug addicts hanging around certain areas, makes people feel unsafe."

Appendix 3: Survey Feedback - 3.1.5 What Respondents Like Least About Area

- "Drugs/theft/people going through garbage bins."
- "night time, safety"
- "a lot of trouble is moving south from Surrey center and a lot of people with better income are moving out"
- "lacking diversity of communities."
- "the area looks cluttered and out dated"
- "The rif raf of transient people and the garbage left behind"
- "you have to dodge the hookers first thing in the morning."
- "Vagrancy is a major problem. Traffic at 72nd and 137th is a problem. Transit needs to be improved - particularly with a link to skytrain"
- "not branded well enough although has great business potential"
- "the mess, drug use, prostitution, and criminal element"
- "parking, lack of and payment due for company employees"
- "sleazy with lots of crime, prostitutes and drug addicts"
- "The area used to be a joyful place to walk around or shop now it is a drug, low income area."
- "The biggest drawback is the older commercial buildings that need to be renovated such as the CIBC building and the shops on the far end of the new Save On Store"
- "Is still carrying a bad reputation from years ago. Needs improvement in landscape and building care. Needs a park like setting someplace for business people to sit and have lunch outdoors."

Appendix 3: Survey Feedback - 3.1.6 Challenges for Businesses

WHAT IS THE BIGGEST CHALLENGE(S) FACING YOUR BUSINESS?

- "Attracting new business."
- "Parking (lack of public or subsidized parking)."
- "We do a lot of take out and delivery as our main business and we noticed that traffic is a concern getting in and out of our unit."
- "Safety, parking."
- "New in this area, unknown."
- "People living near by purchasing their computer services from other shopping centres."
- "Street exposure."
- "None really, maybe the paid parking tickets in front of the salon."
- "Too many competition (salon). Too many hair salon."
- "Not allowed to promote, example: signs, posters, etc."
- "Marketing promotion."
- "Theft."
- "Foot traffic."
- "Clean area."
- "Being noticed."
- Transient clientele; no shows.
- "Security. We have been broken into twice."
- "Low income patient who cannot afford merchandise."
- "Parking has been a big problem and lack of security facing my business."
- "Parking problem."
- "PARKING METERS."
- "Parking. Awareness in community."
- "Having the welfare centre and the types of people it attracts. The bus loop and the shady people who hang around there."
- "Lots of same kind of businesses."
- "Parking."
- "Lack of parking due to instalment of parking meters."
- "Outside parking. Mostly people getting tickets when they come to get food."

Appendix 3: Survey Feedback - 3.1.6 Challenges for Businesses

- "Competition from other like businesses."
- "Hoodlums drug use."
- "The economy and world attitude about music, and government bureaucracy changes to laws."
- "Exposure and awareness to the community of where we are located."
- "Unimproved buildings, no park area."
- "Perception of the Newton area"
- "taxes"
- "parking meeter in low and lower income district"
- "stopping vandalism and crime."
- "Competition"
- "Area wise nothing as of now"
- "The area needs a beautification plan, and better development plans. The area attracts some questionable business and gentrification from Whalley area is moving a lot of the problems that were originally there to Newton."
- "The controlling of homeless people and pan handlers in front of the bussiness. Lighting infront of the business at dawn."
- "Access for commercial vehicles."
- "Attracting more businesses to the area."
- "parking,"
- "Having people come in, stopping, sitting, shopping."
- "more foot traffic would be beneficial"
- "Daily - Crime, theft, used needles on the property, used condoms in the parking lot."
- "poor translink connections, bus driver attitudes, good press going to Holland park area"
- "BIGGEST CHALLENGE IS HOMELESS AND DRUGED PPLE. AND DRUNK SQUAD . BECAUSE THERE IS A GROUP WHICH IS OF BROWN PPLE AROUND AGE OF 45-55 THAY ARE LAWAYS DRUNK SEATING HERE AND THERE MAKING PPL DISCOMFORT. SPECIALLY LADIES AND GIRLS WALKING ON THE STREET."
- "With the ethnic area changing we find our business is not supported by the locals to the degree it used to be"
- "limited parking spots available for our patrons and no disabled parking for the elderly and disabled."
- "Not enough like businesses where we are located. Would like to be open in the evening once a week, but volunteers nervous because of street people around. Safety an issue. We have a lot of street people using our back corner for dealing etc."
- "Paid Parking and the domination of some developers"

Appendix 3: Survey Feedback - 3.1.7 How BIA Could Help Businesses

WHAT IS THE MOST IMPORTANT THING THE BIA COULD DO TO ASSIST YOUR BUSINESS?

- "Safety, beautification, marketing."
- "Improve parking provisions in the area, as well as elevate security and safety."
- "Keep the area safe, clean, decorative."
- "To know about our business and help us to introduce our services to this community."
- "Keep the locals coming into (or back to) their local stores rather than driving to other shopping malls."
- "Marketing."
- "Providing area improvements."
- "Street enhancement."
- "Keep the area safe and clean."
- "Put more patrol on. Specially at night time."
- "Have more opportunity for promoting strategies."
- "Promotion on the web, boards and other medias."
- "There should be security or volunteer RCMP patrolling our complex."
- "Bring interesting."
- "Safety, clean and nice."
- "Make it a safe area, especially at night."
- "Clean the addicts and drug deals out of area, need a gym here."
- "Security."
- "Providing information to the community to improving safety and promotion and advertisement of our business."
- "Parking area."
- "PARKING"
- "Free advertising."
- "Provide security, clean up the area, make it look and feel safer so customers want to shop and spend money."
- "Marketing."
- "Street pay parking has made it near impossible for our patients to find parking in our own lot."
- "Nothing seems required at present."

Appendix 3: Survey Feedback - 3.1.7 How BIA Could Help Businesses

- "Improve the image of Newton as a city centre."
- "People should not allow smoking in front of store. Sometimes they sit on the front bench and do smoking."
- "Promote the store."
- "More safety patrol."
- "Slow government growth and spending, and develop a powerful independent body that all government and politicians must clear all expansion through before it is done."
- "Inform others about our services and products offered."
- "Internet shopping and cross border shopping."
- "Perfection Safety Beautification"
- "promote businesses"
- "parking issue"
- "Again the cleaning the area of Newton and making it a better place for business"
- "Some kind of promotion for all businesses."
- "Beautification and creating incentive programs to do business with other members."
- "Help revive the Newton aream through support and bring all retailors together as a unified group"
- "Clean up the street and beautify public spaces."
- "Improve safety, and lobby for better transit"
- "business to business collaberative initiatives to increase business for all neighbourhood businesses"
- "promote newton area businesses, networking outlet with other businesses in newton"
- "Getting things done!"
- "help with marketing"
- "Get rid of the criminals, prostitutes and drug addicts."
- get the business to repair burned out lights in their banner signs"
- "Help promote our business as we are still only 5yrs old in this location and provide opportunities to showcase our services and provide sponsorships for local events."
- "Bring awareness t the public about how Newton is changing and growing and wanting to bring new and exciting businesses here."
- "Be unbiased and have no "personal" interest."

Appendix 4: Preliminary Draft Budget

Newton BIA Annual Operating Budget

Administration

Audit	\$2,500.00
Insurance	\$1,500.00
Annual General Meeting	\$2,000.00
Miscellaneous Office (note 1)	\$2,000.00
BIA Coordinator	<u>\$65,000.00</u>
	\$73,000.00

Safety & Street Enhancement

Safety Program: Foot and Bike Patrol (note 2)	\$100,000.00
Safety Resources: Safety Guide, Workshops, Block Captains	\$6,000.00
Banner Program: Design/Production/Installation	\$20,000.00
Holiday Lighting	\$40,000.00
Street Cleaning & Clean Team (note 3)	\$35,000.00
Graffiti Management & Mural Program (note 4)	\$25,000.00
Landscaping: Flowers/Planters, Maintenance	<u>\$25,000.00</u>
	\$251,000.00

Marketing: Promotions & Events

Promotions & Special Events	\$35,000.00
Advertising	\$15,000.00
Co-op Advertising Opportunities	\$2,500.00
Brochure & Flyers: Development, Distribution	\$8,000.00
Website & Social Media: Updates, Maintenance, Upgrades	<u>\$5,000.00</u>
	\$65,500.00

Business Relations & Memberships

Member Communications: Newsletter, Welcome Package, Member Events	\$3,000.00
Industry Memberships: i.e. Tourism, Chamber	\$500.00
Business Recruitment: Investor Packages, Window Display/Signs	\$3,000.00
Education/Conferences (note 5)	\$2,500.00
BIABC Membership (note 6)	\$500.00
Student Scholarship & Internship Program	<u>\$1,000.00</u>
	\$10,500.00

TOTAL	\$400,000.00
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Note 1: stationary, supplies, administrative printing, postage, etc.

Note 2: safety patrol staff to monitor area, report incidents. See Appendix 8 for sample patrol model.

Note 3: street cleaning services, other cleaning initiatives (i.e. gum removal, power washing).

Note 4: services to monitor and remove graffiti, and mural costs (i.e. artist fees and supplies).

Note 5: BIA conferences (i.e. BIABC provincial conference), professional development workshops, etc.

Note 6: membership to provincial BIA organization (providing resources, networking opportunities, events).

BIA PROJECTS

SAFETY & STREET ENHANCEMENT:

- **SAFETY PATROL PROGRAM:**

- Description:

- A foot and/or bike patrol program, whereby patrollers monitor the area, report incidents, greet patrons, provide helpful information, liaise with businesses (provide information to BIA members, relay feedback to the BIA staff/representatives).
- The patrollers would be "street concierge" and sidewalk ambassadors, making patrons feel welcome.
- The program would be connected to local community safety-related organizations, leveraging resources and partnering together on initiatives (i.e. who to call for help directory, hygiene kits and other items that can be distributed to people in need).
- If the BIA is connected with social service providers, it will help to address street issues (i.e. knowing which agency/representative to contact to provide assistance to a pan-handler or individual dealing with substance abuse issues).

- Timeframe: Ongoing

- **SAFETY GUIDE:**

- Description:

- Who to call for help brochure that features local contacts (emergency and non-emergency contacts, community safety organizations, social service providers, non-profit organizations, charities, etc.).
- Safety tips for businesses (retail and property safety tips, deterring fraudulent activity)

- Timeframe: Distribute on an annual basis, or more/less frequently relative to information updates.

Appendix 4: Preliminary Strategic Plan

- **SAFETY WORKSHOPS:**

- Description:

- Host workshops for members with guest speakers that can provide safety information and tips (i.e. police, community safety representatives, safety retail consultants. The Bank of Canada also provides presentations about detecting counterfeit money and preventing fraud).

- Timeframe: 2 to 4x per year, depending on budget allocation/available resources and feedback from members.

- **BLOCK CAPTAINS OR "SAFETY COMMITTEE"**

- Description:

- Business members can sign up as "Block Captains" and report safety incidents and relay information to businesses on their block/area, and take an active role in reporting and relaying information, and planning safety initiatives.

- Timeframe: Ongoing

- **SAFETY INCIDENT ALERTS:**

- Description:

- Encourage businesses to report safety incidents to the BIA, and relay those incidents to members via email as "safety alerts".

- Timeframe: Ongoing

- **BANNER PROGRAM:**

- Description:

- Street pole banners (approx.32x60) to promote the area and enhance the streetscape. Banners can display BIAs future branding (i.e. slogan, colours), and feature illustrations to highlight the area's attributes and activities.

- Timeframe: Spring/Summer and Fall/Winter.

- Idea: Install new banners that advertise a local event – this could be a potential sponsorship opportunity and generate revenue. Holiday banners can also be installed for December. The banners can be in partnership with local schools and display student artwork.

Appendix 4: Preliminary Strategic Plan

- **HOLIDAY LIGHTING:**

- Description:

- Decorative street pole and/or tree lighting to enhance the area aesthetically, celebrate the holidays, and brighten up the streetscape.
- Idea: merchant exterior lighting – provide discount for merchants to decorate their building exteriors for the holiday season.

- Timeframe: Between November to February.

- **CLEAN TEAM & STREET CLEANING:**

- Description:

- Street cleaning services to pick-up litter, sweep streetscape, etc. Many BIAs operate a street cleaning program in partnership with a mental health organization (i.e. Coast Foundation), which provides social employment opportunities. The clean team can wear jackets and hats with the BIA logo.
- Other street cleaning initiatives could include power washing, window cleaning, gum removal. The BIA could offer a group discount rate to property owners/businesses to clean their buildings and subsidize part of the costs (so businesses would benefit from collective purchasing).
 - Idea: feature property owners/businesses that are doing a good job cleaning their area. Profile them in newsletter, website, email blast, etc. The above initiatives can begin with one property owner that is willing to participate, and their location can be featured as an example of the benefits of participating in the initiative.

- Timeframe: Ongoing

- **GRAFFITI MANAGEMENT – INFORMATION HANDOUT:**

- Description:

- Relay helpful information to members about graffiti resources to remove and deter graffiti (i.e. who to call to report graffiti on public property/streetscape, and resources to remove graffiti on private property/commercial building).

- Timeframe: Ongoing

Appendix 4: Preliminary Strategic Plan

- **GRAFFITI MANAGEMENT – GRAFFITI PATROL PROGRAM:**

- Description:

- Program to monitor and remove graffiti. Can be operated by a service provider or through a community partnership/volunteers.
 - Idea: partner with community centre or other local community organization, where volunteers can remove graffiti. Forms can be completed by property owners which would give permission to volunteers to remove the graffiti. Note: the forms should also ask for paint colour information so the paint can be matched to the building.

- Timeframe: Ongoing

- **MURALS:**

- Description:

- Murals can be a great way to deter graffiti and add public art to the area. Put together a list of future mural locations, ask members for suggestions and/or to sign up if they would like a mural.
 - Idea: coordinate murals in partnership with local art students. Restorative justice programs are also great for mural projects, whereby at-risk youth contribute to painting mural. The murals can feature the different ethnicities in the area, pay tribute to community leaders, local businesses, the area's heritage, key events, etc.

- Timeframe: Ongoing

MARKETING:

- **PROMOTIONS & SPECIAL EVENTS**

- Description:

- Seasonal events that promote merchants, encourage shopping locally, raise awareness about the area, engage the community and provide a positive experience for patrons.

- Ideas:

- Holiday campaign: can include a pancake breakfast with Santa, Santa photos, roaming entertainment (carolers, etc.), holiday shopping night. Ideally there is a one day event that kicks off the holiday campaign, and then a month long promotion (i.e. prize draw in merchant locations, special holiday shopping offer, etc.).

Appendix 4: Preliminary Strategic Plan

- Kids & Pets trick or treating: participating merchants distribute candy and/or pet treats to trick or treaters. The BIA can provide a map of participating locations and trick or treat bags. The event can be free and/or by donation with proceeds to local charity, SPCA, etc.
- Make a list of other events in the area, and see if there are opportunities to cross-promote (i.e. post the event information, provide a Newton BIA merchants gift basket for the event, etc.), have a presence at the event (i.e. as an exhibitor, or having a booth at event with Newton BIA materials).
- Timeframe: Seasonal (i.e. November/December for the holiday campaign, October for Halloween event).
- **ADVERTISING:**
 - Description:
 - Advertising Newton area in print publications (newspapers, magazines, tourism/shopping guides, business directories), and radio advertising (commercials, radio contests, online).
 - Idea: partner with media as an event or campaign sponsor to receive in-kind advertising or discounted ad rates. Offer recognition on event marketing material and at event, and/or merchant prizes.
 - Timeframe: During an event or promotion campaign (i.e. holidays, Halloween, etc.)
- **CO-OP ADVERTISING OPPORTUNITIES:**
 - Description:
 - Ads that are subsidized by the BIA and feature more than one merchant. The BIA and participating merchants co-operatively contribute to the ad cost.
 - Timeframe: During an event or promotion campaign, and/or in the interim of the BIAs Holiday and Halloween events (i.e. Valentine's theme, Spring Fling theme, Back to School theme, etc.).
 - Idea: The co-op ads can supplement the BIAs other advertising, and be used at times of year that are slower to boost sales (i.e. when businesses have less foot traffic, or BIA has less programming).

Appendix 4: Preliminary Strategic Plan

- **BROCHURE & FLYERS:**

- Description:

- Brochure to include business directory, description of area, map, calendar of events, who to call for help, etc. To launch brochure, include a sheet of coupons/special offers promoting local merchants. Distribute brochure to businesses, residents, media kits, tourism, hotel concierge, etc. and display at events.
- Idea: develop flyers that include a "call to action" (i.e. coupons or special offers for holiday shopping, "Back to School" specials). The flyers could also include an incentive to attend local events (i.e. ballot entry for a prize draw at the event).

- Timeframe: Holiday season, or during other seasonal promotions/events throughout the year.

- **WEBSITE & SOCIAL MEDIA:**

- Description:

- Website: operate a BIA website that attractively promotes businesses and relays information about the BIA, businesses and local activities. The homepage should feature social media feeds, images of the area/activities, and icons that link to the business directory, calendar of events, and other key information. Please see Appendix 5 for detailed website recommendations.
- Facebook, Twitter, Web updates: post information about BIA activities and member activities.
 - Idea: connect with local businesses online by liking them on Facebook, following them on Twitter, etc. and encourage them to do the same.
 - Idea: Facebook "like us" campaign to increase 'likes'/viewers on Facebook (so more people view the posts, greater awareness about Newton and businesses' activities). People who 'like' the BIA on Facebook could be entered to win a prize.

- **STREET TEAM:**

- Description:

- Attend BIA and local business events (anniversaries, promotions, etc.), greet patrons, distribute giveaways, conduct prize draws, etc. The "Newton Street Team" could wear branded Newton BIA jackets/shirts and hats, and set-up 10x10 tent (which features the BIA logo). The team will engage customers and create excitement at the event/merchant location.

Appendix 4: Preliminary Strategic Plan

- Idea: Event Form – create form for businesses to submit their event/promotion info, that the BIA can promote. Display form online. Email businesses about this opportunity, and request that they send info by email or using form. Include an option for businesses to request the “Newton Street Team” at their event (i.e. Newton tent with student volunteers that can distribute info, giveaways at business storefronts).
- Timeframe: Ongoing
- **BUSINESS DATABASE:**
 - Description:
 - Business Database: send database of Newton BIA businesses contact info to businesses, so they can connect with each other online, etc. and this could also encourage cross-promotion opportunities.
 - Timeframe: Ongoing
- **MEDIA TIPS:**
 - Description:
 - Send a press release/media kit to TV, print, radio & online media. Send press release by email, and drop off media kits to key media contacts. The media kit is a folder that has the press release and a poster or promotional piece. Depending on the type of media (print or TV, etc.), have a couple media kits for the different departments (i.e. one media kit for the promotions department and one for the news department).
 - Main media contacts include:
 - *Print*: Courier, WE, Georgia Straight, Vancouver Sun, Province, 24 Hours, Where, Vancouver Magazine, BC Business, Business in Vancouver
 - *Radio*: The Beat and QMFM and Team 1040 and 1410 (all owned by Bell), Jack FM and News 1130 and Sonic FM (all owned by), The Peak and JR FM (owned by Jim Pattison Group), Virgin Radio, CBC Radio
 - *TV*: Global, CTV, CBC, Shaw, City TV and OMNI
 - *Social Media and Bloggers*: Miss 604, Vancouver is Awesome, etc.
 - Idea: Add a treat to the media kits (i.e. a candy or chocolate in the theme of the event that fits in the folder, or a box of baked goods for DJ's at a radio station, etc.)
 - Timeframe:
 - Magazines: send press release 1 and 1/2 months before or earlier
 - TV: one month to 3 weeks before

Appendix 4: Preliminary Strategic Plan

- Radio: 2-3 weeks before and right before the event send a follow-up
- Online: 2-3 weeks before
- With all of the above, send a follow-up press release as the event gets closer, and follow-up with newsroom on the day of the event.

BUSINESS RELATIONS & MEMBERSHIPS

• NEWSLETTER/MEMBER UPDATES

- Description:
 - Provide email updates about BIA activities, local events, opportunities for merchants, etc. Mailchimp or Constant Contact are great e-newsletter programs and provide templates.
- Timeframe: can be sent on a monthly basis or quarterly (and updates can be sent in the interim as needed).

• INFORMATION HANDOUT/WELCOME PACKAGE

- Description:
 - Information Handout/New Business Welcome Package: explain the role of the BIA, its capacity, leveraging budget through partnerships, BIA structure (i.e. operated by volunteer Board members that are local business and property owners, and one staff), and provide helpful referrals/contact information.
- Timeframe: can be distributed as needed to new members, or others inquiring about the BIA.

• MEMBER NETWORKING EVENTS

- Description:
 - Opportunity for businesses to connect and BIA to provide updates on past and upcoming projects, and receive feedback. Events could also include guest speakers and serve as education sessions (i.e. topics relevant to businesses – taxes, insurance, healthcare, etc.)
- Timeframe: 2 to 4x per year depending on budget allocation/available resources.

• STAFF DISCOUNT PROGRAM

- Description:
 - Encourage staff to shop locally by providing discounts at participating merchant locations (i.e. 10% off for local staff, or other promotion). The BIA can distribute a list of participating locations to

Appendix 4: Preliminary Strategic Plan

businesses/staff, and a staff discount card or key tag, that staff can present to the business in order to receive the special offer.

- Timeframe:

- Ongoing. Updates to the list can be sent electronically. The staff discount cards or key tags can have an annual expiration date and be distributed on an annual basis, and as needed based on requests from businesses.

- **INDUSTRY MEMBERSHIPS:**

- Description:

- Membership to local Tourism group, Chamber of Commerce, Board of Trade, etc.
 - Idea: see if there is an opportunity to cross-promote, etc. and have the membership fee waived in lieu of partnership opportunities.

- Timeframe: Ongoing.

- **BUSINESS RECRUITMENT:**

- Description:

- Business recruitment package (i.e. information about the area, highlights for prospective investors – both property owners and tenants, retail information, demographics, etc.) a
- Vacant window displays/signs to promote spaces for lease/sale.
 - Idea: The images can tie in with branding (i.e. aspirational photos that are used in the BIA's brochures, website, etc. so that all the marketing ties together). Include the BIA logo and slogan and/or a key message such as "Thank you for Shopping Locally" or "Your Business Could Be Here!"

- Timeframe: Ongoing

- **STUDENT SCHOLARSHIP & INTERNSHIP PROGRAM:**

- Description:

- Recruit students for social media, street promotions & other key projects, & provide scholarship opportunities.

- Timeframe: September to June



October 29, 2013

City of Surrey

Economic Development Division

14245-56th Avenue

Surrey, B.C. V3X 3A2

Attention: Council Members, City of Surrey

Dear Council Members

RE: PROPOSED NEWTON BUSINESS IMPROVEMENT ASSOCIATION (BIA)

In November of 2012, a Sponsorship Committee for the formation of a Newton BIA was founded and has been working to establish a Business Improvement Association for the Newton area to provide an organized structure and source of funding for the local business community.

The Committee consists of local business and property owners who share a common vision to create for Newton a collective business voice. This collective approach would:

- allow issues to be brought to City Council as a group rather than as individual businesses
- collectively develop marketing initiatives with pooled funds from the tax levy
- create programs that promote safety and security for Newton businesses and their customers

In pursuing the establishment of a Newton BIA the sponsorship committee, through funding provided by the City of Surrey, has hired a consultant, Ms. Michelle Barile. Ms. Barile put together a comprehensive plan which included individual contact with all businesses in the proposed BIA boundary, the development and distribution of a survey to be completed by business owners to garner interest levels in the formation of a BIA and to allow quantification of feedback, and set up a series of consultation meetings for both business owners and property owners.

The committee members also researched other BIA's, met with community stakeholders, invited the RCMP to discuss safety programs and had representatives from The City of Surrey present their street beautification overview for Newton and Surrey as a whole. Finally, we have prepared a formal Newton BIA Proposal which further details the committee's and Ms. Barile's undertakings. The report specifically quantifies survey results, provides anecdotal comments and opinions from business owners and provides a business plan for the first year of operation should the Newton BIA be formed.

In general our outreach findings have been positive. The majority of survey respondents indicated they are in favour of the formation of a BIA for Newton and in favour of using a Property Tax Levy to collect the funds for an operating budget. The overall positive feedback and growing interest from the business community leads us to conclude that a Council Initiative on the proposed Newton BIA will yield a positive response from property owners.

On behalf of the Sponsorship Committee for The Newton BIA, I request that The City of Surrey commence preparation of a formal BIA bylaw and Council Initiative process to determine the official level of property owner support.

At this time the Sponsorship Committee would also like to thank you for your support, guidance and financial assistance.

Yours Truly

The Sponsorship Committee for the Newton BIA



Linda McCabe

Chair

BY-LAW NO. _____

A By-law to establish the Newton 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 "Newton Business Improvement Area By-law, 2014 No. _____".

2. For the purpose of this By-law:

"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 Newton Business Improvement Area;
- (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 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 Newton Business Improvement Area.
4. City Council hereby approves a grant to the Association of an amount not exceeding four hundred thousand Dollars (\$400,000) in Year 1 (2014). The amount shall not increase in the first five years and is as follows:

(a)	Year 2	2015	\$400,000
(b)	Year 3	2016	\$400,000
(c)	Year 4	2017	\$400,000
(d)	Year 5	2018	\$400,000
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 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 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 of the Association and reported separately as 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 the City 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 of the City, 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 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 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 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. 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 in this By-law.
17. 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 2014, 2015, 2016 2017 and 2018, 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.
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 ___ day of _____, 2014 and ___ day of _____, 2014.

RECONSIDERED AND FINALLY ADOPTED, signed by the Mayor and Clerk, and sealed with the
Corporate Seal on the _____th day of _____, 2014.

_____MAYOR

_____CLERK

Let's Create a Vibrant, Safe Newton Town Centre

Coming Together to Make Things Better...

In February 2013, local business and property owners from the Newton Town Centre business community came together and formed the Newton Business Improvement Association (NBIA).



Better for Business and the Community...

The motivation to form the society was the current economic backdrop and its impact over the past several years on businesses in Newton: decreased business vibrancy in the Newton Town Centre area, new challenges in the region, and the realization that there was no collective voice representing the Newton business community.

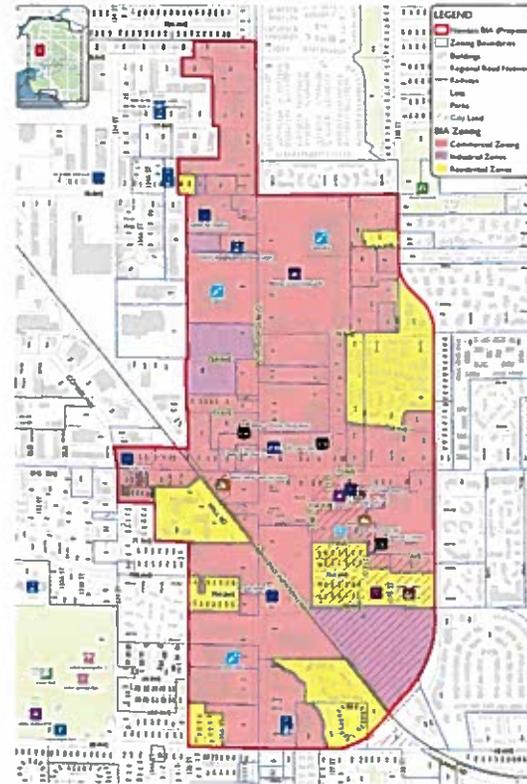


Working together, we believe we can address the challenges and develop a vibrant, safe and connected business area. The Business Improvement Area would represent over 180 property owners and over 300 businesses.

A BIA will help us reach Newton's potential as an authentic and unique business district. A more vibrant business area provides a greater range of merchandise, services and experiences for our residents and visitors.

Proposed BIA Boundary

The BIA boundary would bring together commercial property owners and businesses between 78 Avenue on the North to 68 Avenue, and 134 Street on the West to 138 Street.



Let's Connect...

Newton Business Improvement Association Directors:

- Linda McCabe, Value Group of Companies, *Chair*: 604.606.7010
- Jaspal Brar, The Co-operators, *Vice Chair*: 778.997.5404
- Philip Aguirre, Old Surrey Restaurant, *Treasurer*: 778.239.9284
- Gabrielle Slead, PricePro/Welcome Home, *Secretary*: 604.592.3001
- Santosh Nahal, Kings Crossing Mall Property Management, *Director*: 604.586.1401

City of Surrey:

- Kiran Kooner, Economic Development Officer: 604.591.4388

e: info@newtonbia.com
 www: www.newtonbia.com



Newton Town Centre BIA Opportunity



sustainability



employment



security



partnerships



prosperity



Key Objectives for the Newton Business Area

Addressing the Challenges to Improve Business in Newton...

To solve the challenges in Newton and create a bustling business district, the Newton business community, residents, community groups and governments need to come together to address:

- Safety issues related to personal and property crime, and unsafe street activity
- Lack of identity or consistent look for the area
- Unkempt businesses
- Street cleaning and litter
- Intersections and walkways that are not pedestrian friendly
- Street furniture that is outdated and doesn't match (i.e. light poles, benches)
- Limited landscaping and lack of beautification
- No defined gateway, hub or gathering place



We Can Reach Our Potential and Increase the Bottom Line...

Coming together as a collective voice and working in collaboration, the Newton BIA would have the power to:

- Develop an effective strategic plan
- Bring continuity and identity to the area
- Provide helpful safety resources
- Improve landscaping through attractive greenery, planters, and garden features
- Enhance the look and feel of the area through beautification projects, including banners, utility box wraps and public art
- Improve street infrastructure - install more street furniture that is appealing and functional
- Refurbish facades and streamline signage
- Promote local businesses and coordinate fun activities to bring people to the area
- Facilitate pedestrian life
- Establish the central hub and gathering place

What is a BIA and what are the Benefits?

What can a BIA do for Your Business and Your Community?

A Business Improvement Area (BIA) is a specially funded business district, operated by non-profit groups of property owners and businesses, whose goal is to promote and improve their business district.

BIA's can do many things, including:

- Make the area feel safer
- Create a place of beauty
- Promote local businesses
- Raise awareness about the area as a place to live, work, play
- Connect businesses and build relations
- Foster a positive sense of community

Examples of BIA initiatives:

- Safety (patrol, guides/tips, public enforcement relations)
- Street enhancement (landscaping, banners, lighting, street furniture, public art)
- Marketing (brochure/business directory, website, events, social media)
- Community & civic relations (community engagement, partnerships, advocacy)

BIA's can make things better, while businesses focus on their business.

If businesses want to participate, they can through the Board of Directors or Committees.



How is a BIA formed?

A business community makes a proposal to its municipal council to be designated as a "BIA", whereby the business community would undertake activities to improve the area, with an annual budget contributed by its members. Then, a special bylaw is approved to form the BIA.

How Would the BIA be Funded?

The BIA budget is derived from a special BIA levy, and would be strategically allocated to projects including safety, street beautification and marketing.

Proposed Budget

The NBIA has indicated that the budget for the first five years would be \$400,000 a year, equating to \$2,000,000 for the 5 years. Based on the annual budget, this represents a charge of approximately \$0.84 per \$1000 of assessed value (a commercial property with an assessed value of \$350,000 would pay approximately \$294.00 per year).

A BIA also has the opportunity to increase its annual budget at no cost to property or business owners through fundraising, sponsorship, grants, etc. and make a significant positive impact for the area.

The BIA levy rate (per \$1,000 of assessed value is calculated as:

$$\text{BIA Levy Rate (\%)} = \frac{\text{Annual BIA Budget}}{\text{Total Assessment In BIA}}$$

The proposed BIA bylaw will establish the BIA's boundary and budget over the term of the BIA. The budget would be approved by members at the Annual General Meeting.

Outreach

The NBIA association conducted an information campaign to present the BIA proposal to individuals, property owners and organizations within the proposed BIA boundaries. There are over 184 property owners and approximately 340 businesses in the designated area. The outreach included distribution of a BIA brochure and questionnaire, 3 public consultation meetings and direct meetings with commercial property and business owners.

The outreach demonstrated there is strong support to establish a BIA in Newton. The consultant met with each business in the designated area and collected over a 100 surveys. Overall 90% supported the initiative and 81% supported the BIA levy rate that would be applied in the designated area.

For property owners and tenants, the BIA would be an effective way of financing programs that would not be available to individual businesses by other means.

A BIA is an investment in your business community and a positive future.
Let's get started...