

NO: R177

COUNCIL DATE: September 14, 2015

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **August 21, 2015**
FROM: **General Manager, Finance and Technology** FILE: **1850-20**
SUBJECT: **Fleetwood Business Improvement Association Grant Request**

RECOMMENDATION

The Finance and Technology Department recommend that Council:

1. Receive this report as information; and
2. Approve a grant in the amount of \$33,500 from the Council Initiatives Fund to the Fleetwood Business Improvement Association (FBIA) to support the completion of a feasibility study of Fleetwood Town Centre business and property owners to determine the level of support that exists for the establishment of a Business Improvement Area in Fleetwood all as generally described in this report.

BACKGROUND

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

The City currently has three business improvement areas, these being: the Cloverdale BIA established in 1994, the Downtown Surrey (formally Whalley) BIA established in 2002 and the Newton BIA established in 2013. The City provided a grant to each of these BIAs to assist them in getting started.

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

DISCUSSION

Fleetwood Town Centre is diverse, spread out and faces many challenges. Business operators and property owners in the Fleetwood Town Centre area have expressed concern over decreased business vibrancy, the local of a collective voice along with the lack of identity, beautification and safety efforts in the area. The FBIA has recommended a boundary for the proposed Fleetwood BIA. The area contains the two geographical commercial areas, Fleetwood Village and Fleetwood West, both of which are on Fraser Highway. Fleetwood Village is considered the Fleetwood Town Centre, which is the historical area of Fleetwood, is residential and pedestrian friendly. Fleetwood West is primarily a vehicle oriented business district with a developing residential core. The proposed boundary of the BIA is illustrated in **Appendix I** that is attached to this report. The FBIA holds the view that more can be done to improve and promote the area as an economically vibrant, safe and thriving business district.

With a view to establishing a BIA in Fleetwood, the FBIA would like to undertake a study of the business operators and property owners in Fleetwood to determine their level of support for the creation of a BIA and to better understand their concerns. In this regard the FBIA has proposed a budget of \$47,500 in start-up costs. This would cover the following work:

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

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

The FBIA will generate in-kind services by its own means to cover about \$14,000 of the proposed budget.

The FBIA has requested that the City provide funding of \$33,500 to support the above work.

Evaluation of Request

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

Funding

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

SUSTAINABILITY CONSIDERATIONS

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

CONCLUSION

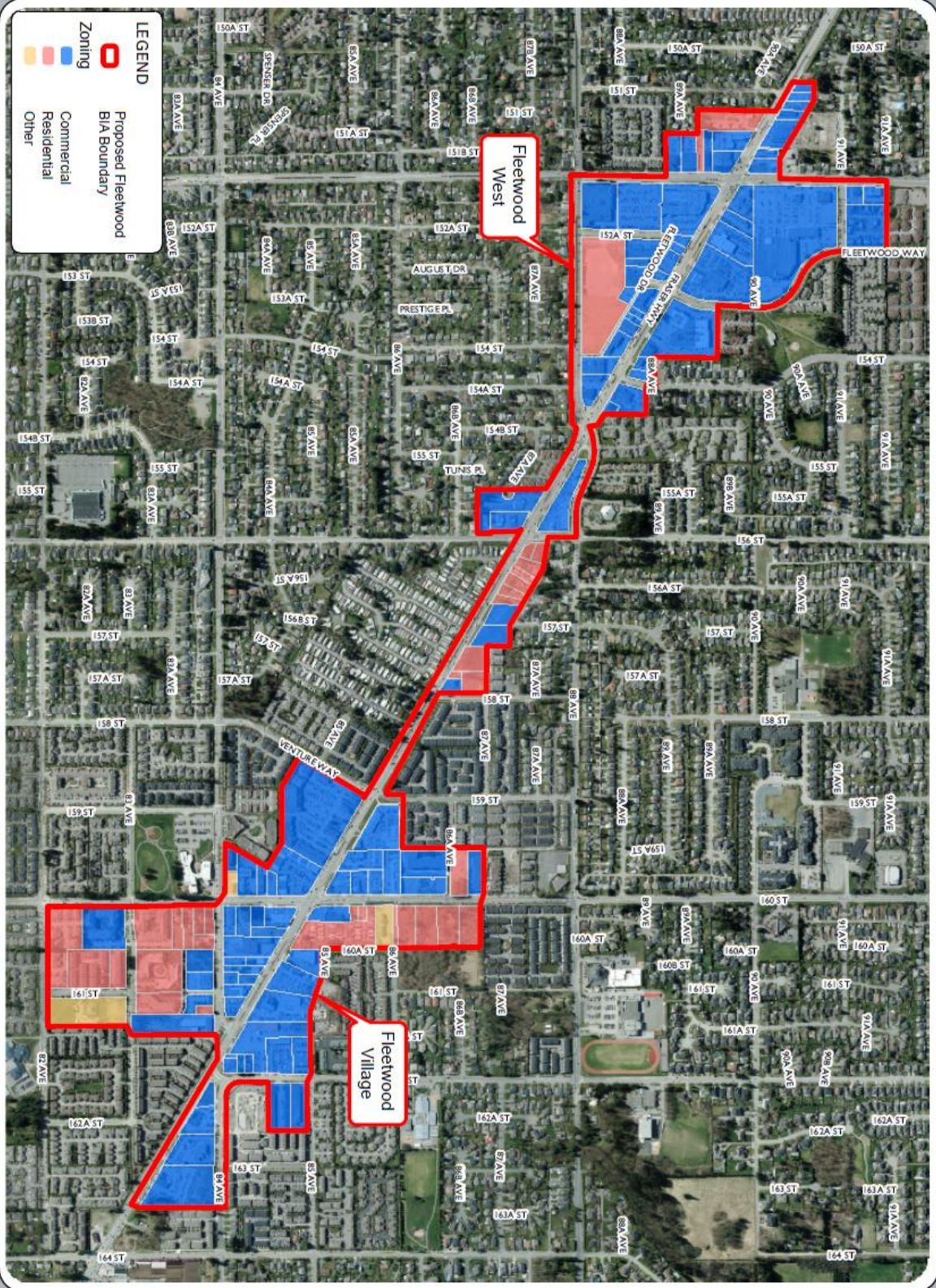
In consideration of the benefits that a BIA in Fleetwood can provide in coordinating and aligning the activities of the Fleetwood business community, in enhancing the attractiveness of the Fleetwood area, in marketing the area and in increasing resident and consumer engagement, it is recommended that the City provide a grant in the amount of \$33,500 from the Council Initiatives Fund to the Fleetwood Business Improvement Association (FBIA) to support the completion of a feasibility study of Fleetwood Town Centre business and property owners to determine the level of support that exists for the establishment of a Business Improvement Area in Fleetwood all as generally described in this report.

Vivienne Wilke, CPA, CGA
General Manager,
Finance & Technology

Appendix I: Proposed Boundary for the Fleetwood Business Improvement Area

Appendix II: Status of the Council Initiatives Fund

Proposed Fleetwood BIA Boundary



Source: G:\MMA\PM\GIS\GIS\Maps\Recurring\BIA\Fleetwood - BIA\Fleetwood Village\dwg\BIA\Fleetwood BIA_Arxd
 Cartographer: CW Date: 13-Aug-2015 © City of Surrey

GIS SECTION
 ENGINEERING

Appendix II



2015 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	0		
2015 Approved Budget	<u>250,000</u>		\$ 250,000
My Neighbourhood, My futures Initiative (year 3 of 5)		40,000	
Surrey Poet Laureate (Year 1 of 3)		10,000	
2015 Sponsor Appreciation Event		10,000	
SANSU Addictions Education Series		2,400	
Surrey Knights Swim Club		3,000	
2015 CBHA Western Challenge Cup		3,500	
2015 BC Hockey Pee Wee Championship		2,000	
Elleven Management SX Cup 2015		4,000	
Surrey Steps Up: Youth Engagement Campaign		10,000	
Evolution of Communities Forum		10,000	
SASSY Awards 2015		7,500	
15th Women's World Softball Championship		25,000	
Yo-Bro Youth Initiatives Proposal		10,000	
Newton Pop-up Arts Space Project		11,350	
2015 Pulling Together Canoe Journey		5,000	
Canada Cup Field Hockey Event		3,500	
2015 Mayor's Charity Ball		3,500	
Red FM Walk & Run 2015		5,000	
100 Year Journey Gala Sponsorship		5,000	
2015 Water Polo Tournament		5,000	
Sophie's Place Provincial Conference (Proposed)		5,000	
SFU Gala & Diwali (Proposed)		7,500	
Fleetwood BIA (Proposed)		33,500	
Darpan Achievement Awards (Proposed)		5,000	
Seeds Business Awards (Proposed)		3,000	
Allocations for 2015		<u>\$ 229,750</u>	<u>\$ 20,300</u>