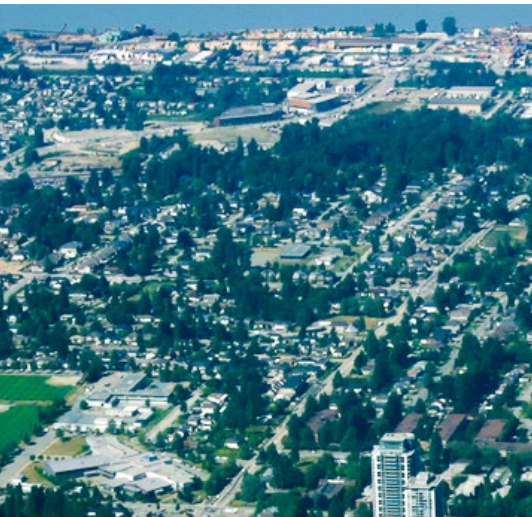
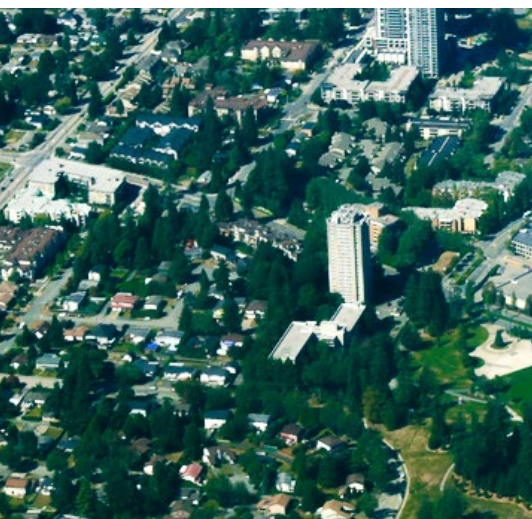


**DOWNTOWN  
SURREY  
BUSINESS  
IMPROVEMENT  
ASSOCIATION**



# **RENEWAL 2023**



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Surrey, BC V3T 2W5





# NOTES FROM THE CEO



**ELIZABETH MODEL**

The Downtown Surrey Business Improvement Association (DSBIA) continues to recognize and support an ever-evolving new and vibrant Downtown Surrey. During the past

nineteen years, as a forward-thinking BIA, we have built strategic alliances and partnerships for a diverse, safe, and evolving Downtown being THE place to invest, work, learn, live and play. We provide you, the property owners and businesses, with member-driven programs and services in the areas of, economic development, enhancement of properties, public safety, cleanliness, beautification, marketing, and advocacy of issues for Downtown Surrey. Downtown Surrey BIA is the only organization solely dedicated and focused on the changing Downtown. Business and property owners contribute on an ongoing basis to the direction of the organization and the services that are required to build a better Downtown.

The DSBIA is a leader in addressing Downtown issues and promoting the assets and benefits of our Downtown, often acting as a facilitator and collaborator with other organizations and agencies, including the City. Your DSBIA is one of sixty BIAs in British Columbia, and we are Members of Business Improvement Areas of BC and the International Downtown Association all supporting you, our Membership. We are diverse, and our population and growth continue to lead the way, as the largest and most forward-thinking and collaborative City in BC. During the next seven-year term for the DSBIA, there are numerous programs, ideas, and opportunities we look forward to implementing and we look forward to being your partner in progress.

## CHAIRS



2022

**SHIRLEY SAMUJH-DAYAL**  
COAST MOUNTAIN BUS COMPANY



2020 - 2022

**MIKE NIELSEN**  
SPRITE COMPUTERS



2017 - 2020

**BILL CUNNINGHAM**  
TD BANK



2013 - 2017

**JAMES STEWART**  
HAMILTON DUNCAN  
ARMSTRONG STEWART LAW



2011 - 2013

**BILL REMPEL**  
BLACKWOOD PARTNERS  
& CENTRAL CITY



2009 - 2011

**BOB DOMINICK**  
WESTSTONE DEVELOPMENTS



2008 - 2009

**JAY REDMOND**  
CAMPBELL REDMOND  
LAW OFFICES



2007 - 2008

**IAIN SMITH**  
AVALON FUNERAL HOME



2006 - 2007

**GLENDA SAWATSKY**  
DUNDEE REALTY



2003 - 2006

**PETE NICHOLS**  
WHALLEY PRINTERS

# RENEWAL 2023

The Downtown Surrey Business Improvement Association is a not-for-profit society with a mandate to support the revitalization and economic development of the BIA area while balancing the needs of large and small, established and new Members with available resources.

The Association was established in 2002 and the BIA area was designated through a By-law of the City of Surrey in 2003 under Provincial legislation as a Business Improvement Area and a non-profit organization.

Downtown Surrey BIA is funded by a special levy on all property owners in category 5 and 6 through commercial property taxes within the designated Downtown Surrey Business Area and is collected by the City of Surrey.

The Downtown Surrey BIA has a long history of success and is proud to witness and encourage the continuing growth of the Downtown area.

The current By-Law of the DSBIA ends March 31, 2023. Up to this point, it has been renewed every five years.

To continue operating, support for the organization by its Members and City Council must be expressed through the passage of new By-laws of the City of Surrey.

Planning for the next mandate period through analysis, consultation, and budgeting is referred to as the Renewal Process.

## STATEMENT OF PURPOSE

The Downtown Surrey Business Improvement Association builds partnerships for a futuristic, diverse, safe and evolving Downtown that is THE place to invest, work, learn, live and play.

## TO BE ENDORSED BY THE MEMBERSHIP & CITY COUNCIL:

- A mandate period from April 1, 2023 to March 31, 2030 for the DSBIA
- A business plan that reflects the needs and expectations of the Downtown business community
- A budget that will allow the business plan to be carried out

# HISTORY OF THE DOWNTOWN SURREY BIA

## 2005



- **First Movies Under the Stars** held at Station Tower.
- Advocated for **Revitalization Tax Exemption Program** to encourage renovations and building enhancements.

## 2006

- **First Safety Audit** with businesses completed assessing Downtown Surrey businesses' most pressing and widespread safety issues.

## 2007

- **Changed name from Whalley BIA to Downtown Surrey BIA** to reflect the area we served and changes in the area.

## 2008

- **Bike Patrol with Concord Security** started to address concerns from the Safety Audit. Changed to Guardtek in 2020.



## 2010

- Holland Park becomes Olympic celebration Spirit Square.
- **First Familiarization Tour** showcasing development and potential of Downtown Surrey.

## 2012

- **Transportation study** emphasized need for increased public transport.
- Advocated for the implementation of Surrey's **Facade Enhancement Grant** program, providing grants of up to \$3000 for commercial property owners to improve storefront facades.

## 2014

- **Sustainability Study** and **Panhandling Study**.
- Started **Recreate How You Donate** program redirecting handouts to charity donations.
- **Business Connect** started, providing businesses with crime prevention and safety information.
- Started **Clean Streets Program 2** afternoons a week with Options Club House, switched to Phoenix Drug & Alcohol Recovery & Education Society in 2019 and expanded to 8am-11am 7 days a per week.

## 2017

- **Gingerbread Village** at Central City begins, raising money for Surrey Christmas Bureau.

## 2022

- **Surrey's Central Business District officially renamed Downtown Surrey** following years of advocacy work with the City .
- Successfully advocated for a municipal bylaw mandating that garbage and recycling receptacles be locked.



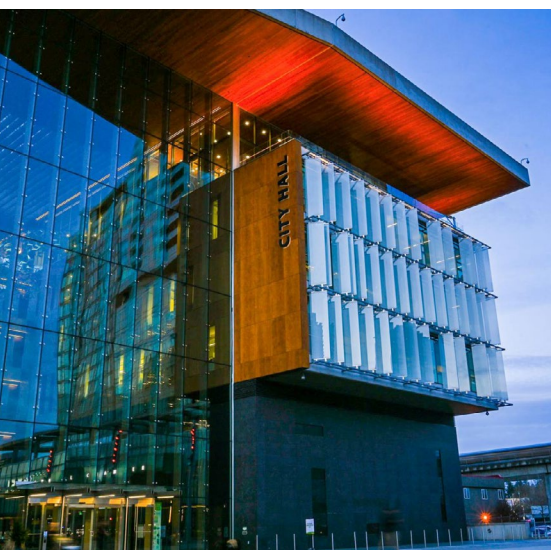
# SUCCESSES:

In 2003 we began advocating for the relocation of RCMP E Division headquarters to Green Timbers Park. This process involved meeting with the Federal Justice Minister and numerous other Government representatives, presenting benefits of a prospective relocation. The new headquarters opened in 2012, bringing over 7000 officers and nearly 2000 civilian employees to Downtown Surrey.



RCMP E DIVISION HEADQUARTERS IN GREEN TIMBERS

In 2005 we hired our first SFU Co-op students. Since then we have employed over 180 students, allowing them to learn essential skills for their future careers, while also bringing new perspectives and ideas on how to best serve DSBIA members.



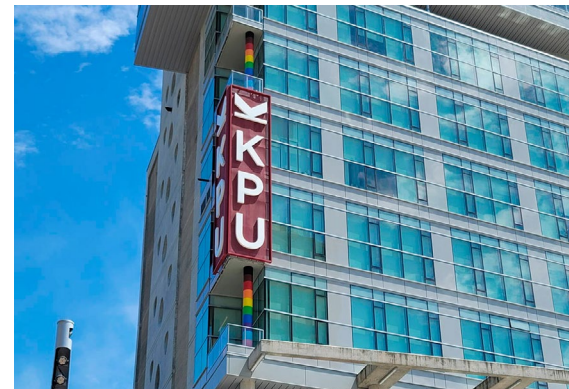
SURREY CITY HALL

The DSBIA was a key player in conceptualizing, promoting, and advocating for a lively civic hub that today comprises a critical part of Downtown Surrey. The DSBIA was recognized by Minister Kevin Falcon as the driving force behind the new City Centre Library, which opened in 2011. The DSBIA also advocated for the relocation of City Hall to Downtown Surrey, which opened in 2013, as well as the creation of 3 Civic Plaza, which today houses residences, KPU Civic Plaza campus, and the Civic Hotel.



CITY CENTRE LIBRARY

We have developed a strong partnership with various levels of governments and professional organizations to increase health and safety in Downtown Surrey. We advocated for a bylaw restricting the number of small-scale pharmacies operating in the area and worked with the School of Pharmacists advocating that the practice of pharmacists offering incentives to clients be discontinued. In an effort to curb the threat of discarded needles, we advocated that Fraser Health change policy regarding needle distribution — ending unlimited distribution and instituting a maximum limit at one time to one person.



KPU CIVIC PLAZA CAMPUS

We have played a central role in advocacy for the responsible provision of social services. In our 2022 renewal survey, advocating for housing and services was ranked as a high priority item by our members. As such we have worked with both the City and Provincial Governments, advocating for Purpose Built Shelters — like Foxglove Supportive Housing, which opened in 2022 at Green Timbers. At the same time, we have continued to work with all levels of government advocating against the “clustering” of social services and negative impacts on the business and residential community. At the local level, we worked with the City to implement a “Community Impact Study” By-Law in 2005 that addressed Social Service type organizations relocating to DSBIA area.



FOXGLOVE SUPPORTIVE HOUSING



# FROM ADVOCACY TO ACTION



HOLLAND PARK

Ensuring that Downtown Surrey is usable and welcoming for the community and visitors is a high priority for the DSBIA. We have a long history of successful collaboration with the City, focusing on area beautification, including banners, festive lighting, and median improvement projects. Additionally, we advocated for increased walkability in Downtown Surrey, supported by additional traffic lights at key intersections and mid-block crossing lights to increase pedestrian safety. Additional foot traffic not only benefits local businesses, but also enhances the overall community feel of the area. To accommodate increased use, we successfully advocated for upgrades to Holland Park, including washrooms and a parkway that enhances the sites usability.



DOWNTOWN SURREY

Another notable success of the DSBIA is the renaming of streets to better reflect the identity of a rapidly growing urban centre. In 2010, King George Highway became King George Boulevard, East Whalley Ring Road became Whalley Boulevard, West Whalley Ring Road became University Drive, and 135 St. within City Centre became City Parkway. On behalf of the community and our members, we successfully advocated that 135A St. be changed back into a two-way street.

To kickstart a strong recovery in the aftermath of the 2008 recession, we supported the creation of, in collaboration with the City, the “City Centre Revitalization Tax Exemption Program” which ran from 2008-2011, successfully keeping much needed dollars in Downtown Surrey. Since then, we have worked with interested developers for amenities within their specific properties, including retail, restaurants, and services, while at the same time holding meetings with the Mayor to support continuing growth and development in City Centre.



SFU SURREY CAMPUS



CIVIC PLAZA

We are proud to have been a prominent player in the continual development of Downtown Surrey over nearly two decades. Beginning in 2003, our Economic Development Committee began profiling Downtown Surrey as a great place for developers and business owners to invest. Our familiarization tours have helped showcase the areas merits, resulting in increased growth and development. One highlight of the area is SFU Surrey, which saw a significant expansion of facilities and funding for students following a memorandum of understanding signed between SFU and the City of Surrey, which was advocated for by the DSBIA.



# DURING THE PANDEMIC

## SURREY MEMORIAL HOSPITAL RESTAURANT PROGRAM SPRING 2020

The DSBIA joined forces with the Surrey Hospital Foundation and local restaurants to create a meal program supporting essential workers. As Jane Adams, the president and CEO of the Surrey Hospital Foundation, states “health care workers are a precious and finite resource,” “Hospitalized COVID-19 patients need supportive care delivered by highly specialized teams. It’s heart-warming to see how quickly both the DSBIA and our neighbours in the food and restaurant business jumped at the chance to help our front-line people.” Starting with \$3000, the program also accepted community donations to feed the hardworking employees of Surrey Memorial Hospital and support restaurants shuttered by the pandemic.

## ORDER IN CAMPAIGN SUMMER & FALL 2020

The DSBIA participated in Takeout Wednesdays, a national initiative encouraging Canadians to order takeout once a week to support restaurants closed by COVID-19.

## CLICK ON SURREY FALL 2020

In 2020 the DSBIA started Click On Surrey, an initiative pairing a group of interns with local businesses, working to improve their websites, social media, marketing and graphic design. This work helped businesses to adapt to the pandemic and reach new customers alike.

## OPEN WITH CARE FALL 2020

The DSBIA participated in this initiative started by the Vancouver BIA Partnership to help ease customers back into reopening businesses and public spaces. The #OpenwithCare campaign used social media to showcase local businesses and the measures they took to ensure public safety and reduce Covid-19 transmission.



## OPEN WITH CARE

## SHOP LOCAL CAMPAIGN FALL 2020 + 2021

To help Surrey businesses facing the financial hit of the COVID-19 pandemic, the DSBIA encouraged the community to do their holiday shopping locally. The campaign also highlighted the benefits of shopping locally and the importance of small businesses on the city’s economy and community.



INTERNS TAKING NEW PROMOTIONAL PHOTOS FOR RESTAURANT WEBSITE

## WELCOME BACK PROGRAM SUMMER 2021

The DSBIA gave out over \$4000 in gift cards for local businesses to social media contest winners, elders and youth in the community. We hired a professional window painter to beautify the windows of several local businesses to welcome back shoppers. This encouraged increased foot traffic and social media promotion, plus added some festive flair to Downtown Surrey.



WINDOW DECORATION WELCOMING CUSTOMERS TO LOCAL BUSINESSES

## SOON IMMUNE CAMPAIGN SUMMER 2021

Soon Immune was a campaign encouraging youth to get vaccinated. DSBIA interns used social media to spread information and engage youth with contests and giveaways. They also designed pins and stickers to give away at two pop-up events vaccine clinics in North Surrey.



SOON IMMUNE POP-UP AT VACCINE CLINIC

# PLANS FOR THE FUTURE

**While the DSBIA is proud of our nearly two-decade-long track record of advocacy, community building, and successes, we are confident that the best is yet to come for the DSBIA and the members we serve.** We recognize that development and changes in the Downtown Surrey area will continue to bring new challenges and opportunities for businesses and community members. The DSBIA is prepared to meet this new reality, with ambitious plans for the future.

Our priorities are shaped by our members. Our 2022 renewal survey found high support for several key DSBIA initiatives including transit advocacy, GuardTech's bike patrol, and our garbage and graffiti removal programs. Over a renewed term, we plan to continue and expand on these initiatives.

To better suit the growing needs of Downtown Surrey, we plan to extend our support for economic development in what will soon be the largest city in British Columbia. This includes connecting with government agencies, trade associations, the development industry, business associations, and leaders.

We will work to advise and advocate for all levels of government to respond in ways that meet the new needs of a growing population. This includes pushing for robust transit and transportation infrastructure, supporting the expansion of post-secondary institutions, and ensuring that social issues such as mental health and addictions are addressed. In the face of a labour crisis, we plan to advocate for initiatives that focus on the needs of employers and employees so that Downtown Surrey is an attractive place to work and do business.

As the business and political landscape shifts, we plan to continue working with DSBIA members, providing information, education, services, and assistance to adapt to changes. This includes responding to new situations like the Single-Use Plastics ban and ensuring members have the tools to adapt and thrive.

As the needs of Downtown Surrey change, we are committed to monitoring physical and social infrastructure to ensure it continues to meet the evolving requirements of the area and its residents. Physical infrastructure includes upgraded lighting, sidewalks, medians, and roads, while social infrastructure includes new events and placemaking opportunities in renewed community spaces such as Holland Park, King George Hub, Grosvenor Road, Central City, and Civic Plaza. Working together, this infrastructure supports “eyes on the street” and enhances opportunities to enliven public spaces, creating a welcoming Downtown where people want to live, work, and enjoy.

To obtain a comprehensive document regarding the DSBIA's current strategic plan, please scan the QR code or enter the following link into your internet browser.

For assistance, or to obtain a physical copy please contact the DSBIA office at (604)-580-2321.

<http://downtownsurreybia.com/wp-content/uploads/Strategic-Plan-2021-compressed.pdf>



# NEXT STEPS

Members of the DSBIA will be requested to vote on three motions at the Extraordinary General Meeting (EGM) on July 20th, 2022 at 12pm at City Centre Library – Room 418.

Directors of the Downtown Surrey BIA will be available between 11:30am-12:15pm to discuss your concerns and answer questions. Lunch will be provided. For questions prior to the EGM, call the BIA office at (604)-580-2321.

## MOTION ONE

To renew the Downtown Surrey Business Improvement Association for a seven year mandate.

## MOTION TWO

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

2023	\$1,310,816	(increase 6.33%)
2024	\$1,376,357	(increase 5%)
2025	\$1,445,175	(increase 5%)
2026	\$1,502,982	(increase 4%)
2027	\$1,563,101	(increase 4%)
2028	\$1,609,994	(increase 3%)
2029	\$1,658,294	(increase 3%)

## MOTION THREE

To adopt the attached 2023 budget as presented by the Board of Directors of the BIA.

Reason: Normal business practice to ensure the delivery of BIA services and programs.

The DSBIA budget operates in response to member needs and priorities. Results from our Renewal Survey conducted in 2022 show safety and cleanliness as top priorities for businesses in the area. The programs listed to the right directly concern these priorities and received significant support from members for continuation and expansion. As such, the proposed budget allows for the current level of service to be maintained and increased according to need.

## PROPOSED DSBIA BUDGET 2023

### REVENUE

Levy 2022	\$ 1,232,841
6.33% Levy increase 2023	\$ 77,975
Sponsorships - Movies Under the Stars	\$ 25,000
Sponsorship - Christmas Event	\$ 10,000
LLT Tickets, sponsorship	\$ 17,500
Reserves	
<b>Total Revenue</b>	<b>\$ 1,363,316</b>

### EXPENSES

Board of Directors	\$ 23,300
Finance & Audit	\$ 16,100
Government Relations	\$ 11,150
Marketing	\$ 110,300
Events	\$ 103,300
Safety	\$ 257,200
Member Services	\$ 49,000
Economic Development	\$ 56,550
Area Enhancement & Placemaking	\$ 140,000
Facilities/Office	\$ 173,950
Salaries/Wages/Benefits	\$ 422,466
<b>Total Expenses</b>	<b>\$ 1,363,316</b>

### LEVY AMOUNTS for renewal term of 7 years

Year One	2023		\$ 1,310,816
Year Two	2024	5%	\$ 1,376,357
Year Three	2025	5%	\$ 1,445,175
Year Four	2026	4%	\$ 1,502,982
Year Five	2027	4%	\$ 1,563,101
Year Six	2028	3%	\$ 1,609,994
Year Seven	2029	3%	\$ 1,658,294

### FROM JANUARY 1, 2022 - MAY 31, 2022:

- Clean streets picked up litter for 453 hours.
- Goodbye Graffiti removed and restored 1,293 cases of unauthorized tagging and property defacement.
- Goodbye Garbage picked up 230 items including couches, mattresses, scrap metal, wood, and more.
- GuardTeck Bike Patrol operated for 1,300 hours maintaining a presence, observing, and deterring suspicious activities while developing positive respectful relationships with businesses and individuals in the community. Bike Patrol responded to an average of 73 serious incidents per week including evictions, health emergencies, and fires.