

# STRATEGIC PLAN 2021 & BEYOND

## 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.





# economic development

**Downtown Surrey is identified as THE place to locate, invest, develop, support business, enhance our employment and residential base and overall economic well being.**

- Profile and promote Downtown Surrey as the soon to be largest City in British Columbia and a Regional Business Centre
- Support the City and partners by strategically positioning Downtown Surrey as an appealing and welcoming location attracting local, regional, and national oriented companies
- Promote, liaise, and connect with government agencies, trade associations, development industry, business associations and leaders to educate, inform and create an awareness of assets and value for investment in Downtown
- Partner with existing businesses, universities and organizations for potential investors to profile successes in Downtown Surrey
- Identify, partner, promote and support the Health and Technology sectors by connections and liaisons within trade associations and industry associations
- Highlight the Health and Technology District as a location for business incubators and start-up companies
- Profile and promote Downtown for investment opportunities with a variety of options i.e., VIP receptions, tours, conferences, trade missions & speaking opportunities
- Partner, support and align with the curation of the tourism component for Downtown Surrey to celebrate the diverse ethnic, epicure adventure and cultural experiences
- Transportation and connectivity is a key element to the success of a growing and developing Downtown
  - Highlight the requirement for improved transit South of the Fraser
  - Emphasize and advocate for the importance of transportation connections to Downtown Surrey within the City from the six Town Centres
  - Advocate for improved transit service within the Districts of Downtown Surrey i.e. Health District to Shopping & University District
  - Highlight the connectivity for King George Boulevard as a walkable and cycling, commercial Downtown
  - Support the sustainability and transition to electric vehicles and advocate easy access to charging stations
- Partner and support the retail sector with activities and events aligning with their programs and features
- Recognize, support and cultivate the cultural industries and advance economic opportunities with placemaking, arts and culture
- Promote the development of amenities through private and public partnerships and involvement i.e., Performing Arts Centre, recreational & entertainment that provide unique experiences across all ages
- Identify, highlight and promote Downtown Surrey as a residential-friendly area for relocation to organizations and associations related to real estate

# government relations

**Advocate, partner and work with all levels of government, crown corporations, business, industry, sport expansion and cultural leaders to facilitate the opportunities with Downtown Surrey's growth and development for a diverse and inclusive City.**

- Support, endorse and advocate government and community stakeholders on key initiatives that impact Downtown Surrey
- Educate and inform elected government leaders & support staff to the centralized location, economic and human capital opportunities available in Surrey
- Develop policy and positions on key issues of importance and relevance to the progress of growth and development in Downtown Surrey
- Highlight the City designated CBD (Central Business District) as an opportunity for head office and government office relocation and/or strategically a 2nd head office location
- Advise and advocate all levels of government in issues within development process in the build out of Downtown Surrey
  - Transit and Transportation
    - Within the Downtown
    - Internal connections within the City
    - Corridors externally to and from the Downtown
    - Accessibility to EV charging stations
    - Walking/cycling user-friendliness
  - Education
    - Support and advocate for expansion of post-secondary institutions (academic & vocational)
    - Identify school capacity limits and support expansion builds of K-12



- Performing arts and cultural centre
- Sports and recreation Centre (economic & community)
  - Opportunities and programs to include: Youths and Seniors
- Social Issues – all levels of government
  - Housing, mental health and addictions – with complete wrap around services
  - Seniors – hard to house with limited income levels
  - Infrastructure projects that enhance safety & well being i.e. lighting & CTTC
- Workers/labour
  - Advocate for initiatives focused on needs of employers/employees (transportation, training, affordable housing, etc.)
  - Collaborate with organizations that provide assistance to potential employees



# marketing

**Strategize and identify opportunities to support, enhance and achieve the objectives, goals and work of the DSBI's Statement of Purpose and standing Committees.**

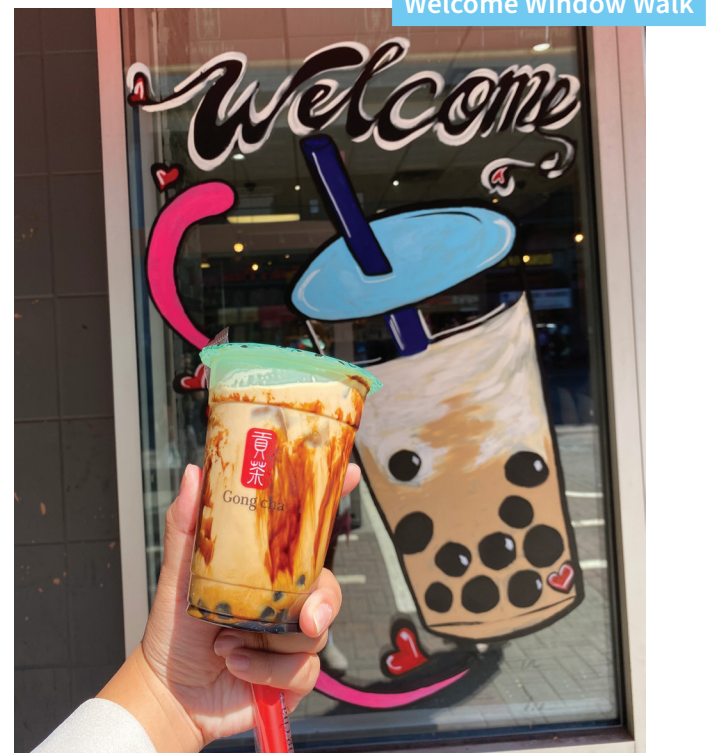
- Target public relations opportunities supporting the Statement of Purpose of the DSBI
- Identify and promote opportunities to educate and inform interested sectors locally, nationally and internationally with the strategic benefits for growth, advancement and workforce of tomorrow
- Partner with universities, City, health and technology sector for opportunities and initiatives profiling and supporting the growth, development and advancement of Downtown Surrey as THE place to invest



- Showcase and highlight “Good news” stories to educate and inform locals
- Support and promote ongoing work, efforts and initiatives of all DSBI Committees
- Facilitate programs to support local businesses with:
  - Holiday & special event campaigns
  - Think, support and shop local - retail
  - Eat local – restaurants



Santa Window Walk





# membership

## Service the Membership according to the Bylaws and Constitution of the DSBIA.

- Provide information, education, service, and assistance to the DSBIA Membership.
  - Included information/meetings on changes to the City Bylaws
  - Assistance with marketing through the Click on Surrey Team
  - Safety Meetings
  - Information/toolkits on sustainability, disaster preparedness, Single Use Plastic ban, Business Connect Safety Program, etc.
  - Additional programs to benefit support and/or enhance business owners and operations
- Promote & encourage participation and involvement of businesses, organizations and property owners in the DSBIA Board of Directors, Standing & Ad Hoc Committees and other opportunities as they arise



Click On Surrey Interns working with businesses

- Educational opportunities (i.e., forums or town hall meetings, webinars, All Candidates meetings) for Members to provide information on relevant topics
- Communicate, inform, highlight and promote positive stories and events to Members through The New View and What's Up Downtown publications
- Offer opportunities for Members to participate in local marketing campaigns (i.e. "Explore the George" or "Welcome to Downtown Surrey", the Restaurant Guide)
- Update and inform Members on a continual "as needed" basis via electronic newsletter "It's News Downtown"

## The Downtown Surrey Restaurant Guide



# safety

**Develop, support, promote and advocate for a safe, inclusive, healthy and liveable community for Downtown Surrey**

- Identify and address safety concerns of DSBIA Members through programs (such as the DSBIA Bike Patrol, Business Connect)
- Advocate for supports, i.e. medical help, counselling, housing, for vulnerable populations.
- Participate in meetings focused on strengthening ties and co-operative efforts with stakeholder groups
- Encourage Membership to be proactive and adopt Community Safety Best Practices
  - Ongoing supply of updated brochures and support materials to Membership regarding Safety and other initiatives
  - Provide educational opportunities regarding business safety and crime prevention
- Positive activities in Downtown offers more “eyes on the street”, encourage and support a variety of events and placemaking activities throughout the DSBIA area



Business Connect Program

- Advocate for additional lighting for dark spots in the community and encourage up to date light features within new developments
- Promote & educate DSBIA Membership to register for Project IRIS (registration of cameras with the City of Surrey)
- Encourage programs and support for organizations providing positive programming for youth and youth-at-risk
- As Downtown grows, promote a diversity of hours businesses are open – provides positive activity in the area outside 9am-5pm
- Working with business and local enforcement and protection services to enhance all safety measures

DSBIA Bike Patrol



Social Distancing Chalk Art





# area enhancement

**Develop, support, promote and advocate for a safe, inclusive, healthy and liveable community for Downtown Surrey**

- Address area enhancement through beautification initiatives (ie Graffiti Removal, Program and Clean Streets Program)
- Encourage environment at storefronts – new and different things to see or be engaged in
- Identify and support the City of Surrey’s Beautification initiatives beneficial to the DSBIA
- Encourage and support the City in beautification initiatives in the DSBIA area (i.e. Street Furniture, Landscaping, Public Art, etc.)
- Attract more entertainment and interactive businesses and/or facilities such as cinemas and children’s activities/museum.
- Promote gathering places in new developments (outdoor patios, seating, entertainment).
- Support more and varied street entertainment including free concerts such as rehearsals for bands, choirs and orchestras.
- Encourage businesses to be open longer hours (enhance area with extended business activation)
- Monitor infrastructure to ensure it meets the requirements of the area (i.e. upgraded lighting, safe sidewalks, landscaped medians and boulevards)
- Support the City on alternate forms of transportation requiring City infrastructure (i.e. bike lanes, secure bike parking, walking paths, etc.)
- Promote pop-up retail and pop-up art galleries in empty retail spaces.
- Attract a permanent indoor farmer’s market to the area.
- Support more unique interactive street art

Cigarette Receptacle Project



Community Clean Up

# events

The DSBIA engages and encourages activities and events to build popularity and enliven public spaces and create a welcoming Downtown where people want to be: a here HERE.

- Create and leverage new opportunities in support of ongoing positive events that highlight media awareness and attract citizens and visitors to Downtown Surrey
- Produce a variety of events that are diverse and inclusive in a variation of venues within Downtown Surrey
- Promote placemaking events and activities, thus creating a more walkable, positive and interesting streetscape
- Promote and support City, community, and stakeholder events
- Encourage and support Member-related events
- Identify additional events or activities through strategic partnerships
- Encourage smaller indoor venues that can support events on a regular basis
- Encourage new developments to provide outdoor seating in a variety of formats



Surrey Voices



Gingerbread Village



Movie Under the Stars in Cars



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