

# Downtown Surrey BIA

# 2022

## Annual Report



We respectfully acknowledge that the Downtown Surrey BIA, and Downtown Surrey is located on the unceded traditional and ancestral lands of the Kwantlen, Musqueam, Katzie, Semiahmoo, Tsawwassen, Qayqayt and Kwikwetlem peoples.



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downtownsurreybia.com  
10362 King George Blvd

# CHAIR REPORT



The Downtown Surrey Business Improvement Association continues to focus on its Members and the community with energy and commitment to foster vibrancy in our beautiful downtown core.

Through advocacy and relationship building, we have been able to ensure we are here for each other with fresh perspectives as businesses continue to thrive in this post-pandemic world. As we continue to hear from our Members, the DSBIAs stays dedicated to working with key stakeholders to make certain we continue to prosper as the Downtown Surrey business community.

Last summer we held some important community conversations. The DSBIAs presented a series of virtual conversations. The main purpose was to bring people together so we could engage in defined and meaningful conversations about our community. I am pleased that conversations included development in Surrey, LGBTQ+ youth, food insecurity and waste management. It's events like these that keep our momentum moving forward while engaging the community as we step into the future.

In the fall, the BIA hosted an interesting and informative panel discussion led by former Mayor Dianne Watts, focused on the building of Downtown Surrey. This event was well attended and sparked great conversations. I was thrilled to see a discussion on public transit with respect to retail and commercial possibilities. It was insightful to see how much interest there is from other Metro Vancouver stakeholders in what we are focused on here in Downtown Surrey. The development and growth of Surrey are moving at a rapid rate of speed and it's for this reason that we are the envy of Metro Vancouver.

Finally, I would like to thank the work of our CEO Elizabeth Model and her team Bonnie and Tracey. The initiatives, the relationships, the lobbying, and the long hours spent behind the scenes. Your efforts are not lost. Thank you for all you do. I would also like to thank my colleagues around the Board room table. It's my privilege as Chair of this Board to work with such great community leaders, whose insights, devotion and vision help make the BIA the committed organization that it is.

**Shirley Samujh-Dayal**

# CEO REPORT



“Individual commitment to a group effort—that is what makes a team work, a company work, a society work, a civilisation work.”

-Vince Lombardi

As the business community continues to navigate and evolve with the changing landscape in Downtown Surrey, your DSBIA continues working towards our Statement of Purpose. We serve our businesses community and become more adaptable and resilient, adding value and support to our Business Membership as we grow and develop from an organizational standpoint.

Together, collectively, we must continue to be flexible, ever-changing, and make positive contributions during these challenging times from both a geopolitical and economic standpoint. The strength, connections with community and organizations, our commitment to best practices and procedures as they develop, coupled with our capabilities, have enabled the DSBIA to support, profile and help our businesses.

The DSBIA remains resilient in the current environment and is required now, more than ever to continue to be the strong partner you can rely on. We continue to communicate with our Membership, and partner and communicate with our valued communities.

The Downtown Surrey Business Improvement Association continues to position our emerging City Centre as the leading place to invest, work, learn, live, and play. We strive to constantly build our partnerships to create a dynamic and sustainable City Centre as we quickly grow and transition to be the largest City in BC.

An exceptional thank you to the Board of Directors for their steadfast leadership, focus, interest, and guidance especially during the last 3 years. A very special thank you is extended to the DSBIA Chair, Shirley Samujh-Dayal, for her first year of a two-year term. Shirley's transportation experience and community involvement continues to add huge value to the organization. Thank you for your flexibility, understanding, time, efforts, commitment and involvement as we continue in our collaborative efforts for a better Downtown in the building of a better City.

Once again my personal thank yous, are extended to Bonnie, who continues to be imaginative, interested and unwavering in her endeavours in community service, engagement, and commitment; and to Tracey, involved in the groundwork and steadfast in her commitment to the organization. The DSBIA extends our thank you to the Federal Summer Jobs Grants employing students with support. The youth, energy and creative help and involvement from our Simon Fraser University students have contributed greatly to the inspired efforts and work of the organization.

The hard work and vision from everyone involved showcases the teamwork, strength and resiliency for the continued long-term growth and progress of Downtown Surrey. It is building our local economies for a common goal. Please take the time to review the AGM Reports; the Board and staff welcome your feedback and comments.

**Elizabeth Model**

# BOARD OF DIRECTORS 2022-2023



DSRIA Directors, Past and Present, at the DSRIA Renewal EGM in July 2022.

**Austin Zhang**

Westland Living

**Brad Howard**

PCI

**Charan Sethi**

Tien Sher Group of Companies

**Chris Gardner**

ICBA

**Harp Khela**

Allure Ventures

**James Stewart**

Hamilton Duncan

**Joanne Curry**

SFU Surrey

**Kathrin Matadeen**

TD Commercial Banking

**Kirk Fisher\*\***

Lark Group

**Kristin Bishop\*\***

Civic Hotel

**Larry Fisher\***

Lark Group

**Melanie Adamczewski**

Urban Systems

**Mike Nielsen**

Sprite Multimedia Systems Ltd.

**Michael Johanson**

Avalon Surrey Funeral Home

**Monica VanderZalm\***

Eurocan Industries

**Nissar Dalal**

VanCity

**Perminder Tang**

Commercial Property Owner

**Randal Dhaliwal**

Fasken Law

**Shirley Samujh-Dayal**

Coast Mountain Bus Company

**Soleman Hashmi**

Hashmi Law

**Sonia Parmar\*\***

David Pel & Company Inc

**Sonny Janda**

The Janda Group

**Councillor Linda Annis**

City of Surrey  
(ex-officio)

\*resigned prior to term ending

\*\*appointed mid-term

# STAFF 2022-2023

**Elizabeth Model**  
**Bonnie Burnside**  
**Tracey Gravel**

CEO  
Manager  
Coordinator

**Amir Majlesi-Koupa**  
**Bret Bauslaugh**  
**Christina Bourdignon**  
**Janelle Hong**  
**Pavan Sandhu**

Spring Interns

**Alex Wiens**  
**Cara Cheng**  
**Constantine Tsertos**  
**Flora Xu**  
**Gracy Gandhi**  
**Janelle Hong**  
**Jiven Lal**  
**Jonathan Ling**  
**Kaylee Chan**  
**Leanna Villar**  
**Oliver Wyszomirski**  
**Olivia Steed**  
**Riya Charla**  
**Travis Nguyen**

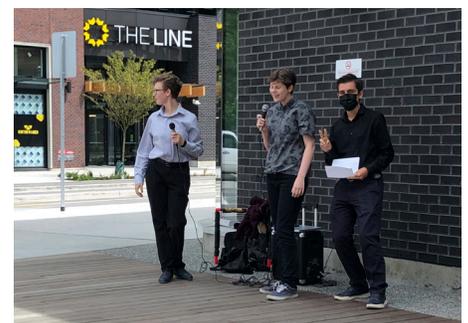
Summer Interns

**Gia Bruce**  
**Meg Dutton**  
**Suren Ghazaryan**

Summer High School Interns

**Maisie Vo**  
**Stephanie Wong**

Fall Interns



# LOOKING BACK AT 2022

Many of the businesses in our area continue to be faced with labour shortages and supply-chain issues. And yet, we are moving forward and things have started to return to a new normal.



We continued our Click on Surrey Team to assist small businesses in the area with marketing, social media and websites and expanded the program to include graphic design, filming, photography, newsletters and merchandizing.

Events started to return. We participated in Party for the Planet, Canada Day, Fusion Fest and Surrey Tree Lighting Festival with the City of Surrey. SurreyFest Downtown, the Long, Long Table, Surrey Voices, and Movies Under the Stars were just a few of the events that the Downtown Surrey BIA organized.



The DSBIA also assisted with King George Hub Community Days in May and introduced Elf on the Shelf in late November which had people following clues to find the elves throughout the area and win gift cards to local businesses.

In June, we held a bus tour of the area for the media and interested investors. In November, we had a panel featuring past Mayor Dianne Watts and local developers followed by a networking event.



As part of the International Downtown Association (IDA) conference in September, we hosted people from all over the world to visit Downtown Surrey for a tour and lunch at the Civic Hotel.

In September we also held Candidates meetings for Mayoral Candidates and Council Candidates to meet all the candidates interested in leading our city.

Laura Ballance Media Group (LBMG) initiated a PR campaign to encourage customers to shop in Downtown Surrey. We were also a sponsor of Shop Local through LOCOBC from November 28-December 4.



Perhaps the largest project of the year was going through our fourth renewal. All BIAs in BC must go through a renewal process at the end of every term. In the spring, we hired an intern, Amir, to assist with the survey of our members. He also completed several reports relating to BIA terms and the work that BIAs do in different communities. In the summer, Jiven assisted with member events and our Renewal Document for our special EGM held in July. As of this writing, we do not know if the DSBIA will be renewed until the official Corporate Report goes to Mayor and Council for final reading on March 6, 2023.

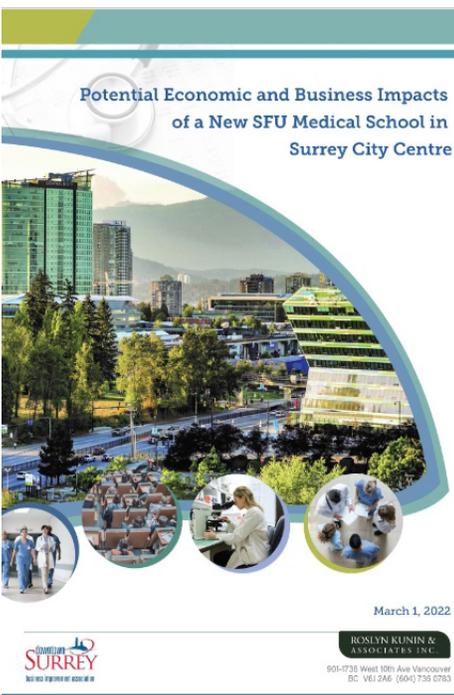
# ECONOMIC DEVELOPMENT

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



## Updates & Progress Tour in Downtown Surrey

In person coach tour event, highlighting the growth and developments in Downtown Surrey with Collier's as "tour guides" reviewing all developments: A networking reception followed furthering engaging conversations on Downtown development and planning. Highlighted with media interviews and uptake



## Vision to Reality: the building of Downtown Surrey Panel

Panel discussion, featuring community business leaders at the forefront of the city's long-term economic development plans. Moderated by Dianne Watts, former Surrey mayor and MP for South Surrey—White Rock

## DSBIA released study evaluating "Potential Economic and Social Impact of new SFU Medical School in Surrey"

DSBIA released study evaluating "Potential Economic and Social Impact of a new SFU Medical School in Surrey" – study circulated to Province; MLA's and City including all interested parties and media

## Media (in conjunction with Marketing Committee)

- **LBMG - DSBIA Media Campaign** (Laura Ballance Media Group): Public Relations, Advertising & Promotions for Downtown Surrey 2022
- **Media personnel** - Meetings, connections, interviews & education to develop & highlight features in publications with "good news stories" South of the Fraser



## ICSC Whistler/Toronto

Attended and participated at ICSC Whistler with DSBIA Trade show booth & at ICSC Toronto as attendee and networking - showcasing happenings, educating and highlighting continued opportunities business growth, retail & education; connections with DSBIA developers, key & interested stakeholders in the industry and growth of Surrey City Centre



## BUILDEX Vancouver

Western Canada's largest conference & tradeshow for Property Management, Interior Design, Architecture, Renovation, Construction & Real Estate; attended and participated with DSRIA Trade show booth, sponsored, showcased, educated & promoted Downtown Surrey; excellent connections and established follow up with numerous leads

## Presentations

Commercial brokers; REITs, local realtors; development community; podcasts included virtual & in person

- Focus was the collaborative efforts of the overall developments of Downtown Surrey
- Panel discussions – The investment of connections – Community Leaders & Organizations
- Discussions with UDI, NAIOP & BOMA
- Coach tour for International Downtown Association attendees highlighting developments and city building collaboration and Lark's med/tech growth initiatives.



## Sponsorship & Support

- The Data Effect conference
- NAIOP; GVBOT; UDI; REIBC
- ICBA – Gala sponsorship
- SFU – 20 Anniversary

## Transportation Initiatives

- **Moving in a Livable Region (MLR)** attendance support & improvement for transit & transportation in Metro Vancouver
- **Mayor's Council & Translink** spoke at Skytrain extension announcement; press conferences and virtual meetings
- TransLink: Meeting with Surrey BIA's & CEO TransLink Kevin Quinn
- Discussions with requested input & Skytrain updates



## 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.



## Government Representatives Meetings & Advocacy Work

- Hosted Municipal All Candidates Meetings
  - Mayoral
  - Councillors
  - Meetings with City of Surrey Councillors – individual
- Attended &/or input
  - MLA's meetings & discussions on issues in Downtown Surrey
  - Meetings with all Surrey MLAs
  - Provincial Electoral Boundaries – input and recommendations



## Federal

- Attended announcement of location award to Surrey of Federal PacificCan – **Regional Development** office
- Federal Electoral Boundaries – letter and input
- Meetings & input with **MP Randeep Sari** & neighbouring MPs
- **MP Randeep Sari** and presentations on SFU Summer student projects – Federal Summer Jobs Grant



## Presentations

- MP Randeep Sari; Ministers Bruce Ralston & Ravi Kahlon: MP Tako–Van Popta – opposition; presentations & discussion with DSRIA Board
- Continued meetings, discussions & presentations with City & MLAs
- Visit and DSRIA office discussions with MLAs and MPs
- Attendance, discussions and networking at Metro Vancouver events with elected officials; Municipal, Provincial & Federal



## Surrey City Council Meetings

- Support of local development in City Centre – Public Hearings
- Meetings for support & local engagement in relation to DT Surrey



## City Staff and Departments

- Meetings with City staff throughout the year; issues impacting Downtown Surrey (Crime, Mental Health, Loitering, Housing, Social Disorder, Littering, Development, Transportation, Unsightly Properties)
- Transportation discussions & input
- Marketing City Centre

# SAFETY



## Bike Patrol

The DSDBIA Bike Patrol switched providers in January 2020 to GuardTeck. Throughout 2022, they were on patrol Monday through Saturday from 9am-7pm and additional patrols were added between April and November three days per month. In addition to answering calls for assistance by local businesses, they reported broken windows, graffiti, and illegal dumping. The Bike Patrol attended over 3,000 incidents in 2022.

## Safety Audit

SFU Co-op Student Oliver Wyszomirski completed the 18th Annual Safety Audit. Over 160 street-level businesses responded. The perception of safety in Downtown Surrey has improved throughout recent years, going from an average rating of 3.00 [out of 5] in 2014 to 3.44 in 2022. 25% of respondents said they feel safer this year than last year. Among those respondents that have been in Downtown Surrey for less than a year, 81% of respondents said they felt as safe, or safer, than their expectations. 'Littering or Trash,' 'Public Intoxication with Drugs or Alcohol,' and 'Loitering' ranked as the top three safety concerns for local businesses. According to 71% of respondents, these safety concerns are either better or unchanged from 2021. Respondents mentioned 'Public Intoxication' and 'Loitering' the most regarding worsened problems.



## Virtual Safety Lunch

In the Spring, we held a virtual safety lunch on **how to protect your business using safety cameras** and in the summer we hosted a Safety Luncheon held at Anderson College with guest speakers on **shoplifting and pandemic recovery**.



## Shred-a-thon

Two of our summer interns, Janelle and Oliver, also organized a Shred-a-Thon so businesses could shred and dispose of papers securely. At the same time, donations were accepted to support the Surrey Food Bank.



## Whalley Integrated Service Team

The DSDBIA staff continued to participate in the monthly Whalley Integrated Service Team (WIST) meetings, monthly meetings regarding local shelters, and safe consumption site meetings when held.

# AREA ENHANCEMENT & PLACEMAKING



## Goodbye Graffiti

Since April 2012, the DSBI has used Goodbye Graffiti for graffiti removal within the DSBI area. In 2022, Goodbye Graffiti removed 4049 spray paint and marker tags, posters and stickers from businesses' exterior walls.

## Community Cleanup

During the summer, our interns organized a community clean-up attended by 15 people from Phoenix Society and collected 20 bags of garbage.

## Bylaw Enforcement

The DSBI has an ongoing program to identify Bylaw infractions and report to appropriate departments at the City of Surrey. Staff also forward complaints from the Bike Patrol and the community to the City.

## Clean Streets Program

The Clean Streets Program, provided by Phoenix Drug & Alcohol Education Centre, ran from January 1-December 31, 2022. They picked up litter for approximately 1,090 hours this year.



## Large Item Pickup

We also did a pilot project with Goodbye Garbage to pick up large items dumped in our area.



## Hoarding & Facade Reports

Our summer interns, Olivia and Alex did two reports. The first on hoarding at development sites and the second on how businesses can improve their business by updating their façade and adding lighting.

# EVENTS



## DSBI Signature Event- Gingerbread Village

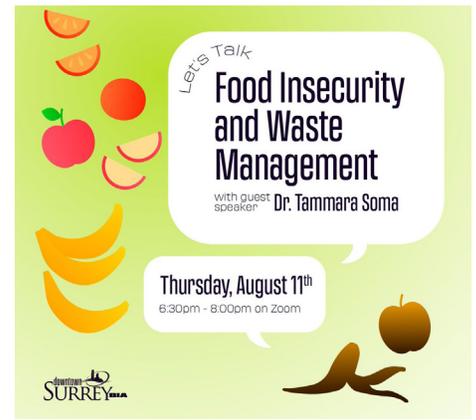
The Downtown Surrey BIA held the 6th Annual Gingerbread Village Contest at Central City Shopping Centre from December 3-11. The number of entries continues to increase since the height of the pandemic, with 44 entrants in 2022. The People's Choice Award raised over \$2200 for the Surrey Christmas Bureau.

# SCHEDULE OF EVENTS 2022

January - November

## Community Conversations

Community Conversations held virtually – topics included Food Security and Waste Management, How to Support LGBTQ+ Youth, Interactive Art Museum, Settlement Services for new immigrants and Surrey Re-Development Updates.



April 30

## Handed out craft bags at Party for the Planet



May 7, 14, 21, 28

## Community Days at King George Hub

Organized events to activate the public square with local vendors, artists, live music and free Zumba classes



June 18

## SurreyFest Downtown

Community festival held at Holland Park in collaboration with Whalley Community Association



June 28

## The Long Long Table

The annual event was held inside due to rain.

July 1

## Canada Day in Cloverdale

July 8, 22, 29

## Surrey Voices in Civic Plaza



July 13

## Music Marathon at Civic Plaza

July 23, 24

## Fusion Festival at Holland Park

August 6, 13, 20

**Movies Under the Stars at Holland Park**



August 10

**Music Marathon at Civic Plaza**



August 26

**TD Music in the Park at King George Hub**

September 2

**TD Music in the Park at King George Hub**

September 26

**In-Person Mayoral Candidates Forum at Civic Hotel**



September 27

**In-Person Council Candidates Forum at Civic Hotel**

November 19

**Tree-Lighting Festival at Civic Plaza**

November 14 - December 10

**Elf on the Shelf Scavenger Hunt**

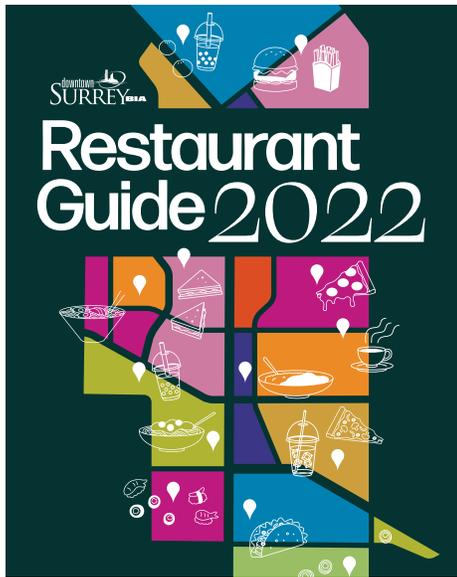


December 3 - 11

**Gingerbread Village at Central City**

# MARKETING

Strategize and identify opportunities to support, enhance and achieve the objectives, goals and work of the DSBIAs Statement of Purpose and standing Committees.



## Open for Business Campaign

In 2022, the DSBIA continued a comprehensive Public Relations campaign with Laura Ballance Media Group (LBMG) focused primarily on reminding the public that our businesses were open for business and the benefits of shopping local. In late 2022 the focus returned to the importance of supporting local businesses.

## Updated Restaurant Guide

In addition to updating the DSBIA Restaurant Guide and posting it on our website, we sent out 3000 copies to high-rises in the area.



## Local Business Gift Cards

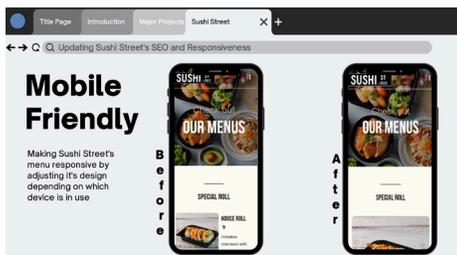
Over \$2500 in gift cards to local businesses were distributed via social media as well as through prizeing for virtual events held by the City of Surrey.

## Click on Surrey

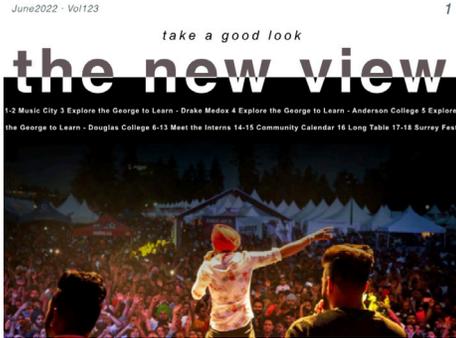
The Click on Surrey Team assisted local businesses with websites, social media, marketing ideas and graphic design.

## Social Media Presence

The DSBIA has a presence on Twitter (@dtsurreybia), LinkedIn, Facebook, Instagram (@dtsurrey) and TikTok. Also, for the investment community, we have a Twitter account @downtownsurrey that is tied into the surreycitycentre.ca website.



# MEMBER SERVICES & COMMUNICATION



## Annual General Meeting

AGM was held virtually in February with a presentation by the City of Surrey on the potential Interactive Arts Museum planned for Downtown Surrey.

## The New View

The New View – publication distributed six times per year via email as well as posted on our website - sharing positive stories about the community

## It's News Downtown Newsletter

It's News Downtown – email newsletter to Members sent out 40 times per year (as warranted).

## What's Up Downtown Newsletter

What's Up Downtown – a newsletter distributed by unaddressed admail to businesses in the DSBIA area and sent out 5-6 times per year. This newsletter updates the members on specific projects in the area as well as the projects the staff are working on.

# THANK YOU

We appreciate the sponsorship of our activities. We couldn't do it without your help.

## Randeep Sarai, MP & Federal Canada Summer Jobs

funding for fifteen Summer Interns

## SFU Academy to Community Award

funding for a Spring Intern

## MAGNET Funding (Ryerson University)

funding for a Summer Intern



# THANK YOU



## Movies Under the Stars

### Presenting Sponsor

PCI Developments

### Gold Sponsors

SFU, Wesgroup, City of Surrey

### Silver Sponsors

KPU, Anthem Properties,  
Hamilton Duncan, ICBA

### Prize Sponsors

Central City Fun Park, Hood Goods,  
KPU, Starbucks, ICBA, BC Lions,  
The Hive, Dell Lanes, Tim Hortons,  
99 Nursery and Florist, Central City  
Taphouse & Kitchen

## SurreyFest Downtown Community Festival

### Music and Stage Sponsor

Allure Ventures

### Gold Sponsor

City of Surrey

### Silver Sponsors

Anthem Properties, ICBA,  
Bozzini's Restaurant

### Bronze Sponsors

Hashmi Law, Dan the Man's

### Volunteers

### Community Cleanup

Phoenix Society

### Movies Under the Stars

Phoenix Society

## The Long Long Table

### Presenting Sponsor

Civic Hotel

### Hosted By

Westland Living

### Gold Sponsors

Lark Group, KPU, SFU, VanCity,  
TD Bank

### Silver Sponsor

Hashmi Law

## Gingerbread Village

### Venue Sponsor

Central City Shopping Centre

## Surrey Voices

The City of Surrey

## Community Conversations

### Alison Rajah

Director, Surrey Art Gallery

### Jen Marchbank

Professor Gender, Sexuality & Women's Studies

### Diana Bedoya

SFU

### Elizabeth Model

### Dr. Tammara Soma

SFU

### Bob Gabriel

ISSofBC Settlement Services