

NO: R214

COUNCIL DATE: December 12, 2022

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **December 8, 2022**

FROM: **General Manager, Investment &  
Intergovernmental Relations**

FILE: **0250-20**

SUBJECT: **Renewal of the Downtown Surrey Business Improvement Area**

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## RECOMMENDATION

The Investment & Intergovernmental Relations Department recommends that Council:

1. Approve the use of the Council Initiative process as the means by which to measure property owner support for a five-year renewal term of the Downtown Surrey Business Improvement Area (“DSBIA”);
2. Authorize the City Clerk to bring forward *Downtown Surrey Business Improvement Area Bylaw, 2023, No. 20796* (the “Bylaw”) for the required readings and authorize staff to undertake all the necessary related actions; and
3. Request that staff proceed with the formal property owner notification process related to the renewal of the DSBIA and submit a further report on the matter complete with recommendations for Council’s consideration after the expiry of the Council Initiative notice period.

## INTENT

The purpose of this report is to obtain Council approval for the renewal of the DSBIA for a five-year term from 2023 to 2028 by means of the Council Initiative process, and to instruct staff to take all necessary measures to bring forward Bylaw No. 20796.

## 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 that locale to finance programs to help keep the catchment area healthy and prosperous. In most circumstances, such collaboration between businesses is not possible by other means. There are currently four BIAs in Surrey including the Downtown Surrey BIA renewing in 2023, the Newton BIA renewing in 2024, the Cloverdale BIA renewing in 2025, and the Fleetwood BIA renewing in 2026.

In 2003, Council approved the initial *Whalley Business Improvement Area Bylaw, No. 14923* which subsequently created what is known today as the Downtown Surrey Business Improvement Association (the “Association”). The current DSBI Bylaw expires on March 31, 2023. While the Association has proposed a renewal term of seven years, staff recommend that the DSBI be renewed for a five-year term in order to facilitate alignment of all Surrey BIA renewal terms beginning in 2028. A five-year renewal term is the standard term duration for all BIAs in Surrey.

The area covered by the DSBI is illustrated in Appendix “I” attached to this report. The Association is not seeking to expand their boundaries during this renewal term.

## DISCUSSION

Under the *Community Charter*, the level of support for the establishment or renewal 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, if 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 levy, *register their dissent* within 30 days of notification, the process would not proceed; and
- ii. **Petition Process:** Under this approach, if 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 levy, sign a petition *indicating their support* for the establishment of a BIA, the process would proceed.

Local governments may select either approach. The Association is requesting the City use the Council Initiative approach to formally assess the level of support for the renewal of the DSBI. The vast majority of BIAs in British Columbia have been established or renewed using the Council Initiative process to measure 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 bylaw for the area that will be subject to the BIA levy. The bylaw:

- Identifies the organization representing the BIA;
- Defines the geographic area covered by the BIA;
- Specifies the funding formula to be used in establishing the BIA levy that will be paid by each property that is covered by the BIA; and
- Establishes the term that the bylaw will be in effect.

A draft of the proposed Bylaw No. 20796, including Schedule “A” and Schedule “B”, is attached as Appendix “II” to this report.

### Five-Year Renewal Term and Alignment

On October 27, 2021, the Association submitted a request to the City to increase their renewal term from five to seven years. However, the typical BIA renewal term in Surrey is five years.

Staff are proposing the renewal terms of all BIAs in Surrey be aligned at the earliest possible date, beginning in 2028 if a five-year term is approved. By consolidating the BIA renewals to once every five years, a savings of approximately 300 staff hours across four departments can be realized in 2029, 2030, and 2031, and efficiencies and cost-savings realized in the long term. Grouping of BIA terms is already practiced in the City of Vancouver.

To achieve renewal alignment in 2028, each BIA would have varying renewal terms in the interim. Appendix “III” illustrates the alignment of a five-year renewal term for all four Surrey BIAs.

Alternatively, Council could approve the requested seven-year term for the DSBIA and direct staff to align the four Surrey BIAs under seven-year renewal terms.

### Petition Procedure

After the Bylaw is given three readings, formal notification of the proposed BIA is sent by the City to all property owners within the area covered by the Bylaw. Through the Council Initiative process, property owners not in favour of proceeding with the BIA renewal have 30 days to petition to Council to not proceed by completing a petition form provided by the City. Unless a sufficient petition against the BIA is received by the City, the BIA Bylaw can proceed to final adoption. A sufficient petition against proceeding with the BIA requires the support of at least half of the landowners, 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.

### Levy Schedule

Subsequent to a BIA Bylaw being adopted by Council, BIA revenues are collected by the City through an annual levy on each property within the BIA area and are transferred to the Association subject to meeting the requirements outlined in the *Community Charter*. In Surrey, the typical renewal term for BIAs is five years. Based on the Extraordinary General Meeting (“EGM”) held by the Association on July 20, 2022, the 2023 levy for the Association would be \$1,310,816 (an initial increase of 6% at renewal over the 2022 levy). A schedule of the subsequent levies for the duration of the term is provided in the table below.

Year	Levy	Percent Increase, Year Over Year
2022	\$1,232,841.00	
2023	\$1,310,816.00	6%
2024	\$1,376,357.00	5%
2025	\$1,445,175.00	5%
2026	\$1,502,982.00	4%
2027	\$1,563,101.00	4%
2022-2027 (5 years)	\$330,260.00 Increase	26.8% Increase*

Table 2: DSBIA Levy Schedule 2022-2027

\*26.8% overall increase in levy amount is not representative of the % increase year over year, but rather the relative % increase between 2022 and 2027.

The proposed DSBI levy structure would have an initial increase of 6% from 2022 to 2023, with an overall levy increase of 26.8% over the period of 2022 to 2027. This is in line with other recent BIA renewals (attached as Appendix “IV”). These increases are typically initiated by the BIAs to offset inflationary costs as well as to develop new programs and activities to promote businesses in their area. The budget for the 2023 fiscal year outlines the proposed spending levels (attached as Appendix “V”). The City has no concerns with the proposed budget increases.

### Outreach

The Association conducted outreach to their membership using various methods to gauge support for the renewal as reflected in their strategic plan and renewal survey, a copy of which is included (attached as Appendix “VI”). There is currently a total of 577 properties that pay into the BIA with some property owners having multiple properties within the BIA boundary.

The Association made reasonable efforts to engage the property and business owners in the area as demonstrated in the chart below. According to the Association, they had access to the contact information of 372 property owners when the survey was disseminated in January 2022 in the designated area for the purpose of survey outreach.

<b>Membership Outreach</b>	
<b>Survey</b>	
Mail	372 property owners
Email	825 business owners; weekly reminders
Phone and In Person	One staff member made 150 in-person visits Five in-person meetings set up between May 10 – July 14
<b>Extraordinary General Meeting Notification</b>	
Mail	372 property owners; 825 business owners
Email	372 property owners; weekly reminders
Phone and In Person	Promoted at five in-person meetings

*\*Some businesses and property owners had multiple contact email addresses on file.*

Overall, the Association received 159 completed surveys (representing 15.8% of the Association membership) and all respondents were in favour of the renewal of the Association. The Association board developed a new proposed levy schedule utilizing the feedback from the surveys and the strategic plan. The levy schedule was voted on unanimously at the EGM by the 14 attendees (representing 31 properties and 11 businesses) to proceed with the BIA renewal.

As the BIA levy is typically passed on by property owners to business owners and tenants, either in whole or in part, business owners and tenants are included along with property owners in the consultation process and the vote on the levy schedule. It is important that business tenants be part of the process, though legislation directs that approval for the BIA be sought solely from the property owners.

### Finance Department

Finance Department has reviewed this report.

## Legal Services

Legal Services has reviewed this report.

## SUSTAINABILITY CONSIDERATIONS

The renewal of the DSBI supports the objectives of the City's Sustainability Charter 2.0. In particular, this work relates to Sustainability Charter 2.0 theme of Economic Prosperity and Livelihoods and Inclusion. Specifically, this project supports the following Desired Outcomes (DO) and Strategic Direction (SD):

- Innovation DO16: Surrey's businesses are active participants in the community and create economic value in a way that generates value for society; and
- Community Pride and Engagement SD19: Support placemaking opportunities at the neighbourhood level and the creation of community gathering spaces.

## CONCLUSION

The Downtown Surrey BIA's current Bylaw expires on March 31, 2023. The Investment and Intergovernmental Relations Department recommends that the recommendations contained in this corporate report be approved including the use of the Council Initiative process as the means by which to measure property owner support for a five-year renewal term of the Downtown Surrey Business Improvement Area.

Donna Jones  
GM, Investment & Intergovernmental Relations

### Attachments:

Appendix "I": Boundaries of the Downtown Surrey Business Improvement Area

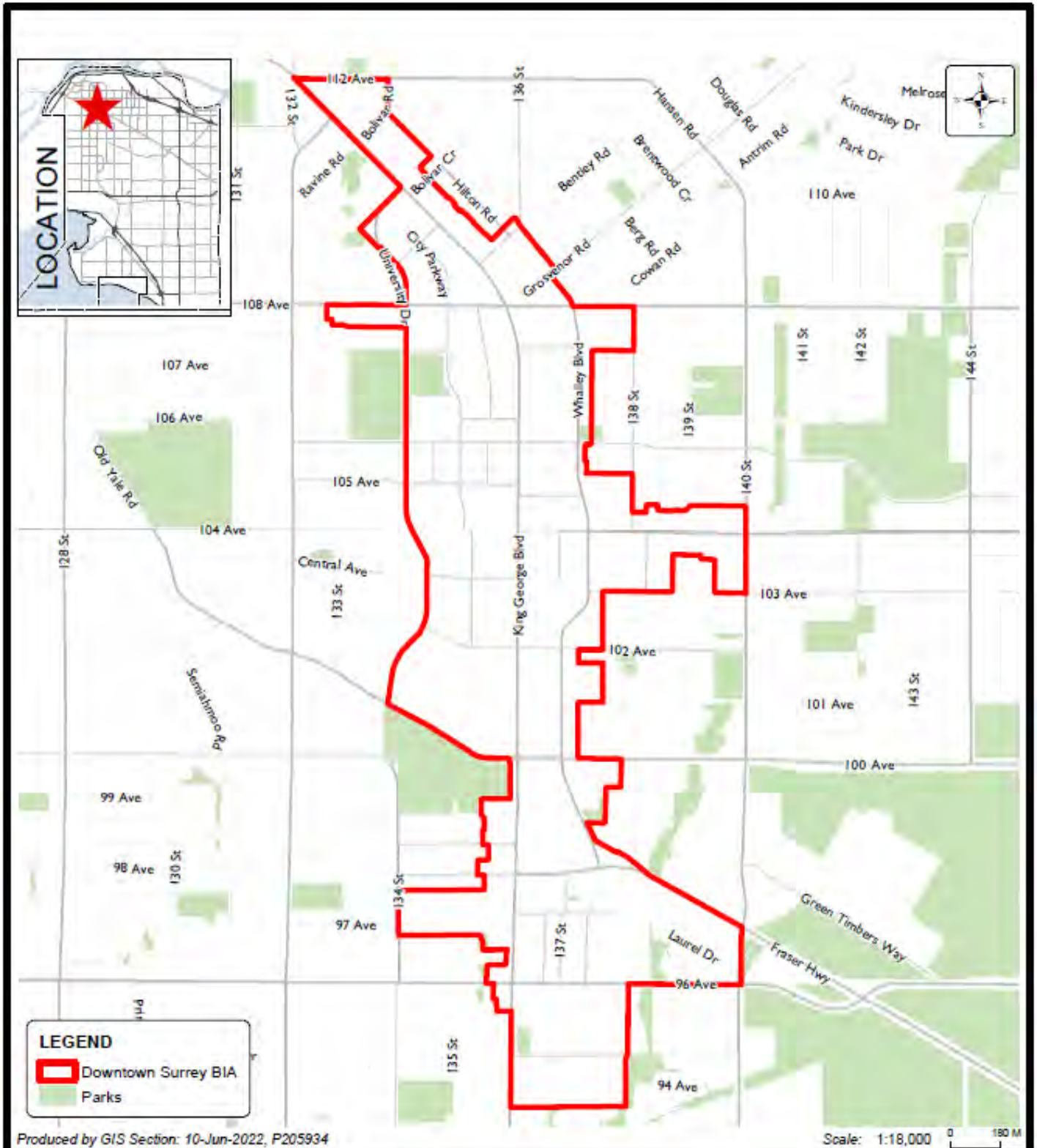
Appendix "II": Draft *Downtown Surrey Business Improvement Area Bylaw, 2023, No. 20796*

Appendix "III": Surrey Business Improvement Associations 5-Year Term and Term Alignment Table

Appendix "IV": Current Levy Structure Breakdowns of Surrey's BIAs

Appendix "V": Proposed Downtown Surrey Business Improvement Association Budget for 2023

Appendix "VI": Downtown Surrey Business Improvement Association Renewal 2023



Produced by GIS Section: 10-Jun-2022, P205934

Scale: 1:18,000 0 180 M



## Downtown Surrey BIA

ENGINEERING  
DEPARTMENT

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.

CITY OF SURREY

BYLAW NO. 20796

A Bylaw to establish the Downtown Surrey Business Improvement Area  
for the years 2023 to 2028

.....

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 Bylaw 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, ENACTS AS FOLLOWS:

1. This Bylaw may be cited for all purposes as "Downtown Surrey Business Improvement Area Bylaw, 2023, No. 20796".
2. For the purpose of this Bylaw:

"Association" means the Downtown Surrey 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 Downtown Surrey 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 Downtown Surrey Business Improvement Area;
- (b) the improvement, beautification or maintenance of the streets and sidewalks in the Downtown Surrey Business Improvement Area;
- (c) the conservation of heritage property in the Downtown Surrey Business Improvement Area;
- (d) the encouragement and promotion of commercial business development and encouragement of entertainment, sports and cultural activities within the Downtown Surrey Business Improvement Area in furtherance of its economic and commercial welfare; and

- (e) the creation of a pleasant environment in the Downtown Surrey Business Improvement Area.

"City" means the City of Surrey.

"City Council" means the Council of the City of Surrey.

"Downtown Surrey Business Improvement Area" means the area of the City designated by Section 3 of this Bylaw.

"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.

- 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 Bylaw as Downtown Surrey Business Improvement Area.
- 4. City Council hereby approves a grant to the Association of an amount not exceeding one million three hundred and ten thousand, eight hundred and sixteen Dollars (\$1,310,816 in Year 1 (2023)). For the subsequent four remaining years, the amount granted on a per year basis will be as follows:

(a)	Year 2	2024	\$1,376,357
(b)	Year 3	2025	\$1,445,175
(c)	Year 4	2026	\$1,502,982
(d)	Year 5	2027	\$1,563,101
- 5. Monies granted to the Association under this Bylaw must be expended only by the Association and in accordance with the conditions and limitations set out in this Bylaw and for the planning and implementation of a Business Promotion Scheme.
- 6. Monies granted to the Association pursuant to this Bylaw shall be for projects provided for in the annual budget submitted by the Association and approved by City Council pursuant to Section 9 of this Bylaw.
- 7. All of the money granted to the Association pursuant to this Bylaw shall be recovered within the Downtown Surrey 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 Downtown Surrey 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 Downtown Surrey 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 1<sup>st</sup> in each year, a budget for the purpose of the Business Promotion Scheme based on a fiscal year commencing April 1<sup>st</sup> 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 Bylaw and shall cause the revenue and expenditures resulting from the use of that separate account to be an audited schedule to the financial statements of the Association and reported separately as required by Section 19 of this Bylaw.
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 Bylaw which extends beyond the fiscal year in which the money was granted.
12. The directors of the Association shall permit the General Manager, Finance of the City, or a nominee of the General Manager, Finance, 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 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 Bylaw.
13. Any money granted to the Association by the City pursuant to this Bylaw 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.
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;
  - (b) all persons who own Taxable Property within the Downtown Surrey 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 Downtown Surrey 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. For the purposes of Section 15(b) of this Bylaw, the City will provide to the Association upon request the name and address of every owner of Taxable Property within the Downtown Surrey Business Improvement Area according to the most recent assessment information provided to the City by the Assessment Authority.
17. The bylaws of the Association must include the provisions set out in Schedule "B" to this Bylaw.
18. The Association shall not alter or approve amendments to its constitution or bylaws without providing the General Manager, Finance with two (2) months' notice in writing 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 Bylaw.
19. The Association shall account for the money approved by City Council for the previous year by submitting to the City on or before May 15<sup>th</sup> in each of the years 2024, 2025, 2026, 2027, and 2028, 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.
20. The Association shall not incur any indebtedness or other obligations beyond each budget year.
21. This Bylaw shall be in effect until March 30, 2028.

PASSED FIRST READING on the \_\_\_\_\_ day of \_\_\_\_\_, 2022.

PASSED SECOND READING on the \_\_\_\_\_ day of \_\_\_\_\_, 2022.

PASSED THIRD READING on the \_\_\_\_\_ day of \_\_\_\_\_, 2022.

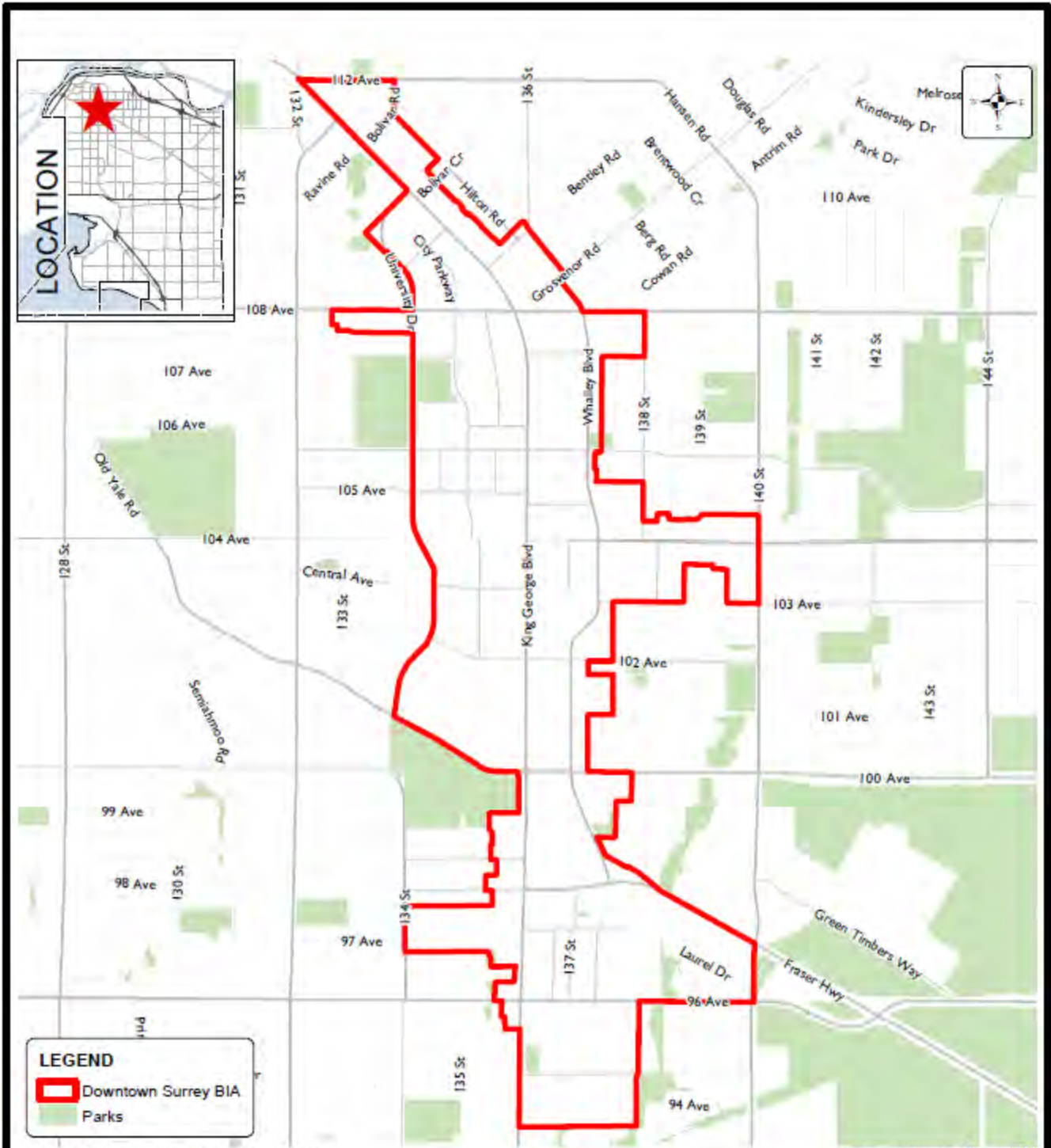
NOTICE OF INTENTION ADVERTISED in the SURREY NOW LEADER newspaper on the \_\_\_\_\_ and \_\_\_\_\_ day of \_\_\_\_\_, 2022.

RECONSIDERED AND FINALLY ADOPTED, signed by the Mayor and Clerk, and sealed with the Corporate Seal on the \_\_\_\_\_ day of \_\_\_\_\_, 2023.

\_\_\_\_\_MAYOR

\_\_\_\_\_CLERK

# BIA BYLAW SCHEDULE "A"



**LEGEND**

- Downtown Surrey BIA
- Parks

Produced by GIS Section: 10-Jun-2022, P205934

Scale: 1:18,000



## Downtown Surrey BIA

**ENGINEERING  
DEPARTMENT**

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. Source: © IMAPINGIS/ISMP/Custom/EconomicDevelopment/DowntownBIA/PS\_andDowntownSurreyBIA\_2022\_APA.html

**BIA BYLAW  
SCHEDULE "B"**

The Bylaws of the Association must include the following provisions:

**Definitions**

1. "Authorized Representative" to be defined as follows:

"Authorized Representative" means a person who has authority to act on behalf of a member of the Association in its day to day operations and who is authorized in writing by that member to represent the member at any meeting of the Downtown Surrey BIA.

2. "Property Owner" to be defined as follows:

"Property Owner" means a person who is:

- i. registered in the Land Title Office as the fee simple owner, or the purchaser under a registered agreement for sale; or
- ii. a tenant,

of Class 5 or Class 6 real property as described in *Prescribed Classes of Property Regulation*, B.C. Reg. 438/81 that is located within the Downtown Surrey Business Improvement Area.

3. "Tenant" to be defined as follows:

"Tenant" means a person who is a tenant pursuant to a lease or rental agreement for a term of years which, including all options to renew, is less than 60 years in aggregate, of Class 5 or Class 6 real property as described in *Prescribed Classes of Property Regulation*, B.C. Reg. 438/81 that is located within the Downtown Surrey Business Improvement Area.

**Members and Meetings of Members**

4. There will be only two classes of members: voting members and associate members.
5. Only a Property Owner or a Tenant may be a voting member.
6. The number of associate members must not exceed the number of voting members.
7. Voting by proxy is not permitted at meetings of members.

**Directors**

8. No person may be elected or appointed as a director unless that person is a voting member of the Association or an Authorized Representative of a member.
9. A maximum of two directors may be elected or appointed who are associate members of the Association.

Surrey Business Improvement Associations 5-Year Term and Term Alignment Table

	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
DSBIA	5-Year Term					5-Year Term				
Newton BIA	Current Term	4-Year Term				5-Year Term				
Cloverdale BIA	Current Term		3-Year Term			5-Year Term				
Fleetwood BIA	Current Term			2-Year Term		5-Year Term				

## Current Levy Structure Breakdowns of Surrey's BIAs

### Downtown Surrey BIA:

Year	Levy % Increase	Levy Amount
2023	6	\$1,310,816.00
2024	5	\$1,376,357.00
2025	5	\$1,445,175.00
2026	4	\$1,502,982.00
2027	4	\$1,563,101.00

Downtown Surrey BIA Total Levy Increase Over 5 Years: **26.8%**

### Newton BIA:

Year	Levy % Increase	Levy Amount
2019	25	\$500,000.00
2020	3	\$515,000.00
2021	3	\$530,450.00
2022	3	\$546,363.50
2023	3	\$562,754.00

Newton BIA Total Levy Increase Over 5 Years: **40.68%**

### Cloverdale BIA:

Year	Levy % Increase	Levy Amount
2020	17	\$221,300.00
2021	3	\$227,939.00
2022	3	\$234,777.00
2023	3	\$241,820.00
2024	3	\$249,075.00

Cloverdale BIA Total Levy Increase Over 5 Years: **31.09%**

### Fleetwood BIA:

Year	Levy % Increase	Levy Amount
2021	0	\$225,000.00
2022	0	\$225,000.00
2023	5	\$236,250.00
2024	5	\$248,062.00
2025	5	\$260,500.00

Fleetwood BIA Total Levy Increase Over 5 Years: **15.78%\***

\*The Fleetwood BIA did not request a levy increase for 2022 and 2023 due to programming delays in previous years.

## Proposed Downtown Surrey Business Improvement Association Budget for 2023

<b>PROPOSED DSBIA BUDGET 2023</b>	
<b>REVENUE</b>	
Levy 2022	\$1,232,841
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>
<b>EXPENSES</b>	
Board of Directors	\$23,300
Finance & Audit	\$16,100
Government Relations	\$11,150
Marketing	\$110,300
Events	\$103,300
Safety	\$257,200
Membership 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>

# Downtown Surrey Business Improvement Association Renewal 2023

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Prepared by Bonnie Burnside with the research assistance from Amir Majlesi, Jiven Lal, Alex Wiens.

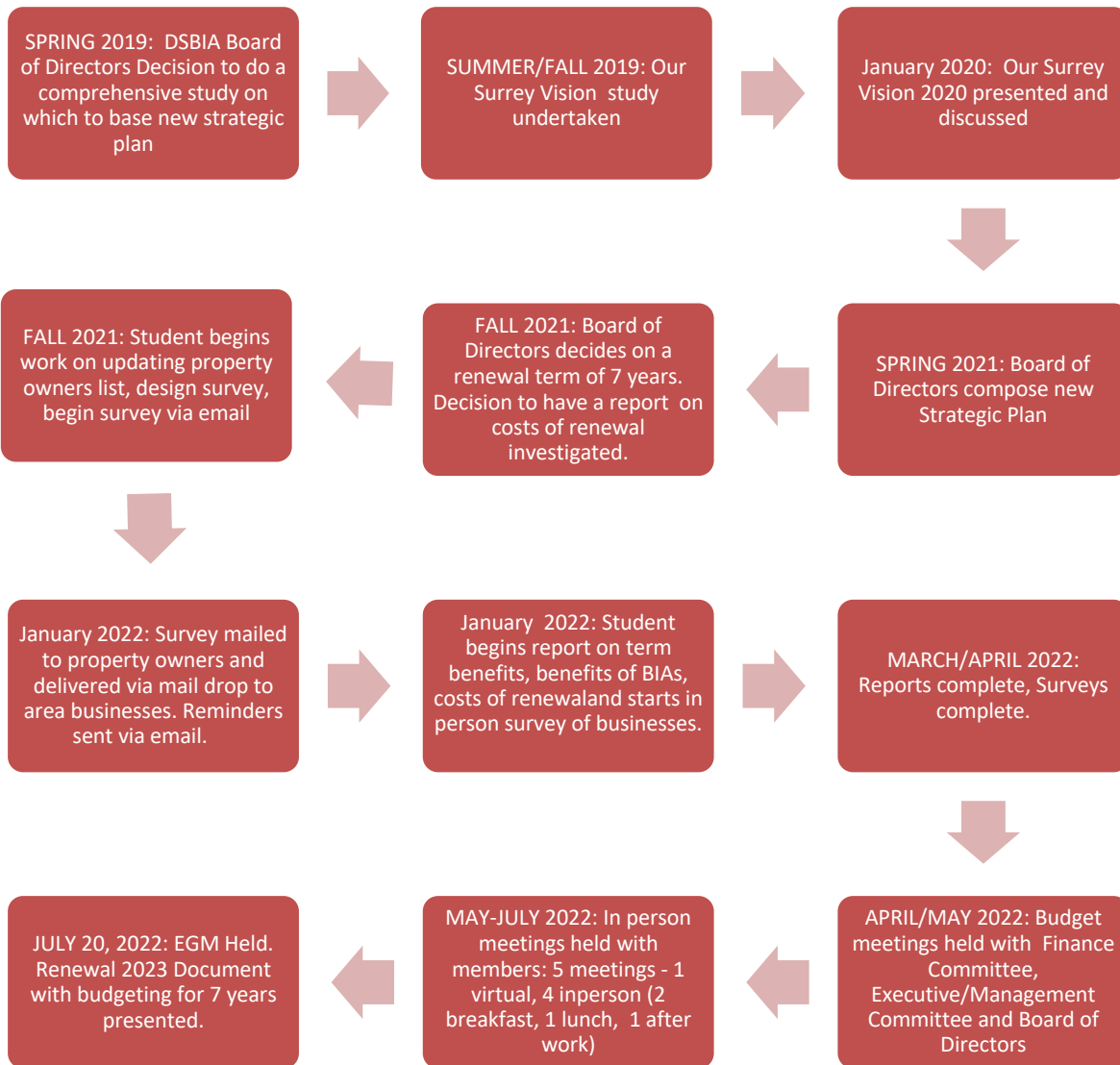
Graphic Design work done by Olivia Steed, Tiffany Wong.



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## Timeline of Renewal of the Downtown Surrey Business Improvement Association 2023



### Our Surrey Vision

The Directors of the Downtown Surrey BIA wanted a survey and report, similar to Downtown Vancouver's *Re-Imaging Downtown Vancouver*, that would provide information of how people envisioned Downtown Surrey and ideas they might have to enhance the area. This information would be used to help build the new Strategic Plan.

Over 1200 people were surveyed during the summer and early fall of 2019 to determine what people who live, work and learn in Surrey want in Surrey's Downtown core. The complete report can be found in Appendix A but the areas highlighted by the Directors included:

- What the City of Surrey or other levels of government can do:

- Pedestrian only streets
  - Museum (history and art)
  - Iconic performance centre
  - More parks, greenery, trees
  - Safe, clean
  - Services for people with mental health problems or addictions
  - Affordable housing
- What Developers can do:
    - Restaurant Row
    - Entertainment District
    - Public Art
    - Add permanent indoor or multicultural market to new developments
    - Recruit post-secondary schools to operate South of the Fraser campuses out of new developments
- What the DSBIA can do:
    - Street life (performers)
    - Safe, Clean (through special projects and education and advocacy)
    - Community Art Projects
    - Transit (through advocacy)
    - Festivals, events
    - Youth events, activities
    - Assistance for people who are homeless, mentally ill or addicted (through advocacy)

These points were discussed in detail during the next phase of the renewal process to be included in a new strategic plan.

## Strategic Plan

After the Downtown Surrey BIA Board of Directors went over the ***Our Surrey Vision*** report, meetings were held in 2021 to formulate a new Strategic Plan for 2021 & beyond. Given health restrictions in place by the PHO, meetings were held virtually via ZOOM.

A new Statement of Purpose was adopted.

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.

The work of the BIA falls under the following categories:

- Economic Development
- Government Relations
- Marketing
- Membership
- Safety
- Area Enhancement
- Events

Detailed information on the focus of work can be found in the full Strategic Plan in Appendix B.

## Term of Renewal

At the meeting of the Board of Directors in September 2021, where the *Strategic Plan 2021 & Beyond* was approved, the following decisions were made.

1. The DSBI would not ask for an extension of the boundaries of the DSBI at the 2023 renewal.
2. The DSBI would ask the membership for a renewal term of seven (7) years rather than a five year renewal term.

The term length was discussed in full. It was noted that the Downtown Vancouver BIA had recently been renewed for ten years. Many of the BIAs in BC have already gone to a seven year term or plan to go for a seven year term at their next renewal. Renewals not only cost the organization money but a great deal of staff time. One of the reasons the Downtown Vancouver BIA decided to have a ten year term was because they wanted stability as the CEO was retiring and a new person was being recruited.

The City was advised of the Board's decision to go for a seven year term. The Manager of Economic Development, Stephen Wu attended the October Board meeting where it was decided that the DSBI Board wanted to go for a seven year term and requested a study be completed by a student regarding the financial benefits. The City would look at how a change in the DSBI's term length could be accommodated by the Economic Development Department.

## Procedures

From September 2021- December 2021 the following was accomplished.

1. A student began work on the mailing list of the property owners. Given the list the DSBI is provided by the City of Surrey has incomplete information (information redacted) the extra step and cost must be taken to insure we have as up-to-date information as possible so our property owner members can be contacted. This required the student go through the Land Title Office property by property.
2. The Renewal Survey was set up on Mail Chimp.
3. Effective November 18, the survey was included in the DSBI's weekly e-newsletter "It's News Downtown" until the end of 2021. This newsletter reached between 698-704 people on the mailing list on a weekly basis. Between November 18-December 31, 2021 only 3 people completed the survey online.
4. Envelopes were addressed to the DSBI property owners and stuffed with the survey ready to be distributed in early January 2022. After removing duplicates, 372 property owners were sent a survey through Canada Post.
5. Surveys were also printed to be distributed in January 2022 to 825 commercial properties within the Downtown Surrey BIA boundaries. A copy of the survey can be found in Appendix C

From January 2022-April 2022, the following was accomplished.

1. On January 20, 825 commercial property owners were sent the survey by unaddressed airmail through Canada Post.
2. On January 20, we continued asking people to fill out the survey via "It's News Downtown" but offered an incentive - if they completed the survey online they were included in a draw to win a \$50 gift card. This continued for six weeks and between 698-691 people weekly were included in the email blast. There continued to be limited surveys completed by this method,
3. On January 24, our student began visiting businesses in the area to complete surveys in person on our I-pad.
4. Reports on the Benefits of a BIA (see Appendix D).
5. Financial report regarding the expenses incurred undergoing a renewal (see Appendix F)

6. Once the survey results were available, the top ten requests were identified (see Appendix G). This information became the guide for the DSBI Draft Budget 2023.
7. Three budgets were put forward to the DSBI Management/Executive Committee.
  - a. Budget 1: increase in BIA Levy 8.23%
  - b. Budget 2: increase in BIA Levy 5.35%
  - c. Budget 3A: Increase in BIA Levy 3.08%

Discussion points –

- a. Businesses are still recovering from the pandemic.
  - b. Costs are increasing across the board.
  - c. Focus should be on safety and cleanliness. Advocacy falls under staff costs.
  - d. Prefer Budget 2 although does not address additional Bike Patrol.
8. Budgets 1, 2 and 3B were put forward to the DSBI Finance Committee.
    - a. Budget 1: increase in BIA Levy 8.23%
    - b. Budget 2: increase in BIA Levy 5.35%
    - c. Budget 3B: Increase in BIA Levy 6.33%

Discussion points:

- a. Businesses still recovering from pandemic.
  - b. Costs are increasing across the board.
  - c. Qualified staff personnel are difficult to recruit and maintain. This will affect not only DSBI staff but staff of companies that we contract.
  - d. Forecast for increased inflation over the next few years.
9. Budgets were presented at the DSBI Board meeting. After discussion, it was decided to take Budget 3B to the membership as our 2023 Budget with increases in future years of 5%, 5%, 4%, 4%, 3%, 3%.

Budget to be presented will include DSBI levy increased to \$1,301,816 (6.33%)

Highlights:

- Safety
  - Bike Patrol: In January, December - One Bike Patrol Team Monday – Saturday from 9am-7pm. From February – November Team One works Monday-Friday 9am-5pm. Team Two works Tuesday – Friday 11am-7pm/ Saturday 10am-6pm.
    - Although this budget doesn't address early morning or later evening patrols or patrols on Sundays (which were requested by several businesses), it provides additional service during the day when the Bike Patrol gets backed up on numerous calls. Goal is to decrease time it takes to answer calls from businesses.
- Area Enhancement
  - Additional budget so streets north of 104 Avenue can be cleaned at least twice per week.
  - Pilot project of Big Item Pick-up will be reduced to April 1- September 30 only.
- Click on Surrey Team (started during 2020 to assist small business with Marketing, Social Media, Graphic Design, Filming, Website Design by Interns)
  - Will be available during the summer only as long as it is funded through Canada Summer Jobs. If additional funding becomes available in the January and September semesters, the program can be reinstated.

From May- July

1. Meetings were scheduled with members at various locations at various times to try to get the best attendance possible.
  - a. First meeting: May 10 at City Centre 3, office 800 from 7:30-10am. Coffee and muffins were supplied. Invitations were sent via Canada Post to property owners three weeks in advance. One week in advance, invitations were hand delivered to businesses in City Centre 1, 2 and 3 as well as other local businesses (Dairy Queen, 99 Nursery, Tim Hortons, etc.) Ten (10) people attended the meeting reflecting business owners, managers, employees. Only one property owner was identified.
  - b. Meeting Two: July 13 held virtually at 5:30pm. This meeting (along with our meetings scheduled on July 14) was promoted for three weeks via our e-newsletter, as well as an unaddressed admail drop via Canada Post to all commercial properties within the DSBIA boundaries. Further, flyers were dropped off at businesses visited by our intern conducting the annual Safety Audit. An invitation was sent to all property owners listing the four meetings as well as an announcement of the upcoming Extraordinary General Meeting (EGM). One person signed up in advance but did not show up.
  - c. Meeting Three: July 14 held at the DSBIA office from 7:45-9am. The July 14 meetings were promoted for three weeks via our e-newsletter, as well as an unaddressed admail drop via Canada Post to all commercial properties within the DSBIA boundaries. Further, flyers were dropped off at businesses visited by our intern conducting the annual Safety Audit. An invitation was sent to all property owners listing the four meetings as well as an announcement of the upcoming Extraordinary General Meeting (EGM). No one showed up.
  - d. Meeting Four: July 14 held at the David Pel's office on 135A Street from noon-1:30pm. Lunch was supplied The July 14 meetings were promoted for three weeks via our e-newsletter, as well as an unaddressed admail drop via Canada Post to all commercial properties within the DSBIA boundaries. Further, flyers were dropped off at businesses visited by our intern conducting the annual Safety Audit. An invitation was sent to all property owners listing the four meetings as well as an announcement of the upcoming Extraordinary General Meeting (EGM). Eighteen (18) people attended including property owners, business owners and employees. Eight properties and ten businesses were represented.
  - e. Meeting Five: July 14 held at Chuck Bailey Rec Centre from 5-6:30pm. Snacks were supplied The July 14 meetings were promoted for three weeks via our e-newsletter, as well as an unaddressed admail drop via Canada Post to all commercial properties within the DSBIA boundaries. Further, flyers were dropped off at businesses visited by our intern conducting the annual Safety Audit. An invitation was sent to all property owners listing the four meetings as well as an announcement of the upcoming Extraordinary General Meeting (EGM). One person attended who was both a property and business owner.
2. A renewal document, outlining the achievements of the DSBIA over the past twenty years along with plans for the future and the proposed budget was written and designed. See Appendix H.
3. Given the problems with the DSBIA website, a new website was established and live by July 8 (<http://downtownsurrey.ca/>) that included information on meetings, the EGM as well as the Renewal 2023 document and the Strategic Plan.

The Extraordinary General Meeting (EGM)

The EGM was held on Wednesday, July 20, 2022, from noon-1pm at the City Centre Library. In

attendance, were 17 people plus staff. Fourteen attendees were DSBIA members and represented 31 properties and 11 businesses. Edward Tain from the City of Surrey Economic Development Department represented the City of Surrey.

Please see minutes of the meeting in Appendix I.  
Membership voted for unanimously for a renewal term of seven years, the levy amounts for the next seven years and the budget for 2023.

# Appendices

[Appendix A: Our Surrey Vision Report \(click for full 55-page report\)](#)



# 2020 OUR SURREY VISION





# VISIONING THE FUTURE OF DOWNTOWN SURREY

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.



# ACKNOWLEDGEMENTS

We would like to thank the local businesses, non-profits, organizations and residents of Downtown Surrey for supporting this project.

- To our neighboring BIA's in Newton and Fleetwood who invited us to community events and gave all of Surrey an opportunity to have their voice heard.
- To our community advisors who provided key insight and connection throughout the project.

We hope this cycle of engagement and collaboration is continued so we can all enjoy Downtown Surrey of the future.

Project Management  
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Janette Lee, DSBIA

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Soma Marton, DSBIA





# EXECUTIVE SUMMARY

The 2020 Our Surrey Vision community engagement project was launched by the Downtown Surrey Business Improvement Association (DSBIA) to facilitate conversation and community feedback for its 2020 Strategic Planning Document.

The main objectives of this project were to:

- Conduct community engagement in various parts of Surrey to identify key opportunities for growth and seek input on identified areas of strength in Downtown Surrey
- Capture both high level and low level input from these engagements in an overview document

In June 2019, the DSBIA commenced a formal engagement process with local residents and community organizations in the form of event tabling, visioning workshops, one-on-one interviews, stakeholder luncheons, and an online survey. Online engagements were conducted through social media ads, marketing campaigns, and through a special website. Various methods of in-person and online engagement techniques were used to gather input from residents throughout the Lower Mainland – with a focus on residents, businesses, and organizations in Surrey.

This report documents the results of the engagement process.

The objectives of the in-person engagements were to:

- Educate the general public on current initiatives being conducted in the Downtown Surrey area through activities and conversation
- Encourage constructive feedback and identify specific challenges for our diverse communities

The objectives of the online engagements were to:

- Reach residents who were unable to attend in-person engagements
- Cater to residents who wished to expand on their thoughts and ideas in writing

In addition to public consultation, the 2020 Our Surrey Vision lead team established an advisory committee in June 2019 to provide community expertise and technical support in the development of the report. Members were drawn from academia, business, the environmental community, and public servants in arts, culture, and economic development.

In total, there were 4,677 in-person engagements, 168,996 online engagements including 998 online surveys and 318 paper surveys for a total of 1,316 completed responses.

Following four months of community consultation, seven themes were identified: Built Environment & Public Spaces, Safety, Services & Businesses, Transportation, Community, Entertainment, and Affordability. These themes were identified from both quantitative answers from survey questions and qualitative comments from the in-person conversations.

Due to the nature of community engagement, this report also has some limitations. Although every effort was made to connect with as many communities as possible, it should be noted that not all groups could be surveyed equally. Secondly, each question in the *2020 Our Surrey Vision* survey cannot be weighed equally as not all respondents answered each question. Overall, researchers worked to maintain a level of clarity in the engagement process to accurately reflect the thoughts and ideas presented by the community.

This report expands on Surrey's identity as a City-in-transition, as well as Downtown Surrey's potential to become a hub for technology, business, education and community. Public input helped identify community values and priorities as well as opportunities for improvement and growth.



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# INTRODUCTION

The Downtown Surrey Business Improvement Association (DSBIA), previously known as the Whalley Business Improvement Association was formed in 2003 to address concerns experienced by local businesses and revitalize the area through economic development, marketing initiatives, events, and area enhancement. The organization is governed by a volunteer Board of Directors consisting of business owners and property owners within the boundaries of the DSBIA.

Currently identified as Downtown Surrey (see Map and Census Data, Appendix A) is an area in-transition. When the DSBIA received approval and funding in 2003, building development had stagnated even with the arrival of three Skytrain stations and the announcement of a university to be located in the area. The main artery, known then as King George Highway, was peppered with single-storey buildings housing pawn shops, gold-n-gun stores, fast food outlets and vacant storefronts. Prostitutes and drug dealers were stationed on numerous corners and throughout the area.

From 2003 – 2013, the area began a major transition. Simon Fraser University opened a new campus located on the roof of the re-designed shopping centre. The new main branch of the Surrey Library, Surrey City Centre Library, opened and Surrey City Hall was built and relocated to the area. Numerous developers including Concord Pacific, WestStone, Tien Sher, and Bosa either announced or had started building residential developments within or adjacent to the DSBIA area. The RCMP E Division, Regional Offices opened in Green Timbers and Holland Park became a destination for all of Surrey to enjoy special events and concerts.

The DSBIA Board was committed to building a downtown core and directed staff to focus on economic development, marketing, area enhancement, special events and safety initiatives. Much of the work focused on collaborating with stakeholders: The City of Surrey (Mayor, Councillors, staff), SFU, developers, RCMP, community groups, local MPs and MLAs, non-profit organizations, Boards of Trade, and others to address the development and needs of a new Downtown core.

Since 2013, SFU has expanded with a new building to house Sustainable Engineering and Environmental Studies. A new Bosa commercial development in the North precinct has opened and a thriving Health and Technology District in the South with two completed towers by Lark Group and more on the drawing board. The opening of Coast Capital's National Head Office (a major PCI development at the King George Skytrain station) and implementation of plans for Georgetown (an Anthem Properties development) will add both retail, office, and residential towers to the area. Surrey Memorial Hospital expansion has been completed, Jim Pattison Outpatient Care has opened, Kwantlen Polytechnic University built and located a satellite campus Downtown, and a new Marriot Hotel has been added to a growing and ever-changing skyline.

The area is still in-transition. New residents have moved in, more people are working in the area, and more students are studying in Downtown Surrey. Some of the issues that were concerns in 2003 continue to remain prevalent. Surrey continues to be car-reliant. Transportation options within Surrey are lacking. Streetscape is deficient in part because the road grid remains large and the streets unwalkable. Like most urban centres throughout the world, homelessness has grown and has been an issue affecting many of the businesses in the DSBI area. Open drug use in some areas persists. Building within the DSBI area has not been at the same rate, leaving some neighbourhoods “new and shiny” and others “old and decrepit”.

In 2005, the DSBI began hiring post-secondary students through Canada Summer Jobs. What started as one student in 2005 has grown year by year based on the funding allocated by the Federal Government. Under the guidance of DSBI staff, students from different faculties worked together on special projects addressing the issues facing Downtown Surrey. Building a strong sense of community, improving the cleanliness and perception of safety, marketing small businesses and enhancing the area through events, art projects, and placemaking activities are just a few of the projects that have been instituted.

In 2019, the DSBI Board of Directors decided to fund the 2020 Our Surrey Vision project to consult with not only residents, workers, businesses, and students in the Downtown core but also with people throughout Surrey. The DSBI Directors were interested in discovering other people's views on what is good in Downtown Surrey, what could be great, and what could be improved.

By utilizing unique engagement strategies and techniques, in addition to old fashioned methods of asking people for their ideas, the process was aimed to engage, educate, and excite the community about their Downtown. Although it was important to learn the views of people currently experiencing Downtown Surrey, just as important were people who did not visit Downtown. Since the goal is to build a Downtown for Surrey and a second Metro Centre for the region: it is important to look beyond the people who currently utilize the area on a regular basis.

The findings of the project would provide the DSBI Directors with important information to focus and build their direction for a work plan, advocacy, and goals for the DSBI's next five year plus strategic plan.

The objectives of this project are:

- Advocate for the growth of the Downtown core and tell a story of its potential
- Develop an accurate vision of what the Surrey community wants for their Downtown based on a mix of qualitative and quantitative responses
- Showcase opportunities of growth for incoming residents, business owners, and the greater community
- Shift perspectives, motivate residents, and challenge perceptions of Downtown Surrey and understand what sparked passionate conversations.

- Integrate resident feedback into the DSBI's future funding and pilot projects.
- Capture resident visions and convey the DSBI's strong advocacy for the well-being of people and development of Downtown Surrey.

Throughout the process, a three-step engagement process (consult, collaborate, and communicate) was adopted.

The guiding principles included:

- Educate the public about Downtown Surrey's potential, informing people about upcoming plans for the area and the upward trend in population and business.
- Showcase the amenities and services currently available or planned for the area.
- Engage residents, visitors, and those who spend time in Downtown Surrey to participate in civic discussions and voice their opinions on the future of Downtown Surrey.
- Exchange ideas and visions for a better Downtown with the community through a mixture of workshops, focus groups, conversations and interviews by building inclusive, safe and open opportunities for feedback and sharing.

The 2020 Our Surrey Vision community engagement project reinforces the DSBI's role in responding to the unique needs of Surrey, a City in transition. The hallmark of the DSBI's role is its long-standing community engagement strategies through special projects each year that have generated a series of rapid responses to emergent community needs such as perceptions of safety, revitalization, place-making, and community building events.

In this tradition, this initiative is a continuation of such community engagement, with its history of rapidly responding to current and shifting priorities of concern to business and citizens.

The work on the 2020 Our Surrey Vision project began in May of 2019 and was completed in December 2019. For a more detailed project outline, please see Appendix B.

# METHODOLOGY

The 2020 Our Surrey Vision project used a mixture of methodologies including qualitative and quantitative methods to engage with residents, visitors, and community members. The primary guiding model was the Appreciative Inquiry (AI) Model – a strength-based approach to change.

This model utilized a positive and opportunity-based lens for the survey questions and engagement techniques. The survey questions prompted people to give insights on how to build onto Downtown Surrey’s existing strengths and opportunities. This model also built the framework for the guiding principles – to educate, engage, and exchange.



Figure 1 Appreciative Inquiry Model

In addition to AI, the survey questions and in-person conversations also provided opportunity for problem solving. This methodology prompted participants to identify challenges they faced and envision possible solutions and plans for future action. It was important to collect both critical feedback and appreciative commentary to connect with the community. This trust-based process was an approachable way to engage in resident discussion and reframe conversations from what is wrong to what is strong.

To best meet the goals of reaching a diverse number of people, both in-person and online methods of engagement were used. The research team attended a variety of festivals and events as well as hosting pop-up activities at various locations throughout Surrey. Workshops, meetings, group discussions and one-on-one interviews with community leaders were also held. An online survey and social media campaigns were also used. A full list of engagement activities can be found in Appendix C.

## Survey

The interactive survey had 20 questions and was an opportunity to assess the current perceptions of Downtown Surrey and to visualize its future. The survey consisted of three demographic identifiers, six “current perceptions of Downtown Surrey” questions, and eleven “values, ideas and visions for the future” questions.

The survey questions were formatted based on the Appreciative Inquiry (AI) Model, starting with an element of excitement, education and curiosity for the future followed by the question that encouraged respondents to think positively but critically.

“Downtown Surrey is transforming itself into a great City Centre with iconic landmarks and a diverse population. My favourite things about Downtown Surrey are...”

The survey was available in English, Punjabi and Traditional Chinese to offer different resident demographics an opportunity to contribute. However, very few (less than 5) survey responses were completed in languages other than English.

A total of 1,316 responses of the English version of the survey were completed between the campaign dates of June 15, 2019 - October 20, 2019.

For a full list of questions in the 2020 Our Surrey Vision survey, see Appendix E.

## Engagement

The research team set up booths at large events in Surrey including Surrey’s Canada Day Celebrations in Cloverdale, Fusion Festival, and small scale community picnics throughout different town centres. The number of engagements was recorded using a tally counter. An “engagement” was considered to be a minimum 15-20 second conversation on the campaign, our mission, and/or potential results of the report.

A total of 4,470 individuals were engaged throughout Surrey. For a full list of events, see Appendix C.

Workshops were held with focus groups at S.U.C.C.E.S.S and Douglas College's LINC (Language Instruction for Newcomers to Canada) programs, Immigrant Services of BC settlement services, YMCA youth programs, and assisted living homes to hear a depth of perspectives. These organizations were identified as priorities to connect with individuals that may be difficult to reach with a traditional online survey. A complete list is available in Appendix C.

Each workshop used different activities to best engage with the attendees; for example: drawing and acting out their ideal community and sharing personal challenges or those experienced by friends/family. Through these workshops, the research team connected with a total of 197 individuals.

One-on-one interviews were conducted with a mixture of residents and business owners to hear their perspectives on Downtown Surrey's strengths and what excited them most moving into the future. These interviews highlighted the various faces of Downtown Surrey and were recorded and used as promotional material to spark interest in others to participate in the project.

The list of 10 interviewees can be found in Appendix C with videos available on [oursurreyvision.com](http://oursurreyvision.com)

A community advisory group was initially formed to provide the researchers assistance in building survey questions that reflected Downtown Surrey's current pressing topics and advice regarding pockets of populations to contact. The advisory group also met two months into the project to provide guidance on other methods to engage more residents in the project.

A Blue Sky Event was a one-time meeting in October that brought the DSBI Board of Directors together with staff from various City of Surrey departments, leaders in development and education, and long-time champions of Surrey. The purpose of this focus group was to connect industry leaders together to discuss Downtown Surrey's strengths, challenges and potential plans for the future, enabling their voices to be added to this report.

Overall, researchers engaged with a total of 58 advisory committee members, including 34 individuals at the Blue Sky event. A full list of advisors can be found in Appendix F.

We utilized social media platforms including Facebook, Instagram, and Twitter to promote the 2020 Our Surrey Vision project to a wider audience.

Marketing work was completed in partnership with Laura Ballance Media Group, and our DSBI social media platforms to release targeted static poster ads, videos (mentioned previously), and Facebook contests for those who completed the survey

Notable media mentions included:

- Daily Hive's web article and Facebook page had a collective reach of 1.1 million
- News 1130 web article which included the DSBI's press release reached 772,000
- Black Press publications including Surrey Now Leader, Cloverdale Reporter, and North Delta
- Reporter, Peace Arch News, and BC Local news had a collective reach of 948,116

# FINDINGS

There were 1316 surveys completed either online or on paper at various events and pop-up activities. Upon reviewing the results, it should be noted that not all questions have been answered by each respondent.

The demographic information that was collected shows that 441 respondents live in Downtown Surrey/City Centre or Whalley. This represents approximately 35% of the individuals responding to this question. Based on the findings, further analysis could be done to compare responses by individuals based on their Town Centre of Residence and/or age. This information could shed light on recruitment of businesses, restaurants, and services based upon the AI model of building on the current strengths.

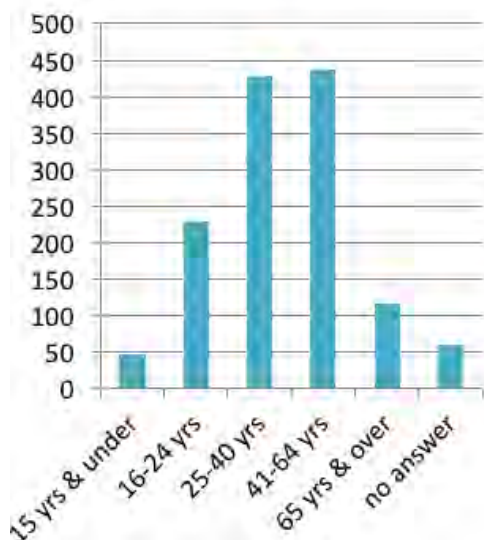
Several survey questions were open ended and comments collected are discussed further within the qualitative information section.



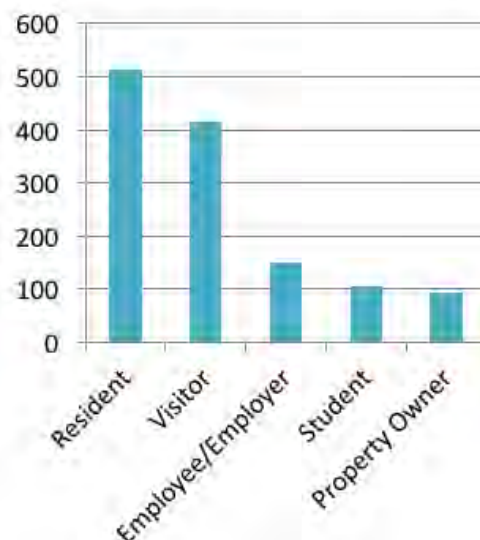
# Demographic Data

## Who completed our survey?

By Age



Relationship to Downtown



## Where do they live?

Downtown Surrey/City Centre – includes Gateway, Medical area

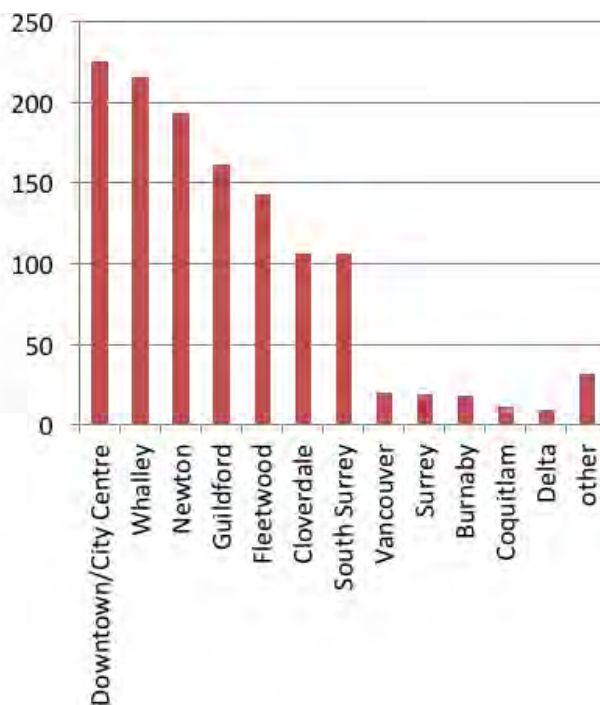
Whalley – includes Cedar Hills, Bolivar Heights, Royal Heights, Bridgeview

Guildford – includes Fraser Heights

Newton – includes Panorama, Sullivan, Strawberry Hills, Bear Creek

Cloverdale includes Clayton

Delta – includes North Delta, Ladner, Tsawwassen

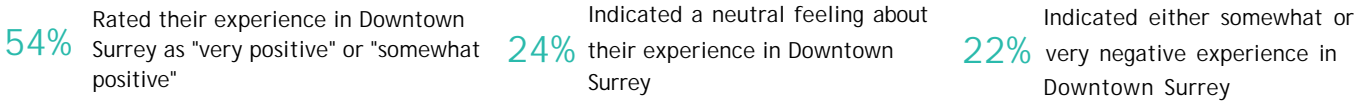


# Downtown Surrey Today

As new people, business and developments come to Downtown Surrey, so do perspectives, thoughts and opinions. These questions were used to understand the current feelings people have towards the Downtown, and where our biggest strengths lie.

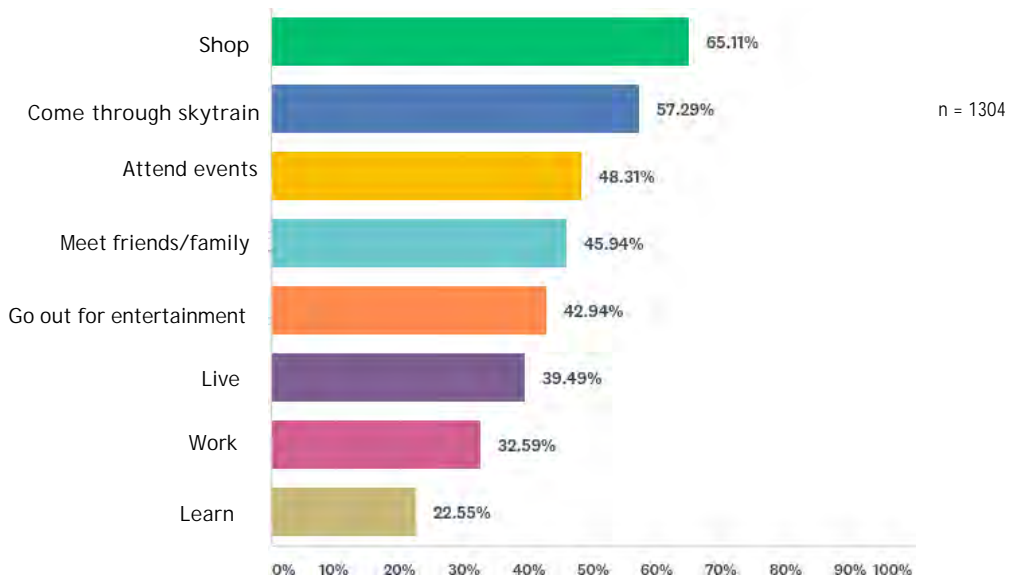
## Your experience in Downtown Surrey for the past year has been... n = 1305

Respondents were asked to pick only one type of experience, reflecting their feelings towards Downtown Surrey.



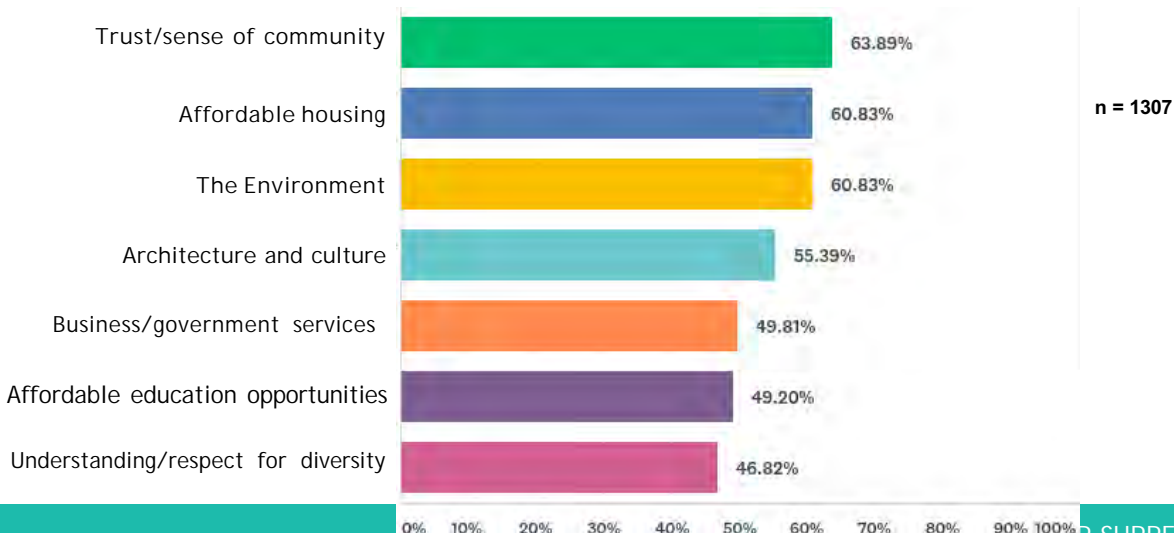
## Which of the following best describes the activities you do in Downtown Surrey?

Respondents were asked to select all that applied. Therefore the total will not be 100%



## What do you care for in Downtown Surrey?

Respondents were asked to select all that applied. Therefore the total will not be 100%



Downtown Surrey is transforming itself into a great City Centre with iconic landmarks and a diverse population.

*List 3 of your favourite things about Downtown Surrey.*

## Top Ten Answers – verbatim

n = 1083

1. Skytrain
2. City Centre Library/Library
3. Shopping
4. Holland Park
5. Central City/ Surrey Place Mall/Surrey Central Mall/ “The Mall”
6. Food/Restaurants
7. Parks
8. SFU
9. Events/Festivals/Fusion Fest/Movies Under the Stars
10. Transit hub



#1 Skytrain



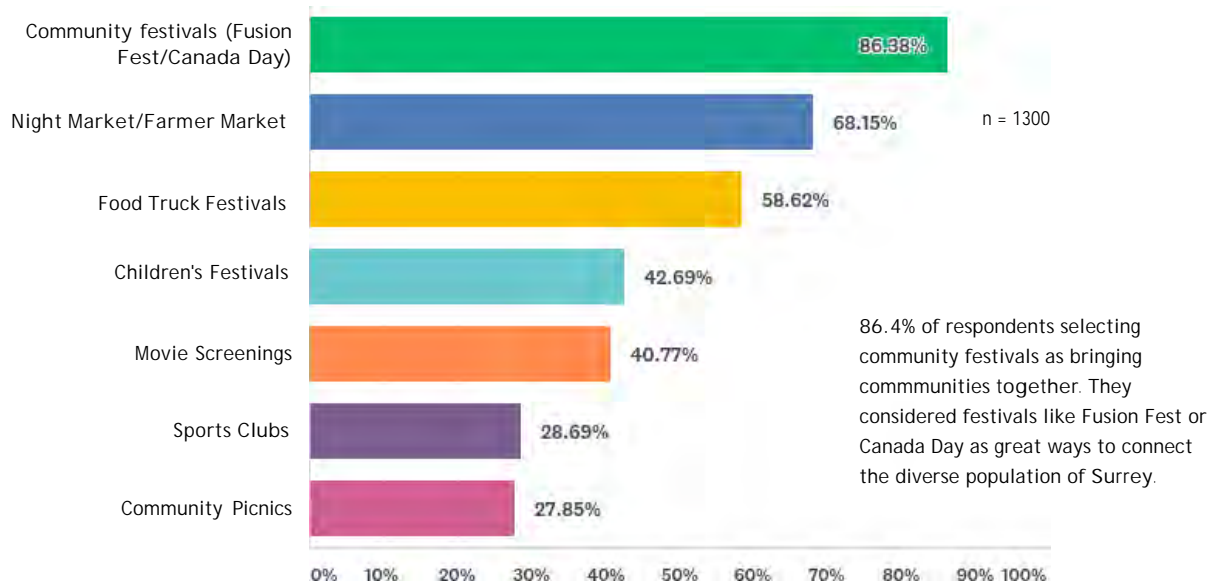
#2 City Centre Library

# Future of Downtown Surrey

This set of questions helped identify how we can best utilize our strengths to improve Downtown Surrey. This can be in the form of a community space or types of events.

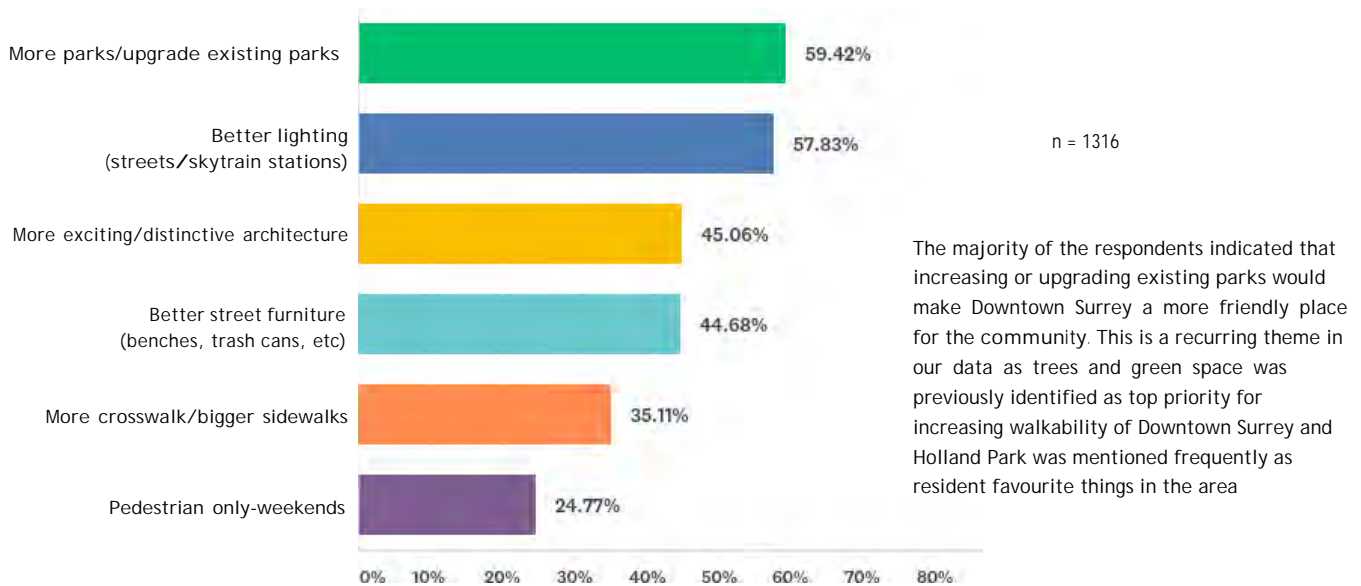
Diversity is a key strength of Downtown Surrey. As an engaged citizen, what types of events and activities have you seen bring people together?

Respondents were asked to select all that applied. Therefore the total will not be 100%



What big change would you suggest for Downtown Surrey to encourage more community-friendly spaces?

Respondents were asked to select up to three changes they would like to see in Downtown Surrey

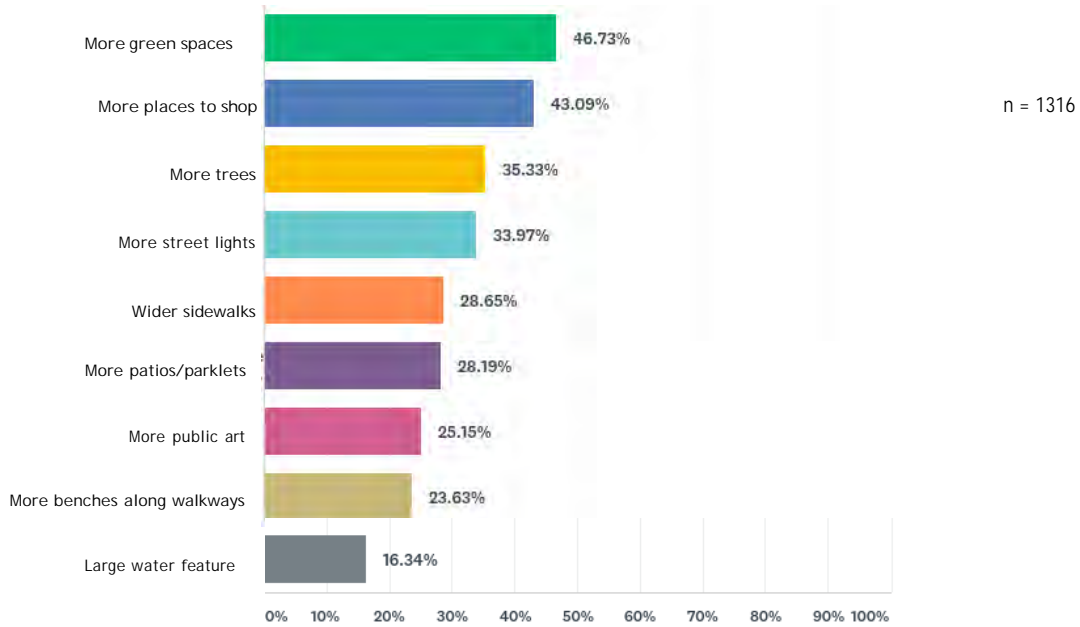


# Transportation in Downtown Surrey

Connecting and traveling between town centres and the rest of the Lower Mainland is becoming increasingly important for all residents. Walking, cycling and wide spread transit are being adopted by residents.

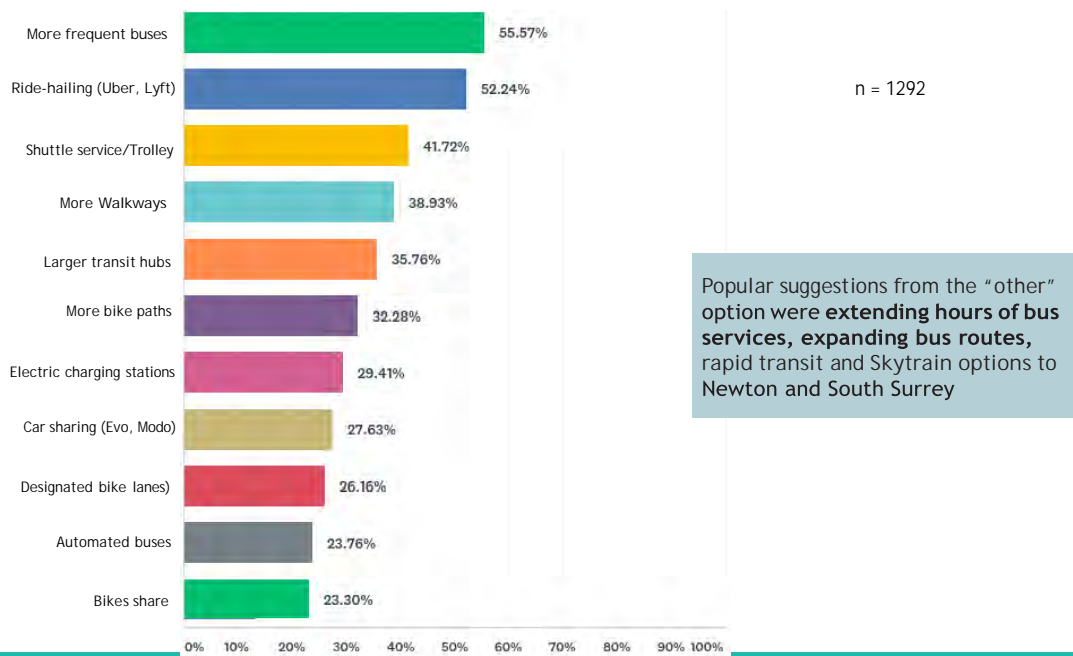
The City of Surrey has worked on various projects to improve walking in Downtown Surrey. What would make walking in Downtown Surrey more appealing?

Respondents were asked to select the best three facilities that they think would improve walking in Downtown Surrey.



Given Downtown Surrey's growing population, we can improve transportation by introducing...

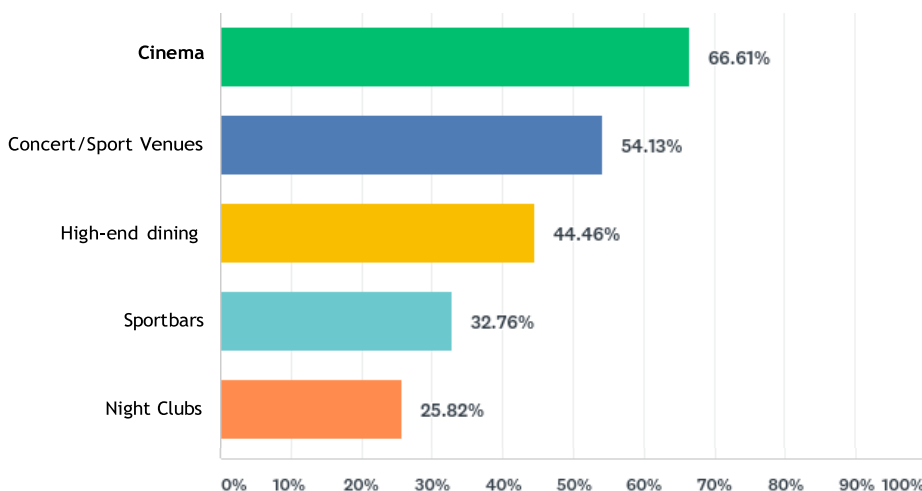
Respondents were asked to select all that applied. Therefore the total will not be 100%



# Arts, Culture, and Entertainment in Downtown Surrey

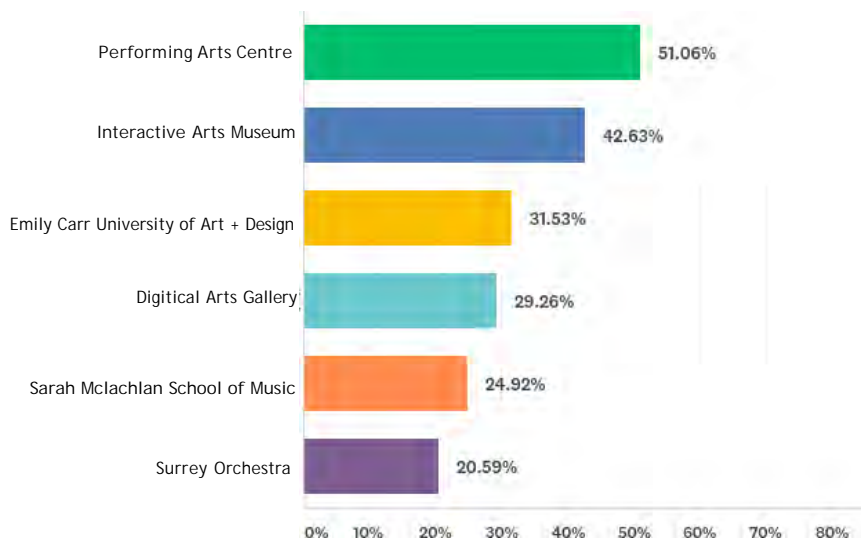
Imagine you want to go out after a long day of work or school, what types of activities do you wish Downtown Surrey had?

n = 1282



The City of Surrey is making advancements in arts and culture.

What two projects would you want prioritized? n = 1316



Options included in this question were either already in discussion, in preliminary planning or partially funded by the City of Surrey

After collecting and analyzing the feedback from over 1,300 surveys and 4,000 in-person discussions, seven themes were identified and divided into nineteen sub-themes. The themes are:

Transportation, Safety, Built Environment & Public Space, Services & Businesses, Community, Entertainment, and Affordability.

# Transportation

*"Extend the Skytrain to Langley and ALSO have LRT to cover the entire region."*

*"Intelligent traffic lights that use game theory to adapt to the flow of traffic. King George can get pretty congested and any public transit besides Skytrain would benefit from intelligent traffic control."*

*"Keep large commercial vehicles off of all Surrey streets between 5am and 6pm."*

*" ... [more] support for disabled travellers."*

*"Just want to stress that car sharing and Uber/Lyft would be a huge, huge benefit and make a great difference."*

Transportation related responses focused on accessibility and extended public transit, vehicle sharing, road congestion, biking, walking, and extended transit options connecting Surrey's Town Centres.

## Transit

Despite disagreements between advocates for Skytrain and Light Rail Transit (LRT), both systems were said to be great options to connect Surrey Town Centres.

- The Skytrain extension was mentioned most frequently. Most respondents wanted the current planned extension of the Expo Line to Fleetwood to extend to Clayton and Langley. Other requests focused on the extension of Skytrain to Newton and South Surrey.
- Respondents also wanted more frequent buses and extended bus hours. There were a number of concerns about bus service in Surrey after 9pm as well as bus service on King George Blvd. North of 104 Avenue.
- Accessibility was highly valued. People suggested an increase in Handy Dart availability as well as reduced fees for low-income individuals and children/youth under 19 years.



## Vehicle Sharing

Respondents suggested having car sharing or ride hailing services (Uber, Lyft) to improve commuting. Individuals noted long wait times for taxis as one reason for the need to introduce Uber and Lyft.

Ensuring ride sharing and hailing services were accessible for people with disabilities were also suggested.

## On the Road

Road congestion created by increased density was another concern. Respondents suggested that the Downtown core should have more or bigger lanes and increased parking space, particularly around Holland Park. Others suggested less parking spaces to encourage people to use other modes of transportation.

Respondents requested synchronized lights and restrictions on large, commercial vehicles during the day.

There were some respondents that strongly desired more bike lanes or designated bike paths with available lockers for bikes throughout Downtown. However, there were others who felt the bike lanes we currently have are underutilized and a waste of money.

Wider sidewalks that could accommodate outdoor patios would help improve the streetscape and encourage more people to walk.

## Safety

When asked “What are THREE words you would like to use to describe your Downtown Surrey in FIVE years?” the word safe was mentioned more than any other descriptor.



*“Improve safety ...”*

*“Safety and cleanliness are big issues here- I think more people would live and visit here if there were newer buildings safer spaces outside - right now it’s like Hastings [Street].”*

*“Surrey would be more attractive towards young families, middle class, young professionals if we have less gangs, better security.”*

*“Right now it is a scary place to go. It has nothing touristy like to bring people in, needs more police presence, needs somewhere for the street people to go.”*

*“Night time friendlier streets, more lighting etc.”*

*“Make the areas around the Skytrain stations/transit hubs safer.”*

*“Above all a safe, caring, kind and respectful community.”*

Through discussions with individuals and open-ended questions in the survey, respondents desired improved safety in the Downtown core.

## General Safety

Although the RCMP Safety statistics <sup>1</sup> have improved and the DSBIA Safety Audit <sup>2</sup> during the last three years has not shown a decrease in the perception of safety by local businesses, participants in the project were clear that the perception of the area remains as “unsafe”.

People shared incidences of vehicle break-ins and not feeling safe after dark.

Suggestions by participants included:

- More police/security presence
- More or better lighting on the streets and at Skytrain stations and bus stops

## Road Safety

Respondents suggested the Downtown area should be safe for walking and driving. There were concerns raised about jaywalking on King George Boulevard and suggested that having more crosswalks and mid-block crossings would improve safety and convenience for pedestrians.

Also mentioned was the lack of sidewalks for pedestrians along Fraser Highway leading to Jim Pattison Outpatient Care Centre and RCMP E-Division.

People also wanted faster response for road repairs to improve the travelling experience for drivers and pedestrians.

## Social Issues

*“ .. stop concentrating on affordable housing and temp shelters just in downtown Surrey and spread them out throughout Surrey -- with what we have right now it will be a very long time before Downtown Surrey is inviting or interesting (and I live in the heart of downtown Surrey).”*

*“More police presence. Get rid of the aggressive street people. Institutionalize people with mental health who are violent. Make Surrey Central bus loop safe. Start cracking down on crime and violence and clean up that area!”*

*“As a resident and property owner I would like to point on one huge problem for Surrey Central/Gateway areas: drug addicted street people. They make this area very unsafe, they openly use drugs at any time of the day, drop used needles and their trash everywhere they decide to stay. I believe City of Surrey really needs to pay more attention and find a fair solution for everyone.”*

There were a number of comments on the challenges of homelessness, panhandling, and open drug use in the area. The frustration of many people interviewed was apparent. However, suggestions included:

- Improved support services for people suffering from mental health issues and addiction problems.
- More progressive approaches to address safe injection options, reducing drug use, dealers, gang activity and crime.

## Built Environment & Public Space

*“The Civic Plaza area and new buildings are beautiful. However you can see the disparity looking at the buildings and sidewalks near Safeway - the sidewalks are dirty, the architecture is old. If the entire area got an upgrade ...”*

*“I'd like to see better architecture and buildings. The newly built grey concrete buildings are eyesores. Makes the place look depressing.”*

*“While parks are nice, it rains a lot and an indoor space with amenities similar to the Jewel Changi airport where I can sit on a bench and read a book or walk through an indoor park with a friend. A peaceful area.”*

*“Create a sense of place with a vision of distinct Centre areas encompassing the diverse culture and opportunities of each.”*

*“Would love to see more picnic tables and more benches in Holland Park ...”*

What people had to say about built environment and public space had to do with things around all of us. How do we use our space? How do the surroundings accommodate our needs? Is the space clean? Is it walkable? Is it accessible?

### Walkability and Accessibility

Overall, accessibility to services was seen as a highlight for the Downtown Surrey area. Central City Shopping Centre, a wide range of medical and government services, banks, and educational institutions contribute to Downtown Surrey as a one-stop shop for many residents. However, transportation and bus connectivity to other Town Centres within Surrey are seen as the highest priority for residents moving forward.

Keeping Downtown Surrey accessible through well maintained sidewalks as well as benches and stroller/wheelchair accommodations will benefit seniors, young moms, caregivers, and people with mobility issues.

Pedestrian-only streets were also mentioned to improve community, walkability and the streetscape. Although permanent pedestrian-only streets may not be currently feasible, it should be reviewed and incorporated into future developments.

### Access to Green Space

Holland Park ranked fourth in why people visit Downtown Surrey. Residents in close proximity used the Park as a place to stroll through, visit with friends or walk their dog. Many others enjoy the variety of outdoor festivals, activities and concerts hosted there every year.

Suggestions included

- Family friendly green spaces that are stroller and wheelchair accessible
- Suitable parking options, in and around green spaces
- More picnic tables and park benches open to the public
- Responses included appropriate amenities for those with mobility issues

When asked what would make walking in Downtown Surrey more appealing, 47% said more green spaces, followed by 35% wanting more trees in the area.

### Cleanliness and Character

Survey respondents noted architectural differences between areas of Downtown Surrey, cleaner streets and a more defined “image” were important for the future. As our own centre shifts into its new title as a Downtown core, a need to develop all aspects of a healthy environment were suggested.

Respondents reiterated the focus on cleanliness and litter in some parts of the Downtown core, especially in alleyways and green spaces where illegal garbage dumping occurred.

Community wide cleanups were recommended to remove garbage and used needles from public eye.

When asked for three words to describe their ideal Downtown Surrey in five years, clean was the second most used attribute, being used 235 times (safe was number one – mentioned 392 times).

## Services & Businesses

“Trendier restaurants to draw in a more cultured crowd and ensure there's foot traffic in the evenings. A bit of a ghost town now after 6... A cool concert venue like the Orpheum or street level restaurants with patios”

“I am a small business owner (catering and manufacturing) I was born In Guildford, the goal is to one day have a brick and mortar in Surrey (either Downtown or Guildford) but

for my business it's hard to do business in Surrey currently... My suppliers, food suppliers, are all north of Fraser River... Also it's not dense enough to support a restaurant or cafe business. Factors such as poor walkability, poor transit, lack of housing, and it's hard to bring clients currently to Surrey (as there is a stigma)."

"An inviting and interesting neighbourhood is often comprised of unique shops, restaurants, and cafes owned and operated by small independent businesses, rather than large corporate chains .... I hope to see storefronts and streetscapes get brought down to a more intimate human scale to allow small independent businesses to set root and thrive."

"We should build more office spaces/businesses first and supplement that with entertainment/other improvements after. Nobody will use these things if you have nothing bringing new/more people into the area for a reason. You need to improve, but don't forget about sustaining businesses too."

Respondents have requested a variety of restaurants, shopping and health services. Retail stores that open later, unique businesses that celebrate the diversity of the community and opportunities for new and small businesses would be key attractions to Downtown Surrey.

### Restaurants & Shopping

Respondents wanted independent coffee shops, restaurants with patios and rooftop patios to view the City. Breweries/pubs/bar/craft beer restaurants were also suggested.

There is a desire for a good mix of high-end and affordable restaurants. Respondents expressed an appreciation of the diversity of Surrey and wanted more ethnic restaurants offering cuisines from different cultures. A number of people expressed the desire for a "Restaurant Row".

Unique, interesting shops both within the main shopping centre and at street level would improve the walkability of the area and attract people who are looking for a different shopping experience.

Respondents suggested that all restaurants, stores and services should have wheelchair accessible elevators and washrooms. Such improvements would encourage people to spend time in the area.

### Opportunities for Businesses

Respondents wanted Downtown Surrey to be a destination for businesses and jobs. From the focus-group workshop at ISSofBC, one of the clients shared that short term leases and pop-up stores could provide opportunities to young or new entrepreneurs as well as immigrants.

Having a permanent indoor market was also suggested by many respondents as both an opportunity for business and a draw for the community.

Also identified was the desire to keep existing businesses, especially small and independent ones, through tax incentives and help with raising rents.

### Services

Respondents identified the need for more mental health services and outreach programs to assist people who are in need of housing and medical services.

Another recommendation was increased services for children, youth, seniors, people with disabilities and LGBTQ+ people.

## Community

This category addressed diversity and inclusion, civic pride and cultural spaces in Downtown Surrey. How we can strengthen civic pride, work to include all voices of the community and continue sharing the diverse cultures that call Downtown Surrey home.

*"Have more city-wide big events for each holiday - Diwali, Halloween, Christmas, Hanukkah etc."*

*"Universal design, longer timed crosswalks, benches, wheelchair friendly sidewalks."*

*"More places or events where kids can hang out freely or more events that are more kid friendly. Both encourage a bit of socialization between parents and other children they might not usually talk with. And generally supporting education to the utmost degree. An educated mind is harder to keep closed."*

*"Have in civic plaza different cultures do pop up events including food/entertainment and historical information on the culture."*

### Diversity and Inclusion

Downtown Surrey is home to a diverse collection of people with their own needs and visions for an ideal future. Residents enjoyed community events and activities to celebrate the diverse peoples that occupy Surrey. Opportunities to incorporate cultural and inter-generational sharing year-round would be appreciated. People felt that the unique mix of cultures and background of the people in Surrey is the City's biggest asset.

Inclusion was mentioned in the context of age, accessibility, gender equity, and cultural needs. All people, including those with barriers to participation, should be considered when building inclusive programs and spaces for the residents of Surrey.

Support for grassroots organizations and businesses should be available to service unique populations, including food options, and health and wellness services

Individuals at assisted living homes stated that a lack of accessible transportation made it difficult to travel, and that they actively searched for activities catering to their needs.

### Civic Pride

*"...people really have a sense of ownership and pride in not only where we've been, but also where we are trying to go as a community" Steve Dooley, Executive Director, SFU Surrey*

Respondents felt that outdated negative perceptions of Downtown Surrey have hurt our overall reputation. Recent improvements in facilities and infrastructure have motivated residents to civically engage in municipal level actions. When asked how we can strengthen and improve civic pride, attendees at the Blue Sky event suggested:

- Increasing awareness of the area's history, milestones and upcoming projects
- An independent sense of identity, separate to that of Vancouver and other downtown cores, focusing on unique qualities rather than replication
- A major attraction or arena that residents and outside communities can utilize

### Spaces for Sharing

Survey responses and interviews have identified a need for a community gathering spaces. They mentioned gathering space to showcase art, culture and history. Ideas put forward include an Indigenous Longhouse, cultural centre or plaza to cater to all residents.

Although many programs for cultural sharing have been run in the City, the community is keen on providing continuous opportunities for learning and sharing.

Concern over the closure of the North Surrey Recreation Centre without access to a suitable alternative space was expressed through the survey as well as in person conversations.



# Entertainment

*“Does anyone actually go to Downtown Surrey on a Saturday night? Needs to be way more vibrant; pubs restaurants, music venues, sports teams, etc.”*

*“Because Surrey has the space and opportunity to grow, there is so much that can be done. I don’t want to have to go to Vancouver for a fun night out. It’d be great to have more concerts locally, more fun events, more art museums.”*

*“I would love to see more restaurants, bars, clubs, entertainment venues (e.g. arcades, bowling alleys, performance arts centres for comedy and live theatre, cinemas) throughout Surrey, as well as more studying and business-oriented cafes and spaces that provide people with a place to get work done as well as congregate, even late at night.”*

*“Fusion Fest was EXCITING; THANK YOU FOR INTRODUCING ME to new cultures, music, and dances”*

Comments on entertainment revolved around more events catering to a variety of demographics and cultures. People wanted to see an entertainment hub with options for a cinema, theatre and music mixed with cafes and restaurants that stay open into the evening.

## Events and Activities

*What services and businesses do you want more of to make Downtown Surrey more vibrant and liveable?* The answer given by 30% of the respondents to this question on the survey was more entertainment and leisure activities.

Respondents expressed an interest in more multicultural events (similar to Fusion Festival), some suggested for a mini-scale version of it.

More community events that are accessible and inclusive for all ages were widely mentioned. People voiced a need of connecting and engaging with their neighbours.

Downtown Surrey needs activities in the evenings and weekends. Live music or performances were the most significant suggestions; either outdoors or at restaurants, cafes and pubs. Some specifically stated that they wanted afternoon or weekly Jazz Concerts at Civic Plaza.

## Entertainment Hub/Venue

With a desire to see a fun and vibrant Downtown Surrey, respondents suggested the area needs a healthy nightlife, such as more bars/pubs/clubs/breweries, similar to what was mentioned under Businesses and Services.

When answering Question #13 on the 2020 *Our Surrey Vision* survey – which asked what types of activities people would like in Downtown Surrey – a cinema was the top answer. A live performance centre and games lounge with “arcades, 10 pin bowling and go-karting” were also mentioned.

When respondents were asked to imagine a unique attraction for Downtown Surrey (Question #11), suggestions included: a theme park or an entertainment district that is walkable – filled with games, stores, shops, restaurants, an arts centre, and a movie theatre.

The idea of having an entertainment venue with theatres was frequently mentioned during the Blue Sky event, indicating types of infrastructure that could possibly create a Downtown Surrey that is far more inviting and accessible for everyone.

See Appendix E for a copy of the survey.

## Affordability

As the City grows and more developments come to completion, housing affordability and results of gentrification are key concerns for residents. The concerns are centered around the Downtown developments, with the changes forcing individuals and businesses from the area because of high rents and a lack of affordable services.

*“Downtown Surrey needs more affordable housing options.”*

*“I think an emphasis on affordability is necessary for Surrey to differentiate itself from Vancouver. To me, this means less luxury condos and more rental-only buildings, as well as attracting businesses that cater to a mix of all classes of people (e.g. affordable restaurants/bars).”*

*“Do not displace the homeless or destitute! Provide community engagement opportunities that allow them to reintegrate (i.e. jobs, housing, volunteering, outreach).”*

### Variety of Housing

Residents of Surrey voiced preference for a mixture of affordable townhouses, apartments and high-rises to cater to all levels of income and people. Individuals were interested in the option of mixed-use developments that include both residential and commercial uses. Common themes were “mixed-income housing complexes”, mixed-use “live/work” buildings, and rental-only buildings. Respondents felt strongly on a “housing for all” strategy.

The first question on the survey asked respondents what they cared for in Downtown Surrey; 61% indicated “affordable housing”

### Homelessness

Concern and compassion for homeless residents were voiced during both our in-person and online engagement opportunities. Shared views were demonstrated for more services, drop-in sites and preventative policy to ensure that housing transition and rehabilitation programs are available.

Comments relayed that public housing, increased social services and other permanent programs are necessary to help this population find housing.

Challenges in safety, cleanliness and community were often tied to the high presence of individuals who are homeless.

### Services, Businesses and Food

Affordability and accessibility were often brought up together during this feedback process. The connotation of “Downtown” often brought thoughts of inaccessible and exclusive services. Respondents wanted current, affordable after-school programming provided in the area. In addition to the above, respondents also wanted access to fresh foods and medical services for everyone.

Similar to the “Community” section, respondents felt it was important to have continued access to affordable recreation to replace the decommissioned North Surrey Recreation Centre – specifically a swimming pool and exercise room.

# DISCUSSION

Overall, respondents to the survey and participants in workshops were positive about the future of Surrey's Downtown. Most people understand that building a new Downtown (or expanding a town centre to a city centre) is not something that happens overnight. What has happened in the area, in a relatively short time, has helped to shape the direction Downtown Surrey is headed.

- SFU campus and expansion
- City Centre Library
- City Hall
- Civic Plaza
- Civic Hotel
- Expansion of Surrey Memorial Hospital
- Jim Pattison Outpatient Centre
- Two towers that house the Health and Technology District and more towers in process
- Relocation of Coast Capital national head office into a purpose-built iconic building
- Well known and respected developers building numerous residential towers, apartments and townhouses
- KPU Downtown campus
- Holland Park with major annual events

As the Downtown area continues to develop, it is important to hear the voices of people who view the area as their Downtown.

Respondents clearly want Surrey to be unique. Although they mention art installations in Vancouver, Granville Market and specific neighbourhoods throughout the world, they are quick to point out that they want something distinctive that reflects the history, diversity and culture of Surrey. Indigenous art installations, plazas that reflect the numerous ethnic backgrounds of the people who live in Surrey, a permanent indoor market that could accommodate young entrepreneurs have been mentioned.

Although they do not want to "transplant" what another City has, many respondents mention that they would like to have a Queen Elizabeth or Orpheum Theatre in Downtown Surrey so they do not have to go into Vancouver for a touring musical or play or enjoy an Opera or symphony performance.

The lack of entertainment and/or activity venues in Downtown Surrey was brought into the conversations on numerous occasions. Requesting more things to do in the evenings, people would be interested in having more restaurants, bars, coffee shops and dessert bars to combine with their evening's events.

Many appreciate the independent businesses that are currently located in Downtown Surrey and what they add to the landscape. Several respondents mentioned that with the growth of the Downtown core, they hope long-time businesses would not be pushed out by high rents.

Additional green spaces, parks, and gardens were identified as they measurably improve the property values of nearby homes, boost tourism, and play a key role in attracting residents. In addition, parks and green spaces deliver environmental health value as carbon sinks.

Diversity and accessibility is valued. Having places, spaces and activities available to seniors, youth, and children were requested. Doing more to celebrate the cultural and ethnic diversity of the residents was mentioned. The need for safe spaces for the LGBTQ+ community was further identified. Furthermore, all programming and places need to be accessible to people with various kinds of disabilities not just limited to mobility issues.

As part of accessibility, the issue of affordability was raised. Although the many free events and activities throughout the year that occur in Downtown Surrey are appreciated, many of the respondents have pointed out that they are concerned that as the City grows, these activities will be discontinued or unaffordable.

Affordability was also mentioned regarding recruitment of new restaurants. While they want a few more "high-end" restaurants, they also want restaurants that are affordable. The need for affordable housing throughout Surrey was also one of the top requirements.

People want a safe and clean Downtown. Although some people have noted incidences of thefts of or from vehicles, streets that are not well lit or sidewalks in need of repair, the majority of comments stem from a "perception" that the area is currently not safe. One person stated that while he did not have a problem walking home from the bus at night, "If I was a woman, I would not feel safe".

Many of the comments regarding the safety of the area were followed up with comments identifying the needs of the people who are currently homeless. While some respondents were quite negative in their remarks, the majority identified the need for supportive housing, affordable housing, and specialized mental health and addiction services for people who aren't adequately housed.

While most respondents maintained a positive outlook for Downtown Surrey, the need to address underlying issues remains.

# RECOMMENDATIONS

The purpose of this report is to identify projects and areas that the Downtown Surrey BIA can focus on in their upcoming Strategic Plan. The seven themes that have arose from the respondents is an excellent starting point but given the purpose of the 2020 Our Surrey Vision project, many of the projects are beyond the scope of what a BIA can do.

Many of the ideas fall into one of four areas:

- What the City of Surrey or other levels of Government are responsible for or can do, such as:
  - Pedestrian-only streets
  - Iconic big clock
  - Nice gardens (Zen)
  - Museum (history and art)
  - Iconic performance centre
  - More parks, greenery, trees
  - Safe, clean
  - Services for mental health, addictions
  - Affordable housing
- What Developers can do
  - Restaurant row
  - Tall iconic towers
  - Entertainment district/Nightlife
  - Public Art
  - Observation deck with restaurant
  - Recruit post-secondary schools to operate South of Fraser campuses out of new developments
  - Add a permanent indoor or multicultural market to new developments
- What the DSBI can do
  - Street life (performers)
  - Downtown Surrey Welcome sign
  - Safe, clean (through special projects and education and advocacy)
  - Community Art Projects
  - Transit (through advocacy)
  - Festivals, events
  - Youth events, activities
  - Assistance for people who are homeless, mentally ill or addicted (through advocacy)

• What is already being done that people don't know about

- Access to waterfront
- Brewery area
- Digital/interactive art museum
- Crime prevention and safety programs
- Cultural events
- Transit
- Business recruitment
- Affordable housing
- Indigenous art
- Heritage preservation
- Street activations
- Art through development
- Office buildings
- Services for vulnerable people
- Accessibility
- Walkability
- Environmental leadership

Please note: these lists are examples and not complete lists.

Initially, the first place to start is to communicate with the public in a better fashion with regard to what is already being accomplished. The fact that many respondents have requested iconic public art, which is already being undertaken by fees collected from each developer building in Surrey, is just one item that needs to be shared.

Currently, the DSBIA plays a role in advocacy for the Downtown. The organization has been very active in the areas of services and housing for people who are homeless. For the sake of safety, cleanliness, and convenience, the recommendation would be for continuance of such advocacy. Potentially ensuring that the DSBIA has a voice in the Affordable Housing Strategy would be another area of interest, as businesses require staff who need affordable places to live. This falls within the mandate of the DSBIA.

The DSBIA also plays a collaborative role in Economic Development. The plan has included education and promotion of Downtown Surrey as an ideal location to build, relocate, or start a business. Positioning Downtown Surrey as the Metropolitan Centre South of the Fraser servicing over 1M people serves as an ideal location for future potential and growth. Working with developers and property owners to recruit businesses and new industries will add jobs and employment for the City. These factors were identified by respondents and should continue.

Potentially, the DSBIA should put more attention into the creation of an Entertainment District that might include both public investment (performing arts centre) and private enterprises to ensure the area has positive activity occurring both day and night. This will also create and develop a market for restaurants and coffee shops.

The DSBIA is currently involved in a variety of events and activities in partnership with the City including Fusion Fest, Party for the Planet, Tree Lighting, Love Where You Live, etc. This partnership should continue.

The DSBIA Interns program should be continued as a way to initiate programs to benefit the area and research best practices from other jurisdictions. Short term, a number of DSBIA Intern projects from 2019 should be continued and/or expanded.



Cigarette Buy-Back Initiative

Fence Art Project

- o Safe and Clean rank high on almost every question
  - Continue with the garbage/litter/cigarette butt initiatives from 2019 and expand in 2020.
  - Expand the Business Connect Program to improve communication between businesses and share crime prevention knowledge
  - Continue organizing a community clean-up with the City and local partners (Lookout, Phoenix)
- o Art, community art, and projects that bring people together have been identified as important. Additionally, unique ideas that bring people to the area are valued.
  - Continue with the Fence Art Project on 135A Street to turn what was a “negative street” into a positive location
- o Street life and activation of spaces are important
  - Continue hiring high school students to perform throughout the area.
  - Continue to initiate new ideas to bring the community together



- o Accessibility for everyone is a key value that came across throughout the survey.
  - *Continue with the project that commenced in 2019 that reviewed individuals with disabilities, seniors, caregivers, and moms with baby strollers and how to improve or address their needs within the area.*

Other ideas for DSBI Intern projects to address issues identified through the 2020 Our Surrey Vision project for the upcoming year include:

- A project in collaboration with the City of Surrey on improving the storefronts of businesses
- To add more light to the area
- Involve businesses in the advocacy work relating to transit
- Invite a variety of groups (representing different ethnic backgrounds, LGBTQ+, people with disability, seniors, youth) to participate in event planning to add a lens of diversity
- Activate a pop-up Art Cart with an artist providing free art instruction in a park once a week to help engage the community

Given the success of the Blue Sky event, it is recommended that a similar event be held two or three times per year with a focus to initiate ideas and address one issue or concern at a time. The invitees would be community members and leaders who have knowledge and expertise in the specific area.

Reviewed will be the longer term projects (with budgets beyond the capacity of the BIA), which will address the ongoing needs and dreams of the community. These projects will be identified and discussed by the Directors of the Downtown Surrey BIA.

# CONCLUSION

The unique approach of the 2020 Our Surrey Vision project purposely extended a reach out to individuals and organizations that are not generally given a voice.

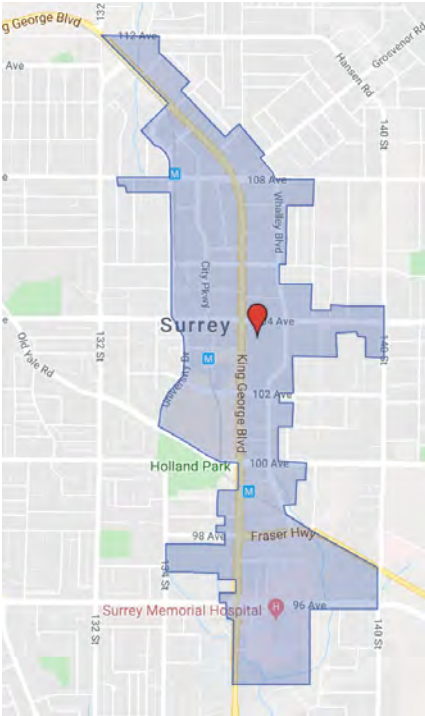
A special thank you is extended to all participants and passionate residents who were ready to take time to add their ideas, suggestions and visions to make our Downtown an activated happening place for all.

Moving forward, the unique strengths of Downtown Surrey come with varying challenges. Collaborations between the City and community are necessary to turn the visions for Downtown Surrey into reality. This Metropolitan Centre South of the Fraser is expected to grow exponentially in the coming years. With proper planning, cooperation, collaboration and engagement, we are capable of creating a sustainable, innovative and world-class Downtown core.

# APPENDICES

# APPENDIX A

## Downtown Surrey Information



### Map of the DSBI Area

The DSBI stretches along King George Boulevard from 94a to 112 Avenues and is roughly bounded on the west and east by University Drive and Whalley Boulevard.

According to the 2016 Census Data...

- 57%** of Downtown Surrey residents lived in rental housing. This is in contrast to 29% of the residents in the rest of Surrey
- 56%** of Downtown residents relied on their vehicle to commute to work, while 36% of the Downtown population used public transit
- 43%** of the population in Downtown Surrey was 34 years old and under in 2016
- 30%** of Downtown Surrey residents were immigrants
- 5%** of Surrey's Indigenous population lived in Downtown Surrey. This was approximately 1,230 individuals.
- 860** Businesses in Downtown Surrey

# APPENDIX B

## PROJECT TIMELINE



### MAY - JUNE

- Met with community advisors to compile questions for the online survey and understand pressing issues
- Built an understanding of Downtown Surrey's history, demographic trends, future plans and social/economic challenges
- Launched our website - oursurreyvision.com
- Official launch of the 2020 Our Surrey Vision Campaign: June 15



### JULY - AUGUST

- Second community advisor lunch to connect with missing sectors
- Attended public events including Fusion Festival, Community Picnics, Jamaican Festival, South Surrey Fest and DSBA organized events
- Interviewed various organizations, individuals and community leaders for promotional videos
- Increased focus on social media to drive people to the survey on the website



### SEPTEMBER - OCTOBER

- Continued holding workshops and focus group discussions including the Surrey Food Bank, Surrey Urban Mission Society, Language Instruction for Newcomers to Canada and MOSAIC programs (full list found in Appendix A)
- Focused on social media presence to promote our survey, reaching out to local organizations and schools via email
- Blue Sky event (attendees listed in Appendix E)
- Survey collection end date: October 20, 2019



### NOVEMBER - DECEMBER

- Analyzing responses from our survey and in-person activities.
- Compilation and writing of the Our Surrey Vision Report
- Prepare for release of report in January 2020

## APPENDIX C: IN-PERSON ENGAGEMENTS

Table 1: Festivals and Events

Date	Festival/Event	Number of Attendees
June 15	Surrey Fest	152
June 28	Youth Street Dance Festival	30
June 29	North Surrey Pride Fest	162
July 1	Canada Day - Cloverdale	453
July 17	#WhalleyWednesdays - DSBIA	11
July 20-21	Fusion Festival - Holland Park	1500
July 27	South Surrey Fest	135
July 27	NewtFest	109
July 29	Y Dance- YMCA Fundraiser	35
August 3	Movie Under the Stars 1	159
August 4	Jamaican Festival - Holland Park	70
August 10	Movie Under the Stars 2	75
August 16	Summer Cooldown - DSBIA	81
August 17	Movie Under the Stars 3	103
August 17	Surrey Youth Soccer Tournament	24
August 24	Movie Under the Stars 4	150
September 7	Fleetwood Fest	160
September 14	Phoenix Block Party	92
September 26	Volunteering and Beyond	142
September 26	State of Newton	26

Table 2: In-person Workshops and Focus Groups

Date	Workshops	Number of Attendees
July 4	Gateway Assisted Living Centre	21
August 2	LINC - S.U.C.C.E.S.S Program	11
August 9	Surrey Food Bank	16
August 9	Sterling College Class	33
August 13	Surrey Urban Mission Society	17
August 14	Clover Heights Retirement Home	8
August 23	ISSofBC	17
September 1 & 3	LINC - Douglas College	31
September 6	DIVERSEcity - RISE Youth Program	13
September 23	YMCA - Afterschool program	30
October 4	Lookout - Modular Housing BBQ	21

Table 3: Pop ups at parks and community picnics\*

Date	Location(s)	Number of Engagements
July 9	Frost Road Park - Fleetwood	n/a
July 11	Bridgeview Park - Whalley	n/a
July 14	Museum of Surrey	17
July 18	Beaver Creek Height Park - Newton	n/a
July 23	AJ McLellan Park - Cloverdale	n/a
July 24	Bear Creek Park - Whalley	54
July 26	Hawthorne Park - Guildford	38
August 1	Chimney Heights Park - Newton	n/a
September 5	Newton Library	12
September 16	City Centre Library	8
September 17	Guildford Library	16
September 25	King George, Surrey Central & Gateway Skytrain stations	31
September 28	City Centre Farmers Market	13

Table 4: One-on-One Interviews

Date	Name	Organizations
July 19	Jamie Stewart	Hamilton Duncan Armstrong + Stewart Law Corporation
July 19	Jason Wong	Beta Collective
July 19	Denise Cachero	Recent graduate of Guildford Park Secondary
July 19	Jia Dhillon	Grade 10 student, Johnston Heights Secondary
July 26	Feezah Jaffer	Executive Director, Surrey Food Bank
July 26	Steve Dooley	Executive Director, SFU Surrey
August 1	Michael Heeney	President and CEO, SCDC; past Managing Principal of Bing Thom Architects
August 1	Haadia Khalid	SFU Student
August 1	Lucie Matich	Longtime resident of Whalley
August 1	Penny Priddy	Former MP for Surrey North, Former MLA/Cabinet Minister, Former City of Surrey Councillor

## Conversations with interviewees

These one-on-one interviews were used to gain insight from a spectrum of different Surrey residents. We selected individuals who have witnessed the changes of Downtown Surrey through the years, as well as visitors who come through the area for work, and play. All videos can be found at [oursurreyvision.com/stories](https://oursurreyvision.com/stories)





## 20/20 Our Surrey Vision Project

### *Looking into the Future*

Downtown Surrey is a unique, fast growing core, with diverse populations, distinct campuses for thousands of students with an expanding health and technology district.

With a goal to educate, engage, and exchange ideas with you, the 20/20 Our Surrey Vision Campaign will gather feedback from people all over Surrey. We want to hear why you love where you live and enjoy where you work to help us prioritize your future Downtown Core.

Let's imagine our future downtown and continue to build on its strengths **together!**

### 1. What do you care for in Downtown Surrey?

(choose all that apply)

- Affordable housing for everyone
- Architecture and culture
- Trust and sense of community
- The environment
- Understanding and respect for diversity
- Business and government services
- Affordable education opportunities

### 2. Which of the following best describes the activities you do in Downtown Surrey?

(Choose all that apply)

- Go out for entertainment
- Attend events
- Meet friends/family
- Come through the SkyTrain
- Shop
- Learn
- Work
- Live

**3. Your experience in Downtown Surrey for the past year has been...**

- Very positive
- Somewhat positive
- Neither positive nor negative
- Somewhat negative
- Very negative

**4. As a major centre in a city in transition, Downtown Surrey has been working towards creating a metropolitan centre south of the Fraser. How satisfied are you with the following categories?**

Rate each category from 1 to 5, with 5 being the most satisfied and 1 being the least satisfied

	1	2	3	4	5	N/A
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walkability/ Walking-friendly streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sense of Community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of access to services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of Housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of Businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**5. Downtown Surrey is transforming itself into a great city centre with iconic landmarks and a diverse population. My favourite things about Downtown Surrey are...**

1

2

3

**6. What services and businesses do you want more of to make Downtown Surrey more vibrant and livable?**

- Local grocery and specialty food stores
- Indie coffee shops
- More variety of restaurants
- Clothing/Tailoring/Laundromat
- Childcare/daycare
- Vehicle maintenance
- Medical services
- Wellness services (spas, barber shops, nail care, etc.)
- Entertainment and leisure (go karting, bowling, laser tag, clubs/pubs, etc)

\* 7. The City of Surrey has worked on various projects to improve walking in Downtown Surrey. What would make walking in Downtown Surrey more appealing?

(Select ONLY 3)

- |  |   |
|--|---|
| <input type="checkbox"/> More places to shop (more shopping areas) | <input type="checkbox"/> More patios/parklet spaces |
| <input type="checkbox"/> More green spaces (parks)                 | <input type="checkbox"/> More public art            |
| <input type="checkbox"/> More trees                                | <input type="checkbox"/> More street lights         |
| <input type="checkbox"/> Wider sidewalks                           | <input type="checkbox"/> Large water feature        |
| <input type="checkbox"/> More benches along walkways               |   |
| <input type="checkbox"/> Other (please specify)                    |   |

\* 8. What big change you would suggest for Downtown Surrey to encourage more community-friendly spaces?

(select up to 3)

- More parks or upgrade existing parks
- More crosswalks or bigger sidewalks
- Better street lighting and SkyTrain station lighting
- Better street furniture (benches, trash cans...)
- Pedestrian-only weekends
- More exciting architecture/ distinctive designs

9. Diversity is a key strength of our Surrey. As an engaged citizen, what types of events and activities have you seen bring people together?

(choose all that apply)

- Community festivals (i.e. Fusion Fest, Christmas tree lighting, Canada Day)
- Movie screenings
- Sports clubs
- Children's festivals
- Food truck festivals
- Community picnics
- Night markets/Farmers' markets

\* 10. Downtown Surrey is known for its green Holland Park, Central City shopping centre as well as its brand new Civic Plaza. **What types of events would attract you to use these spaces more?**

(Select up to 3)

- Farmers markets
- Food festivals
- Music (festivals)
- Street performance and cultural activities
- Weekly food trucks
- Sporting events
- Sport screenings
- Outdoor art installations

11. Our Downtown is working to support more unique attractions for residents and visitors.

**What sight in another city would you want in Downtown Surrey?**  
i.e. Big Ben (London); Eiffel Tower (Paris), Pedestrian only streets (Toronto/Montreal) etc.

\* 12. The City of Surrey is making advancements in arts and culture. **What TWO projects would you want prioritized?**

(select the best 2)

- Digital Arts Gallery
- Performing Arts Centre
- Sarah Mclachlan School of Music
- A branch of Emily Carr School of Arts
- Surrey Orchestra
- Interactive Arts Museum

**13. Imagine you want to go out after a long day of work or school, what types of activities do you wish Downtown Surrey had?**

(choose all that apply)

- Cinemas
- High-end dining
- Sport bars
- Concert/Sport venues
- Night clubs
- Other (please specify)

**14. Given Downtown Surrey's growing population, we can improve transportation by introducing...**

(choose all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Shuttle service/Trolleys | <input type="checkbox"/> More frequent buses        |
| <input type="checkbox"/> Wider transit hub        | <input type="checkbox"/> Automated buses            |
| <input type="checkbox"/> More walkways            | <input type="checkbox"/> Car sharing                |
| <input type="checkbox"/> Bike paths               | <input type="checkbox"/> Electric charging stations |
| <input type="checkbox"/> Bike share               | <input type="checkbox"/> Uber, Lyft                 |
| <input type="checkbox"/> Designated bike lanes    |   |
| <input type="checkbox"/> Other (please specify)   |   |

**15. What are THREE words would you like to use to describe your Downtown Surrey in FIVE years?**

- 1
- 2
- 3

**16. Given the diversity of our community, Downtown Surrey should be inclusive for all.**

**What can we do to make downtown Surrey more inclusive?**

**17. Age**

- 15 or under
- 16-24
- 25-40
- 41-64
- 65-74
- 75 or over
- Prefer not to say

**18. Relationship with Downtown Surrey, the borders of Downtown Surrey are from 94a to 112 Avenue, bounded on the west and east by University Drive and Whalley Boulevard**

- Resident
- Visitor
- Student
- Employee/Employer
- Property owner

**19. Town Centre of Residence**

- Whalley (Bridgeview, Cedar Hills, Royal Heights)
- Guildford (Fraser Heights)
- Cloverdale (Clayton)
- Fleetwood
- Other (please specify)
- Newton
- Downtown Surrey - City Centre
- South Surrey

**20. Anything else you want to share? Tell us here**

## APPENDIX E: COMMUNITY ADVISORS

Name	Affiliation	Name	Affiliation
Bill Cunningham	DSBIA Board	Jon Lopes	Fleetwood BIA
Gerard Bremault	Centre for Child Development	Melanie Adamczewski	DSBIA Board
Caroline Jeklin	Marketing Committee	Chris Andison	Value Properties
John Manson	Marketing Committee	Shirley Samujih-Dayal	DSBIA Board
Darryl McCarron	Marketing & Community Relations Manager	Bruce Hayne	past Councillor City of Surrey
Charan Sethi	DSBIA Board	Tony Miles	Financial Services Professional and Not for Profit Leader
Steve Dooley	SFU	Sonia Parmar	David Pel & Company
Charles Cantos	Economic Development Committee	Todd Ayotte	City of Surrey
Penny Priddy	Community Leader	Carol Girardi	Arts Council of Surrey
Andrew Dong	City of Surrey	Taryn Faliszowski	City of Surrey
Michael Wilson	Founder of Phoenix Society	Michelle Kumar	Surrey Crime Prevention
Trevor Dinwoodie	RCMP	Deb Jack	Surrey Environmental Partners
David Pel	DSBIA Board	Bryan Lawson	City of Surrey
David Sadler	City of Surrey	Lucie Matich	Resident
Njeri Kontulahti	Vancity	Jason Owen	City of Surrey
Chuck Keeling	Great Canadian Gaming Corp.	Erin Balmer	City of Surrey
Brenda Locke	Councillor	Michael Heeney	SCDC
Christine Mohr	Options	Ewa Karczewoka	ISSofBC
Philip Aguirre	Newton BIA	Kelsey MacInnes	City of Surrey
Larry Fisher	DSBIA Board	Raj Kandola	Healthy Communities
Surinder Bhoghal	Head Librarian	Erin Deseaultels	Sustainability
Bryan McIntosh	Prospera	Nav Chima	SFU
Bill Rempel	Blackwood Partners	Bailey Mumford	Lookout Society
Robert Dominick	DSBIA Board	Ken Falconer	Lookout Society
Stephen Wu	Economic Development Committee	Karen Reid Sidhu	Surrey Crime Prevention
Brad Howard	Economic Development Committee	Scotty Schumann	RCMP
Linda Gordon	Marketing Committee	Jenny Fry	Surrey Library
Liane Davison	Manager Culture	Mike Musgrave	Surrey Urban Mission Society
Dean Barbour	Fleetwood BIA	Kylie Ali	City of Surrey

# END NOTES

- 1 <http://surrey.rcmp-grc.gc.ca/ViewPage.action?siteNodeId=2202&languageId=1&contentId=59667>
- 2 Martin, Lainey DSBIA Safety Audit 2019 (DSBIA, 2019).

# SOURCES

- 1 - City of Surrey Community Profiles, City Centre
- 2 - Social construction and appreciative inquiry: A journey in organizational theory, Cooperrider, D. L., Barrett, F. & Srivastva, S. (1995)



# 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

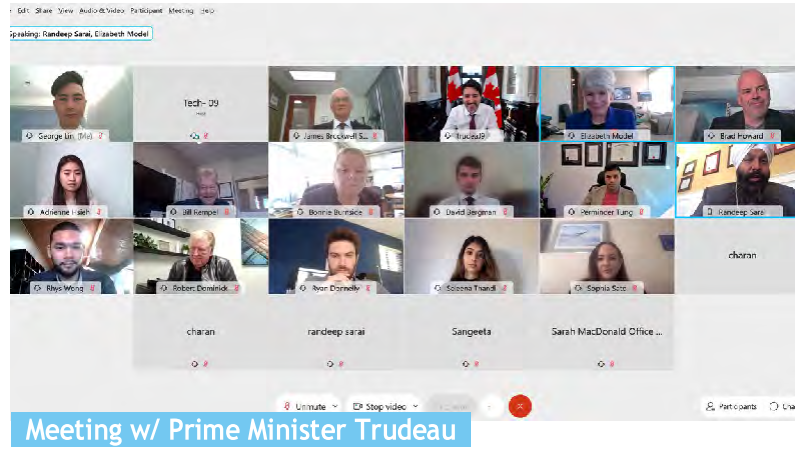
Downtown Surrey is identified as THE place to locate, invest, develop, support business, enhance our employment and residential base and overall economic well being.

- 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 advocacate 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



Soon Immune Vaccination Campaign Stickers

- 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



Welcome Window Walk

# membership

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

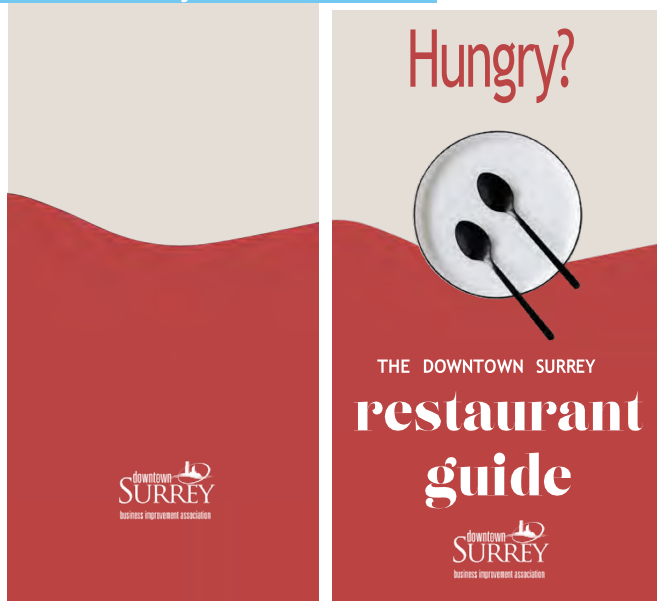
- Provide information, education, service, and assistance to the DSBIA Membership.
  - Included information/meetings on changes to the City Bylaws
  - Assistance with marketing through the Click on Surrey Team
  - Safety Meetings
  - Information/toolkits on sustainability, disaster preparedness, Single 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 DSBI Members through programs (such as the DSBI 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 DSBI 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 DSBI 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

## DSBI 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 DSBJA 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



Surrey Voices

- 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



Gingerbread Village



Movie Under the Stars in Cars



## DOWNTOWN SURREY BUSINESS IMPROVEMENT ASSOCIATION

#330 - 10362 King George Blvd.  
Surrey, BC | V3T 2W5  
Tel 604.580.2321 | Fax 604.580.6321  
[info@downtownsurreybia.com](mailto:info@downtownsurreybia.com)  
[www.downtownsurreybia.com](http://www.downtownsurreybia.com)  
[www.surreycitycentre.ca](http://www.surreycitycentre.ca)



# Appendix C: Downtown Surrey BIA 2022 Renewal Survey

**Downtown Surrey Business Improvement Association Renewal**  
**#330 – 10362 King George Blvd., Surrey, BC V3T 2W5**      **phone: 604.580.2321**  
**BIA Member Survey**

## What is your BIA?

BIAs (Business Improvement Associations/Areas) provide a way for property owners and businesses to join together to promote and improve the economic vitality of their business district.

Within a specific Bylaw, the City collects a levy from all commercial property owners within the Business Improvement area, and forwards the entire amount to the Downtown Surrey Business Improvement Association (DSBIA) to fund business improvement initiatives. During the past five years, initiatives include safety projects, graffiti removal, special events, and activities to market & promote Downtown Surrey. The DSBIA has continued with aggressive Economic Development initiatives to attract investment, development and new businesses to the area. In 2016, we began a comprehensive "good news" marketing campaign to highlight positive stories about Downtown Surrey in the local media as well as a grassroots social media campaign that focuses on local businesses.

The Downtown Surrey BIA (originally the Whalley BIA) was first approved in 2003 for five years. We renewed our mandate in 2008, 2013 and 2018. The current term will expire March 31, 2023. As BIA property owners and business owners, you have a voice in determining the focus of your BIA's efforts and the operating budget. The following questionnaire is the first step in the process and will help develop a renewal proposal and budget.

The results of the following survey will be used to draft a budget that will be presented to the Membership. The draft proposal and budget will be discussed at open meetings, and a final draft will be presented for Membership approval at a special meeting in June or July 2022.

In December 2022, the City will send notifications to all property owners, giving you another opportunity for input. Surrey City Council will make final decision in early February 2023. If you have any questions about the renewal process, please call the DSBIA office at 604.580.2321 or email us at [info@downtownsurreybia.com](mailto:info@downtownsurreybia.com).

We encourage your suggestions for new initiatives and ways to improve our existing ones.

The Directors have decided to request a seven-year term to reduce the expenses of doing a five-year term.

## Help Us Set Your Priorities for the Next Seven Year Term – April 1, 2023-March 31, 2030

Please circle your priority ranking for each of the following projects:

	Lowest	Average			Highest
	1	2	3	4	5
<b>Safety</b>					
DSBIA/Concord Bike Patrol (current hours Monday-Saturday, 9am-7pm)	1	2	3	4	5
Business Connect Program	1	2	3	4	5
Annual Safety Audits	1	2	3	4	5
Emergency Contact Cards	1	2	3	4	5
Emergency Preparedness Toolkit	1	2	3	4	5
<b>Other Suggestions:</b>					
Expanded hours for Bike Patrol <i>please circle (early morning) (later evening) (Sunday)</i>	1	2	3	4	5
<i>Your ideas</i>					

## Marketing/Special Events/Placemaking - Activation of Public Spaces:

	1	2	3	4	5
Website: <a href="http://www.downtownsurreybia.com">www.downtownsurreybia.com</a>	1	2	3	4	5
Continuation of Click on Surrey Team – help small businesses with marketing initiatives	1	2	3	4	5
Public Events Funding (Fusion Fest, Tree Lighting, Party for the Planet)	1	2	3	4	5
Public Relations (media, all venues)	1	2	3	4	5
Restaurant Guide	1	2	3	4	5
Founding new events (eg. Movies Under the Stars, Gingerbread Village, Santa Window Walk)	1	2	3	4	5
Networking events for local businesses	1	2	3	4	5
Cross marketing with other businesses and Associations	1	2	3	4	5
<b>Other Suggestions:</b>					
<i>Your ideas</i>					

**Economic Development**

Lowest **1** **2** **3** **4** **5** highest

FAMILIARIZATION Tours: introduce new businesses, investors, developers, realtors & media to the area	1	2	3	4	5
Website: <a href="http://www.surreycitycentre.ca">www.surreycitycentre.ca</a>	1	2	3	4	5
Presentations and educating groups outside of Surrey regarding opportunities and growth in Downtown Surrey	1	2	3	4	5
Align with sponsorship opportunities that promote & highlight Downtown Surrey	1	2	3	4	5
Collaborate with City of Surrey in Economic initiatives profiling Downtown Surrey	1	2	3	4	5
<b>Other Suggestions:</b>					
<i>Your ideas</i>	1	2	3	4	5

**Area Enhancement:**

1 2 3 4 5

Anti-Graffiti Program - Good bye Graffiti Contract	1	2	3	4	5
Clean Team (sidewalk sweeping 7 days per week 8-11am)	1	2	3	4	5
Advocate for enforcement of Unsightly Property Bylaw	1	2	3	4	5
Garbage pickup from private property once per week- Good-bye Garbage contract	1	2	3	4	5
<b>Other Suggestions</b>					
Beautification and Enhancement on King George Boulevard	1	2	3	4	5
Create an area "gateway" or entrance at 108 and King George	1	2	3	4	5
Public/Community Art Projects	1	2	3	4	5
<i>Your ideas</i>					

**Government Relations & Advocacy:**

1 2 3 4 5

Better transit and transportation South of the Fraser	1	2	3	4	5
Fraser Health (discarded needles, new initiatives)	1	2	3	4	5
Advocate for housing and services regarding people who are homeless	1	2	3	4	5
<b>Other Suggestions</b>					
<i>Your ideas</i>					

**Summary & Communication:**

- Please rank from 1 to 6 the following in order of importance to you (1 = least important; 6 = most important):  
 \_\_\_ economic development \_\_\_ area enhancement \_\_\_ safety \_\_\_ advocacy \_\_\_ special events \_\_\_ marketing
- Would you be interested in special networking events between BIA members?  Yes  No. If yes, when is the best time to meet? \_\_\_\_
- Are you interested in being more involved in the DSBI through Committee participation?  Yes  No
- The Downtown Surrey BIA is asking Property Owners and Business Owners to support a new 7-year Renewal/ Plan. Do you support the continuation of the Downtown Surrey BIA?  Yes  No
- How do you prefer to receive information from the Downtown Business Improvement Association?  
 email (please provide your email below if this is your preference)  newsletter  
 meetings - If you prefer meetings, please specify what time of the day you prefer  before 9am  lunch  after 5:30pm
- I am a Property Owner  I am a Business Owner  I am a Business Manager

**Thank you for your time! Please complete the following and we will keep you informed.**

Name \_\_\_\_\_  
 Business \_\_\_\_\_  
 Street Address \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_ Website \_\_\_\_\_

**Please return by January 15<sup>th</sup>, 2022 by fax, email or mail to:**

Downtown Surrey Business Improvement Association #330 - 10362 King George Blvd, Surrey, BC V3T 2W5  
 or by fax to: 604.580.6321 or by email to: [info@downtownsurreybia.com](mailto:info@downtownsurreybia.com)

or if you would prefer to fill out this form directly online <https://www.surveymonkey.com/r/PFZW3W3>

> For further information, please contact: Elizabeth Model, DSBI CEO - 604.580.2321



# Benefits of Business Improvement Association (BIA)

Amir Majlesi Koupa

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## Abstract

With over 60,000 Business Improvement Associations (BIAs) operating worldwide, BIAs are a powerful tool for local businesses to gain a competitive advantage by collaborating with one another. BIAs have greatly improved the business environment and brought significant economic growth to their areas. Furthermore, businesses worldwide increasingly value BIAs as an essential tool for their success. As a result, more municipalities worldwide have begun legislating the BIA mechanism. Unique stories from BIAs in Metro Vancouver demonstrate the association's success in promoting growth. The Downtown Surrey Business Improvement Association (DSBIA) is among these success stories and went above and beyond its core mission to improve Downtown Surrey. This document begins by going over the history and benefits of

BIAs, the DSBIA's role in empowering the Downtown Surrey area, and will conclude with stories about other BIAs.

## **Background and history**

### **What is a Business Improvement Association/ Business Improvement Area (BIA)**

A business Improvement Association (BIA), also known as Business Improvement Zones (BIZ) or Business Improvement Districts (BIDs), are a "Made-in-Canada" innovation involved in urban revitalization through a unique private-public partnership. In other words, a BIA is an association of commercial property owners and business owners who come together to solve issues related to their area. Depending on the area's needs, each Business Improvement Association has a unique mission. BIAs seek to revitalize the area and improve the business environment through area promotion, economic development, safety enhancement, and collective advocacy.

There are specific steps in the process of how a BIA is formed:

1. Business owners and commercial real estate owners ask the municipality to pass a bylaw to establish the BIA.
2. The municipality agrees to enact the legislation if 51% or more of the members agree to the formation of BIA for a known term subject to renewal after the term ends.
3. The municipality charges a levy on all commercial properties within the BIA boundaries. It transfers the total amount to the BIA, which becomes the BIA's annual operating budget.

Other approaches exist, such as voluntary contributions to the BIA's budget, however, a stable stream of funds enables a BIA to focus on its primary mission and make continued progress. Therefore, a levy ensures that a BIA can engage in long-term planning.

The story of BIA's began in 1969 at Bloor West Village in Toronto. Increased competition coming from a newly opened suburban shopping mall turned the once lively

neighborhood into a ghost town as small brick-and-mortar businesses were forced shut down. The physical condition of Bloor West Village began to deteriorate due to lack of business and neglect of the area. With the business busting, three local shop owners met in a local cafe to discuss an innovated proposal known as a Business Improvement Association. The proposal revolved around the idea that private enterprises would pay a levy, on top of their property tax, to form a fund that could be used to market and physically improve the area. Shortly afterwards, they proposed the idea to the Toronto Business Association, and it was well received with overwhelming support. Eventually, in 1970, in response to the Toronto Business Association, Ontario passed legislation to form the world's first Business Improvement Association. Few businesses opposed the idea at first, however, “opposition to BIAs is often based on lack of information” (Lawrence Houstoun, 2003) which is solved through “communication with economic stakeholders and public officials” (Lawrence Houstoun, 2003). It may seem counter-intuitive that tax-averse businesses are willing to pay a higher property tax voluntarily. In fact, unlike taxes paid to the City, businesses have a say in how the levy will be used to address their issues and concerns. Considering this, they are more supportive of investing their time and money, since their revenues will rise as business conditions improve. Finally, the BIA collaborates with partners to enhance the area to make it better for business and attract new investment. As a result of this economic revitalization, business revenues increase, thus raising the city's tax base. Bringing on a win-win scenario for both the public and the private sector.

### **Positive aspects of BIAs**

BIAs are beneficial to communities in many ways. Each BIA has specific mandates based on the need of the community it operates in. Primary responsibilities can range from promoting business, tourism, safety, economic development, and area revitalization. A BIA promotes a geographical area as a business and shopping district through the collective efforts of businesses, restaurants, and office buildings. It allows brick-and-mortar businesses to collaborate with big shopping malls on solving the main business obstacles in the area. Put simply, the BIA operates as the business community's collective voice.

Some of the benefits that BIAs bring include:

- ✓ Street Beautification and Improvement
- ✓ Economic Development

- ✓ Marketing and promoting the area to attract new customers, businesses, and investors
- ✓ Graffiti Removal
- ✓ Safety Engagement and Crime Reduction
- ✓ Creating Community by connecting business to people
- ✓ Economic and Social Revitalization
- ✓ Tackling Social issues such as homelessness, loitering, and public drug intoxication
- ✓ Hosting neighborhood festivals and events
- ✓ Assisting with recruitment, market studies, and capital improvements
- ✓ Advocating on the behalf of businesses to have their voice heard by all levels of government

With a mandate to improve business conditions, the BIA implements community programs to tackle underlying issues such as crime reduction, space revitalization, safety improvement, graffiti removal, homelessness, and panhandling. Additionally, BIA funds can be used to implement marketing and promotion strategies to spur economic growth. Furthermore, the BIA can introduce public art, organize festivals, and launch projects that contribute to the development of community in the area. Like shopping malls, in which businesses rent space to market their business through one entity, BIA can act as a marketing agent for the area. Since the BIA Board comprises Directors from local businesses, who are hyper-aware of the strengths and weaknesses of their area, they can do an outstanding job marketing the area and bringing back customers. Lastly, over time, beautification projects and marketing campaigns lower the vacancy rate and increase overall property values. Due to the relationship between property values and taxes, the BIA does not only benefit the private sector but also benefits the economic health of the municipality.

## **Economist view on BIA**

In a bipolar world of either public or private service, there are always unexplored possibilities for more social benefit. A BIA, however, forms a unique partnership between public and private entities that fills this void. In a purely private setting, society sees social inequalities, a lack of public services, and private interests that may not serve the public interest. On the other hand, there is loss of wealth and potential for individuals under purely public setting with no private component. The BIA operates as a unique partnership between private businesses and

municipalities to fill the void, maximize benefits, and induce growth. Such partnerships can deliver exceptional services at a lower cost to taxpayers.

Some services have positive externality, meaning the person doing the action won't comprehend all the benefits, so they provide less than the optimal level. An example of that is beautification of neighborhood. Such a service brings countless benefits to everyone but faces the free-rider problem. In other words, private parties are unlikely to engage in beautification programs outside of their own property because they believe others will do so and they can benefit without spending any money. Because private agents don't capture all the benefits and may observe all the costs, they are unwilling to engage in projects like beautification of the streets. Therefore, In the presence of purely private entities, society will experience a lack of public services because of positive externality.

On the other hand, there is a negative externality, a form of market failure where agents do not observe all the costs of their actions. As a result, they provide an excessive amount which harms other people. For instance, public intoxication of drugs, public urination, and discarded needles are examples of negative externalities. However, pure public agencies, such as municipalities, can't eliminate positive or negative externalities because these bodies are not as efficient at micro-levels. This is where a Business Improvement Association can come into play. Because they represent both public and private entities, and look after the interest of both businesses and the general public, BIAs are able to eliminate both negative and positive externalities to maximize society's wealth by providing services that would be non-existent without the BIA.



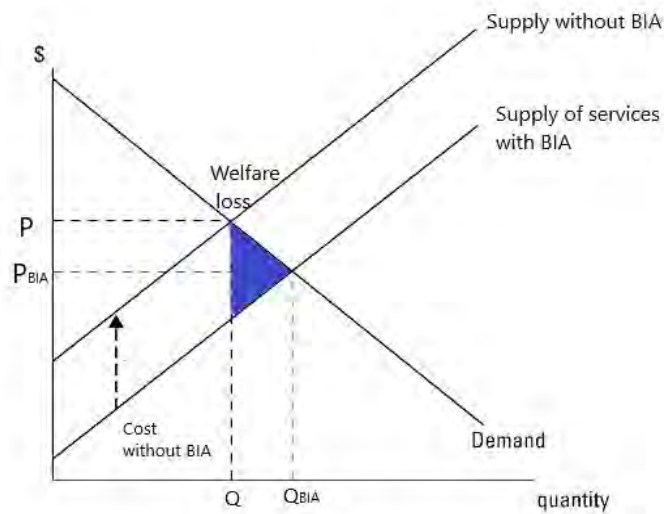


Figure [1] Quantity of Social benefits under existence of BIA and without BIA

According to the graph above, the private sector fails to reap all the benefits of improving the business environment. As such, it provides fewer services that benefits society as a whole such as street clean-ups, graffiti removal, social events, etc., which creates a considerable wealth loss for businesses and the residents. However, with the introduction of a BIA, the number of services that benefit the society rises to  $Q_{BIA}$ . BIAs provide an efficient level of services. Therefore, businesses and residents both reap more benefits from increased services. Likewise, BIAs act upon the interests of both the general public and private businesses since their Board of Directors comprises business owners. At the same time, funding for the BIA comes from property taxes collected by the municipality, so the only viable option is to benefit both the City and general public.

### **International perspective on BIAs**

Since the establishment of the first BIA in Toronto, BIAs have gained strong international support around the globe. The United States is home to over 1200 BIAs, with the number increasing yearly. BIAs have historically been popular in Canada and the United States but are increasingly being created in other countries including Japan, the United Kingdom, Australia, and South Africa, to name a few. The United Kingdom currently has over 200 BIAs, which have been important to prove that the effectiveness of BIAs is a transferable phenomenon.

It is worth noting that New York City has the highest density of BIAs, with 74 BIAs. The idea became popular in the 1990s after observing the success of early BIAs in Toronto. BIAs are generally agreed to be the key drivers of New York City’s transformation over the past few decades. During the 1970s, New York’s reputation was on a sharp decline. The city was a notorious hub for crime, with Bryant Park in Manhattan being the center of an open-air drug market. However, the Bryant Park BID has transformed the location into a safer community and enhanced the reputation of this historic New York neighborhood. Bryant Park in Manhattan is now used for public events and farmer’s markets, drawing thousands of people daily to the area.

The table below displays the number of BIAs in each country:

Country	Concentration of BIA
USA	Over 2000
Canada	Over 500
UK	200
Scotland	37
Germany	17
South Africa	23
Japan	55

**World bank’s view on BIAs**

The Urban Regeneration department of the World Bank has a strong positive view on BIA’s (also referred to as City Improvement districts, CID) saying that “BIDs have successfully leveraged private funding in cities to catalyze urban regeneration. Indeed, well-managed BIDs have contributed to increased property values, improved sales for local retailers, and decreased commercial vacancy rates” (Business Improvement Association, 2022).

The structure of BIA's creates a reliable funding source for neighborhood rebranding, safety, and marketing initiatives. Since BIAs are autonomous organizations governed by a board of directors elected by the members, the BIA is more responsive to the business community's needs than government. As the Furman Center claims, larger BIAs are more successful at

improving the area than compared to smaller BIAs because they have a bigger budget that grants them greater flexibility (2013).

## **Downtown Surrey Business Improvement Association (DSBIA)**

### **Background**

The Downtown Surrey Business Improvement Association (DSBIA) story began in 2001 in Whalley, where a group of business owners and community leaders saw the BIA as a glimmer of hope for improving the area. Because of the promising results of BIA's throughout Canada, it was widely agreed as an appropriate choice for improving the local business climate. This led to the formation of the Whalley Business Improvement Area in April 2003. Like other BIAs, the Whalley Business Improvement area was created through the legalization of a bylaw through the City of Surrey for an initial five-year period. The Whalley Business Improvement association changed its name to the Downtown Surrey Business Improvement Association (DSBIA) in 2007, which remains its name today. The DSBIA began with a five-year term and has been renewed multiple times with significant support from the general and business community. For administrative purposes, the DSBIA area is broken down into 8 zones.

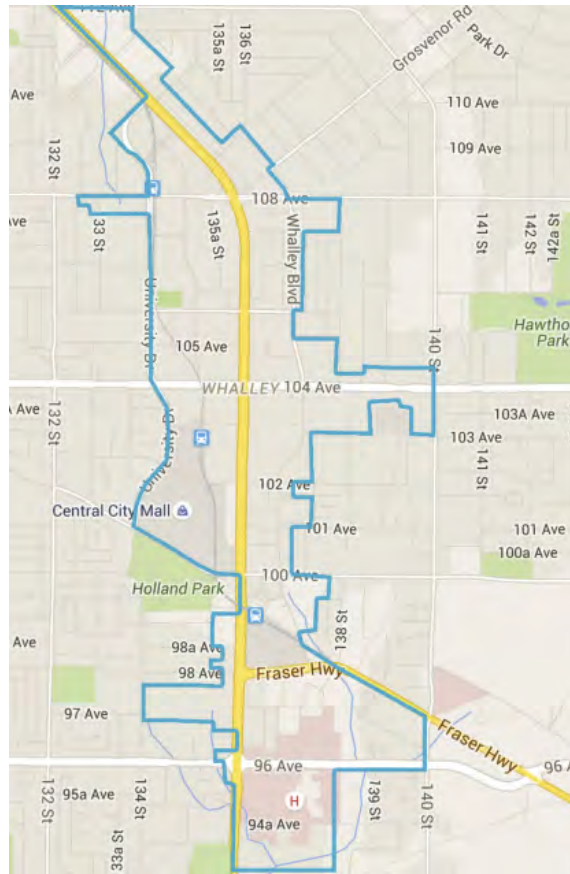


Figure [2]: Map of DSBI area

Before the DSBI, small businesses and commercial property owners in Downtown Surrey were plagued by safety issues, area depreciation, social issues, loitering, littering, and graffiti. Businesses felt the need to form an association that could address these issues, advocate for increased government support, and improve the overall business environment. The DSBI is governed by a volunteer Board of Directors, who are either business owners or commercial property owners in the area. Directors serve for a two-year term and are elected at the Annual General Meeting. They set the main priorities of the BIA and oversee progress through planned meetings with DSBI management. Also, the DSBI enjoys a good working relationship with the City of Surrey, the Provincial Government, and the Federal Government. Therefore, having access to both public and private parties ensures that DSBI has all the necessary tools and connections to serve its members.

## Advocacy

Significant changes require government support, and government support requires a united voice. The DSBIA actively engages in advocacy work to improve the business environment. Advocacy often takes many forms, with different forms best suited for different situations. The DSBIA regularly engages in small-scale advocacy pushing for small changes around Downtown Surrey to large-scale advocacy pushing for support from the federal government to address systemic social issues. In addition, the DSBIA works closely with community members to identify issues and forward them to the appropriate government entity. Today's services and developments have directly resulted from past advocacy work, such as:

- ✓ Conceptualize, Promoted and Advocated for new:
  - City Centre Library
    1. Members surveyed for their vision of new library and presented to Mayor and City Council
    2. Advocated Provincial and Federal Government for funding of new library in Downtown Surrey
  - Relocation of City Hall to Downtown Surrey
  - Addition of Hotel with convention facilities
  - More parking in Downtown Surrey
- ✓ Advocated for renaming of East and West Whalley Ring Roads
- ✓ 135A to be changed back to a two-way street
- ✓ Advocated with City, Provincial Government, and BC Housing for Foxglove supportive housing
- ✓ More walkable blocks in Downtown Surrey including more traffic lights at key intersections to prevent accidents
- ✓ Met with Federal Justice Minister and Government representatives presenting benefits on relocation of RCMP E Division to Green Timbers
- ✓ Continued support and advocating for Simon Fraser University expansion of facilities and more funding for increasing student enrollment
  - Simon Frasers downtown Surrey campus plays vital role in development of the area. Therefore, more funding can help bring more students to Downtown Surrey

- ✓ Promoted, Educated and Advocated with developers showcasing Downtown Surrey on the merits of the area as the place to invest
- ✓ On-going advocacy from City of Surrey and Provincial Government on “clustering” of Social Services, and resulting impact on business and residential community
- ✓ Working with Commercial brokers for Commercial development in the area
- ✓ Advocated and championed for washrooms at Holland Park as Spirit Square
- ✓ Ongoing Meetings and discussions with Mayor and Council for growth and development in City Centre
- ✓ DSBIA worked with City to implement a “Community Impact Study” by-law that addressed Social Service type organizations relocating to the DSBIA area
- ✓ Hired, mentored, and job placement training within the DSBIA office for Simon Fraser University Co-op students
  - Each semester, the DSBIA hires many students to take on key projects and help the association with tasks such as: marketing, special projects, communication, etc. These students learn essential skills for future careers, while bringing novel ideas to the BIA and community.

## **Safety Initiatives**

Before the establishment of the DSBIA, Whalley suffered a long decline in safety and rising crime rates, causing businesses to suffer significant losses. Downtown Surrey has seen enormous growth since the DSBIA started providing safety services, which have been instrumental in doing away with the long-held negative reputation of Whalley. Until recently, Whalley was known as an “open-air drug area.” Today, safety has improved significantly due to DSBIA initiatives and safety services. According to the DSBIA’s 2021 annual safety audit (intended to examine safety concerns and evaluate the effectiveness of safety programs by auditing ground businesses), The average safety rating sits at 3.31 out of 5 — a substantial improvement from 2015 when it was below 3. As seen on the graph below, the overall rating of safety is rising thanks to DSBIA's efforts, several of which are detailed in the following sub-section.



Figure [3] Personal safety rating trend

✓ Bike Patrol

- The DSBIA Bike Patrol is one of its most influential and popular services. The Bike Patrol is responsible for providing security for businesses in the area by helping them deal with safety concerns such as loitering, vandalism, troubled customers, etc. In addition, the DSBIA Bike Patrol meets regularly with Surrey RCMP to discuss incident reports and find solutions to enhance the area's safety. The Bike Patrol operates from 9:00 am – 7:00 pm, Monday through Saturday, addressing on average 30 incidents daily.

✓ Business Connect

- The Business Connect program is used by businesses to communicate with neighboring shops and report crime. Additionally, Business Connect offers a range of information pamphlets concerning safety topics including safe needle pick-up, emergency contact numbers, establishing an emergency preparedness kit, and crime prevention tips. The DSBIA launched the Business Connect program to facilitate collaboration and ensure security. To date, the program remains popular, especially in underdeveloped parts of Downtown Surrey.

✓ Annual Safety Audit

- The DSBIA values measurable impacts and use Safety Audits to assess the efficacy of various safety programs. The DSBIA believes that transparency is an important part of making progress, as it allows for efforts to be accessible to all. As such, the Annual Safety Audit is a valuable tool for the DSBIA to understand safety concerns in the area better and measure the effectiveness of existing safety programs. The DSBIA has conducted Safety Audits annually since 2006 and has reported steady progress in the perception of safety. By identifying new safety issues through the Safety Audit, the DSBIA is able to and adjust programs to meet the business community's needs.
- The Safety Audit helps monitor progress and ensure that business's voices are heard. The DSBIA cannot improve the area without accurate data. The data from Safety Audits help plan and offer more effective services, as well as serve as important evidence when engaging in advocacy work.

## **Area Enhancement initiatives**

Area Enhancement is among the top focuses of the DSBIA. In 2021, the DSBIA dedicated \$95,791 toward Area Enhancement projects.

- ✓ Graffiti removal
  - The DSBIA contracts a team at Goodbye-Graffiti to remove graffiti from the area to promote cleanliness and a revitalized aesthetic. A total of 1,200 graffiti are removed yearly. The DSBIA offers anti-graffiti services ranging from education, to restoration, to power washing and coating.



✓ Clean Streets

- The DSBIA contracts a Clean Streets team to conduct a daily street clean-up from 8:00 am - 11:00 am to pick up litter and provide clean sidewalks for the community.

✓ Large Item Pickup

- Businesses are often faced with illegal dumping of large, discarded items like sofas, mattresses, tables, and shopping carts. When illegal dumping occurs, the responsibility typically falls on the impacted business, who must then pay and schedule a pickup to have the item removed. To alleviate this burden, the DSBIA established a large item pickup pilot program. The program allows businesses to call and have the large, discarded items picked up once a week at no cost.

✓ Fence Art Project

- Collaborative effort between the DSBIA and City of Surrey to beautify the area have been important area enhancement tools. The fence art program aims to bring color and art to old rusty fences that exist as eyesores, transforming them into art pieces that create a sense of joy for community members, serve as conversation pieces, and attract visitors to the area.

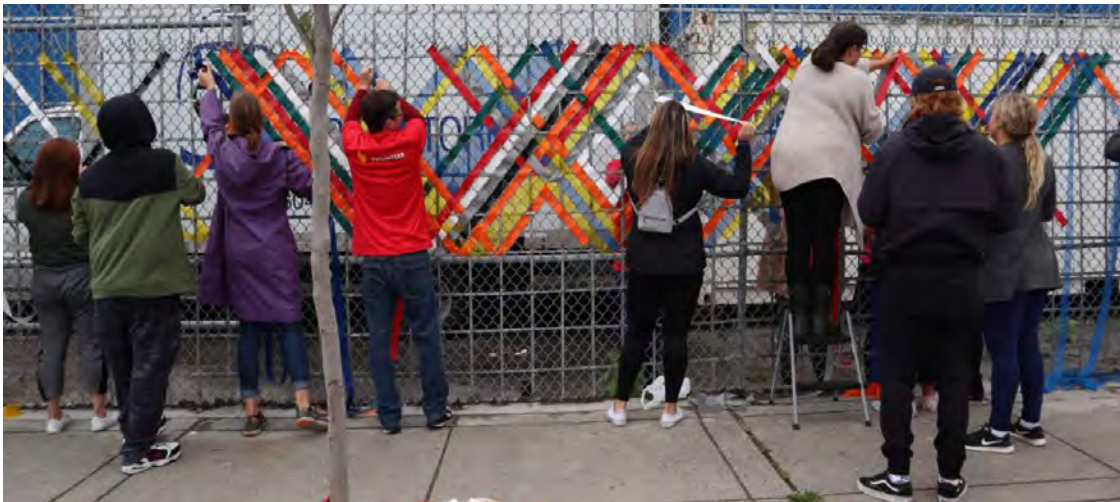


Figure [4] Beautification of outdoor fences behind MCC thrift store in Downtown Surrey

## Special Events Initiatives

Hosting community events is a continual responsibility held by the DSBIA. These events help to bring the community together and attract people to the area. Community events have helped businesses through increased foot traffic, and bring people together for social interaction, offering social networking opportunities. The DSBIA not only hosts events but also sponsors events in the area. A few examples are listed below:

- ✓ Sponsorship of City events
  - Party for the Planet
  - Surrey International Music Marathon
  - Tree Lighting Festival
  - Fusion Fest
  - Canada Day
- ✓ Movies Under the Star
  - Each year, the DSBIA host Movies Under the Stars events at Holland Park in Downtown Surrey. The events bring in people from diverse backgrounds for fun, free, and family friendly activities.



Figure [5]: 2019 Movies under the stars event hosted by DSBIA

- ✓ Santa Window Walk
  - The Santa Window Walk is a holiday event that brings together local businesses and charities/non-profits for a fun lunch hour filled with music, art, and Christmas cheer. Each charity or non-profit organization is linked with a company. Local high school artists then paint the business's window with a Christmas theme that reflects that charity/non-profit.

- ✓ Gingerbread Village
  - The DSBIA encourages schools, charities, service groups, faith-based organizations, non-profits, community services, families, and individuals to create gingerbread representations of their own unique celebration. Cash awards are given by the judges.

## **Marketing Initiatives**

The DSBIA has engaged in ongoing efforts to market the Downtown Surrey area. With a goal of bringing more visitors, investors, and residents into the area, the DSBIA helps small shops with marketing and spreads positive news about Downtown Surrey. Three key initiatives are listed below:

- ✓ Click on Surrey
  - The DSBIA aims to assist small business owners in improving their digital presence via improved websites and a strengthened social media presence. As a result, the Click on Surrey program has expanded to include free marketing, website design, social media marketing, logo design, video editing, and photography services, making it one of the DSBIA's most successful projects. Since September 2020, Click on Surrey has assisted over 50 businesses, investing significant time providing tailored help based on the unique needs of each business and its sector. Before receiving assistance from the Click on Surrey team, a firm recorded \$25 daily revenues. Only three months after receiving assistance from the team, the firm was recording \$200 in daily revenues.
- ✓ The New View
  - The New View is a publication distributed six times per year through email containing positive stories about the area and is used to introduce local businesses to the community.
- ✓ Restaurant Guide
  - Started in 2006, the Restaurant Guide provides a comprehensive list of all restaurants in the area, their contact information, and their specialties. The guide

is designed to provide users with an accessible resource that encourages them to support local restaurants.

## **Economic Development**

Adding nearly 1,000 residents per month, Surrey is projected to become BC's largest city by 2041. With a growing population comes new opportunities. Former Surrey Mayor Dianna Watts and DSBI collaborated to take advantage of this opportunity and begin bringing investors and developers into the area through direct and indirect work. Collaborative efforts led to Surrey being recognized as the top place to invest by the Real Estate Investment Network. Investment has been spurred by the success of familiarization tours.

✓ Familiarization tours:

- These tours introduce investors, developers, realtors, and media to the area, and act as a key tool to improve the area's reputation. These tours, ran by the DSBI, are a direct effort to promote economic development. Alongside familiarization tours, the DSBI supports economic development and promotion through the SurreyCityCenter website, sponsorships, and presenting to groups outside of Surrey educating them on growth opportunities in Downtown Surrey.

The DSBI is also actively working to bring BC's growing technological and medical sector to the area, striving to become the backbone of economic development, and opening new business opportunities for members. Both the health and technology sectors efficiently produce high-value outputs, resulting in higher employment opportunities in the area and more purchasing power for the residents who can use it to support local businesses. According to famous Solow model for economic growth, a region can only experience long-term sustainable economic growth through technological advancement, which has a spillover effect on other sectors and creates wealth for all community members. The Solow model states that capital accumulation only ensures growth in the short term; in the long run, technological progress achieves sustainable development. The DSBI has embraced this model in its mandate. Downtown Surrey has attracted sufficient capital to ignite short-term economic growth. As the area moves to its next phase of growth, the DSBI sees bringing the technology and health sectors to the area to achieve long-term growth as a primary goal.

## **What do mainstream media outlets say about the DSBI?**

The DSBI's efforts have gained popularity among numerous local media outlets. Surrey Now Leader's article on the DSBI's "shop local campaigns" admires the campaign, stating that "Shopping local creates 2x more jobs since small retailers are 2x more likely to hire staff than big box stores. It creates a sense of community" (Tom Zytaruk). Meanwhile, DailyHive reports that "For years, the City of Surrey and business organizations such as the DSBI have been seeking to grow the Whalley area from a suburban town center to a downtown core for the south of Fraser." (Kenneth Chan, 2019). Lastly, the Vancouver Sun wrote that "Construction activity has remained high through the pandemic on projects that the city of Surrey hopes will house a growing population of young workers and their jobs in innovative research and education." (Joanne Lee-Young, 2020).

## **Newton BIA**

In Surrey, there are four Business Improvement Associations. The Newton BIA is the DSBI's neighboring BIA and operates with similar goals and challenges. In common with all BIAs, the Newton BIA is composed of business and commercial property owners aiming to create a better business climate. Established in 2014, the Newton BIA successfully implemented a security patrol program that significantly reduced crime Newton. The central values of the Newton BIA are:

- ✓ Building Community Connections
- ✓ Leadership role in the area,
- ✓ Trust and Transparency,
- ✓ Result Driven
- ✓ Accountability

✓ Diversity and Inclusion

Like the DSBI, positive central values have helped turn the Newton BIA into a leading organization that amplifies individual voices for the better. The Newton BIA takes pride in being diverse and inclusive and believes that safety programs make the Newton BIA unique. The Newton BIA is currently operating on its second 5-year mandate, a mandate underlined by four pillars: Safety, Area Enhancement, Marketing, Events, and Government Advocacy. In the first five years, the Newton BIA successfully cleared 1,011 instances of graffiti, removed 31,077 lbs. of litter, created ten murals, and established monthly networking events.

The shopping cart program operates as part of the Newton BIA's clean team, known as Team Tidy. Team Tidy collects abandoned shopping carts for a fee of five dollars (which is donated to the local food bank). Businesses constantly deal with stolen shopping carts that have been abandoned in the neighborhood. Team Tidy finds these abandoned carts during its street sweeps and returns the carts to the business from which the carts originated. By eliminating the need to replace shopping carts, the program helps these businesses save on operating costs and reduces waste.

Another notable program is the street mural program, which aims to turn alleys into vibrant flourishing tourist attractions. The Newton BIA hires local artists to paint murals that integrate various local cultures and turn the street into a vibrant, colorful, and joyful area for pedestrians. This program enhances neighborhood appeal, attracts tourists, and reduces crime by turning alleys into energetic and livable areas. Currently, ten street murals are present in the Newton area and are already proving popular with locals.



Figure [6]: Mural arts in Newton BIA area

Surrey Car Free Day is the latest addition on the Newton BIAs calendar. Car Free Day is designed to provide residents with an opportunity to walk around the block with family and friends and create deep community connections. The event revolves around turning a single block into a walking festival that creates a sense of community and celebrates local storefront businesses. Businesses benefit these events as they increase foot traffic in the area and introduce people to an area they may have otherwise not visited. Food trucks and small vendors are contacted to set up on empty corners and fill the space with lively activities for all ages.

Like Downtown Surrey, large items like sofas and furniture are dumped illegally in Newton, and they are not typically hauled away by municipal waste pick-up services. Such items leave an unsightly mess that puts an extra burden on businesses and can even turn into a safety hazard. The Newton BIA responded by launching the Large Item Illegal Dumping Program, which identifies illegal dumping locations and contracts garbage services to remove discarded items. Overall, the Newton BIA's Community Safety Patrol, graffiti removal, and dumping program have been highly effective community services. These services have been key in transforming the Newton area into a safe and clean place to live, shop, play, and work.

## **Downtown Victoria Business Association**

The Downtown Victoria BIA, also known as the Downtown Victoria Business Association (DVBA) was founded on two crucial pillars: transparency and responsiveness. Since

the formation of the DVBA in 2005, transparency has been essential for its success and has helped the DVBA build trust among business owners and community members alike. Transparency helps to ensure that funds are directed to the most efficient programs with minimal waste. The DVBA has won eight BIABC awards, two IDA awards, one EcoStar award for non-profit waste reduction, and a BC Solicitor general crime prevention and community safety award. The DVBA has been accredited as a certified green business since 2017.

DVBA is located in the heart of beautiful tourist-oriented Victoria. The local climate allows for outdoor activities including lively patios, numerous festivals, and seaside walks. As a result, their Clean Team is highly active and has removed nearly 100,000 instances of graffiti and over 50,000 needles from private properties and sidewalks. The Clean Team's story is inspirational. It began simply as a two-person team of at-risk youth, who were in recovery from drug addiction. The program eventually grew into the operation it is today, boasting ten full-time and part-time employees. The community highly values their work clearing streets and private properties of trash, removing drug paraphernalia, and keeping downtown Victoria clean and beautiful. As a part of their service, businesses can call during office hours with a specific problem and get a quick response but can also flag down team members as they circulate throughout the day. Because of its direct service, help with often-messy problems, and growth within the community over time, the Clean Team has grown in popularity by word-of-mouth over the past 17 years (Alison, Personal interview, DVBA, March 2022).

Like many downtowns, Downtown Victoria faces many issues, but advocacy remains an effective tool for the DVBA to help solve these issues. Examples include:

- ✓ Advocating to implement free parking in Downtown Victoria for visitors
- ✓ Encouraging other modes of transportation such as transit or cycling
- ✓ Support for creation of Committee to end Homelessness
- ✓ Ongoing advocacy for social services such as mental health
- ✓ Advocacy for building affordable housing

The DVBA found a way to combine area enhancement with safety by offering micro-grants to businesses to improve their outdoor lighting. By beautifying storefronts and lighting up the street, the grants help reduce crime and vandalism. Additionally, businesses are given grants to paint murals and conduct safety improvements, and subsidies are provided to rebrand and



promote their part of the downtown area. As a result of these programs, businesses can allocate their resources more efficiently since they're aware of their existing strengths and assets. Therefore, they can get more done with the same resources compared to outside companies trying to rebrand them. By using the existing knowledge within communities, these programs help increase effectiveness and reduce costs.

It is also worth mentioning that the DVBA had a successful shop local campaign which was initiated in 2011. With the DVBA's administrative and financial support, the campaign quickly grew out of the boundaries of the BIA and now includes the entirety of Victoria. The campaign helped embed local shopping into the community etiquette, serving as a powerful means of creating lasting change.

The DVBA was the first BIA in British Columbia, and the second in Canada, to implement a pedestrian traffic tracker. Digital pedestrian counters were installed to count foot traffic in the area. Thermal cameras run 24/7, tracking "warm bodies" passing by and uploading the data to a public website providing free traffic data. This data is available for businesses so that they can make informed decisions when launching marketing campaigns and planning for future extensions of service hours.

## **Hastings North BIA**

The Hastings North Business Improvement Area (HNBIA) was established in 2001 to improve safety, combat graffiti, and maintain cleanliness in the Hastings neighborhood of Vancouver. The community is a unique mix of light industrial and micro-level retail, with a thriving craft brewery culture and young entertainers with artistic minds (Personal Interview with Patricia, HNBIA, April 2022). To protect the diverse economy and community, the HNBIA prioritized clean and safety initiatives. Additionally, they worked on branding and beautification. As a result, the HNBIA was able to successfully rebrand as Vancouver's East Village.

To tackle ongoing safety concerns, the East Village took an approach different than other BIAs. Rather than hiring private security, the East Village was able to work with a non-profit partner, the Hasting Sunrise Community Policing Centre, to provide non-interactive, community-based patrolling for the local area.

Their Safety team performs the following

- ✓ Act as “Eyes and Ears” for the Police and community
- ✓ Crime prevention education
- ✓ Facilitate exchange of information between community organizations such as Vancouver Police Department, Municipality, and local businesses
- ✓ Help Homeless and vulnerable people get access to the supports that they need

The East Village is involved in variety of ongoing Advocacy such as:

- ✓ Continuous work with TransLink and the City of Vancouver to improve transit and parking availability
- ✓ Ongoing Advocacy to maintain the industrial sector’s presence in the area and avoid the manufacturing firms abandoning the area
- ✓ Collaborate with BIABC on provincial issues such as addiction, homelessness, and commercial property tax reforms
- ✓ Work with housing providers in the province through collaborative advocacy with the help of businesses and community members

Along with graffiti removal and Street clean-ups, it’s common to see banners and murals popping up all around the neighborhood representing the diverse culture of the area. Murals are largely inspired by Indigenous art and aimed at working with local artists to make the area more vibrant, welcoming, and culturally relevant.

## **Loop Community Improvement District**

Small-scale home businesses have popped up everywhere. These businesses need support to flourish. Through shared offices, shared kitchens, and events, BIAs can help support mini firms. The goal of these supports is to help these businesses grow to the point that they are profitable enough to rent or buy a place in the BIA area. By grouping all the mini businesses together, the Loop Community Improvement District in Missouri has successfully implemented this program and made empty stores available as shared spaces. For instance, small bakeries can all share a single kitchen. This lowers the vacancy rate and helps fill vacant storefronts with lively activity. Programs like these increases BIA budgets since more businesses will eventually be available to pay a levy to the city. By frequently hosting pop-up markets, small businesses, often owned by women and recent immigrants, can sell their homemade products, and begin the

path to establishing themselves as brick-and-mortar businesses within the BIA area. In addition, a diverse business community attracts more people to the area, which is beneficial to all businesses.

## **17<sup>th</sup> Ave BIA**

Unfortunately, gift card programs are not commonly available to small businesses, often due to lack of funds and expertise. In these situations, BIAs can step in to fill the void. Businesses find gift cards handy when refunding and allow customers to purchase a gift card for others, increasing their client base. In order to overcome the barriers presented when designing gift card programs for an individual business, BIAs can create a gift card program that encompasses the entire BIA, like the program implemented by the 17th Ave BIA in Calgary. These programs serve as important tools to keep money within the local community and can serve as stepping stones for businesses to create gift card programs of their own.

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2/22/2022

# DSBIA Renewal Cost Report



Amir Majlesi Koupa



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## Introduction

Business Improvement Associations (BIAs) are formed to improve the business environment and meet the needs of a community. The idea began in 1970 and quickly spread worldwide, with over 500 BIAs operating in Canada alone. The Downtown Surrey Business Improvement Association (DSBIA), formerly known as the Whalley Business Improvement Association, became a reality in when the City of Surrey passed a Bylaw to fund the organization through a tax levy on commercial property owners within the designated boundaries set within the Bylaw. The focus of the organization initially was promoting the area’s businesses, as well as area enhancement and safety. Over the years, this has grown to include economic development, government relations, and special events.

The DSBIA is set to be renewed for a fifth term in 2023. With the business community's support, the DSBIA will continue to promote Downtown Surrey as a place to invest, live, work, learn, and play — while at the same time addressing issues and concerns as they arise. In the last twenty years, the DSBIA has operated on five-year terms. For this coming renewal, the DSBIA seeks to extend the term at renewal to seven years rather than five years. This will not only cut down the cost of going through renewal every five years but will also ensure that staff hours and resources can be used more efficiently to benefit businesses. Furthermore, an extended term provides more stability for the association and its members.

# Need for renewal: DSBI services

## Safety: Bike patrol

Safety concerns were among the top reasons why the DSBI was formed. According to the DSBI's 2021 annual safety audit, which is intended to examine the perception of safety in the area by ground-level businesses and evaluate the effectiveness of safety programs, the average safety rating is 3.31 out of 5. A substantial improvement over 2015, when it was below 3. As seen on the graph below, average safety ratings have experienced a steady rise, in large part thanks to the DSBI's constant efforts.



The DSBI offers a variety of services to meet community safety needs. The DSBI Bike Patrol program is one of the organizations most popular services, a group of independent security professionals hired by DSBI operate Bike Patrols, patrolling the area and assisting businesses when they experience problems. In addition, the Bike Patrol provides wellness checks for people in distress and regularly administers Narcan to individuals in distress. The DSBI Bike Patrol receives calls daily from businesses dealing with security threats including property damage, loitering, trespassing, disorderly conduct, and problematic customers. Since many small businesses can't afford to hire their own private security guards, the Bike Patrol is a huge benefit and operates as an efficient shared cost-service. As a result, the DSBI's Bike Patrol is a solution that provides businesses with a layer of protection they would otherwise not have.

## **Marketing and Economic Development: Click on Surrey**

Small businesses drive our economy. During the pandemic, the DSBI A worked to assist small business owners who embraced their digital footprint by offering a service to improve websites and social media accounts. This program, Click on Surrey, became one of the most successful DSBI A programs, and has expanded to include free marketing, website design, social media marketing, logo design, video editing, and photography services. Since September 2020, Click on Surrey has helped over 50 businesses and devoted significant hours to providing customized assistance based on the unique needs of each business and the sector they operate in. One business reported \$25 daily receipts before contacting the Click on Surrey team and \$200 in profit only three months after enlisting help from the program. Continuation of this service is vital for small businesses that rely on DSBI A support to adapt to an increasingly online world.

## **Marketing and Economic development**

One of the reasons businesses came together to form a BIA in the first place was to improve the reputation of the area. Through partnerships with strong leadership at City Hall, the DSBI A has been able to successfully improve the reputation of the Downtown Surrey and attract investors by showcasing positive social and economic growth. This work to create and instill a positive perception of the area in prospective investors has been vital to bring in the capital necessary to make investment and development opportunities a reality.

## **Area Enhancement: Goodbye graffiti**

The presence of graffiti can create an atmosphere of insecurity among business members and often depreciates the value of the business as new customers are less likely to patronize an establishment they perceive as rundown or poorly cared for. In addition, the presence of graffiti

tends to attract more graffiti to the area, as the area is increasingly understood as a place where tagging and other graffiti can exist untouched for long periods. The DSBIA began the Goodbye Graffiti campaign to remove all Graffiti from exterior walls as part of an area enhancement campaign. Significant improvements have been made to the appearance and operation of businesses in the area because of the program. However, like other forms of cleaning, efforts must operate on an ongoing basis, largely due to the propensity of graffiti to return to cleaned spaces. As such, the DSBIA provides members with educational resources on preventing graffiti on their storefronts through proactive measures.

The goal of Area Enhancement services is to make the area more inviting so that more visitors and customers patronize member businesses. Businesses benefit from services such as Clean Team (regular street litter cleaning program), Goodbye Graffiti, Community Clean-ups, and various public art projects because they help create a pleasant clean area in which businesses can attract a wider client base. If these essential services are ignored, the inevitable decline of the area poses a serious threat to local businesses. Businesses can remain assured that the DSBIA will look to continually maintain and improve their community through Area Enhancement projects.

## Renewal timeline

Table below depicts timeline and full details on the Renewal process.

Date	Responsibility	Things to do	Details
Mid 2021	Board, Staff	Strategic Plan	Revise Strategic plan to basis the Survey and send out to property owners and businesses
Summer 2021	Staff	Update business list	Student Intern Conducts the research
September 2021	Directors	Approve Strategic Plan	Once Strategic Plan is approved, gets printed for distribution.
Fall 2021	Staff	Property Owners List	The list of property owners from the City has significant amounts of information redacted. As such, the DSBIA is required to go through the Land Titles Department to build a new comprehensive list. Student Interns assist with this project.

<b>Late October 2021</b>	Staff	Survey Questions completed	Utilize SurveyMonkey to make the Renewal Survey questionnaire.
<b>November 2021</b>	Staff	Distribute Survey Questions	Distribute through email – also in person as time permits.
<b>January-February 2022</b>	Staff	Survey in person	Conduct in person Surveys by going door to door to each business in addition to sending a copy through snail mail.
<b>January-March 2022</b>	Staff	Design/print renewal documentation	Staff prepare a thorough report of Renewal documents, such as a report on what DSBIA has accomplished in the last five years.
<b>January-March 2022</b>	Elizabeth (CEO)	Visit large property owners	DSBIA CEO sets up meeting with large property owners to discuss renewal.
<b>March 2022</b>	Staff	Compile results from survey Determine priorities from survey	Gather information to put together budget for renewal.
<b>April 2022</b>	Staff	Pricing/building renewal budget	
<b>April 2022</b>	Finance Committee	Determine 3 budgets to take to membership	Prepare three budgets according to what members asking based on the renewal Survey conducted early in 2022.
<b>May 2022</b>	BOD	Approve budgets to take to membership	Board of Directors meet to approve budgets to take to present to members.
<b>May 2022</b>	Staff	Present financial budgets to membership	Three meetings: morning, lunch, evening to ensure all businesses have an opportunity to participate.
<b>June 2022</b>	BOD	Approve one budget to take to membership	
<b>June 2022</b>	Staff	Prepare documentation for EGM	Includes budget, term, expansion, details of plans for 7 years, etc.
<b>Late June – early July 2022</b>	Staff	Hold EGM	
<b>July 15-August 14</b>	Staff	Documentation prep	All documentation for renewal must go to the City by August 15. Documents include, but not limited to, survey response results, connections with members (how and when), budget, etc.
<b>August 15-September 10</b>	City staff	Go over all documentation	Senior management receives approved documents

<b>September – October</b>	Senior City staff	Corporate report	Corporate report by senior staff to be presented to Council for approval to proceed at first Council meeting in October.
<b>October 15, 2022</b>			MUNICIPAL ELECTION
<b>November-January 2023</b>	City Staff	Contact property owners	Staff conduct survey, tabulate results
<b>February</b>	City Staff	Corporate report	City Council approves (or disapproves) renewal
<b>Late February 2023</b>	DSBIA	AGM	Yearly Annual meeting takes place
<b>February 2023</b>	DSBIA	All documentation from AGM to City	
<b>March 2023</b>	City Council	Approval of AGM documentation	
<b>April 1, 2023</b>			New term of DSBIA begins

## Cost of Renewal

Renewal is a costly process that requires significant staff hours and funding. To see the cost of each renewal, a thorough cost analysis is conducted, with the cost of each specific item and total staff hours devoted documented. This analysis is presented below.

Thing to do	Item	Cost	Key Staff hours	Note
<b>Strategic plan</b>	Hire facilitator	\$3,500	Elizabeth: 30 hours Bonnie: 20 hours	
<b>Update property list</b>	Student intern	\$4,250		½ semester
<b>Approved Strategic plan</b>		\$1000		Graphic designer + printing costs (for 100 copies)
<b>Update property &amp; business owner list + design renewal survey questionnaire</b>	Student intern	\$8,500		One semester

<b>Land Title and Survey Authority fees (LTSA)</b>	LTSA	\$800		
<b>In person renewal Survey + Survey results and determine priorities + report on benefits of BIA</b>	Student intern	\$8,500	Tracey: 10 hours Bonnie: 20 hours	One semester
<b>Survey postage + Envelopes + Printing</b>	Cost of mailing + Cost of envelopes + Printing surveys	\$538.75		\$92 per roll of 100 postage stamps. \$0.295/ envelope \$0.01/copy
<b>Visit large property owners</b>			Elizabeth: 30 hours	
<b>Design and print renewal documents</b>	Student intern	\$2,125		
<b>Pricing/building renewal budget</b>			Bonnie: 40 hours	
<b>Present financial budgets to membership + prepare documents for EGM and assist with EGM</b>	Student intern	\$2,833.33	Elizabeth: 8 hours Bonnie: 8 hours Tracey: 8 hours	
<b>Present financial budgets to membership at meetings</b>	Present at three events: Breakfast, Lunch, and dinner + Snacks	\$701.80		Room rental and cost of catering
<b>Prepare Documentation for EGM</b>	Postage, envelopes, printing	\$3706.9	Bonnie: 10 hours	\$1.94/large envelope \$7 cost of printing
<b>EGM</b>	Snacks, Beverage, and room rental	\$259.7		

## Final Values

The total cost of renewal for each term is **\$36,715.48** in 2022 dollars in addition to total of **68** hours of Elizabeth Model's time, **98** hours of Bonnie Burnside's and **18** hours of Tracey Gravel's hours.

## 20 years' time span renewal Cost

	Five years term	Seven years term	Ten years term
Cost	\$146,861.92 + 656 Key Staff hours	110,146.44 + 492 Key Staff hours	73,430.96 + 328 Key Staff hours



# Downtown Surrey BIA 2022 Renewal Survey Report



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## **Executive Summary**

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The Downtown Surrey Business Improvement Association (DSBIA) is currently serving a five-year term through March 2023. With the current term nearing its conclusion, the DSBIA is seeking a seven-year term to decrease expenses by renewing less frequently. The DSBIA performed this renewal survey to ascertain local business priorities; then, using the results, create a budget for the coming term. An EGM will be held at which the proposed budget will be presented for approval by Membership. Additionally, the renewal survey enables business owners to provide input and recommend innovative programs or modifications that they would like to see implemented in the area.

During the 2018-2023 term, DSBIA initiatives revolve around Safety, Area Enhancement, Advocacy, Marketing, and Special Events. Additionally, the DSBIA has pursued an aggressive Economic Development agenda in to attract investors and development. The renewal survey helps evaluate how effective these initiatives are and how the DSBIA can further support its members. The DSBIA received 154 responses this year from ground-level businesses and five responses from upper-ground businesses, totaling 159 responses. The majority of companies surveyed on the second floor were private offices. As a result, they were difficult to reach. On the second floor, four out of five businesses were dental or physiotherapy clinics that were open to the public.

The survey elicited responses from property owners, business owners, and managers regarding their perceived importance of various services. The survey is divided into five areas: Safety, Area Enhancement, Economic Development, Marketing, Special Events, and Advocacy. Members were asked to rank current programs in each section and rank each area according to their priorities. Additionally, the last two questions inquire about members' support for the BIA's seven-year renewal term and their interest in serving on a DSBIA committee. On average, it took ten minutes to complete the survey. Respondents were invited to share their thoughts and suggestions at the conclusion of each section. These suggestions provided an excellent opportunity to learn about the issues that businesses face and how DSBIA programs have impacted them.

Additionally, the survey allowed the DSBIA to contact new businesses in the area. Many shops that recently opened were unaware of the DSBIA and were eager to learn about the various services offered. The survey was an excellent opportunity to meet new business owners and

introduce the DSBIA. Further, contacting new businesses helped the DSBIA collect more contact information, which is used to send updates and newsletters.

## **Introduction**

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The renewal survey report will be used in the DSBIA's upcoming renewal process in 2022-2023. The results of the renewal survey will be used to draft three budgets for the upcoming term, which will then be presented in open meetings to membership. The survey assessed which services are the highest priority for businesses and which services need adjustments to better serve members.

## **Methods**

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This year, 154 ground-level and five upper-level businesses were surveyed. The study population consists of businesses within the DSBIA area. In November 2021, businesses received an email with the renewal survey, however, only six replies were received. In January 2022, property owners were sent the survey through mail via Canada Post. On January 24th, 2022, the researcher began conducting in-person surveys. The poll was conducted over two months. The researcher requested to speak with the shop's owner or management, who would then be asked to complete the survey on a tablet. If ownership and management were both unavailable, either an employee was asked to complete the survey on their behalf, or a physical copy of the survey was left at the business to be collected later. The researcher would allow the shop approximately a week to complete and would then return to pick up the completed copy. In most cases, business owners forgot to fill out the survey when not reminded. Therefore, multiple trips had to be made to businesses to collect the surveys. Finally, several responses were collected through the survey link sent out via the DSBIA's weekly e-newsletter.

46.54% of survey respondents were managers, 40.88% were business owners, and 13.84% were employees who responded on behalf of their managers. 13.84% of business owners surveyed were also property owners. Each area had its own distinct concentration of a particular sector. There were areas that were densely packed with auto shops and car dealers, while a medical district also exists. Finance, health care, retail, professional services, and social services accounted for most businesses surveyed. The concentration of these businesses is depicted in image [1] below. Furthermore, businesses located in Central City mall were excluded from the

survey.

Of the ground-level businesses surveyed, 69.4% were property/business owners, and 30.6% were managers or employees. The most common businesses surveyed were retail, restaurants, and automotive shops. Of the upper-level companies surveyed, 65% were owners or managers, and 35% were conducted with employees. The most common businesses were health care, social assistance, academic, and financial services.

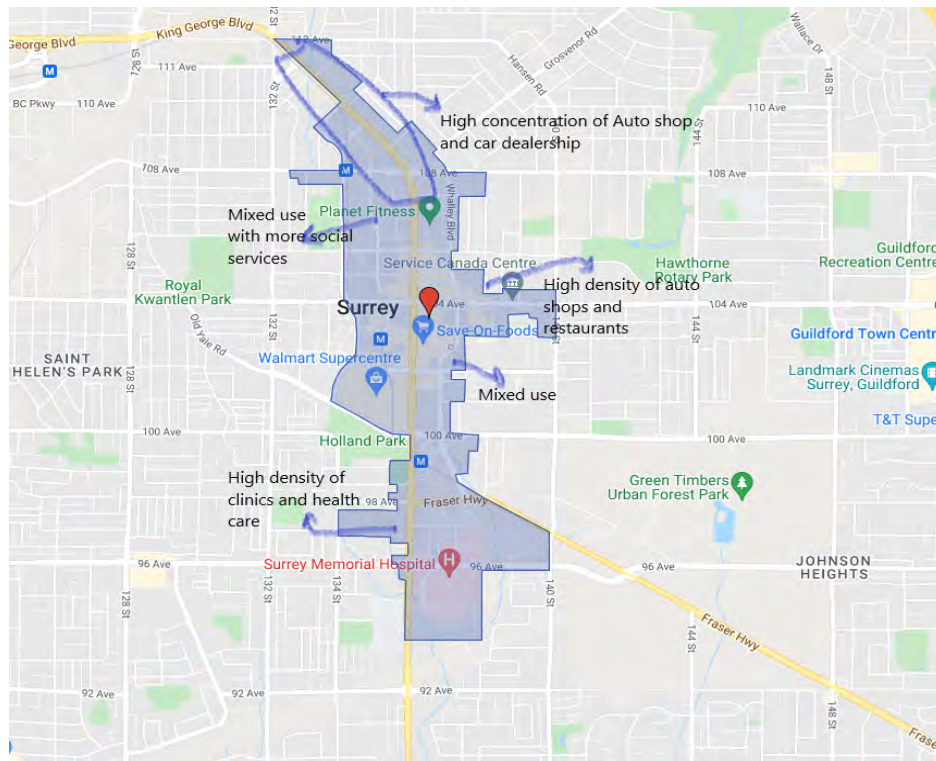


Image [1] Concentration of businesses

## Limitation

When the surveyor came, many respondents were unable to finish the survey on the spot. As a result, they were given a copy of the survey to complete independently, which limited the researcher's ability to properly review the questions and resolve any ambiguity that may exist. Certain responses overlap because the responder was not completely aware of the question's context. Additionally, some shops were exceedingly busy. Every few minutes, a new client would enter, disrupting the survey process, causing the responder to skim the question and attempt to complete it as fast as possible.

Another stumbling block was a linguistic issue. Due to a language barrier, the researcher

had difficulty speaking with ten businesses.

Business interruptions caused by nearby construction impacted the data's accuracy. Shops that were constantly impacted by construction had a highly skewed perception of services. Some gave the services a lower or higher priority rating than they may have otherwise.

Another critical impediment was the influx of new enterprises during the last year. These businesses were unfamiliar with the DSBI and were entirely new to the concept of a BIA. These companies had trouble rating DSBI services since they had never used them.

Finally, some businesses refused to participate in the survey. These businesses assert that their voices are not being heard, and that no matter what they say, the neighborhood's problems will persist. They see the DSBI as an arm of the municipality and view it as a government agency rather than a volunteer-run non-profit organization. Additionally, "survey fatigue" influenced enthusiasm for completing the survey, as every summer, the DSBI conducts a safety audit of ground level businesses to gauge the perception of the safety year-by-year.

## Results

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### **General Perception**

In general, attitudes towards the DSBI were favorable. Numerous businesses expressed satisfaction with the DSBI's efforts and viewed the DSBI as an association dedicated to their growth and continued success. This perception was not distributed evenly across the areas. Areas with more development, tended to have a higher satisfaction rate.

### **The questionnaire**

Respondents were asked to rate the services on a scale of 1 (least important to their business) to 5 (highest priority for their business). For example, if someone gives a service three stars, it means that the service is not a high priority, and that the person is indifferent about it. Alternatively, when a business rates a service as 5 stars, it indicates that they highly value the service and want to see it continue and further evolve. The following ratings are represented by star icons.

- ★ ★ ★ ★ ★: High priority
- ★ ★ ★ ★: Important
- ★ ★ ★: Neutral
- ★ ★: Not important
- ★: Insignificant

## Analysis

### **Safety: Please select your priority ranking for each of the following projects**

The first set of questioners of the survey aimed to examine the importance of Safety related services. Members were asked to rate the following services, based on how valuable it is to their business. The star rating represents the following.

#### Question #3: DSBIA/GaurdTech Bike Patrol (current hours Monday-Saturday, 9am-7pm)

The business community has overwhelmingly endorsed the initiative, with 56.05 percent (88 businesses) seeing the DSBIA Bike Patrol as a critical service. The Bike Patrol is a high priority for most businesses, with an average priority ranking of 4.3. Many businesses have contacted or seen the DSBIA Bike Patrol and were pleased with their significant positive impact on the community.

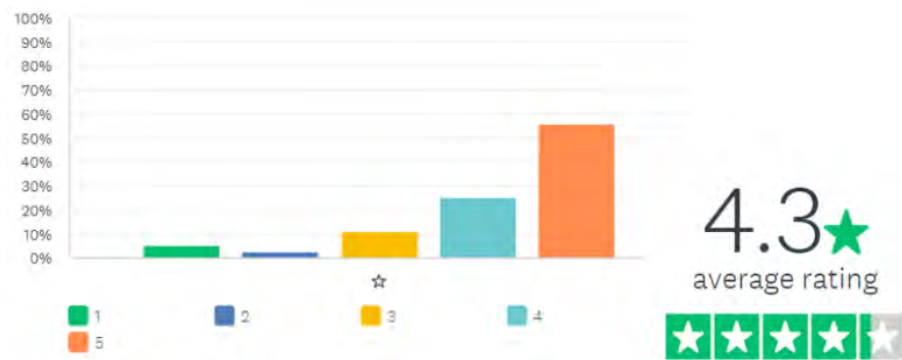
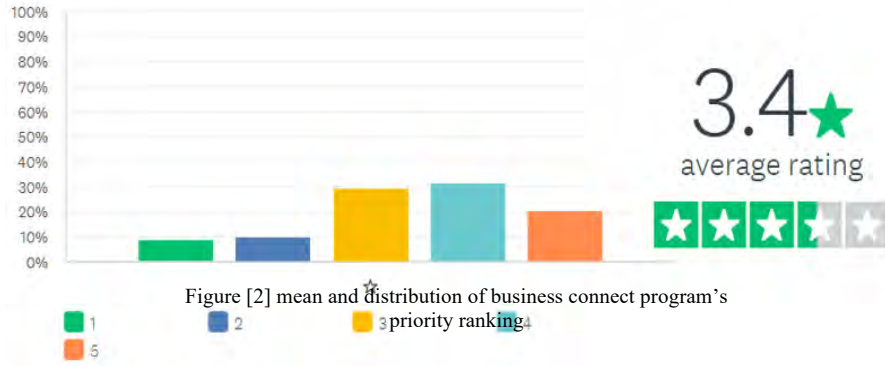


Figure [1] mean and distribution of Bike patrol priority ranking

#### Question #4: Business Connect Program

Among the Safety initiatives, Business Connect was the least popular, despite receiving a 3.4 rating. Many businesses were either unaware of or had forgotten about the Business Connect program. When the surveyor explained the program to the respondent, they usually liked it and gave it a high rating. However, when asked whether they would use Business Connect, the most common response was "probably not." As a result, the Business Connect program was regarded as a neutral service in terms of importance.



Question

#5: Annual

### Safety Audit

The Annual Safety Audit was well-known among businesses, as most of them either participated in or saw the survey each year. Surprisingly, some respondents believed the renewal survey was a new version of the Annual Safety Audit. The Safety Audit received a mean rating of 3.8, indicating that it is important to most businesses.

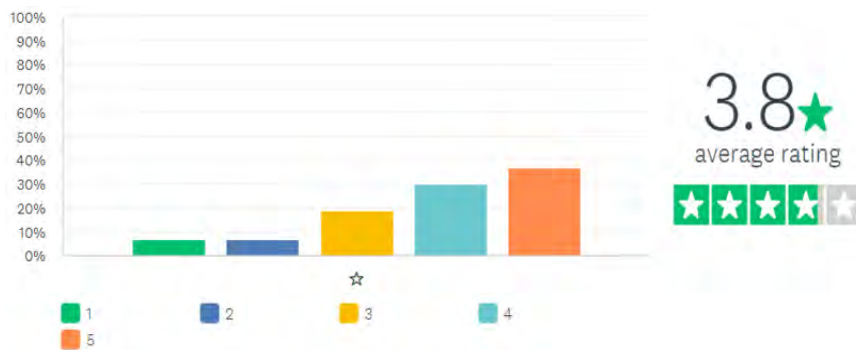


Figure [3] mean and distribution of the Annual safety audit's priority ranking  
Figure [3] mean and distribution of the Annual safety

### Question #6: Emergency Contact Cards

Many companies were unaware or forgotten about the Emergency Contact cards. Most businesses, on the other hand, were enthusiastic about the concept. The average ranking for Emergency Contact Cards is 3.7, implying that it is a relatively important service with a low priority.



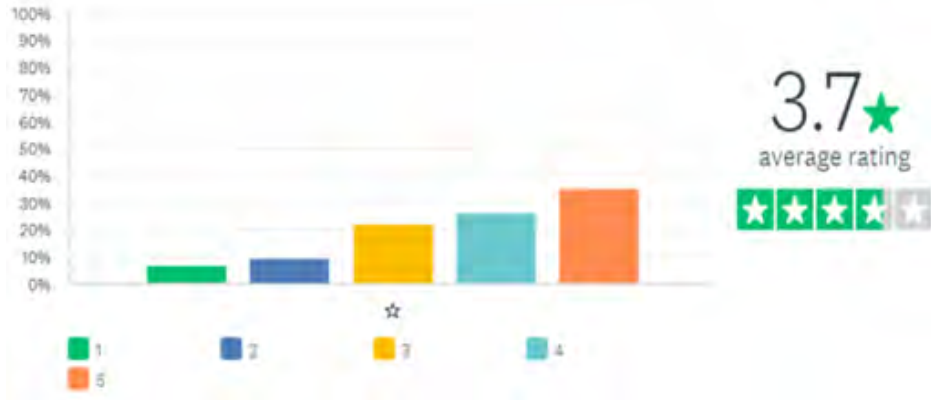


Figure [4] mean and distribution of the Emergency Contact Card's

priority ranking

### Question #7: Emergency Preparedness Toolkit

Similar to the previous question, most businesses were unaware of the Emergency Preparedness Toolkit. Businesses wanted to be more involved with the program. The average priority rating is 3.9.

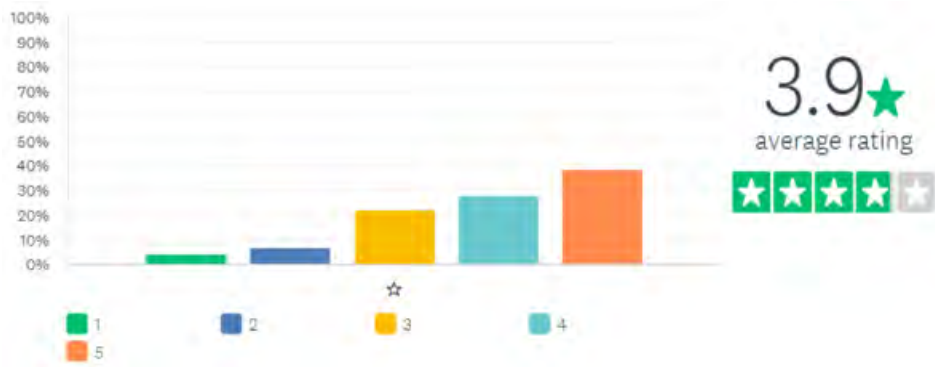


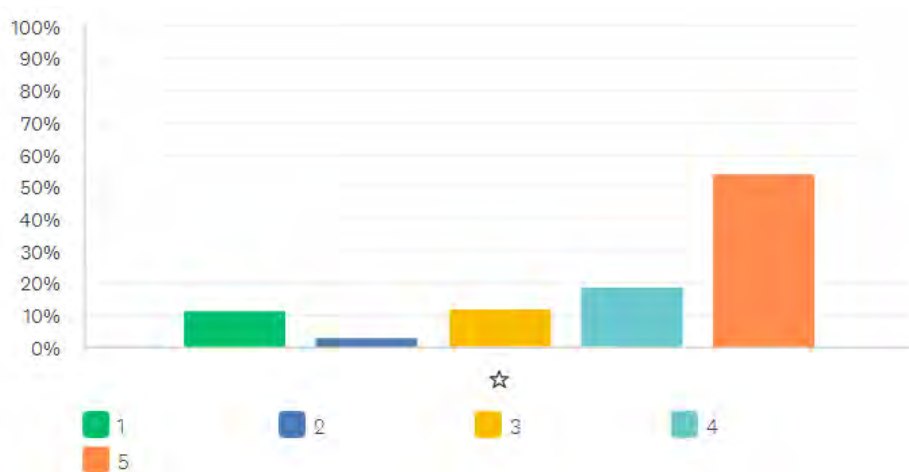
Figure [5] mean and distribution of the Emergency Preparedness Toolkit's priority ranking

### Question #8: Expanded

morning, later evening and/or Sunday)

Hours for Bike Patrol (early

Figure [6] Distribution of the expanded bike patrol's priority ranking



In trying to determine how programs can be improved or revamped, a question was asked regarding the expansion of Bike Patrol services. The bar graph above shows that the expanded hours were ranked as a very high priority by 54.14 percent of respondents (85). Most of them are businesses that operate until late at night or on weekends — largely restaurants and retail stores.

On the other hand, 11.6 percent of respondents (18 people) found extended hours insignificant to their business. These businesses are open during the current Bike Patrol hours (9 a.m. to 7 p.m.). The average ranking for an expanded hour is 4, which indicates that businesses find it an important adjustment to the current Bike Patrol hours.

Businesses were asked which time slot they would like to see added to the current Bike Patrol schedule. Most businesses who supported extending Bike Patrol hours said later evening and early morning was their highest priority.

Businesses who asked about extensions of Bike Patrol hours to later evening reported the following:

- Troubled customers interfering with their business
- Unhoused individuals sleeping in their store and not leaving when asked to
- Loitering in front of business
- Verbal threat at night
- Shoplifting
- People camping in storefronts at night and setting tires on fire
- Vandalism

Additionally, businesses who asked for early morning Bike Patrol reported the following:

- Unhoused people sleeping in front of their stores or inside ATM areas in early mornings

Only 60% of the businesses are open on Sundays. Therefore, the third common suggestion about having Bike Patrol on Sundays may not ultimately be worth the cost.

#### Question #9: Suggestion

At the end of each section, respondents were given an open-ended opportunity to suggest how initiatives could improve. This was done to elicit more creative and sincere responses.

- 1) “More frequent patrols” repeated 6 times

Businesses have suggested an increased number of Bike Patrols in the area. The current Bike Patrol team consists of two highly trained security officers who patrol the area Monday through Saturday from 9 a.m. to 7 p.m. The Bike Patrol deals with multiple incidents at once during peak hours. Therefore, the wait time for a business to receive Bike Patrol service can be up to 45 minutes from the time they call to request service.

**Marketing/special events: Please select your priority ranking for each of the following projects**

Question #10: Website: [www.downtownsurreybia.com](http://www.downtownsurreybia.com)

Respondents were surveyed regarding their level of importance for the DSBIA website. The average priority rating is 3.7.

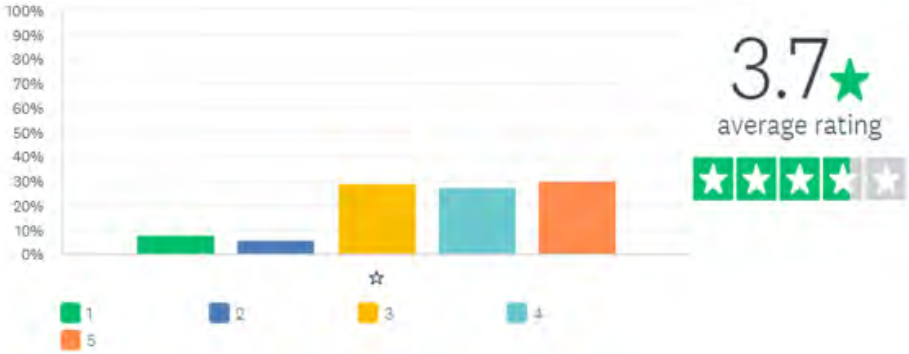


Figure [8] mean and distribution of the DSBIA website’s priority ranking

Question #11: Continuation of Click on Surrey - help small businesses with marketing initiatives

The Click on Surrey team received significant support from small family-owned businesses who find the support vital to their business. Given this program was directed at small, non-chain businesses, big chains stores rated the program as a low priority. As a result, the 3.8 average priority rating for Click on Surrey does not adequately reflect the program’s importance. Maintaining and strengthening Click on Surrey was critical for small businesses.

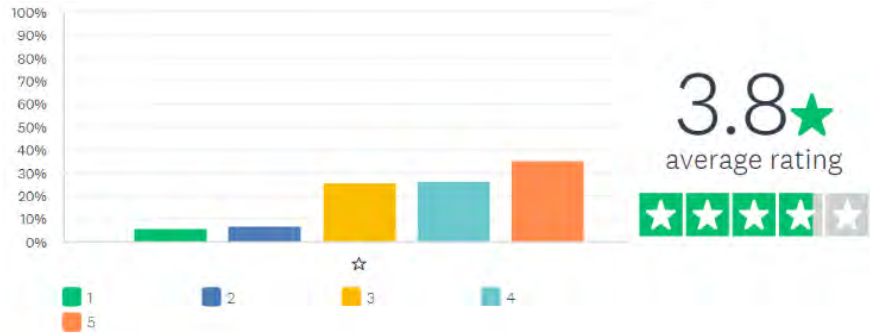


Figure [9] mean the Click on ranking

and distribution of Surrey’s priority

Question #12: Website: Public Events Funding (Fusion Fest, Tree Lighting, Party for the Planet)

Public Events were valued mainly by restaurants and retailers, especially the ones located near event location. The 3.9 priority rating indicates that such initiatives are relatively important

to members.

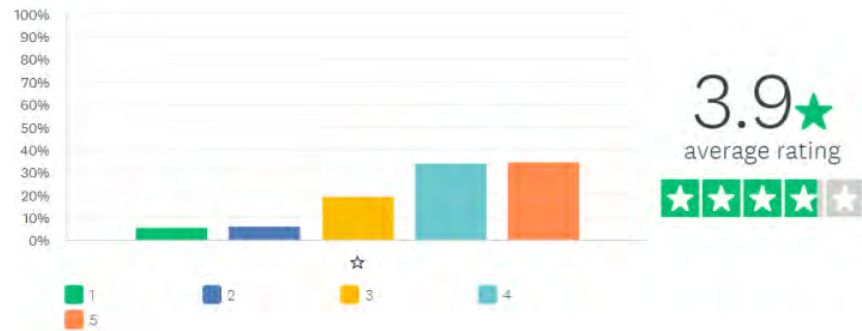


Figure [10] mean and distribution of the Public event's priority ranking

### Question #13: Public Relations (media, all venues)

The priority score for Public Relations is 3.8, indicating that it is relatively important to members.



Figure [11] mean and distribution of the Public relation's priority ranking

### Question #14: Restaurant Guide

With 3.5 stars, the Restaurant guide received the lowest rating for marketing initiatives. The reason for this is that only the restaurant and grocery sectors benefit. As a result, it received a high priority rating from only restaurants and grocery stores. Other sectors expressed little interest in the Restaurant Guide.

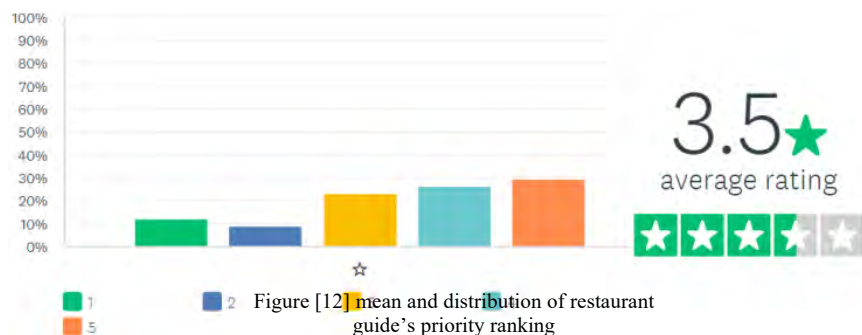
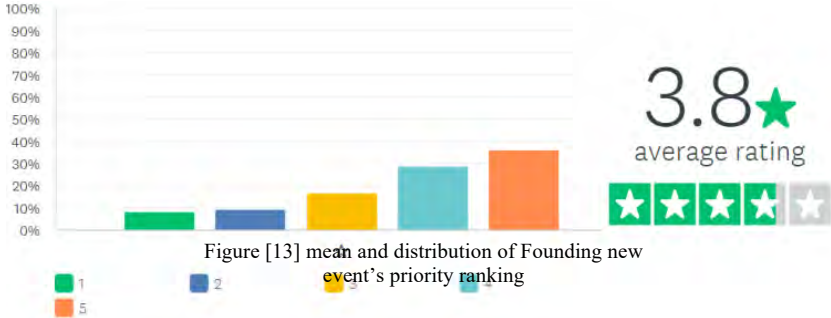


Figure [12] mean and distribution of restaurant guide's priority ranking

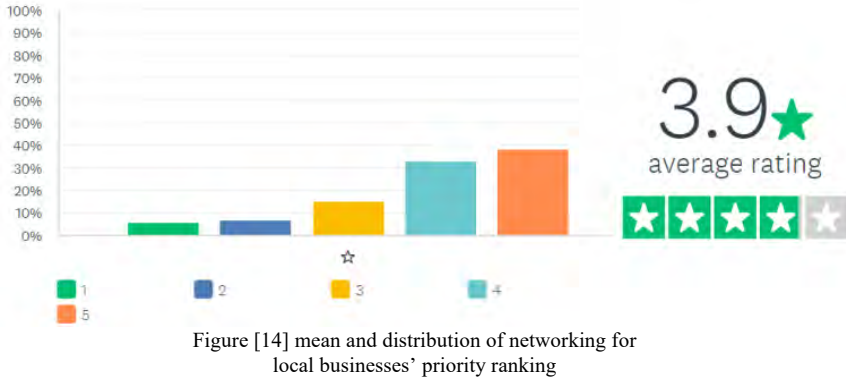
Question #15: Founding new events (eg. Movie Under the Stars, Gingerbread Village, Santa Window Walk)

This question intends to learn business priorities for founding new events. The average priority rating sits at 3.8, which indicates that it is relatively important for businesses to see events.



Question #16: Networking events for local businesses,

Given that networking events are more of a Board of Trade activity, rather than a BIA one, this question intended to see whether networking events among businesses in Downtown Surrey were warranted. With priority ranking of 3.9, members determined that such initiatives were relatively important. The rating is accurate in representing the entire populace.



Question #17: Grassroots/Social Media marketing campaigns (ie. "Welcome to Downtown Surrey", Explore the George, Shop Local)

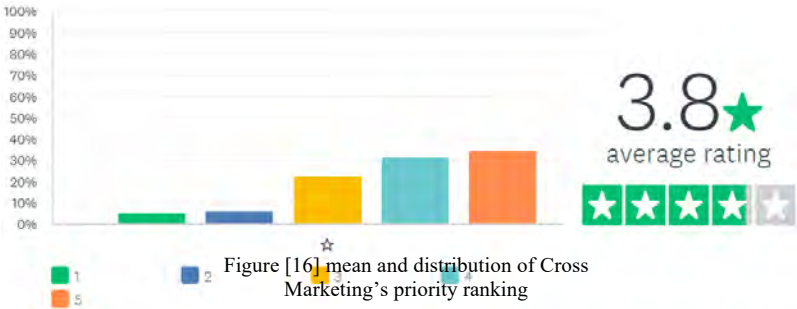
Grassroots/Social media marketing campaigns received the highest priority rating among marketing initiatives. However, only 72 respondents answered this question due to a survey design error.



Question #18: marketing with other businesses and associations

Cross

This question enquires about business priorities regarding the DSBA's effort to work with other organizations to promote Surrey. With a mean priority ranking of 3.8, cross-marketing is relatively important for members.



Question #19: Suggestion

At the end of the Marketing/Special events section, respondents were given an open-ended question as an opportunity to suggest how initiatives could improve. This was done to elicit more innovative and sincere responses.

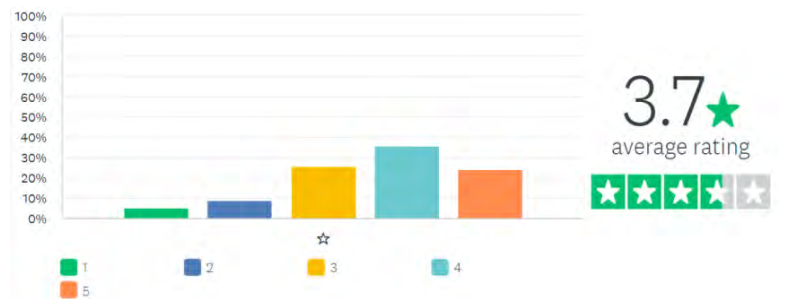
**Economic development: Please select your priority ranking for each of the following projects**

The third set of questions aimed to examine the importance of Economic Development initiatives. Members were asked to rate the following services based on how valuable they were

to their business. Economic Development initiatives all received a similar type of response.

Question #20: FAMILIARIZATION Tours: Introduce new businesses, investors, developers, realtors, and media to the area

This question intends to ask priority of hosting Familiarization Tours for investors so they can see what is happening in Downtown Surrey and encourage them to consider investing here. Average priority ranking for Familiarization Tour sits at 3.7 with majority (35.90%) giving priority rating of four stars. Hence, the service ranges from neutral to important to members



Question #21: Website: [www.surreycitycenter.ca](http://www.surreycitycenter.ca)

This question refers to the [Surreycitycentre.ca](http://Surreycitycentre.ca) website's priority ranking to provide updates on investment and development opportunities in Downtown Surrey. Additionally, the website educates investors about the importance of investing in opportunities in the region as a tool for Economic Development. The website is aimed at developers rather than businesses.

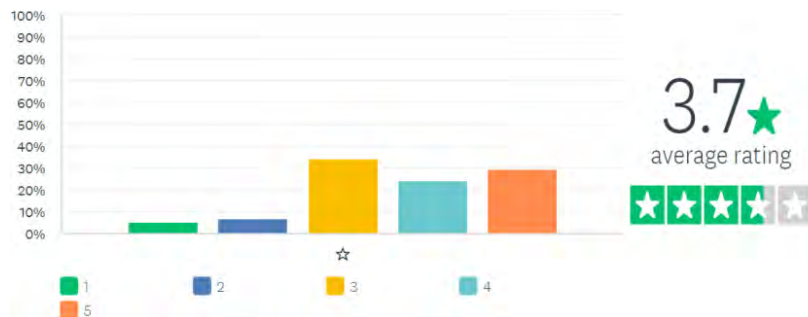


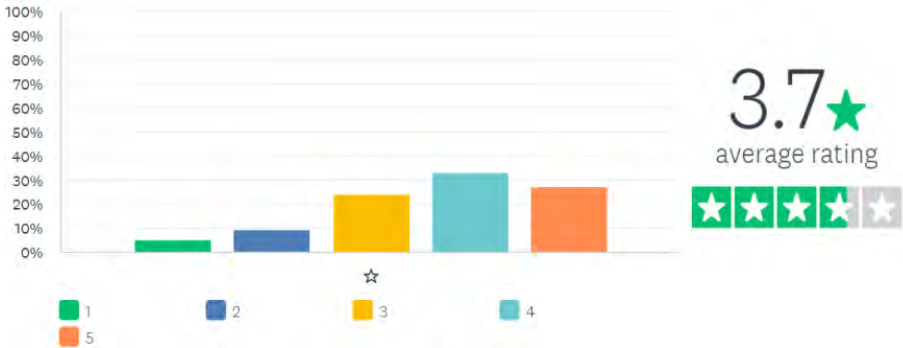
Figure [18] mean and distribution of Cross Marketing's priority ranking



Question #22: Presentations and education groups outside of Surrey regarding opportunities and growth in Downtown Surrey

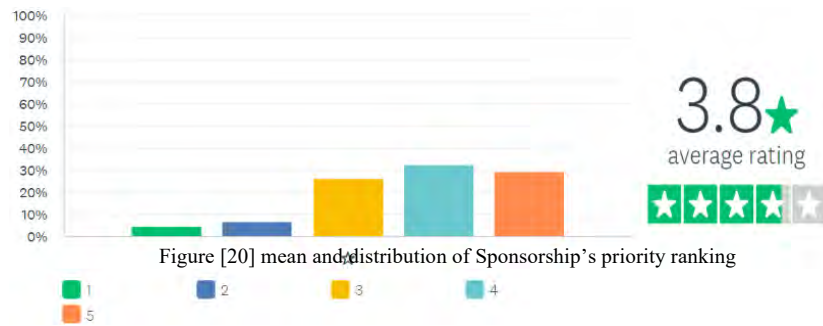
This question perfectly corresponds to the answer to question 20. In this context, the question seeks to ascertain how much members value the networking and education groups located outside of Surrey that focus on investment opportunities in Surrey. The response is identical to question 20, with a 3.7 average priority rating.

Figure [19] mean and distribution of presentation group's priority ranking



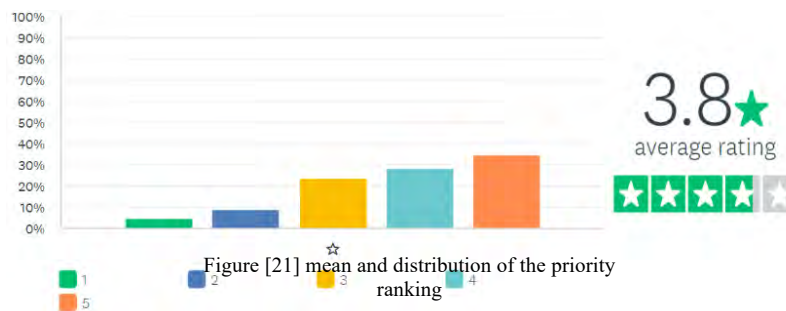
Question #23: Align with sponsorship opportunities that promote & highlight Downtown Surrey

This question revolves around finding the importance of DSBIA's sponsorship of events to raise the profile of the DSBIA and promote Downtown Surrey. The average priority ranking of 3.8 indicates a relatively important tone.



Question #24: Collaborate with City of Surrey in Economic initiatives profiling Downtown Surrey

Businesses gave a 3.8 priority ranking for DSBIA's effort to collaborate with City of Surrey on economic initiatives.



Question #25:

Suggestions

At the end of each section, respondents were given an open-ended opportunity to suggest how initiatives could improve. This was done to elicit more creative and sincere responses

- “Developments displace homeless from one location to another and might kick small businesses out”

The member expressed concern about how development displaces homeless people from newly developed areas to less developed regions. Also, small, long-standing businesses are also concerned that gentrification will force them to relocate due to higher rents and taxes.

- “Also, more exposure to employment opportunities as it is very hard to find employees at this time.”

Businesses have expressed concerns about filling vacancies. The DSBIA could potentially use their social media platforms to highlight employment opportunities in Downtown Surrey.

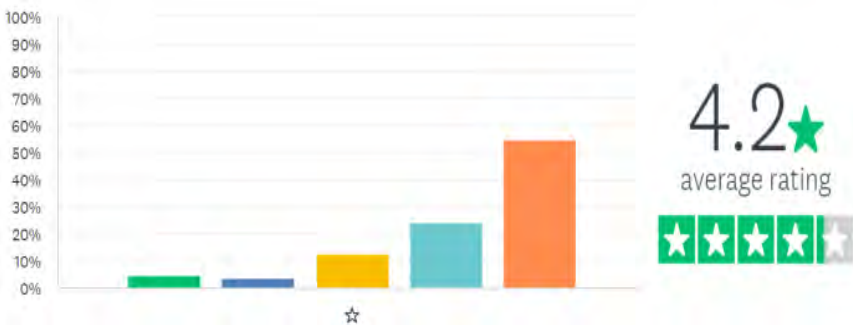
**Area Enhancement: Please select your priority ranking for each of the following projects**

The fourth section examined the significance of area improvement initiatives. Members were asked to rate the following services based on their importance to their business. In comparison to the other initiatives, Area Enhancement received the highest average rating. One reason Area Enhancement received such a high rating is that members can easily see the initiative because it has a visible, direct impact on the area.

**Question #26: Anti-Graffiti Program - Goodbye Graffiti Contract**

The question asks how much the Anti-Graffiti program is valued by businesses. This service received a lot of support from the community because almost every business has had to deal with graffiti at some point. Many of them reported a decrease in graffiti, but they felt it was critical to maintain the service and keep the streets clean.

Figure [22] mean and distribution of the priority ranking for Anti-graffiti



### Question #27: Clean Team (sidewalk sweeping 7 days per week 8-11am)

The Clean Team received the second-highest priority ranking, likely because businesses can immediately see the impact of their work. Cleaner streets were a priority among all businesses. The Clean Team is a high priority for businesses in the area, with a priority ranking of 4.4 stars.

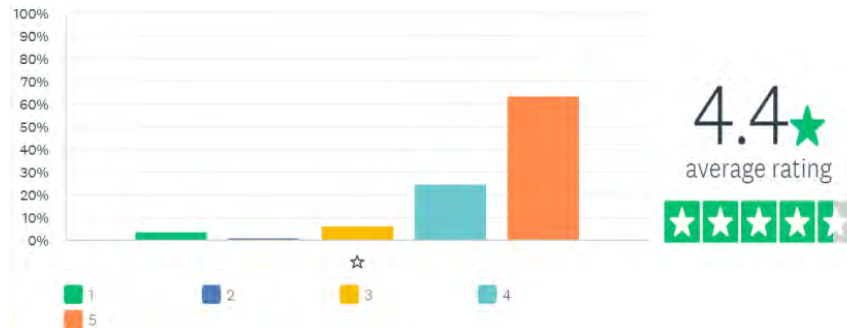
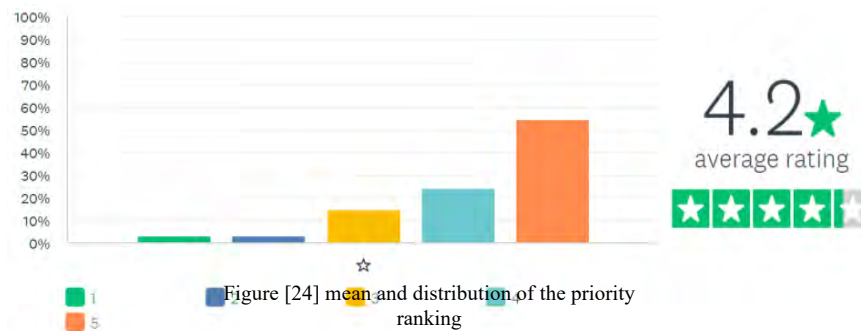


Figure [23] mean and distribution of the priority ranking for Clean Team

### Question #28: Advocate for enforcement of Unsightly Property Bylaw

Another high-priority service is the advocacy of enforcement of the unsightly property Bylaw. The question asked how important it is to continue Advocacy for enforcement of the unsightly property bylaws. The average priority ranking is 4.2 stars, indicating high priority for businesses.



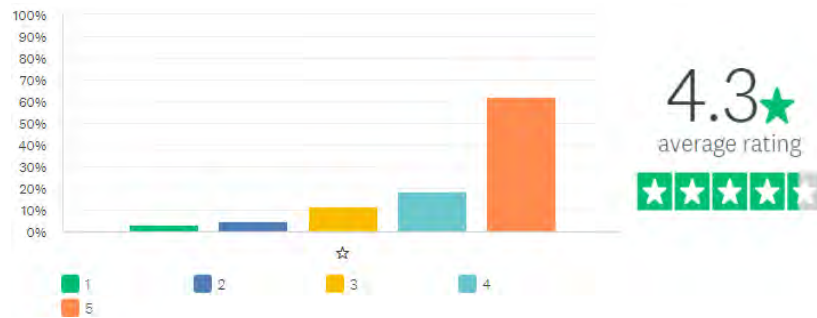
Question

#29:

### Garbage pickup from private property once per week - Goodbye Garbage Contract

More and more businesses are forced to deal with people dumping large items on their properties. Businesses are required to arrange and pay to have them removed. The DSBI started a one-year pilot program to have large, dumped items picked up, once a week from private properties. The business community supported the service, giving it a 4.3 priority rating.

Figure [25] mean and distribution of the priority ranking



### Question #30: Beautification and Enhancement on King George Boulevard

The purpose of this question is to assess the importance of beautification projects on the King George Boulevard and throughout the area. With an average rating of 4.3.

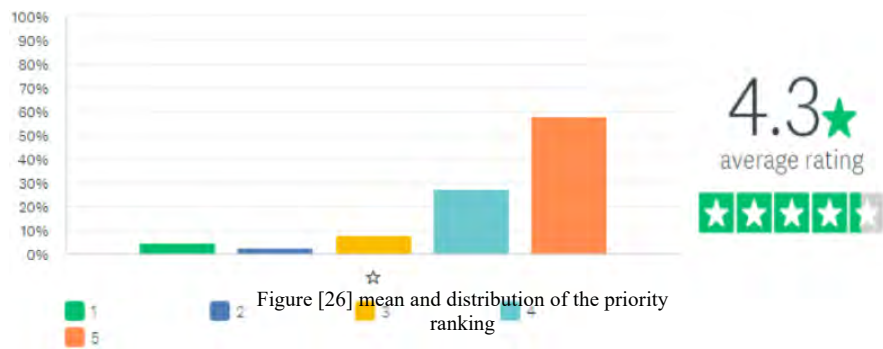


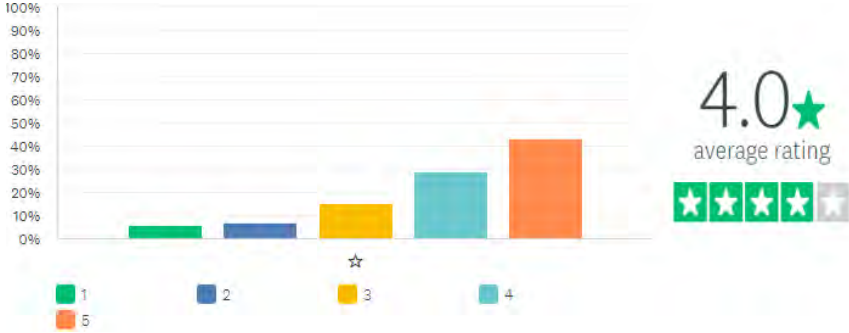
Figure [26] mean and distribution of the priority ranking

Question

#31: Create

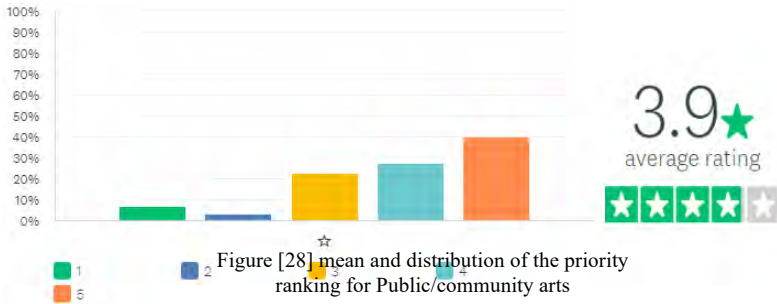
an area "gateway" or entrance at 108 and King George

The average priority rating for a gateway signage or an artwork at the entrance to Downtown Surrey at the corner of 108 and King George was 4.0.



Question #32: Public/Community Art Projects

Public art is important to the business community, but it ranks last in the area enhancement initiatives, with a priority rating of 3.9.



Question

The final

#33: Suggestions

question in the

Area Enhancement section is a comment bar where members can express their thoughts and suggestions or bring questions up that were not asked in the survey. A member suggested a way to reduce vehicle accidents, introduction of public washrooms, enhancement of the Gateway area, and more street parking in the newly developed areas.

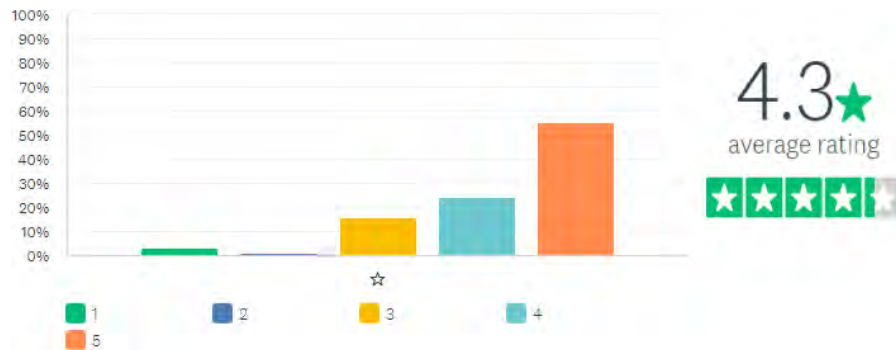
- “Used oil and tire dumping. Something to improve it” Mentioned 2 times

Advocacy: Please select your priority ranking for each of the following projects

The last part discusses Advocacy initiatives and questions surrounding the Downtown Surrey Business Improvement Association's involvement and renewal.

Question #34: Better transit and transportation South of the Fraser

The question asks members' top priorities when it comes to advocating for improved transportation south of the Fraser. Businesses assign it a priority rating of 4.3 stars. With 55% of respondents rating it as a five-star experience. Moreover, half of respondents rank it as a high priority.

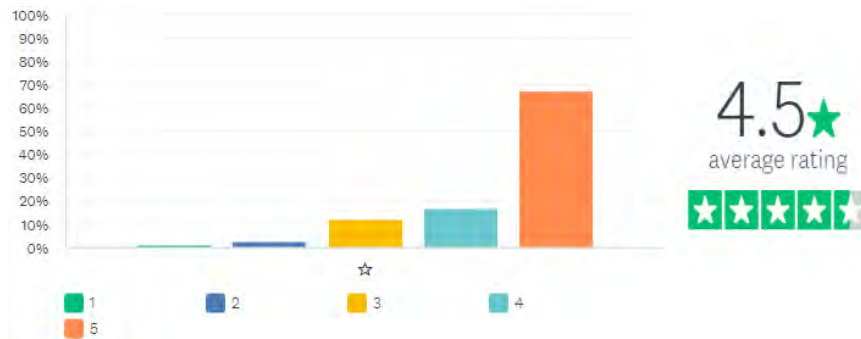


Question

#35: Fraser

Health (discarded needles, new initiatives)

The question tries to determine the importance of needle disposal initiatives among the business community. With a mean priority rating of 4.5 stars, the program ranks #1 in its importance among all programs in the DSBIA.

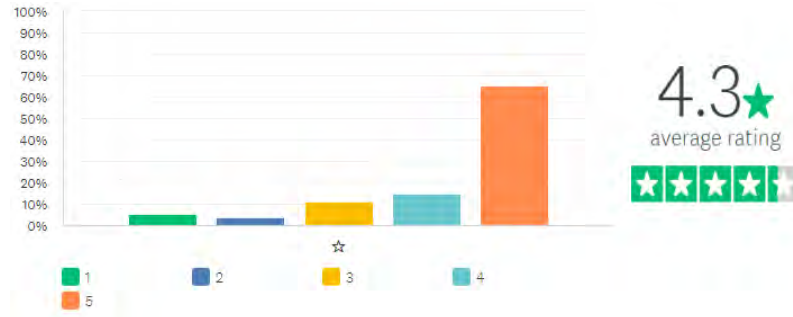


Question

#36:

Advocate for housing and services regarding people who are homeless

The question is about the importance of Advocacy for social services and housing for the homeless population in the area. Homelessness is a huge issue impacting businesses daily. It is not a surprise to see it receive a high priority rating with an average rating of 4.3 stars.



**Question #37: Suggestions**

No relevant response was collected in this section.

**Question #38: Please rank from 1-6 the following in order of importance to you (1 = least important, 6 = most important)**

Businesses were asked to rank the main objectives of the DSBI based on what they think is the priority. The most important will receive 6, followed by the second priority, which will get 5. The scale continues until 1, which is the least important objective to the respondent.

BASIC STATISTICS	
	MEAN
Safety	4.75
Area Enhancement	3.88
Economic Development	3.48
Advocacy	3.29
Marketing	3.13
Special Events	2.52

**Question #39: Would you be interested in special networking events between BIA members?**

The question intends to see if members are interested in networking events among themselves. 60 respondents, or 38.74%, said “Yes.” A list of members interested in special networking events are listed in a separate report.

Figure [30] illustrates the availability of members who are interested in networking events. The most popular time slot is weekdays after 5pm. Followed by morning before work.



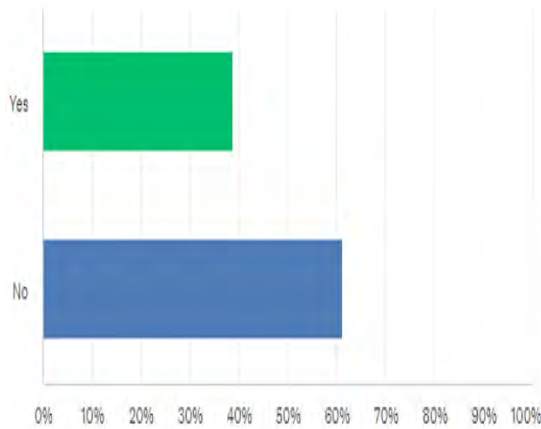


Figure [29] Number of respondents voted "Yes" for networking events



Figure [30] preferred time for members to meet

Question #40: Are you interested in being more involved in the DSBIA through Committee participation?

Some BIA members have shown an interest in becoming more active with the DSBIA by serving on committees. The goal of the question is to compile a list of those who wish to participate. 33 people have signed up to get more involved with the DSBIA through committee participation. There is a separate report that has a list of all the members who voted yes and their contact information.

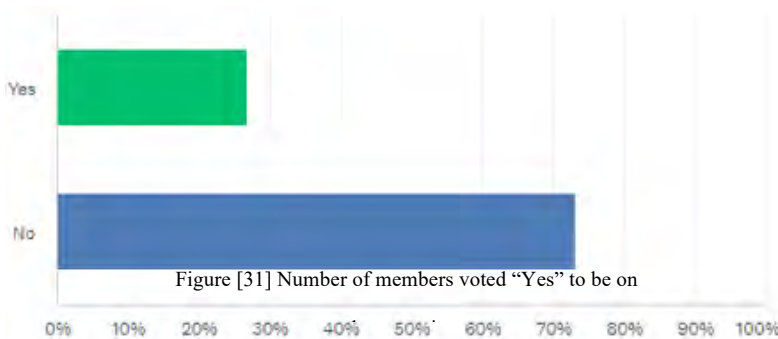


Figure [31] Number of members voted "Yes" to be on

Question #41: The Downtown Surrey BIA is asking Property Owners and Business Owners to support a new 7-year renewal plan. Do you support the continuation of the Downtown Surrey BIA?

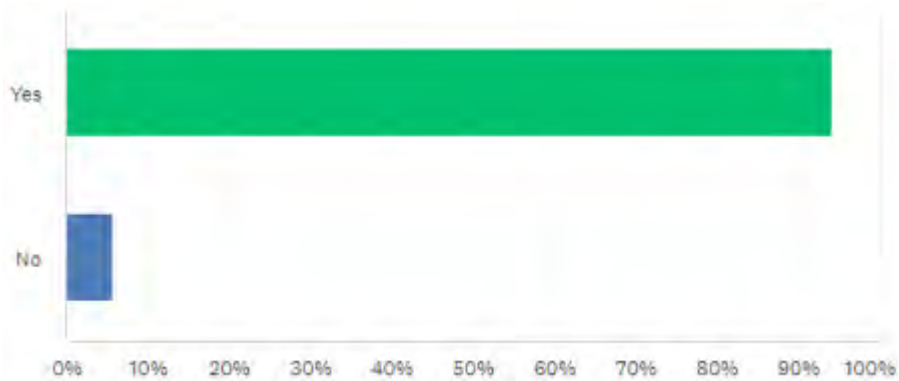
According to the survey results, 146 respondents, or 94.19%, support the continuation of the DSBIA for another seven years. 9 respondents, or 5.81%, of respondents don't support the continuation of the BIA. These 9 people included one property owner and two business owners.

### Reasons for supporting the DSBIA renewal

- Satisfied with overall BIA work in improving the business environment
- Many businesses really like the DSBIA Bike patrol and view them as an essential resource for their business
- Some businesses were highly satisfied with the Click-on Surrey team and their effort with helping them grow
- Businesses in the newly developed area appreciated DSBIA's effort in encouraging investment in the area
- Well established businesses who were operating for the past decades value DSBIA as a success since they have seen the progress over the past two decades
- New businesses who supported the BIA were thrilled about services that they were not aware of
- Some businesses were already involved in the Board of Directors of DSBIA

### Reasons for not supporting the DSBIA renewal

- Few businesses did not like paying an additional levy to fund the DSBIA
- Another reason was attributing the DSBIA with government entities and blaming government shortcoming on DSBIA. Those businesses had unrealistic expectations of the DSBIA, believing that the organization should open homeless shelters and providing social services — actions which require millions of dollars and is a government responsibility.
- Claiming that the area has improved and does not need the continuation of the DSBIA
- Uneven development throughout city center, which is not the DSBIA's fault but rather the responsibility of property owners



## **Discussion**

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Based on the results of the survey, almost every service received a high priority rating. As a result, the DSBIA has successfully met the needs of the business community. Although the survey results are satisfactory, there are areas for improvement.

### **Safety**

Members expressed satisfaction with the DSBIA's efforts to address Safety concerns. The Bike Patrol has been the most popular service. Almost everyone has encountered or spoken with them in their neighborhood. The presence of the Bike Patrol made it simple for the researcher to explain what the DSBIA is to new members. New members were familiar with the Bike Patrol but had no idea who employed them. The community was highly appreciative of the Bike Patrol because they assisted numerous businesses in dealing with unexpected issues. The Bike Patrol was extended in 2019 with an additional team working Thursday, Friday, and Saturday during peak times. With \$87,384 more in the Safety budget, the overall Safety rating only improved by 0.05 to 3.17 (from scale of 1-5) in compared to 2018.

### **Advocacy**

Advocacy remains as one of the most important parts of DSBIA. Businesses prioritize continued Advocacy for proper services for people who are experiencing homelessness to ensure businesses have a safe and clean environment in which to do business.

# Appendix I

**Downtown Surrey Business Improvement Association Renewal**  
**#330 – 10362 King George Blvd., Surrey, BC V3T 2W5**      **phone: 604.580.2321**  
**BIA Member Survey**

**What is your BIA?**

BIAs (Business Improvement Associations/Areas) provide a way for property owners and businesses to join together to promote and improve the economic vitality of their business district.

Within a specific Bylaw, the City collects a levy from all commercial property owners within the Business Improvement area, and forwards the entire amount to the Downtown Surrey Business Improvement Association (DSBIA) to fund business improvement initiatives. During the past five years, initiatives include safety projects, graffiti removal, special events, and activities to market & promote Downtown Surrey. The DSBIA has continued with aggressive Economic Development initiatives to attract investment, development and new businesses to the area. In 2016, we began a comprehensive "good news" marketing campaign to highlight positive stories about Downtown Surrey in the local media as well as a grassroots social media campaign that focuses on local businesses.

The Downtown Surrey BIA (originally the Whalley BIA) was first approved in 2003 for five years. We renewed our mandate in 2008, 2013 and 2018. The current term will expire March 31, 2023. As BIA property owners and business owners, you have a voice in determining the focus of your BIA's efforts and the operating budget. The following questionnaire is the first step in the process and will help develop a renewal proposal and budget.

The results of the following survey will be used to draft a budget that will be presented to the Membership. The draft proposal and budget will be discussed at open meetings, and a final draft will be presented for Membership approval at a special meeting in June or July 2022.

In December 2022, the City will send notifications to all property owners, giving you another opportunity for input. Surrey City Council will make final decision in early February 2023. If you have any questions about the renewal process, please call the DSBIA office at 604.580.2321 or email us at [info@downtownsurreybia.com](mailto:info@downtownsurreybia.com).

We encourage your suggestions for new initiatives and ways to improve our existing ones.

The Directors have decided to request a seven-year term to reduce the expenses of doing a five-year term.

**Help Us Set Your Priorities for the Next Seven Year Term – April 1, 2023-March 31, 2030**

**Please circle your priority ranking for each of the following projects:**

	Lowest	Average			Highest
	1	2	3	4	5
<b>Safety</b>					
DSBIA/Concord Bike Patrol (current hours Monday-Saturday, 9am-7pm)	1	2	3	4	5
Business Connect Program	1	2	3	4	5
Annual Safety Audits	1	2	3	4	5
Emergency Contact Cards	1	2	3	4	5
Emergency Preparedness Toolkit	1	2	3	4	5
<b>Other Suggestions:</b>					
Expanded hours for Bike Patrol <i>please circle (early morning) (later evening) (Sunday)</i>	1	2	3	4	5
<i>Your ideas</i>					

**Marketing/Special Events/Placemaking - Activation of Public Spaces:**

	1	2	3	4	5
Website: <a href="http://www.downtownsurreybia.com">www.downtownsurreybia.com</a>	1	2	3	4	5
Continuation of Click on Surrey Team – help small businesses with marketing initiatives	1	2	3	4	5
Public Events Funding (Fusion Fest, Tree Lighting, Party for the Planet)	1	2	3	4	5
Public Relations (media, all venues)	1	2	3	4	5
Restaurant Guide	1	2	3	4	5
Founding new events (eg. Movies Under the Stars, Gingerbread Village, Santa Window Walk)	1	2	3	4	5
Networking events for local businesses	1	2	3	4	5
Cross marketing with other businesses and Associations	1	2	3	4	5
<b>Other Suggestions:</b>					
<i>Your ideas</i>					

**Economic Development**

Lowest **1** **2** **3** **4** **5** highest

FAMILIARIZATION Tours: introduce new businesses, investors, developers, realtors & media to the area	1	2	3	4	5
Website: <a href="http://www.surreycitycentre.ca">www.surreycitycentre.ca</a>	1	2	3	4	5
Presentations and educating groups outside of Surrey regarding opportunities and growth in Downtown Surrey	1	2	3	4	5
Align with sponsorship opportunities that promote & highlight Downtown Surrey	1	2	3	4	5
Collaborate with City of Surrey in Economic initiatives profiling Downtown Surrey	1	2	3	4	5
<b>Other Suggestions:</b>					
<i>Your ideas</i>	1	2	3	4	5

**Area Enhancement:**

1 2 3 4 5

Anti-Graffiti Program - Good bye Graffiti Contract	1	2	3	4	5
Clean Team (sidewalk sweeping 7 days per week 8-11am)	1	2	3	4	5
Advocate for enforcement of Unsightly Property Bylaw	1	2	3	4	5
Garbage pickup from private property once per week- Good-bye Garbage contract	1	2	3	4	5
<b>Other Suggestions</b>					
Beautification and Enhancement on King George Boulevard	1	2	3	4	5
Create an area "gateway" or entrance at 108 and King George	1	2	3	4	5
Public/Community Art Projects	1	2	3	4	5
<i>Your ideas</i>					

**Government Relations & Advocacy:**

1 2 3 4 5

Better transit and transportation South of the Fraser	1	2	3	4	5
Fraser Health (discarded needles, new initiatives)	1	2	3	4	5
Advocate for housing and services regarding people who are homeless	1	2	3	4	5
<b>Other Suggestions</b>					
<i>Your ideas</i>					

**Summary & Communication:**

- Please rank from 1 to 6 the following in order of importance to you (1 = least important; 6 = most important):  
 \_\_\_ economic development \_\_\_ area enhancement \_\_\_ safety \_\_\_ advocacy \_\_\_ special events \_\_\_ marketing
- Would you be interested in special networking events between BIA members?  Yes  No. If yes, when is the best time to meet? \_\_\_\_
- Are you interested in being more involved in the DSBI through Committee participation?  Yes  No
- The Downtown Surrey BIA is asking Property Owners and Business Owners to support a new 7-year Renewal/ Plan. Do you support the continuation of the Downtown Surrey BIA?  Yes  No
- How do you prefer to receive information from the Downtown Business Improvement Association?  
 email (please provide your email below if this is your preference)  newsletter  
 meetings - If you prefer meetings, please specify what time of the day you prefer  before 9am  lunch  after 5:30pm
- I am a Property Owner  I am a Business Owner  I am a Business Manager

**Thank you for your time! Please complete the following and we will keep you informed.**

Name \_\_\_\_\_  
 Business \_\_\_\_\_  
 Street Address \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_ Website \_\_\_\_\_

**Please return by January 15<sup>th</sup>, 2022 by fax, email or mail to:**

Downtown Surrey Business Improvement Association #330 - 10362 King George Blvd, Surrey, BC V3T 2W5

or by fax to: 604.580.6321 or by email to: [info@downtownsurreybia.com](mailto:info@downtownsurreybia.com)

or if you would prefer to fill out this form directly online <https://www.surveymonkey.com/r/PFW3W3>

> For further information, please contact: Elizabeth Model, DSBI CEO - 604.580.2321

## Appendix G: Top 10 Priorities from 2022 Renewal Survey

### Top 10 Priorities from 2022 Renewal Survey

1. **Fraser Health (discarded needles, new initiatives):** Average rating of 4.5/5 — Overwhelming support from all members of the community and ranks as #1 in importance among all programs in DSBIA. **ADVOCACY with FRASER HEALTH**
2. **Clean Team (sidewalk sweeping 7 days per week 8-11am):** Average rating of 4.4/5 — Overwhelmingly endorsed as all businesses and patrons immediately see the impacts of cleaner streets surrounding them. **AREA ENHANCEMENT – should be expanded north of 104**
3. **Better Transit and Transportation South of the Fraser:** Average rating of 4.3/5 — 55% of respondents ranked this priority 5/5. **ADVOCACY – ALL LEVELS of GOVERNMENT**
4. **Advocate for Housing and Services Regarding People who are Homeless:** Average rating of 4.3/5 — Priority relates to the importance of advocacy for social services and housing for homeless population in the area. Homelessness is a huge issue impacting businesses daily, and as such, steps towards a solution is a high priority item. **ADVOCACY – ALL LEVELS of GOVERNMENT as well as BC HOUSING**
5. **DSBIA / GuardTech Bike Patrol:** Average rating of 4.3/5 — Overwhelmingly endorsed. Program considered high priority with 56% of businesses considering it a critical service **SAFETY**
6. **Expansion of Bike Patrol Hours:** Average rating of 4/5 — Endorsed by businesses that operate until late at night or weekends (restaurants and retail). Expanded hours considered high priority at 54%. Businesses supported expanding bike patrol later evenings and early mornings as well as on Sundays. Also expansion to ensure faster response time. **SAFETY**
7. **Garbage pickup from private property once per week - Goodbye Garbage Contract:** Average rating of 4.3/5 — More and more businesses deal with people dumping large items on business properties. Businesses are required to arrange and pay to have them removed. DSBIA's one-year pilot program to have large, dumped items picked up, once a week from private

properties has been overwhelmingly popular. **AREA ENHANCEMENT Note: *this is currently a pilot project began January 2022.***

8. **Beautification and Enhancement on King George Boulevard:** Average rating of 4.3/5 — Largely endorsed. Item considered high priority as development brings more people to the area. **AREA ENHANCEMENT**
  
9. **Anti-Graffiti Program - Goodbye Graffiti Contract:** Average rating of 4.2/5 — Overwhelmingly endorsed as almost every business has had to deal with graffiti at some point. Many reported a decrease in graffiti, but felt it was critical to maintain the service. **AREA ENHANCEMENT**
  
10. **Advocate for enforcement of Unsightly Property Bylaw:** Average rating of 4.2/5. **AREA ENHANCEMENT**

In general, attitudes toward DSBI were favourable. Numerous businesses expressed satisfaction with DSBI's efforts and viewed DSBI as an association dedicated to their growth. This perception was not distributed evenly across the areas. Areas with more development, have a higher satisfaction rate.

According to the survey results, 146 respondents, or 94.19%, support the continuation of DSBI for another seven years. Those who supported continuation cited satisfied with overall BIA work in improving the business environment, and many appreciate the DSBI Bike Patrol and view them as an essential resource for their business. According to the survey results, 9 respondents or 5.81% of the respondents don't support the continuation of the BIA, the 9 people included only one property owner and two business owners.

## Appendix I: EGM Meeting Minutes

### Extraordinary General Meeting (EGM) Minutes July 20, 2022 City Centre Library

<p><b>Upon entry, guests were signed in and the following information was available:</b></p> <ul style="list-style-type: none"> <li>• <b>Renewal 2023 document</b></li> <li>• <b>2020 Our Surrey Vision</b></li> <li>• <b>Strategic Plan 2021 and beyond</b></li> <li>• <b>Business Connect</b></li> <li>• <b>Emergency Preparedness</b></li> <li>• <b>Sustainability Toolkit</b></li> </ul>	
<b>Welcome</b>	Elizabeth welcomed the guests to the EGM and introduced the current Directors of the DSBIA and past Directors of the DSBIA that were present. There were 14 members present and 3 guests plus DSBIA staff and interns. Quorum was met. The 14 members represented 31 properties and 11 businesses.
<b>Outline of steps taken to Renew the Downtown Surrey BIA</b>	Elizabeth advised the guests of what has been done to get to this point – the 2020 Our Surrey Vision Report, a new strategic plan, surveys of members, in person meetings, budget discussions, and research reports. One of the main changes for Renewal 2023 was the Board of Directors’ decision to ask the membership for a seven year term rather than a five year term to save money, provide stability for the organization and allow staff to spend more time on DSBIA programming. A research project outlining the benefits of a seven year term is available from the DSBIA office. There were no questions from the floor regarding the change in term.
<b>Motion 1</b>	Shirley Samujh-Dayal, the Chair of the DSBIA, brought forward the motion to adopt a seven year term. <b>Motion 1-</b> To renew the Downtown Surrey Business Improvement Association for a seven year mandate. <b>Moved</b> James Stewart <b>Seconded</b> Soleman Hashmi <b>Carried</b>
<b>Finance Report</b>	<ul style="list-style-type: none"> <li>o Perminder Tung, Chair of the Finance Committee discussed the budget for the years 2023 through 2029, a total of seven (7) years.</li> <li>o He then read the Statement of Purpose of the DSBIA <i>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.</i></li> <li>o Perminder pointed out that the full story of BIA’s accomplishments since 2003 are detailed in renewal folder handed out at the start of the meeting.</li> <li>o The 2023 budget is presented as per the handout. The increases for the renewal years are 5%, 5% then reducing to 4%, 4% and finally 3% for the final two years. These increases take into consideration: <ul style="list-style-type: none"> <li>o Sustaining the services that were requested in the survey conducted over the past year</li> <li>o Inflation</li> </ul> </li> </ul> <p>- There were no questions asked by the guests in attendance,</p>
<b>Motion 2</b>	Shirley read the following motion.



**Extraordinary General Meeting (EGM) Minutes  
July 20, 2022  
City Centre Library**

	<p><b>Motion 2-</b> 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:</p> <p style="padding-left: 40px;">2023 \$1,310,816  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%)</p> <p><b>Moved</b> Kristin Bishop <b>Seconded</b> Brad Howard  <b>Carried</b></p>
<b>Motion 3</b>	<p>Shirley brought the group’s attention to the 2023 Budget found on page 8 of the Renewal 2023 document that outlines the budget from April 1, 2023 – March 31, 2024.</p> <p><b>Motion 3-</b> To adopt the attached 2023 budget as presented by the Board of Directors of the BIA.</p> <p><b>Moved</b> Sonia Parmar <b>Seconded</b> Sonny Janda  <b>Carried</b></p>
<b>Nest Steps</b>	<p>Shirley thanked everyone for attending and outlined the next steps.</p> <ul style="list-style-type: none"> <li>○ The DSBIA will now compile all the materials and activities that have accumulated over the last nine months and send them to the City’s BIA Coordinator.</li> <li>○ City staff will prepare a Corporate Report for City Council. If everything is in order Council will proceed with formal notification of all registered commercial property owners by mail.</li> <li>○ Then there is a 30 day objection period when owners opposed to the BIA Bylaw can register objections.</li> <li>○ Then Council, through its Court of Revision, will reach a final decision about a new Bylaw for the Downtown Surrey BIA early in 2023.</li> </ul>
<b>Adjournment</b>	<p>Motion to adjourn.</p> <p><b>Moved</b> Perminder Tung <b>Seconded</b> Sonny Janda  <b>Carried</b></p>