

NO: R231

COUNCIL DATE: November 19, 2018

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **November 13, 2018**

FROM: **General Manager, Finance and
General Manager, Investment &
Intergovernmental Relations** FILE: **1850-01**

SUBJECT: **Late Grant Application – iShop Cloverdale**

RECOMMENDATION

The Finance Department and the Investment & Intergovernmental Relations Department recommend that Council:

1. Receive this report for information; and
2. Approve a grant of \$5,000 from the One-time Community Grants to The Cloverdale District Chamber of Commerce (“Cloverdale Chamber”) in support of the expansion of their iShop Cloverdale program (“iShop”).

INTENT

On November 27, 2017, Council approved the City’s 2018 Community Grants. Since that time, the City has received a late grant application from the Cloverdale Chamber to support the expansion of iShop, which was launched in September 2017.

DISCUSSION

The Cloverdale Chamber launched iShop in September 2017 to promote local shopping in the Cloverdale community. iShop is a comprehensive program which includes an “iShop Cloverdale” smartphone app and a website that features participating merchants in Cloverdale. The initiative also includes online advertising and print promotion to encourage residents to shop and spend locally. Over 40 merchants have participated in iShop to date and the smartphone app has been downloaded more than 800 times since June 2018. The iShop website averages over 800 visits per month. The program benefits participating merchants as it encourages local shopping within Cloverdale and shoppers can take advantage of discounts and promotions offered through the smartphone app. The proceeds from each \$0.99 smartphone app download go to local schools in Cloverdale.

The Cloverdale Chamber has requested a grant of \$10,000 to support an expansion of iShop. Specifically, the funding would be used to upgrade the smartphone app and website, allowing for better promotion of local businesses and providing a better customer experience for shoppers. As a sponsor, the City of Surrey would be acknowledged on the iShop website, smartphone app and on all promotional materials. The Grants Evaluation Committee has evaluated this request and confirms that the use for which the grant is being requested meets the City's Grant Policy. As such, the Committee recommends that Council approve a grant of \$5,000 from the unallocated One-Time Community Grants to Cloverdale Chamber. Appendix "I" provides additional information on the benefits of iShop for local merchants and Surrey residents.

FUNDING

On November 27, 2017, Council approved corporate report Foo4; 2017 authorizing a grant of \$10,000 to the Cloverdale Chamber of Commerce as part of the On-going Business & Tourism component of the Community Grants Program.

Staff have evaluated the current request and recommend that Council consider supporting the Cloverdale Chamber and their iShop initiative through a grant of \$5,000 from the unallocated One-Time Community Grants.

Appendix "II", attached to this report documents the balance in the unallocated Community Grants on an assumption that Council will approve the recommendations of this report.

SUSTAINABILITY

iShop supports the overall objectives of the City's Sustainability Charter 2.0 as related to the themes of Economic Prosperity and Livelihoods. Specifically, this funding will support the following Desired Outcomes ("DO"):

- Economic Prosperity & Livelihoods DO5: Locally owned companies are thriving, creating a robust local economy and retaining wealth and jobs in the community;
- Economic Prosperity & Livelihoods DO17: Surrey is a leader in social enterprise and social innovation.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a grant of \$5,000 from the unallocated One-Time Community Grants to support The Cloverdale District Chamber of Commerce's expansion of their iShop Cloverdale program.

Kam Grewal CPA, CMA
General Manager, Finance

Donna Jones
General Manager, Investment
& Intergovernmental Relations

Appendix "I": iShop Cloverdale Funding Request
Appendix "II": 2018 Community Grants



CLOVERDALE DISTRICT CHAMBER OF COMMERCE

Dear Mayor and Council,

RE: ISHOP CLOVERDALE THE PROGRAM

The Cloverdale District Chamber of Commerce is requesting support for the initiative iShop Cloverdale.

The PROGRAM

The Cloverdale District Chamber of Commerce launched iShop Cloverdale September 2017 for the purpose of supporting local shopping in the District of Cloverdale, including the following areas:

- ✦ West Cloverdale
- ✦ Clayton Heights
- ✦ Downtown Cloverdale
- ✦ 5 Corners
- ✦ Highway 10

This initiative is a comprehensive program which includes the following components:

- ✦ An APP: called iShop Cloverdale, available on Apple App Store and Google Play Store. The cost is \$0.99 and all proceeds go to local Cloverdale Schools.
- ✦ Website: which features all merchants with a landing page that promotes their business
- ✦ Social Media: We are active on Facebook, Instagram and Twitter
- ✦ Pay-per-Click Advertising such as Google Adwords, Direct Remarketing and Facebook Advertising
- ✦ SEO: Search Engine Optimization, done in-house
- ✦ Print promotion through local Cloverdale publications
- ✦ iShop Cloverdale Dollars: encouraging people to shop and spend local.
- ✦ Promoted to the Cloverdale District by the Cloverdale District Chamber of Commerce

2017-2018 PROGRAM SUCCESSES

- ✦ Averaging over 800 visits per month
- ✦ Launched with 20+ merchants in September 2017
- ✦ 40+ merchants participating in the program to date
- ✦ \$1000+ raised for Cloverdale Schools
- ✦ 800+ APPs downloaded since June 2018

REQUEST:

1. Upgrade the iShop Cloverdale APP allowing us to better promote local business

Description	Amount (excluding taxes)
Integrated Chat Platform (Business)	\$600
Update APP to reduce crashes	\$1000 - \$1500
Build login message and allow for multi coupon per merchant.	\$1500 - \$2000
Submission of APP upgrades	\$300 - \$500
TOTAL	\$ 3400 - \$4600

2. Upgrade the iShop Cloverdale Website to allow for a better UX Design resulting in a better user experience

Description	Amount (excluding taxes)
Integrated Chat Platform (Business)	\$600
Add website search and location map	\$500 - \$1000
Optimize to be more mobile friendly	\$1500 - \$2500
Build Cloverdale Tourism Landing page including events calendar	\$2500
TOTAL	\$5100 - \$6600

TOTAL REQUEST: \$10,000

Funding for the project will allow us:

- ◆ To provide a lower price point to local merchants making it more cost effective for them to participate.
- ◆ Give merchants access to technologies they may not have time, money or technical capabilities to take advantage of.
- ◆ Allow us to build a better platform resulting in a better customer experience.

City of Surrey would be acknowledged as the sponsor on both the website, the APP and on all promotional materials.

HOW DOES THIS PROGRAM BENEFIT THE RESIDENTS OF SURREY

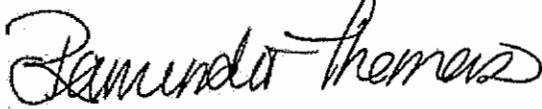
The program benefits merchants as it encourages local shopping within Surrey, rather than going to Langley. By lowering the price of the program, it allows for a cost-effective way for local merchants to market themselves as a collective, giving them a competitive advantage.

The general public of Surrey can download the app to: help support local schools as all proceeds will go to scholarships and PACs, support local business, and lastly save money. Anyone who downloads the app to their phone can benefit from the program.

BUDGET CONSIDERATIONS FOR FULL PROGRAM

- ✦ Merchant participation will be lowered from \$600 to \$450. With 40 merchants we are looking at collecting \$18,000 in total.
- ✦ The money collected from merchants goes into the program:
 - Staff management of program
 - Digital Advertising through Google Adwords, Direct Remarketing, Facebook Advertising etc
 - All print promotion: including brochures and local print publications
 - And future possibility of outdoor advertising

Thank you for your time and consideration on this shop local initiative.



Raminder Thomas
Executive Director
Cloverdale District Chamber of Commerce
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CC: Marian Maletta, President, Cloverdale District Chamber of Commerce

CC: Jane Sullivan

APPENDIX “II”



2018 COMMUNITY GRANTS

Description	Unallocated Balance
Grants for Property Taxes	
Opening Balance	\$ 5,000
Available for Future Allocation	\$ 5,000
Grants for Dry Grads	
Opening Balance	\$ 4,500
Kwantlen Park Secondary	(250)
Earl Marriot Secondary	(250)
Sullivan Heights Secondary	(250)
Johnston Heights Secondary	(250)
Ecole Panorama Ridge Secondary	(250)
Available for Future Allocation	\$ 3,250
Grants for Special Recognition	
Opening Balance	\$ 5,000
Available for Future Allocation	\$ 5,000
Grants for One-time	
Opening Balance	\$ 58,400
Allocated via Corporate Report 2017-F004	(50,200)
Sher Vancouver LGBTQ Friends Society	(500)
iShop Cloverdale (Proposed)	(5,000)
Available for Future Allocation	\$ 2,700