

NO: **R230**

COUNCIL DATE: **December 2, 2019**

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **December 2, 2019**

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

FILE: **0250-20**

SUBJECT: **Renewal of the Cloverdale 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 the renewal of the Cloverdale Business Improvement Area (“Cloverdale BIA”);
2. Authorize the City Clerk to bring forward *Cloverdale Business Improvement Area Bylaw, 2020, No. 19942* (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 Cloverdale BIA and submit a further report on the matter complete with recommendations for Council’s consideration after the expiry of the “Council Initiative” notice period.

## 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 an area 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.

In 1995, Council approved the initial Cloverdale BIA Bylaw No. 12551 creating the BIA. The current Bylaw expires on March 14, 2020. The Cloverdale Business Improvement Association (the “Association”), would like to renew their BIA for a further five years and has advised that there is continued support for the BIA by its members.

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

## 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 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 tax levy, register their dissent within 30 days of notification; and
- ii. **Petition Process:** Under this approach 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 tax levy, must sign a petition indicating their support for the establishment of a BIA.

Local governments may select either approach. The City has received a letter, dated October 29, 2019, (attached as Appendix “II”) as part of the renewal package from the Association requesting the City use the “Council Initiative” approach to formally assess the level of support for the renewal of the Cloverdale BIA. 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 tax levy. The Bylaw:

- Identifies the organization representing the BIA;
- Defines the geographic area covered by the BIA and specifies the funding formula to be used in establishing the BIA tax 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, including Schedule “A” and Schedule “B”, is attached as Appendix “III” to this report.

After the Bylaw is given three readings, formal notification of the proposed BIA is to be sent by the City to all property owners within the area that is covered by the Bylaw. If using the Council Initiative process, property owners not in favour of proceeding with the BIA renewal are advised that they have 30 days to petition Council not to proceed. Unless a sufficient petition against the BIA is received, the BIA Bylaw can proceed to final adoption. A sufficient petition against proceeding with the BIA requires at least half of the land owners, 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.

Subsequent to a BIA Bylaw being adopted by Council, BIA revenues are collected by the City through an annual tax levy on each property within the BIA area and are transferred to the BIA Society subject to the requirements outlined in the *Community Charter* having been met. Based on the Extraordinary General Meeting (EGM) held by the Association on October 21, 2019, the 2020 tax levy for the Association would be \$221,300 (a 16.5% initial increase at renewal over the 2019 tax levy) followed by a 3% increase each year between years two to five.

The proposed initial tax levy increase is lower compared to the Newton Business Improvement Association (Newton BIA) which saw an increase of 25% at their renewal in 2018 and more in line with the Downtown Surrey Business Improvement Association (DSBIA) which saw a 15% increase at renewal in 2017. These increases are typically initiated by the BIAs to develop new programs and activities to promote businesses in their area.

### **Outreach**

The Association conducted outreach to their membership using various methods to gauge support for the renewal and to determine priority areas for the five-year term as reflected in their strategic plan and renewal survey, a copy of which is attached in Appendix “IV.” 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 have access to the contact information of 158 property owners at the time of survey in the designated area for the purpose of survey outreach.

<b>Membership Outreach</b>	
<b>Survey</b>	
Mail	158 property owners
Email	257 business; 2 reminders
Phone & In person	1 staff member made 30 in-person visits
<b>Extraordinary General Meeting Notification</b>	
Mail	158 property owners
Email	158 property owners; 2 reminders
Newspaper ad	Full page ad in October issue of Shop Cloverdale Magazine

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

Overall, the Association received 49 completed surveys (representing 15.8% of the Association membership) and all respondents were in favour for the renewal of the Association. The Association board developed the new proposed budget for the five-year term utilizing the feedback from the surveys and the strategic plan. The proposed budget was voted on unanimously at the EGM by the 20 attendees (representing 27 businesses and 20 property owners), to proceed with the BIA renewal and the budget for the next five years.

Businesses are included in the consultation process and the vote on budget as the BIA tax levy is typically passed on by property owners to tenants (either whole or in part). As such, it is important that business tenants be part of the process, even though legislation directs that approval for the BIA be sought solely from the property owners.

### **Finance Department**

Finance Department has reviewed this report and the revised budget and have no concerns.

### **Legal Services**

Legal Services has reviewed this report and has no concerns.

## SUSTAINABILITY CONSIDERATIONS

The renewal of the Cloverdale BIA 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 Investment & Intergovernmental Relations Department is requesting Council approve the proposed recommendations in this report to use the "Council Initiative" to renew the Cloverdale BIA for a further five-year period from March 2020 to March 2025.

Donna Jones  
GM, Investment & Intergovernmental Relations

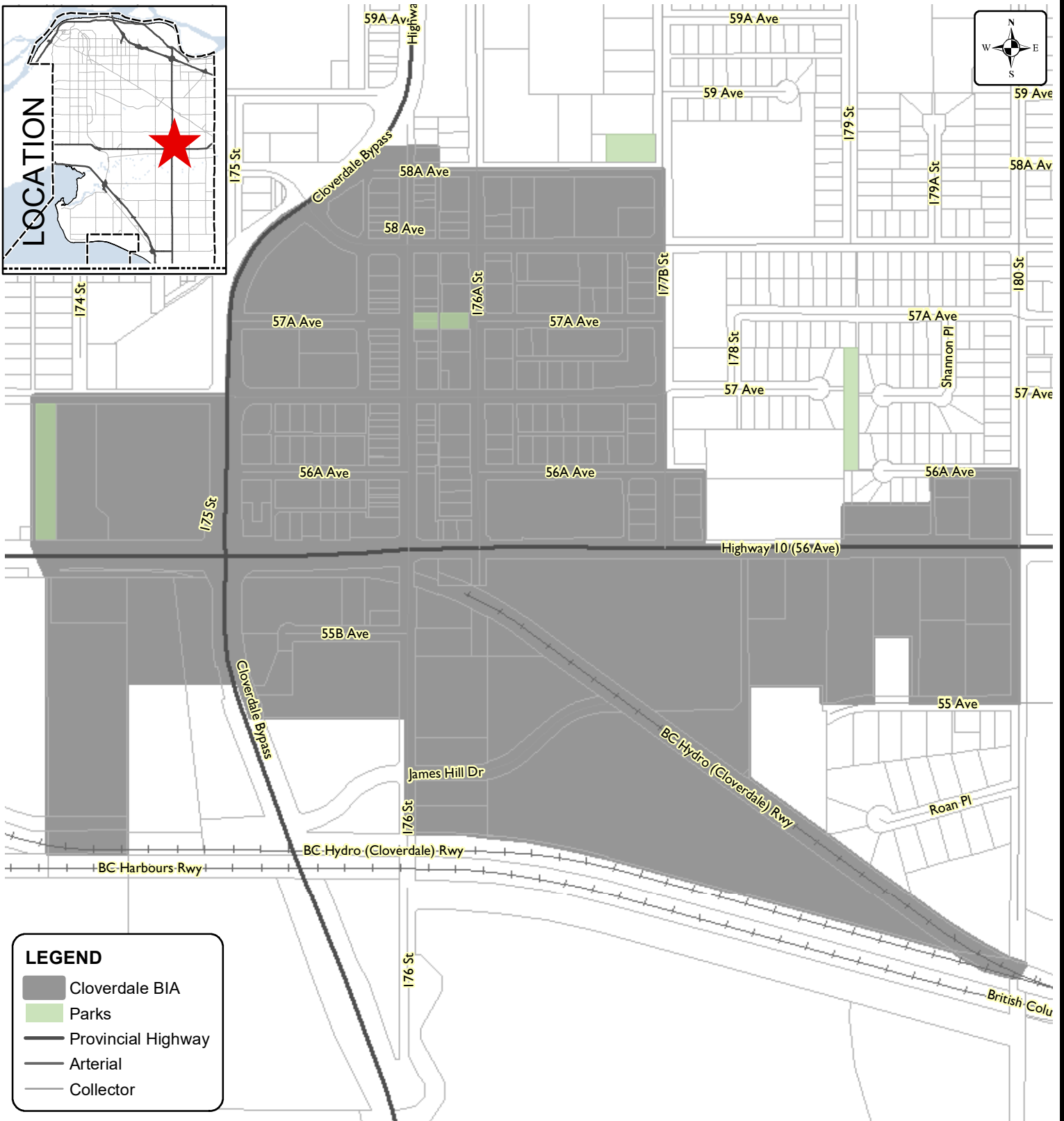
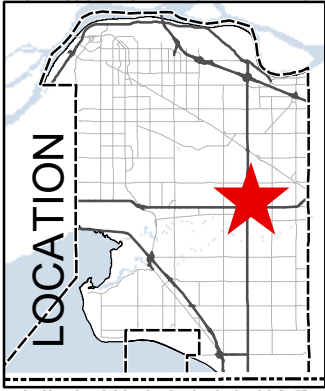
### Attachments:

Appendix "I": Boundaries of the Cloverdale Business Improvement Area

Appendix "II": Letter, dated October 29, 2019, from Cloverdale Business Improvement Association

Appendix "III": Draft *Cloverdale Business Improvement Area Bylaw, 2020, No. 19942*

Appendix "IV": Cloverdale Business Improvement Association 2020 – 2025 Strategic Plan including the 2020-2025 Renewal Package



**LEGEND**

- Cloverdale BIA
- Parks
- Provincial Highway
- Arterial
- Collector

Produced by GIS Section: 19-Nov-2019, JJR

Scale: 1:7,000 0 70 M



## Cloverdale BIA

**ENGINEERING  
DEPARTMENT**



October 29, 2019

CITY OF SURREY  
 Mayor & Council  
 13450 - 104 Avenue  
 Surrey, BC V3T 1V8

**Re: Cloverdale BIA 5 Year Renewal 2020-2025**

Dear Mayor and Council,

The Cloverdale BIA Board of Directors based on the very positive results of an EGM and a member survey conducted in Sept./Oct. 2019 seek the Council Initiative Negative Petition process for a new 5 Year Renewal for the Association starting in March 2020 – March 2025.

The proposed levy:

Year 1	2020	\$221,300
Year 2	2021	\$227,939
Year 3	2022	\$234,777
Year 4	2023	\$241,820
Year 5	2024	\$249,075

The Cloverdale BIA hosted an Extraordinary General Meeting on Oct. 21, 2019 and the members voted unanimously to support the renewal of the Association. The EGM achieved quorum with 20 people attending (representing 27 businesses and 20 property owners). The CBIA presented a 5 Year Strategic Plan that addresses key priorities which are parking, safety and partnering with the City of Surrey on landscaping & place making projects. The members also strongly support sustaining annual events like the Bed Races, Chili Cook-off, Rodeo Parade, Santa Parade, Cloverdale Market Days and Ladies Night Out. At the EGM the CBIA announced that over a 7 year period from 2012-2018, it raised outside revenue that totals: **\$329,225**. The attendance at the EGM was below average since it was mistakenly booked on the same evening as the Federal Election.

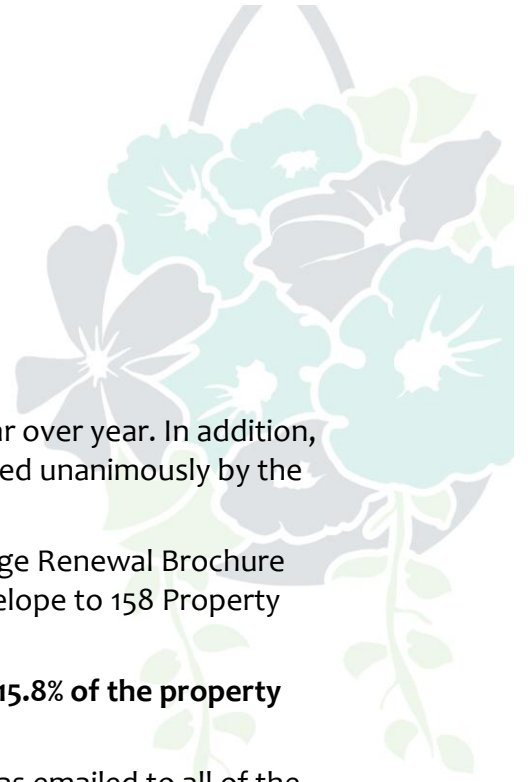
The CBIA worked with City of Surrey on the renewal and the proposed levy increase that would be picked up by new businesses in the BIA boundaries (2019 Levy \$190,000 would jump to in 2020 to \$221,300).

*A good place to grow, since 1870*



# CLOVERDALE

Business Improvement Association



Existing members of the BIA should see only a 3% increase year over year. In addition, the CBIA presented a 2020 Draft Budget that was also approved unanimously by the membership.

The Cloverdale BIA mailed on Sept. 27<sup>th</sup> an EGM notice, a 4 page Renewal Brochure and a printed survey with return mail on a self addressed envelope to 158 Property Owners in the CBIA.

**25 Owners responded representing 67 businesses which are 15.8% of the property owners support the BIA renewal.**

The Survey link, the EGM notice and BIA Renewal Brochure was emailed to all of the BIA businesses twice and 25 businesses responded directly. The BIA is looking at resending the survey to business members one more time in light of issues that office faced when the email server for Telus business customers had been down for over 10 days.

The Cloverdale BIA was started in 1995 and has successfully renewed itself over a 25 year period. The BIA board members over the years have worked closely with the Cloverdale Chamber with the goal of making Cloverdale A Good Place To Do Business and great place to raise a family. The CBIA would also like to thank the City of Surrey's for its support which has been instrumental in the community's rebirth.

Yours truly,

BIA President

Paul Orazietti  
BIA Executive Director

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CITY OF SURREYBYLAW NO. 19942

A Bylaw to establish the Cloverdale Business Improvement Area

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, in meeting assembled, ENACTS AS FOLLOWS:

1. This Bylaw be cited for all purposes as "Cloverdale Business Improvement Area Bylaw, 2020, No. 19942"
2. For the purpose of this Bylaw:

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



“City” means the City of Surrey.

“City Council” means the Council of the City of Surrey.

“Cloverdale 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 to this Bylaw as Cloverdale Business Improvement Area.
4. City Council hereby approves a grant to the Association of an amount not exceeding five hundred thousand dollars (\$221,300) in Year 1 (2020). The amount shall increase year over year as follows:

(a)	Year 2	2021	\$227,939
(b)	Year 3	2022	\$234,777
(c)	Year 4	2023	\$241,820
(d)	Year 5	2024	\$249,075
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 Cloverdale 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 Cloverdale 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 Cloverdale 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 Cloverdale 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 Cloverdale 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), the City will provide to the Association upon request the name and address of every owner of Taxable Property within the Cloverdale 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 2021, 2022, 2023 2024 and 2025, 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 31, 2025.

PASSED FIRST READING on the \_\_\_\_\_th day of \_\_\_\_\_, 2019.

PASSED SECOND READING on the \_\_\_\_\_th day of \_\_\_\_\_, 2019.

PASSED THIRD READING on the \_\_\_\_\_th day of \_\_\_\_\_, 2019.

NOTICE OF INTENTION

ADVERTISED on the \_\_\_ day of \_\_\_\_\_, 2020 and \_\_\_ day of \_\_\_\_\_, 2020.

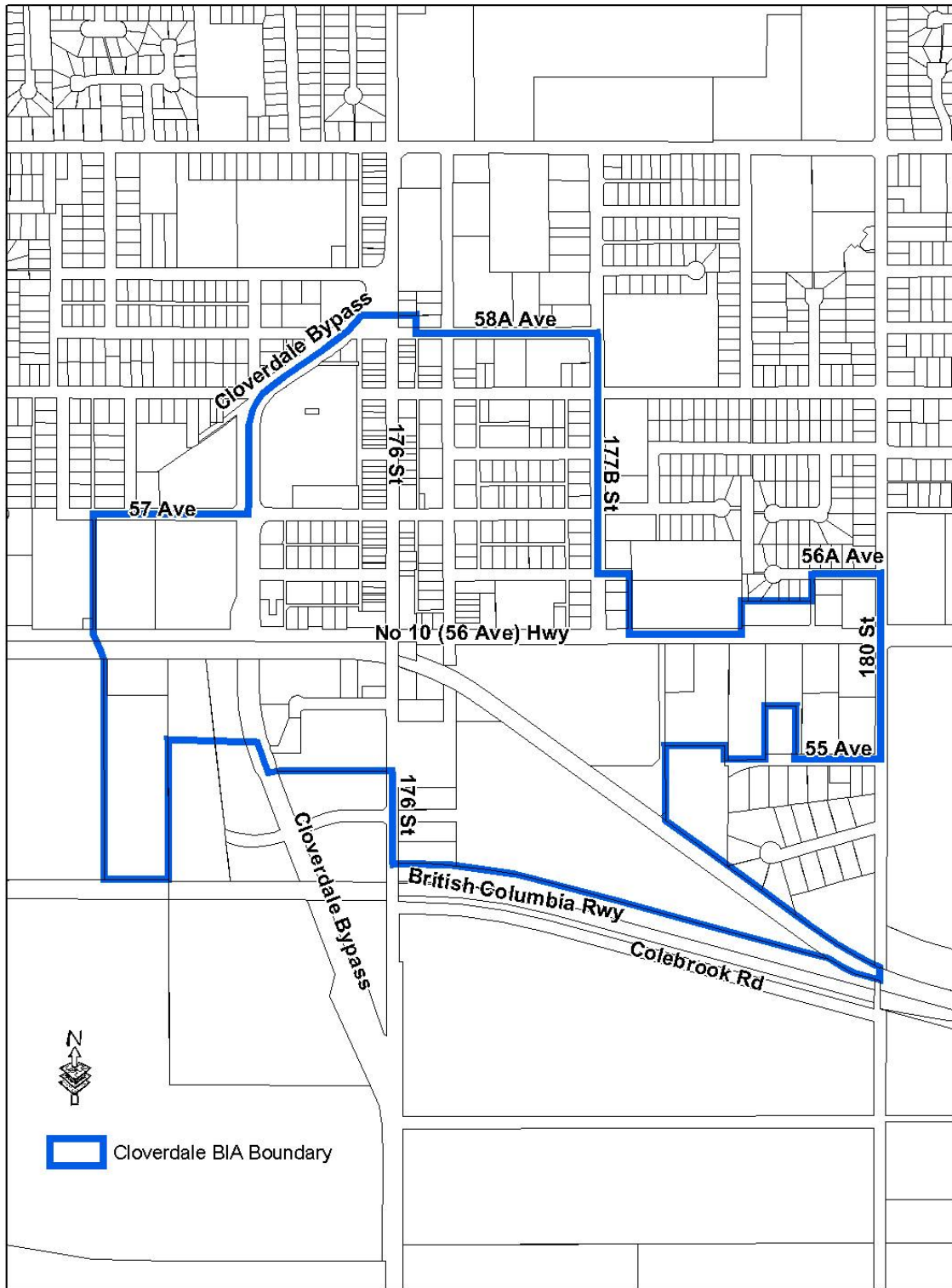
RECONSIDERED AND FINALLY ADOPTED, signed by the Mayor and Clerk, and sealed with the

Corporate Seal on the \_\_\_\_\_th day of \_\_\_\_\_, 2020.

\_\_\_\_\_MAYOR

\_\_\_\_\_CLERK

**CLOVERDALE BIA BYLAW  
SCHEDULE "A"**



## **CLOVERDALE 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 Cloverdale 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 Cloverdale 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 Cloverdale 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**

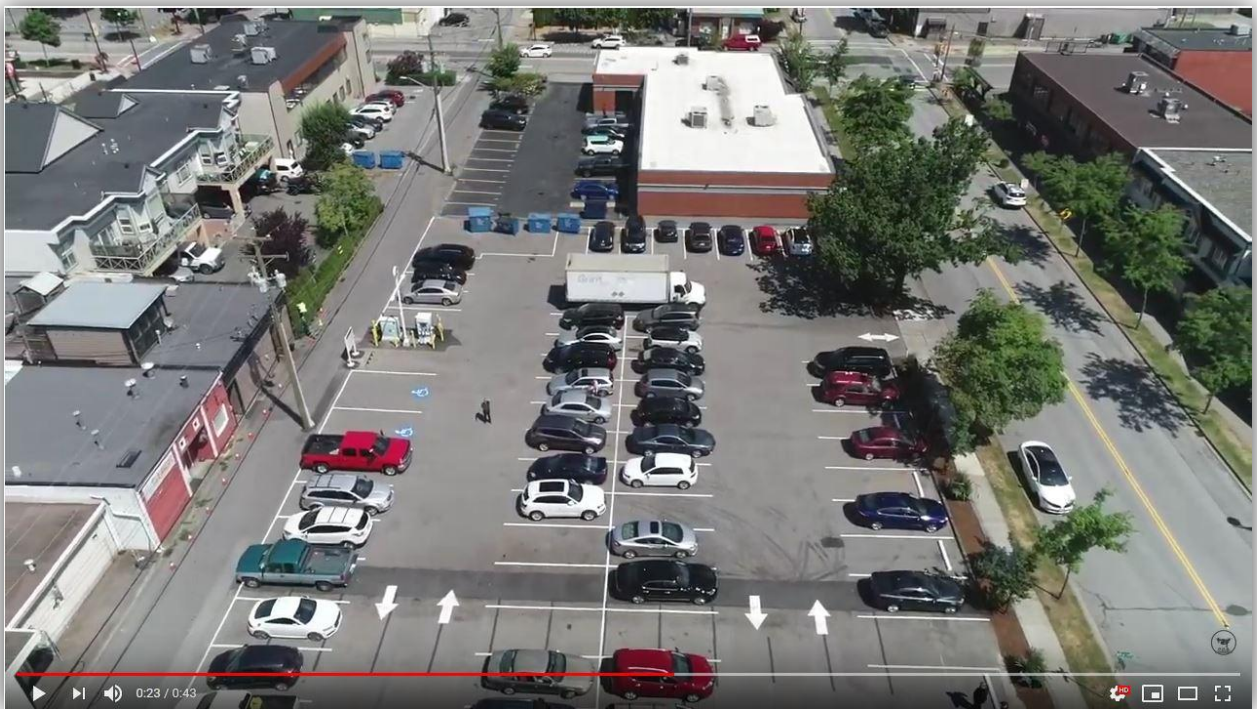
8. No person may be elected or appointed as a director unless that person is a voting member of the Association or an Authorized Representative of a member.
9. A maximum of two directors may be elected or appointed who are associate members of the Association.



# CLOVERDALE

Business Improvement Association

A good place to grow, since 1870



## 2020 – 2025: 5 YEAR STRATEGIC PLAN

Presented to: The City of Surrey  
October 28 , 2019

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# EXECUTIVE SUMMARY

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The Cloverdale Business Improvement Association has successfully operated for a 24 year time period in the Cloverdale Town Centre. The Association has shifted its primary focus from being a Special Event driven organization to one that focuses on Public Safety, Parking and Place making.

The BIA board of directors has worked with the City of Surrey to consider initially increasing the BIA levy from the current levy of \$190,000 for 2019 to \$221,300 for 2020. The 5 year levy starts at \$221,300 for 2020, \$227,939 for 2021, \$234,777 for 2022, \$241,820 for 2023, \$249,075 for 2024. The City reviewed the tax implications and based on all of the new developments, the tax levy for a lot of businesses will remain the same. A cost of living increase of less than 3% a year will be added to the levy on an annual basis.

The Cloverdale Business Improvement Association in many ways acts as a large outdoor mall management group which keeps the business area clean, bright and inviting. It also works extensively with the RCMP from the Dist. 4 Community Police station to minimize the impact of crime and social issues that the area faces with homelessness, illegal dumping and individuals who have mental health issues and substance abuse issues.

The Cloverdale BIA has an impressive track record with special events and continues to organize the following events: The Cloverdale Rodeo Parade, the Surrey Santa Parade of Lights, the Cloverdale Bed Races/Decorated Bike parade and the Cloverdale Chili Cook-off.

Recent surveys of the members indicate a strong desire to see more commercial/retail businesses in the Town Centre. The members would like to see the BIA to continue to be aggressive with business recruitment plans. The BIA has succeeded in promoting the area by improving its website and social media campaigns. All have agreed that there is a need for more urbanization of the downtown core along with residential density. Upon renewal, the Cloverdale BIA will continue to create more promotional videos that promote the area and why it has such a high quality of living.

In 2019, the BIA entered into a very successful partnership with the City of Surrey to modernize one of the City owned surface parking lots on 176A St. The NEWLY NAMED King Street parking lot has seen over \$100,000 invested in lane striping, lighting, landscaping, paving, soon to be constructed garbage enclosures and an EV fast charging station. The unique parking partnership also included the use of private parking from the Henry Public House which is still owned by them but when consolidated creates one large parking area that has yielded additional 19 parking stalls.

The BIA members have ranked Safety, Security and Crime Prevention as one of the top priorities and have expressed their appreciation for an email program entitled, "Heads Up" as a



valuable way to communicate lower level crimes. The Cloverdale Town Centre has been affected greatly by homelessness, B&E's, shop lifting, graffiti and general nuisance crimes.

In discussions, with numerous members of the Cloverdale BIA, property owners primarily would like to recruit businesses for any empty space that they have available. Due to the close proximity of the Langley business area, there is a number of gaps in the retail mix. Many people would like to see unique specialty and boutique shops like the ones in Fort Cloverdale and they do not want any large box stores. In addition, residents and merchants would like to see more restaurants, sidewalk cafes/bars, ice cream shops and outdoor patio dining. Plus there is a desire to see more stores selling fruit/vegetables, seafood and meat.

The merchants/residents of the area would like to preserve as much heritage architecture as possible along with more public art installations that reflect the area's rich history. The Cloverdale BIA is working with the City of Surrey Heritage to add some additional Heritage Storyboards by the King St. parking lot. The BIA is also looking at adding some decorative lighting in the alley way along the edges of the buildings that face the parking lot.

With respect to beautification, one of the greatest strength's that the Cloverdale Town Centre has is great landscaping. Kudos must be given the City of Surrey Parks, Recreation and Culture staff who taken immense pride in cultivating one of the most attractive business areas in the lower mainland. The hanging baskets on 176 Street continue to remain one of the single most commented item by visitors and merchants.

The BIA will earmark funds for two more City of Surrey parking lots at 58 Ave and 176A St and on 56A Ave just west of 176 St. over the next 3 years. The parking lots will be restriped, with landscaping and lighting to also be added.

The Cloverdale BIA is also trying to work with the City of Surrey and the Ministry of Transport on additional landscaping features to be added along Highway #10 and at two key intersections.

### **Strategic Vision**

Foster growth and prosperity for the Cloverdale Town Centre business and property owners by providing projects, programs & events that will attract the growing number of local residents while retaining its charming heritage.

### **Mission Statement**

To work with the community to make the Cloverdale Town Centre a vibrant, safe, unique and scenic town centre.

### **CBIA Branding**

#### **A GOOD PLACE TO GROW SINCE 1870**

The CBIA has recently updated its branding to acknowledge its iconic hanging baskets on the historic main street (176) and highlight the community's strong feelings about raising a family & business in Cloverdale, birth place of the City of Surrey.

# Board of Directors

## 2019/2020

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**CLOVERDALE**  
 Business Improvement Association

A good place to grow, since 1870

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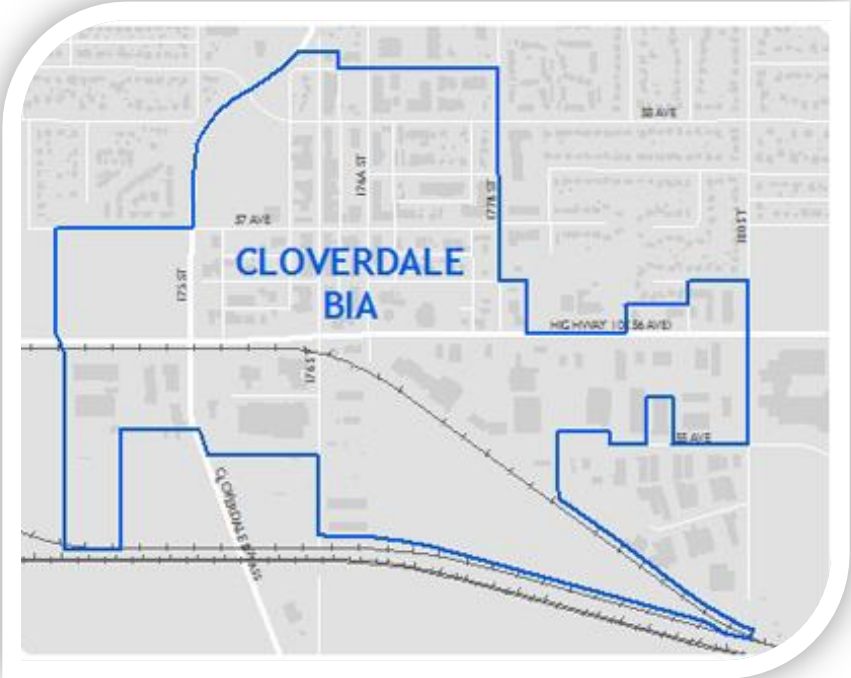
**Rob Paterson - VICE PRESIDENT** 604-576-2848 Work  
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# MEMBER ANALYSIS

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The Cloverdale Business Improvement area has several distinct regions which comprise of light industrial, highway commercial, retail, and the service sector plus office space.

The Cloverdale Town Centre is bisected by two highways which include Highway #10 (56 Ave) and Highway #15 (176 St. + the By-pass). The boundaries go as far west as 172 St. and to 180 St. on the east. The northern boundary

starts at 58A Ave and heads south to 53 Ave. (see map)

The historic downtown is located on 176 St. between 56 Ave and 58A Ave. and has a variety of boutique retailers, restaurants, office and service organizations. 176A St which runs parallel to 176 St. is made up of some retail and primarily office space.

Highway 10 is made up of highway commercial with two strip malls which include the Clover Square Village mall and the Brick Yard Station mall. In addition, there are a number of light industrial organizations such as the Mainroad Group, Delta Controls, HandyDart to name just a few. There are also a few commercial operations like fast food outlets, a lumber yard, and auto parts sales.



# SWOT ANALYSIS

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**STRENGTHS:**

The Cloverdale Business Improvement Association aka ‘CBIA’ has been able to sustain & organize a number of annual special events since its inception that include the 14<sup>th</sup> Annual Surrey Santa Parade, the 42<sup>nd</sup> Annual Cloverdale Bed Races and the 22<sup>nd</sup> Annual Cloverdale Chili Cook-off. In 2018, the CBIA was able to raise \$51,928 in cost recoveries, sponsorship & grants (22% of its total budget).

Over a 7 year period from 2012-2018 the CBIA brought in outside revenue that totals: \$329,225.

The CBIA has excellent relationships with other service organizations, not for profit societies and especially with the Cloverdale District Chamber of Commerce which it has shared offices for over 20 years.

**Demographics within 3 km\***

889 Businesses	15,666 Daytime Working Population
38,457 Total Population	5.2% Projected Growth (2018 - 2023)
12,522 Households	5.9% Projected Growth (2018 - 2023)
Ages: 25.7% < 19	60.4% 20 – 64                      13.9% > 65
39.0 Median Age	\$127,165 Average Household Income

<b>Vehicles Daily</b> 56th Ave/Hwy 10	32,000 Eastbound (est.)	31,000 Westbound (est.)
	63,000 Total Traffic Count (est.)	

*\*Research collected by Cushman Wakefield on the Cloverdale Town Centre*

Population growth in the Town Centre has been record breaking and is continuing to grow as a number of developers prepare to start work on several 4 storey apartment buildings along with a number of Town Home developments in the area. In 2019, several Town Home developments are near completion like the Crimson, the Hawthorne and the Clover. More Town Home developments are being planned with the Town Centre.

As the Cloverdale Town Centre experiences strong growth in residential and commercial developments many business owners enjoy the uniqueness of the area, its heritage and small town charm.

The BIA has a strong working relationship with the RCMP and its community police station. The CBIA will continue to use an email based information sharing program called “Heads Up” to share timely information about suspicious activity in the area. The CBIA actively monitors several residential Facebook groups in the area regarding criminal and suspicious activities in the area.

The Cloverdale Town Centre continues to be dominated by service industries which over time will not suffer as much as retailers that are seeing people shop more online.

The organization is blessed with a strong number of local volunteers that help out with special events and beautification initiatives.

**WEAKNESSES:**

The Cloverdale BIA currently has funding for one full time person and is unable to address the requests made to the organization by its members and other outside organizations.

Due to rising special event safety costs the CBIA has had to cancel its popular Cloverdale Blueberry Festival and Cloverdale Halloween Costume Parade.

Since the Cloverdale BIA has limitations with its one staff person, it is not always able to sit in on city wide initiatives.

In a recent survey, CBIA members are displeased with the level of public transit for their customers and employees.

**OPPORTUNITIES:**

There has been a steady growth of commercial and residential development in the Cloverdale Town Centre that has been unusually strong for the past couple of years. Based on the residential influx, there is a great opportunity to grow Night Time Economy.

The Cloverdale BIA is also inching towards becoming a more tourist oriented area with the growth of the Surrey Heritage Railway, the BC Vintage Truck Museum and the newly expanded Museum of Surrey.

**THREATS:**

Transit remains a problem for the growth of the Town Centre with weak links to the other town centres in Surrey. North-South transit corridors remain weak for the foreseeable future.

There is also a marked increase in commercial development along Fraser Highway towards Langley which continues to cannibalize residents coming from the Clayton district to shop in the Cloverdale Town Centre. In the long term, it is anticipated that there could be a spike in high rise developments that would include mix-use buildings that will increase both the retail and service sectors on Fraser Hwy because of the soon to be built Surrey-Langley Skytrain.

Based on past research provided by a large grocery retailer, it noted that 80% of Cloverdale residents do their primary shopping in Langley City and the Township of Langley and this remains unchanged.

The Cloverdale Town Centre appears to be a potential location for a low barrier 50 unit supportive housing development that will see clients moved in from various parts of the City. Nuisance behavior and other low level criminal activity are predicted with the increased number of drug users that will be in the area.

# ACTION PLAN

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The Cloverdale Business Improvement Association proposes to do a number of activities/actions for 2020-2025 through the following committees:

## A. BEAUTIFICATION:

**Hanging flower baskets on 176 St:** The CBIA would like to continue to contribute money to the City of Surrey towards the purchase of these iconic baskets over the next 5 years.



**Gateway Signage:** The Cloverdale BIA in partnership with Mosaic Homes and the Provincial Gov't (MLA Stephanie Cadieux, grant 2014) will see the completion of the first illuminated Cloverdale community gateway sign at the corner of 58 Ave and the Cloverdale by-pass. Funding is in place for a smaller gateway sign to be installed in 2020 in the landscaping bed at the SW corner of Highway #10. The landscaped bed and sidewalk expansion was a previous partnership between the City of Surrey and the Cloverdale BIA.



**COS Parking Lots:** The CBIA will continue to work on the completion of the King Street parking lot (176A St) to add garbage enclosures and 2 heritage story boards. Façade work will also be undertaken on several private buildings facing the



parking lot with the addition of decorative lighting. The CBIA has actively worked with the COS on the expansion of the parking lot on 56A Ave behind the Firehall. The CBIA will invest in

landscaping and other public art elements for this lot along with the COS lot at 58A Ave and 176A St. These projects will be carried out over a 5 year period with completion by 2025.

**Landscaping Features:** The CBIA is working with the COS Beautification Planner on several potential landscaping initiatives throughout the Town Centre. One of the primary but also the most complicated locations will be the Intersection at Highway #10 and the Highway 15 By-pass. This site has over 100,000 vehicles passing by daily! The CBIA will invest in improving the landscaping at this site and also investigate the opportunity of adding the CLOVERDALE name on a small landscaping wall. **Planters:** Aside from the planters along city parking lots, the BIA would also like to advocate for the removal of several concrete pipes installed in the 70's on 176A St which also have street lights placed in them. The BIA will also earmark funds for additional landscaping to be added on 176A St. north of previous upgrades that City has already undertaken. **Hawthorne Square:** The CBIA would like to start earmarking funds for public art or night lighting displays to make this square more appealing to visitors/residents when it gets dark.

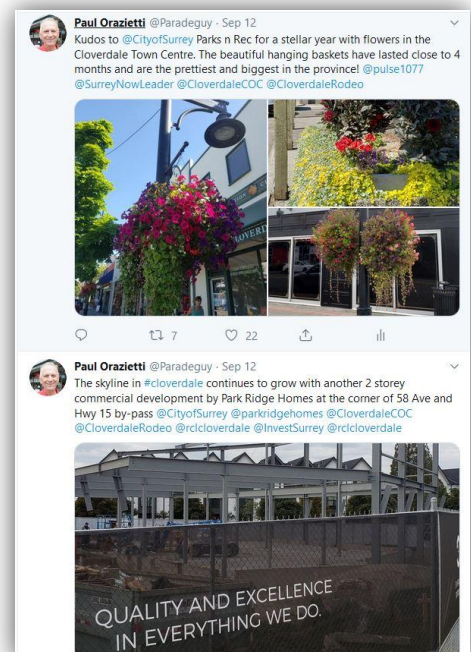


## B. BUSINESS DEVELOPMENT

**Corporate Videos.** There is a great need to fill in retail gaps in the Cloverdale Town Centre and to support increased interest in residential development in the core. The future of the Cloverdale Town Centre will need to rely on increased jobs and people living in the immediate vicinity. It is proposed that a couple of professionally made videos are created to demonstrate the positive activity that is occurring in the area with new restaurants and pubs like the Hawthorne Beer Market & Bistro, the Taste of Nepal and the Henry Public House. The videos will be posted on a newly updated interactive website that will be completed in 2020. The BIA office will also work on creating new and constantly updated custom information packages for businesses/services that are interested in locating in the area along with local special event information.

## C. COMMUNICATIONS

**Social Media.** The Cloverdale BIA will upgrade its **Facebook** page and its use of **Twitter** to announce news and special events in the Cloverdale Town Centre. The communications committee will also work on adding new vehicles like **You Tube**, **Instagram** and a **Blog** for the website. It is imperative to share news and information to the general public to keep them engaged with the Cloverdale Town Centre.



The BIA will also complete a brand new interactive website this year that will house an improved business directory and will be scalable for use on mobile web devices. The new web site will make greater use of video and will provide the capacity for more photos and storytelling about the rich history of the commercial area.

*Tourism Advertising.* Although still in its infancy, the Cloverdale BIA recognizes the growing role of day visitors who come to area because of attractions like the Surrey Museum, the Fraser Valley Heritage Railway, the Cloverdale Fairgrounds, Fraser Down Racetrack and Casino and the BC Vintage Truck Museum. The BIA will continue to buy advertising and work with Tourism Surrey to build awareness of our local attractions.



**D. SAFETY, SECURITY & CRIME PREVENTION**

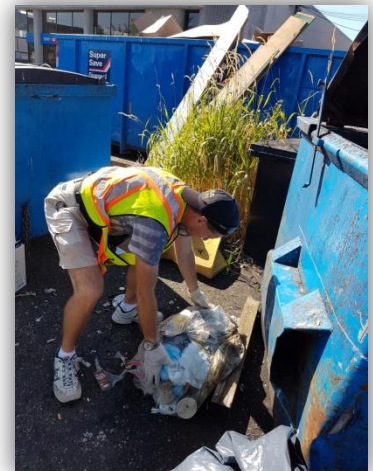
*Heads Up Email program.* The Cloverdale BIA will continue to expand on providing timely information to merchants and businesses in the area with respect to crime notices. The BIA is working to acquire photos and video that can be passed on to create awareness of nuisance and criminal activity in the area as it happens.

*Crime Prevention Meetings.* The Cloverdale BIA will host more crime prevention meetings with merchants in areas that are specifically being

affected to ensure that a plan can be made to address the issues. The BIA has benefitted greatly from the combined resources of the City by-law officers, RCMP and Surrey Fire Dept. personnel.

*Graffiti Removal.* Once again, the Cloverdale BIA tries to remove private property and public property graffiti as soon as possible. The BIA subcontracts individuals to remove the graffiti in a timely manner.

*Illegal Dumping and Litter.* The BIA actively uses the "Surrey Request" mobile app to report illegal dumping which occurs throughout the year. The BIA also works in partnership with the Surrey Association for Community Living clients, who pick up garbage from sidewalks, street curbs, public landscaped areas and city owned parking lots. The BIA provides honorariums to the clients





and receives support from the City of Surrey with safety vests, garbage bags, gloves and garbage pickers.

### E. SPECIAL EVENTS

*Annual Events.* The Cloverdale BIA is committed to organizing several pre-Rodeo events which are promoted as Rodeo Days. The events include the Cloverdale Bed Races, the Cloverdale Chili Cook-off and the Cloverdale Rodeo Parade. In addition, the BIA organizes the Surrey Santa Parade of Lights. The BIA is also one of the primary sponsors of Cloverdale Market Days which holds 5 open air markets and an event called Ladies Night Out.



The Cloverdale BIA has been augmenting its promotional budget through sponsorships and will need to increase revenue to address a variety of growing costs that are required to hold large scale events. Upon renewal the CBIA will also look at continuing sponsorships with the Coldest Night of The Year fundraiser & the Cloverdale Christmas Hamper Program for the Cloverdale Community Kitchen, the Clovies Awards with the Cloverdale District Chamber of Commerce and Grad Dinner for the Cloverdale Learning Centre.



## **F. ADVOCACY**

The Cloverdale BIA will continue to be the key voice for the Cloverdale Town Centre businesses and property owners on a number of issues such as Parking, Ride Sharing, Transit, Transportation, Public Safety, Policing, Homelessness, Supportive Housing and especially Commercial and Residential Development. The Cloverdale BIA will continue to survey its entire membership before taking positions on large scale issues. In addition, the Cloverdale BIA is committed to meeting with the Surrey BIA's on a monthly basis to discuss and share information that could help each other out. The Cloverdale BIA will also work in close step with the Cloverdale District Chamber of Commerce to ensure synergy and a unified voice for the entire district of Cloverdale including Clayton.



## 2020 – 2025 Proposed CBIA LEVY

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Year 1	2020	\$221,300
Year 2	2021	\$227,939
Year 3	2022	\$234,777
Year 4	2023	\$241,820
Year 5	2024	\$249,075

The annual increase is 3% year over year

# CLOVERDALE BIA 2020 BUDGET

REVENUE	2019	2020
BIA Tax Levy	190,000	221,300
Income generated by cost recovery/ sponsorship/grants	40,000	45,000
Carryover from 2017 (Gateway & street signs)	51,000	40,000
<b>Total Revenue:</b>	<b>\$281,000</b>	<b>\$306,300</b>

EXPENSES	2019	2020
<b><u>Beautification Committee</u></b>		
Hanging Baskets - 176 St (City spends \$8500)	12,500	13,000
SACL Clean up team	1,000	2,000
Hwy #10 & By-pass Beautification - Includes Surplu:	35,000	38,300
Gateway signage Hwy 10_180 + Hwy 15_58	27,000	24,100
Parking lot enhancements	35,000	30,000
<b>Committee Total:</b>	<b>\$110,500</b>	<b>\$107,400</b>

<b><u>Promotions/Special Events Committee</u></b>		
BrickYard Days	6,000	8,000
Bed Races	2,000	2,500
Chili Cook off	5,000	5,500
Rodeo Parade	2,000	3,500
Market Days sponsorship	5,000	6,000
Ladies Night Out	2,700	3,000
Christmas Promotions	2,500	5,000
Coldest Night Sponsorship	500	500
Clovies Sponsorship	500	500
Learning Centre Grad Sponsorship	400	400
Cloverdale Christmas Hamper program	500	500
<b>Committee Total:</b>	<b>\$27,100</b>	<b>\$35,400</b>

	2019	2020
<b><u>Communications Committee</u></b>		
Website - hosting & video	5,000	6,000
<b>Committee Total:</b>	<b>\$5,000</b>	<b>\$6,000</b>

<b><u>Economic Development Committee</u></b>		
Business Information Packages		
Website content (includes videos for busine: recruitment & space list)	1,500	2,000
<b>Committee Total:</b>	<b>\$1,500</b>	<b>\$2,000</b>

<b><u>Safety, Security and Crime Prevention Comm.</u></b>		
Graffiti Removal & Clean up program	2,000	2,000
Mobile HD Camera program		
<b>Committee Total:</b>	<b>\$2,000</b>	<b>\$2,000</b>

<b><u>Office</u></b>		
Professional Fees (Book keeping + audit)	8,700	8,500
Insurance (office, liability, etc)	3,100	3,500
Rent/hydro	19,000	22,000
Telephone/Internet/Cell	2,300	3,000
Office Supplies, Photo copier lease	10,000	7,000
Wages + Benefits plus part time staff	84,081	100,000
AGM/EGM	2,919	4,000
Memberships/Luncheon Meetings:	1,800	2,500
Contingency	3,000	3,000
<b>Office Total:</b>	<b>\$134,900</b>	<b>\$153,500</b>
<b>Total Expenses:</b>	<b>\$281,000</b>	<b>\$306,300</b>

<b>CBIA MEMBERSHIP OUTREACH</b>	
<b>SURVEY</b>	
Mail	158 Property owners –Sept. 27 <sup>th</sup> mail out of surveys 25 owners responded representing 67 businesses 15.8% of the owners support BIA renewal
Email	257 Businesses sent a Survey Monkey link 1 <sup>st</sup> email: 09-10-19 2 <sup>nd</sup> email: 09-24-19 25 businesses responded all supporting the renewal
Phone & In person	1 staff member made 30 in-person visits between Sept. & October of 2019
<b>EXTRAORDINARY GENERAL MEETING NOTIFICATION</b>	
Mail	158 Property owners – Sept. 27 <sup>th</sup> EGM notice sent out by mail along with a 4 page BIA Renewal brochure
Email	1 <sup>st</sup> email: 09-10-19 2 <sup>nd</sup> email: 09-24-19
Shop Cloverdale Magazine	Full page ad in October issue (monthly magazine)

The Cloverdale BIA mailed on Sept. 27<sup>th</sup> an EGM notice, a 4 page Renewal Brochure and a printed survey with return mail on a self addressed envelope to 158 Property Owners in the CBIA.

**25 Owners responded representing 67 businesses which are 15.8% of the property owners support the BIA renewal.**

The Survey link, the EGM notice and BIA Renewal Brochure was emailed to all of the BIA businesses twice and 25 businesses responded directly. The BIA is looking at resending the survey to business members one more time in light of issues that office faced when the email server for Telus business customers had been down for over 10 days.

The Association board developed the new proposed budget for the 5 year-term utilizing the feedback from the surveys and the strategic plan. The Cloverdale BIA hosted an Extraordinary General Meeting on Oct. 21, 2019 and the members voted unanimously to support the renewal of the Association. The EGM achieved quorum with 20 people attending (representing 27 businesses and 20 property owners).

# **CLOVERDALE BIA EXTRAORDINARY GENERAL MEETING**

**Oct. 21/2019**

**Cloverdale Legion  
Auditorium  
17567 – 57 Avenue.**

## **Dear BIA Property/Business Owner:**

The Cloverdale B.I.A. is holding an Extraordinary General Meeting on Monday, October 21st, 2019 from 7pm to 9pm. Registration: 6:30pm

The meeting will go over a proposed 5 year strategic plan for 2020-2025 including a proposed 2020 CBIA budget.

The meeting will cover recent member research and Dist. 4 RCMP Sgt Ed Hryciuk will also make a presentation.

The proposed BIA 2020 budget will be posted on the website on Oct. 11, 2019 or it can be picked up at the office for review.

For more information on the EGM visit our website. [cloverdalebia.com](http://cloverdalebia.com)

5748 176 Street, Cloverdale, BC Ph: (604) 576-3155

E: [cloverdalebia@telus.net](mailto:cloverdalebia@telus.net)



**CLOVERDALE**

Business Improvement Association

A Good Place To Grow Since 1870

FULL PAGE MAGAZINE AD – OCTOBER 2019 SHOP CLOVERDALE MAGAZINE

# CLOVERDALE BIA 2020 RENEWAL

## 5 YEAR RENEWAL STRATEGY

The Cloverdale BIA is surveying the businesses and property owners in the Cloverdale Town Centre to confirm the Association's priorities and to assist it in creating an exciting new five year plan. Our 2020 Renewal brochure is a snapshot of our more significant accomplishments. The Cloverdale BIA's success comes in part from a number of volunteers and businesses who generously donate their time and money to make this place special.

The Cloverdale BIA Board has shifted some of its original priorities from holding more special events and is now more involved in place making, crime prevention and improving parking. The Cloverdale BIA has also become the primary advocate for the Town Centre on civic matters and works closely with the Cloverdale Chamber on broader matters such as poor public transit, public safety, supportive housing needs and homelessness.

Gateway Signage at Hwy 15 and 58 Ave.  
CURRENTLY UNDER CONSTRUCTION



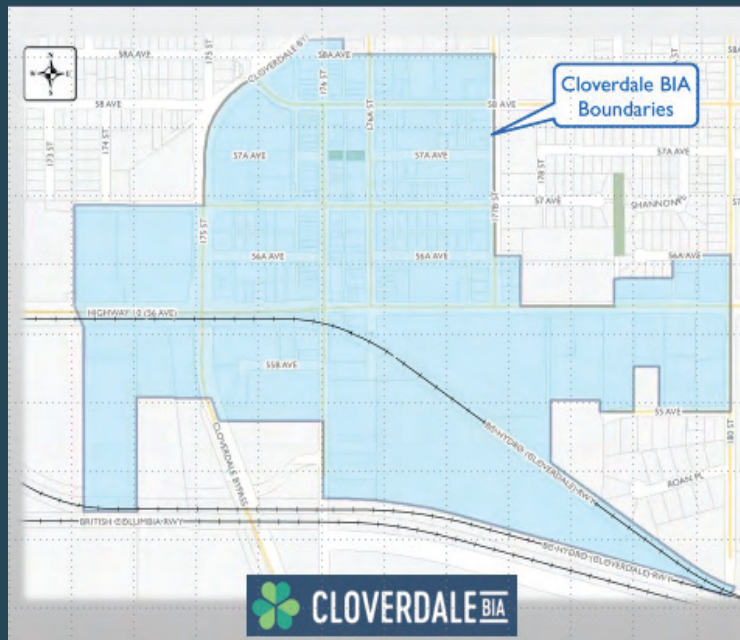
## CLOVERDALE

Business Improvement Association

A Good Place To Grow Since 1870

# CLOVERDALE BIA BACKGROUND

Inspired local Cloverdale business people (many from the Cloverdale Board of Trade) came together with the City of Surrey to help form the first BIA in the city in 1995. The main idea was to get more resources to hold special events and try to help the business community attract more businesses and residents. The new Business Improvement Association was funded by a small tax levy that was applied annually by the City of Surrey to a designated number of commercial properties in the Cloverdale Town Centre. The Cloverdale Business Improvement Association is the smallest of four BIA's located in the City of Surrey and its 2019 levy is at \$190,000. The Cloverdale BIA started its first levy at \$75,000 in 1996 which grew \$5000 annually. The BIA funding is acquired through a Corporate by-law at the City of Surrey which lasts for a period of 5 years and ends in early 2020. The BIA Board of Directors would like to make everyone aware of our accomplishments.



## PARKING

In the past few years Cloverdale has experienced unprecedented residential/commercial growth and is now seeing more density in the town centre with new businesses, apartment buildings and town house complexes. Parking is now starting to hit capacity at peak periods more frequently and requires close attention. The City of Surrey is conducting research on public parking usage in downtown Cloverdale to ensure that there is adequate stock.

## KING STREET ALLEY/PARKING LOT

The Cloverdale BIA partnered with the City of Surrey and the Henry Public House to improve public and private parking lots located on 176A St near 57A Avenue in downtown Cloverdale. The combined lots are free to use by the public and were reconfigured in 2019 to make the space more efficient (19 stalls gained) by closing a drive way and moving garbage containers to the north and south ends of the lot. The parking lot also had an EV fast charging station added along with landscaping along the road side. The Parking lot is named after the original King Street (176A St) and will see the addition of some public art components (mural) and decorative lighting. This is the first of three city owned parking lots that will be upgraded upon renewal.







# SPECIAL EVENTS

The Cloverdale BIA has a rich history of creating and sustaining a number of special events since it was created.

1



2

## 1. SURREY SANTA PARADE OF LIGHTS

– Created by the Cloverdale BIA in 2005, it continues to grow in both entries and attendance.

## 2. CLOVERDALE RODEO PARADE

The Cloverdale BIA has organized the parade since 2007 on behalf of the Cloverdale Rodeo & Exhibition.

## 3. CLOVERDALE BLUEBERRY FESTIVAL & CAR SHOW

 – Created and organized by the Cloverdale BIA in 2007 to 2014

## 4. CLOVERDALE CHILI COOK-OFF

 – Originally created by Clover Square Village, the 22nd Annual event has been organized by the BIA for the last 15 years and co-sponsored by the mall owners.

## 5. CLOVERDALE COUNTRY FESTIVAL & CAR SHOW

 - Created and organized by the BIA from 1999 to 2006.

## 6. CLOVERDALE BED RACES & KIDS DECORATED BIKE PARADE

 – Originally created by the Cloverdale Board of Trade, the 42nd Annual event is still organized jointly by members of the Cloverdale Rodeo, Chamber and BIA.

## 7. HALLOWEEN COSTUME PARADE

 – Created by the Cloverdale BIA in partnership with the Museum of Surrey 2003 to 2013.

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4



3



6



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6



7



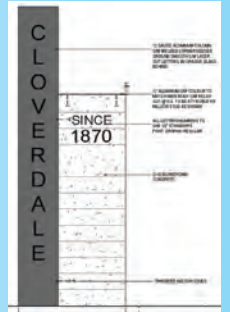
# BEAUTIFICATION

After the City of Surrey's major upgrade of historic 176 Street in 2008 which included new streetlights, irrigation, curb flares, decorative sidewalk stamping and outdoor electrical sockets; the Association has contributed to the funding of the iconic hanging baskets and later the historic street signs.

The BIA has had a 20+ year relationship with the Surrey Association for Community Living whose supervised clients clean up public areas, as well as parking lots on a regular basis, using supplies provided by the City of Surrey.

In the first 5 years of operation, the BIA purchased multiple large concrete aggregate planters that were placed on City sidewalks throughout the downtown, and to this day have been maintained by Parks and Recreation.

The Cloverdale BIA is also working on two new community gateways that welcome people to the Town Centre. The first sign is located by Mosaic's Hawthorne Town Homes at the corner of 58 Ave and the Cloverdale By-pass (175 St). The second installation is planned for a landscaped bed on the corner of 180 St and Hwy #10.



# ADVOCACY

In the summer of 2018, BC Housing proposed a 4 storey 50 unit low barrier, supportive housing development on City owned land that is currently used for parking and a Day Care. After being alerted by a local business, the BIA was instrumental in garnering enough community support to cancel the project and to get BC Housing to look for a more appropriate location.

The Cloverdale BIA works closely with the Cloverdale Chamber on a variety of advocacy issues like Public Transit, Transportation and Public Safety.

CLOVERDALE BUSINESS IMPROVEMENT ASSOCIATION  
5748 176 Street, Surrey, BC V3S 4C8  
Ph: (604) 754-2592 E: cloverdalebia@telus.net  
www.cloverdalebia.com



**CLOVERDALE**  
Business Improvement Association  
A Good Place To Grow Since 1870

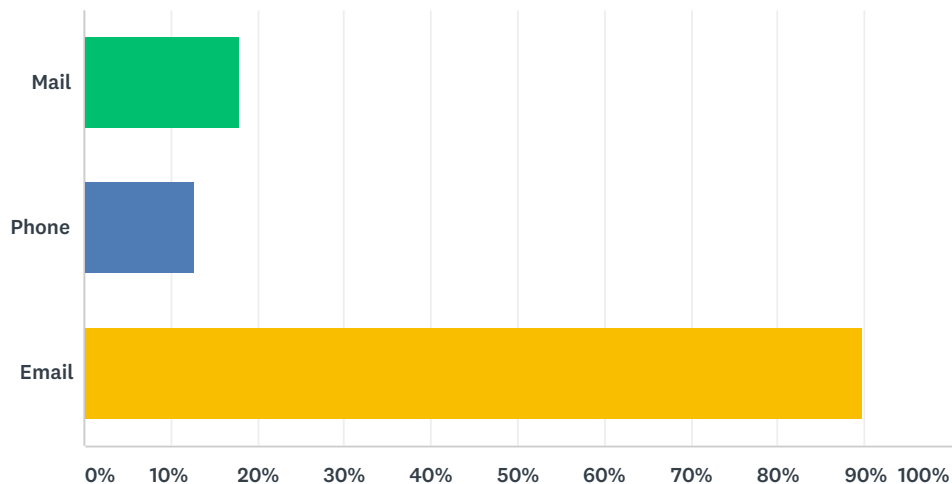
## Q1 What is the address and information of this business?

Answered: 40 Skipped: 9

ANSWER CHOICES	RESPONSES	
Company Name	100.00%	40
Contact/Title	100.00%	40
Street Name and Number	100.00%	40
Postal Code	75.00%	30
Business Phone Number	100.00%	40
Business Email Address	92.50%	37
Website	45.00%	18

## Q2 What is your preferred method of contact?

Answered: 39 Skipped: 10

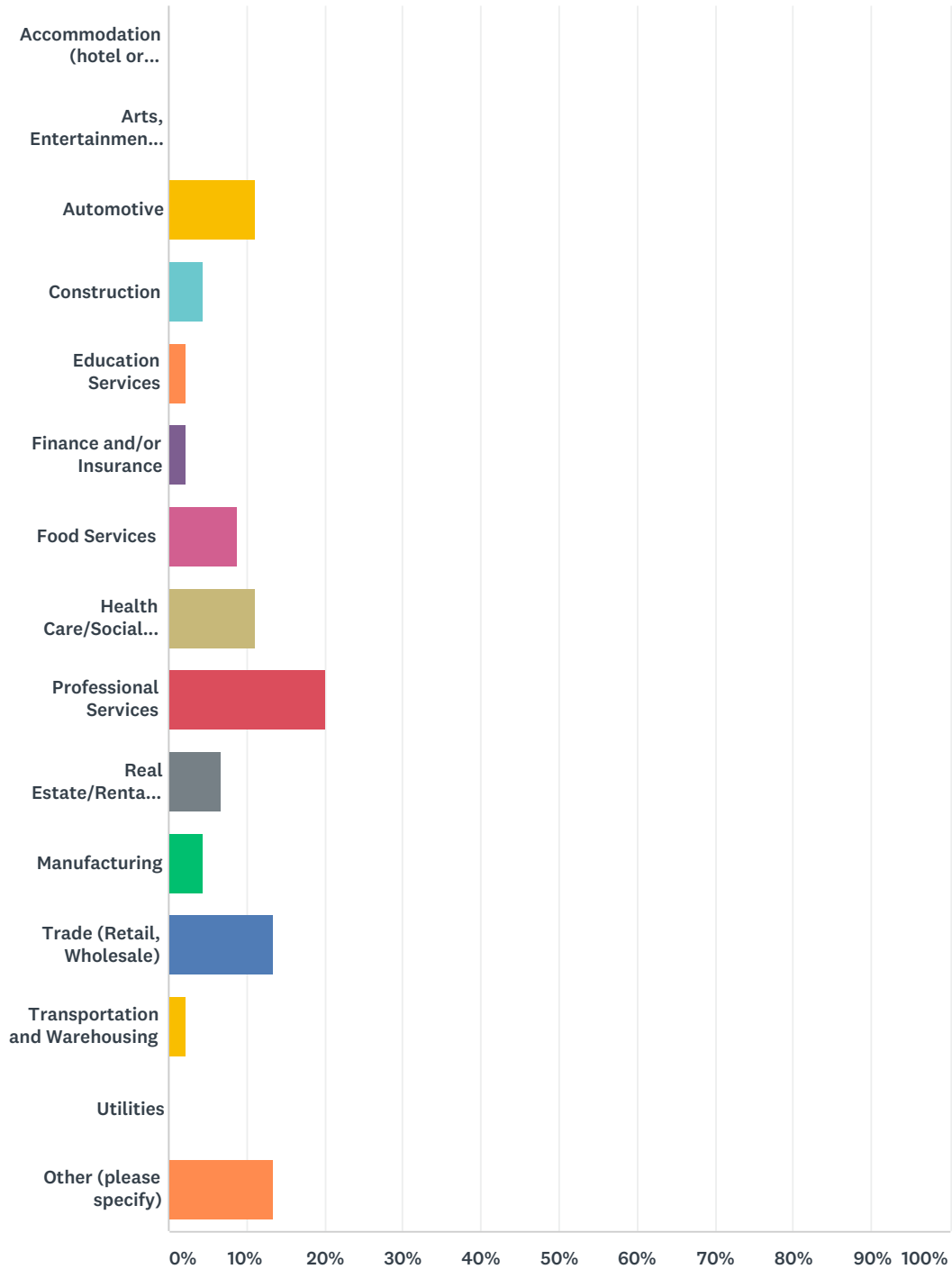


ANSWER CHOICES	RESPONSES	
Mail	17.95%	7
Phone	12.82%	5
Email	89.74%	35
Total Respondents: 39		

## Q3 Which category best describes the type of business that you operate?

Answered: 45 Skipped: 4

## Cloverdale BIA 2019 Member Renewal Survey



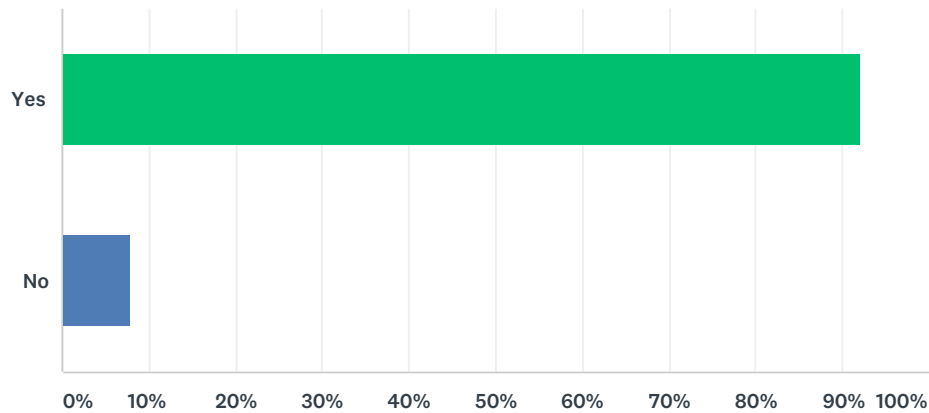
ANSWER CHOICES	RESPONSES
Accommodation (hotel or motel)	0.00% 0
Arts, Entertainment, Recreation	0.00% 0
Automotive	11.11% 5
Construction	4.44% 2
Education Services	2.22% 1
Finance and/or Insurance	2.22% 1

## Cloverdale BIA 2019 Member Renewal Survey

Food Services	8.89%	4
Health Care/Social Assistance	11.11%	5
Professional Services	20.00%	9
Real Estate/Rental/Leasing	6.67%	3
Manufacturing	4.44%	2
Trade (Retail, Wholesale)	13.33%	6
Transportation and Warehousing	2.22%	1
Utilities	0.00%	0
Other (please specify)	13.33%	6
<b>TOTAL</b>		<b>45</b>

**Q4 From time to time, Cloverdale BIA may want to contact you about timely business information (ie road closures - filming events, policing matters).**

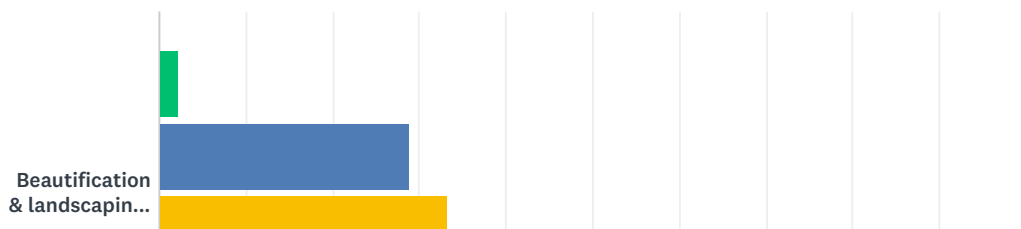
Answered: 38 Skipped: 11



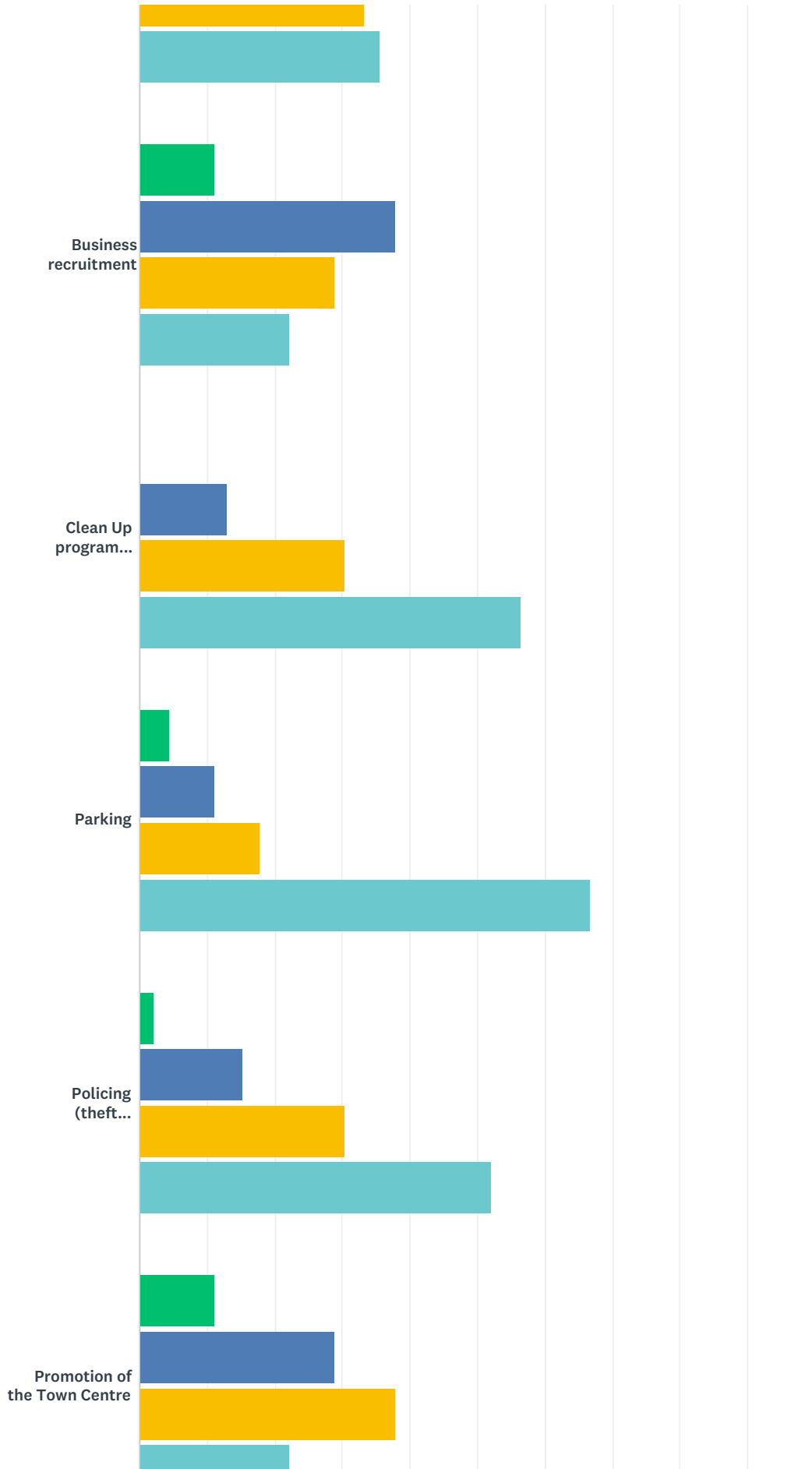
ANSWER CHOICES	RESPONSES
Yes	92.11% 35
No	7.89% 3
Total Respondents: 38	

**Q5 Please rank the priorities of most concern to your business.**

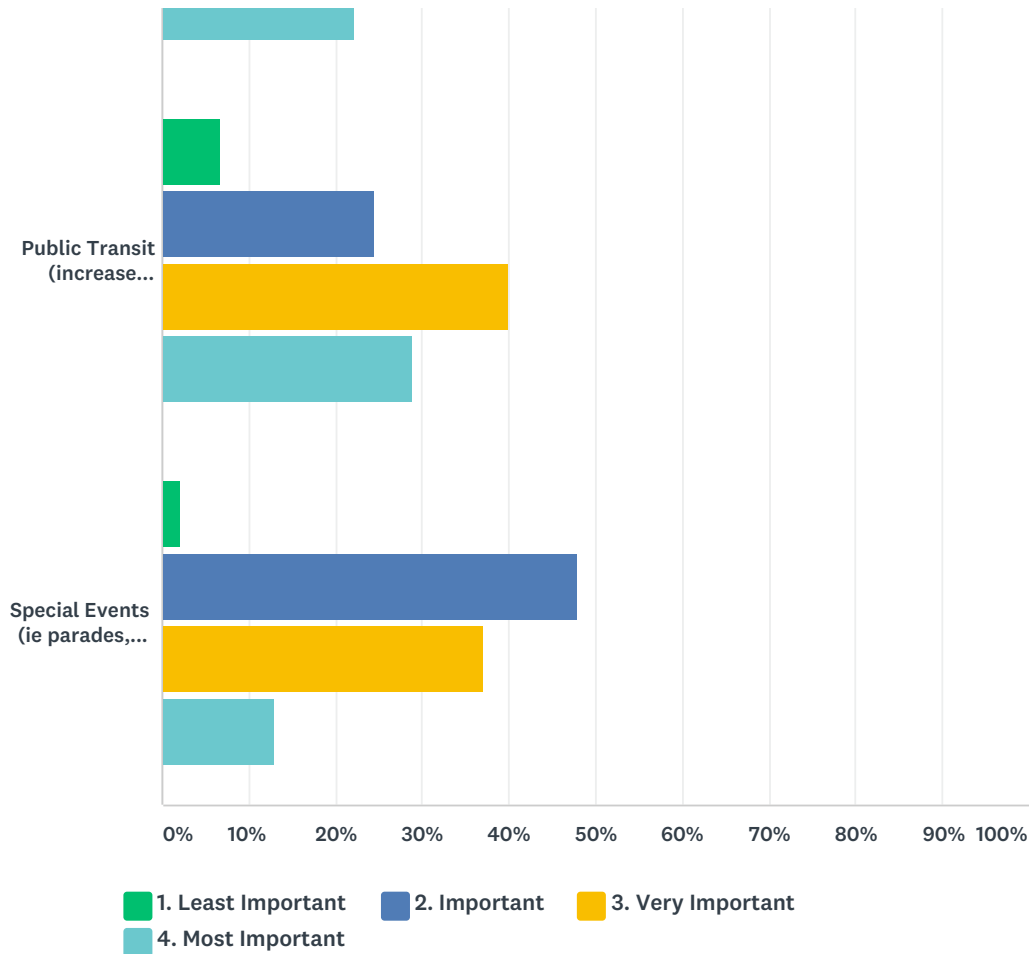
Answered: 46 Skipped: 3



# Cloverdale BIA 2019 Member Renewal Survey



## Cloverdale BIA 2019 Member Renewal Survey

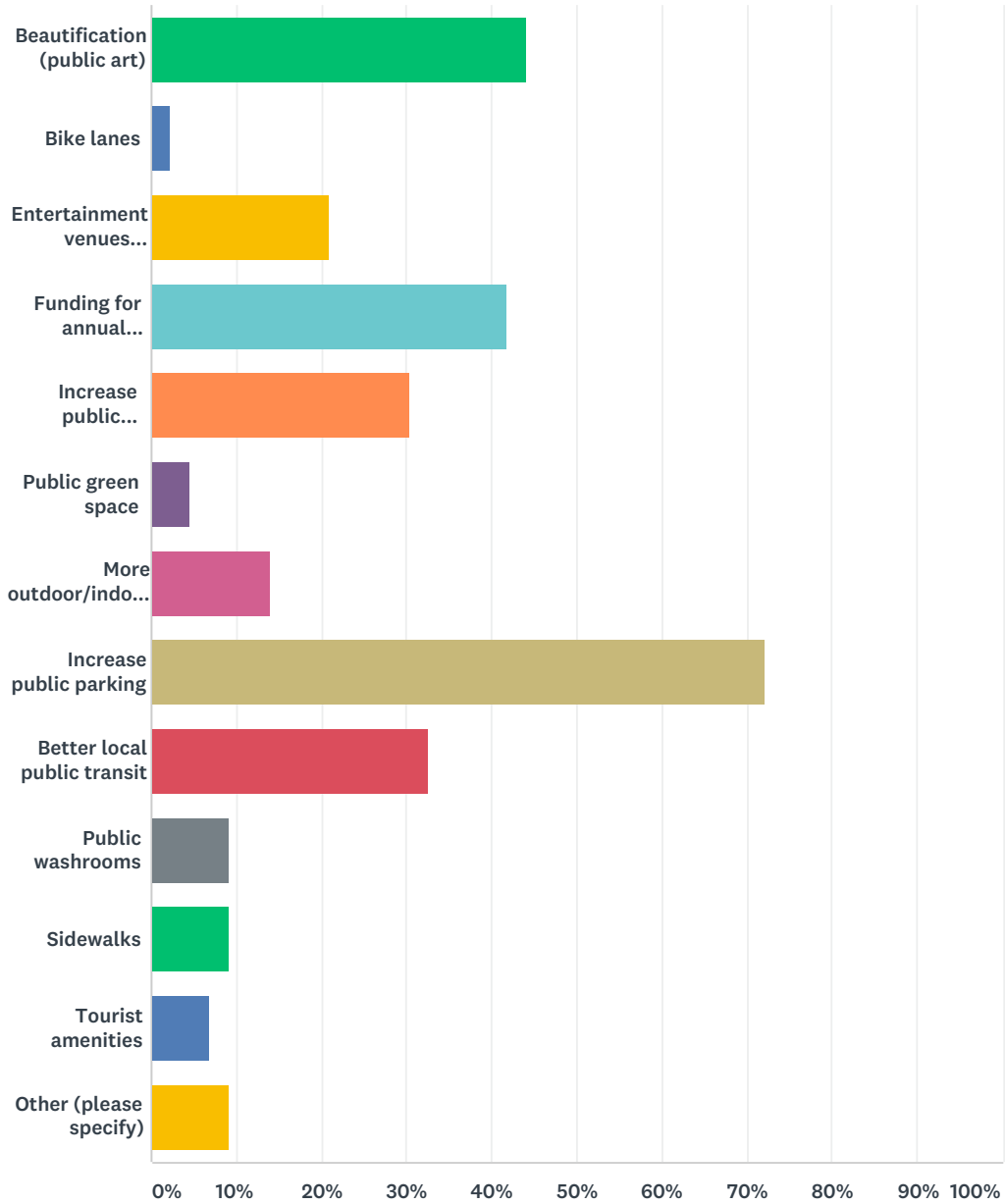


	1. LEAST IMPORTANT	2. IMPORTANT	3. VERY IMPORTANT	4. MOST IMPORTANT	TOTAL	WEIGHTED AVERAGE
Beautification & landscaping in public areas (place making)	2.22% 1	28.89% 13	33.33% 15	35.56% 16	45	3.02
Business recruitment	11.11% 5	37.78% 17	28.89% 13	22.22% 10	45	2.62
Clean Up program (keeping Cloverdale clean)	0.00% 0	13.04% 6	30.43% 14	56.52% 26	46	3.43
Parking	4.44% 2	11.11% 5	17.78% 8	66.67% 30	45	3.47
Policing (theft prevention, security)	2.17% 1	15.22% 7	30.43% 14	52.17% 24	46	3.33
Promotion of the Town Centre	11.11% 5	28.89% 13	37.78% 17	22.22% 10	45	2.71
Public Transit (increase service times)	6.67% 3	24.44% 11	40.00% 18	28.89% 13	45	2.91
Special Events (ie parades, markets, car shows)	2.17% 1	47.83% 22	36.96% 17	13.04% 6	46	2.61

**Q6 Please select the top three investments in City of Surrey infrastructure that you would like to see made to improve or enhance the Cloverdale Town Centre:**

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Answered: 43    Skipped: 6



ANSWER CHOICES	RESPONSES	
Beautification (public art)	44.19%	19
Bike lanes	2.33%	1
Entertainment venues (theaters, bars, restaurants)	20.93%	9
Funding for annual community events	41.86%	18
Increase public landscaping	30.23%	13
Public green space	4.65%	2
More outdoor/indoor craft/food markets	13.95%	6
Increase public parking	72.09%	31
Better local public transit	32.56%	14



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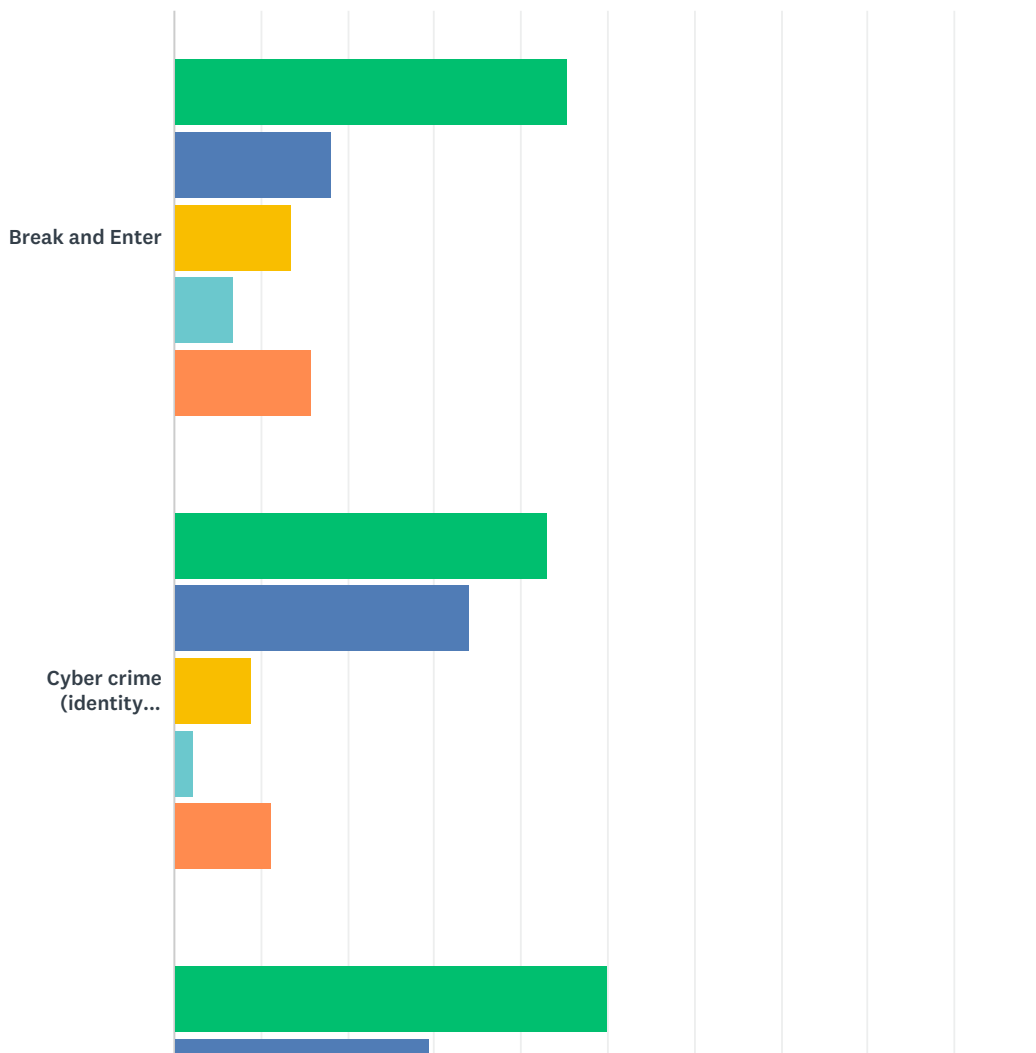
Public washrooms	9.30%	4
Sidewalks	9.30%	4
Tourist amenities	6.98%	3
Other (please specify)	9.30%	4
Total Respondents: 43		

**Q7 In your opinion, what are the main things that make the Cloverdale Town Centre unique or distinct (character and identity) from other communities in surrey?**

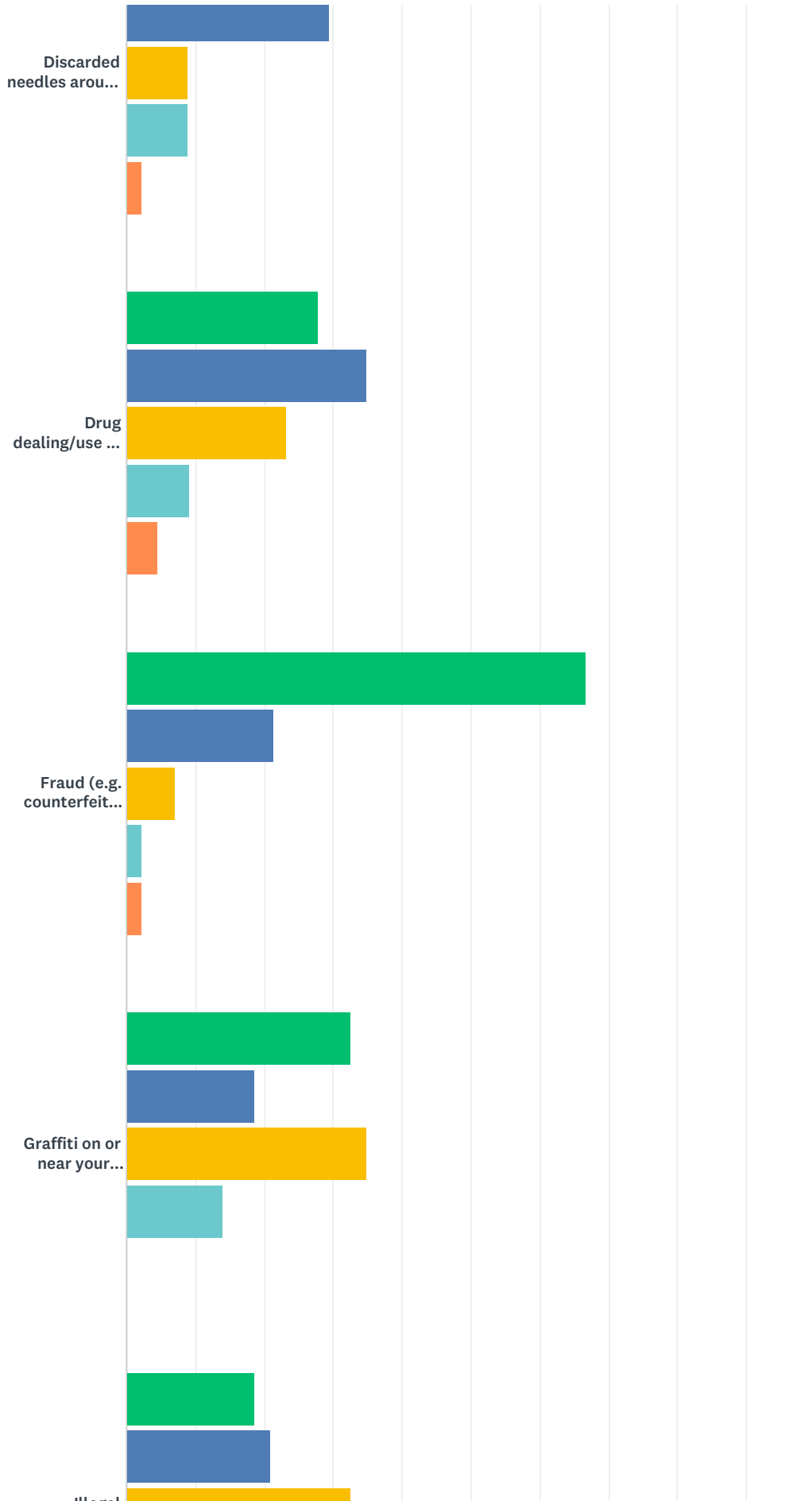
Answered: 31   Skipped: 18

**Q8 This is a list of some things that may be a problem for your business. Using a scale of 1 through 5, please indicate to what extent you believe each of the following has negatively affected your business.**

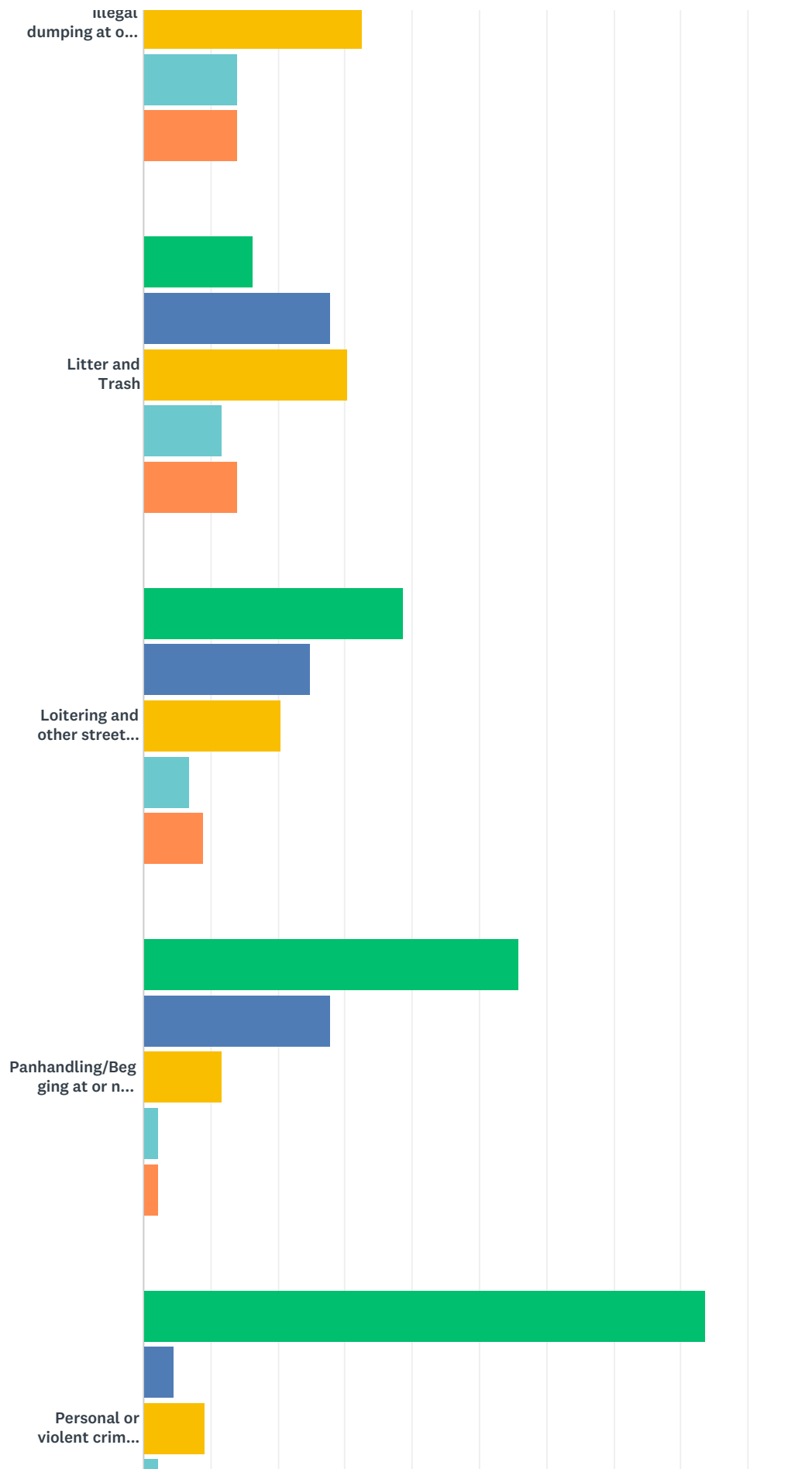
Answered: 44   Skipped: 5



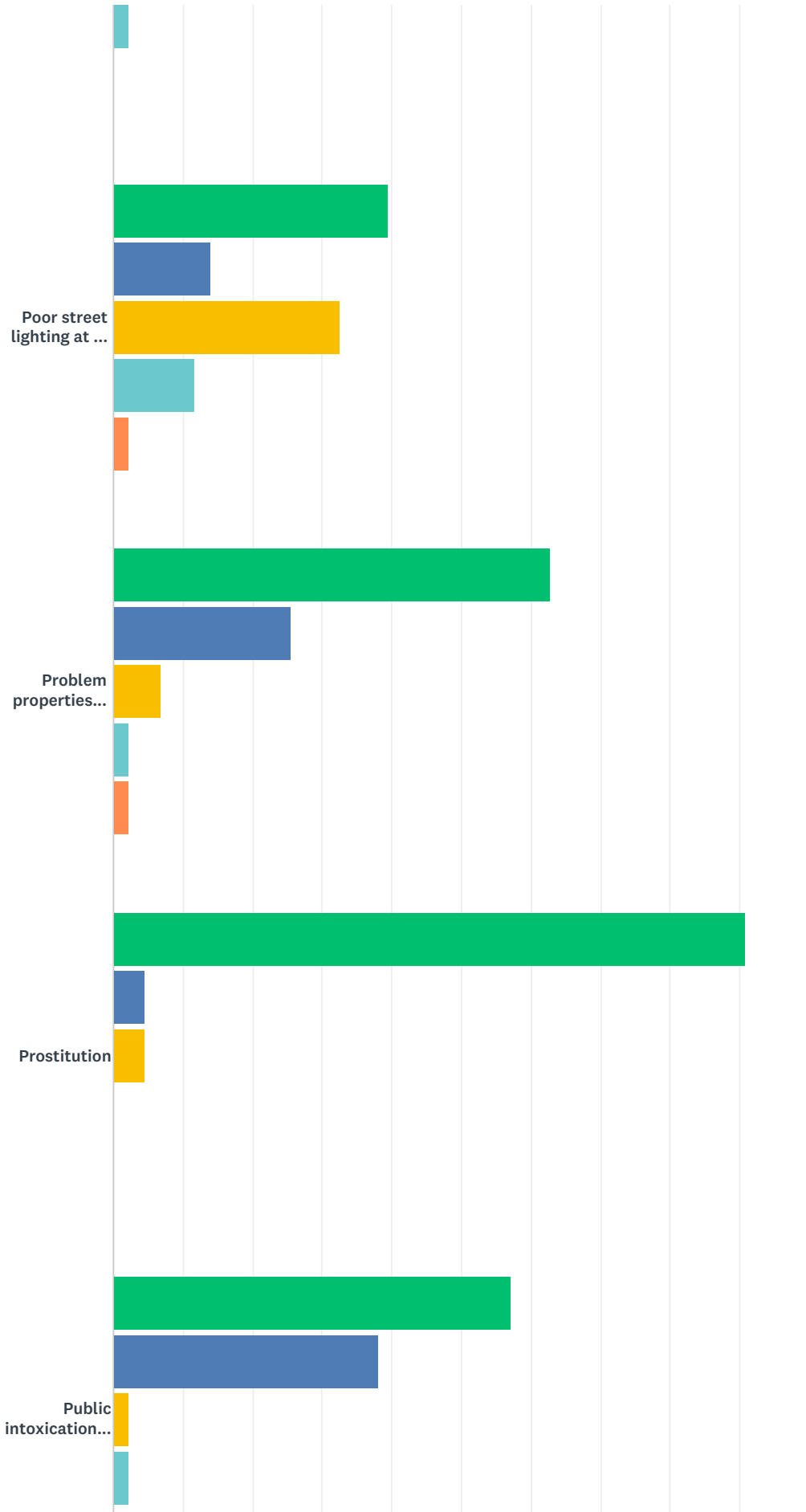
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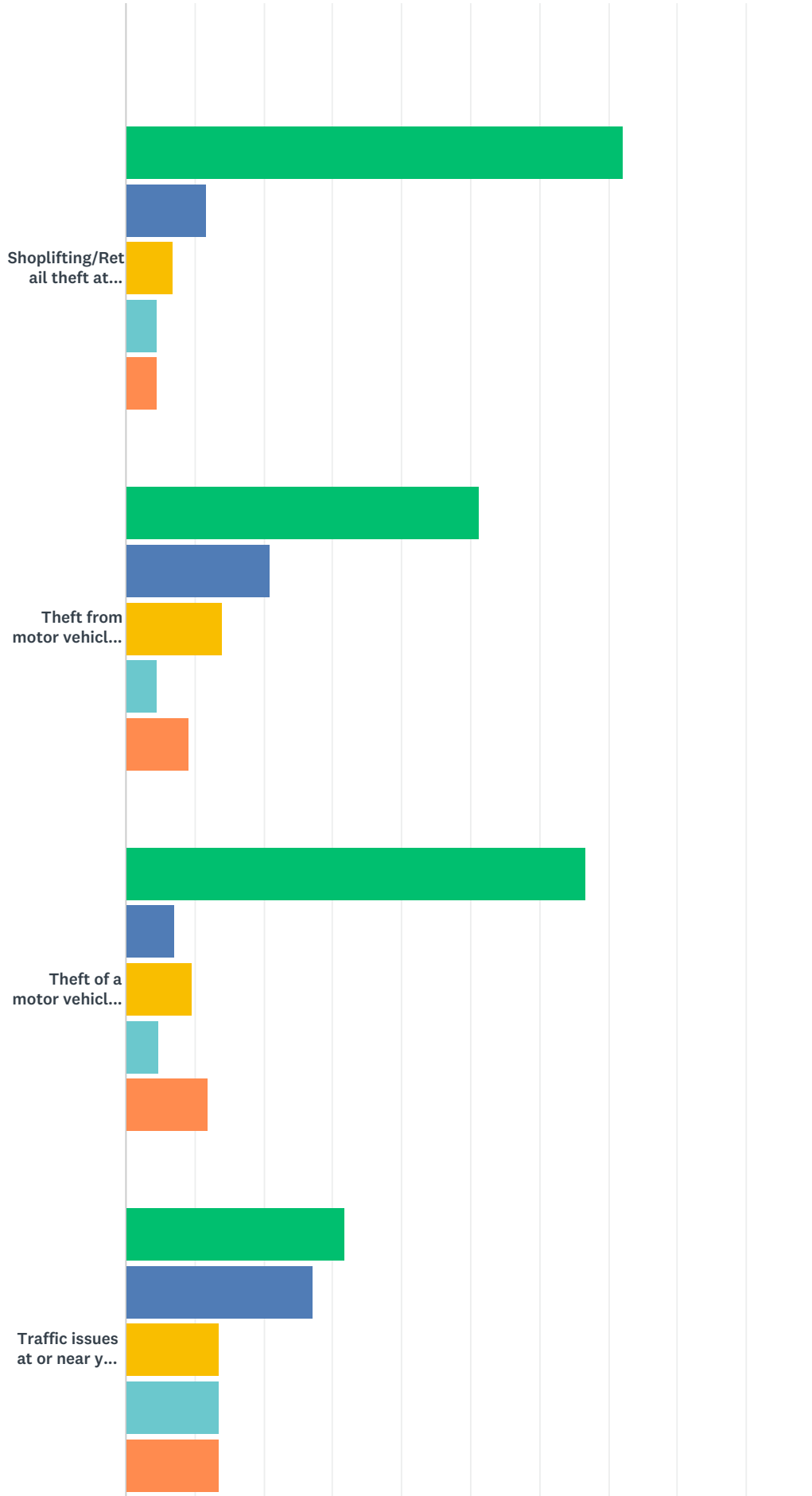
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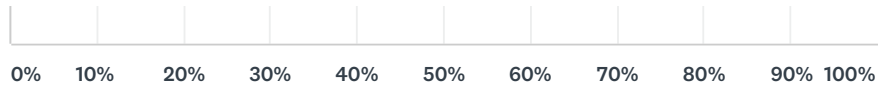
Cloverdale BIA 2019 Member Renewal Survey



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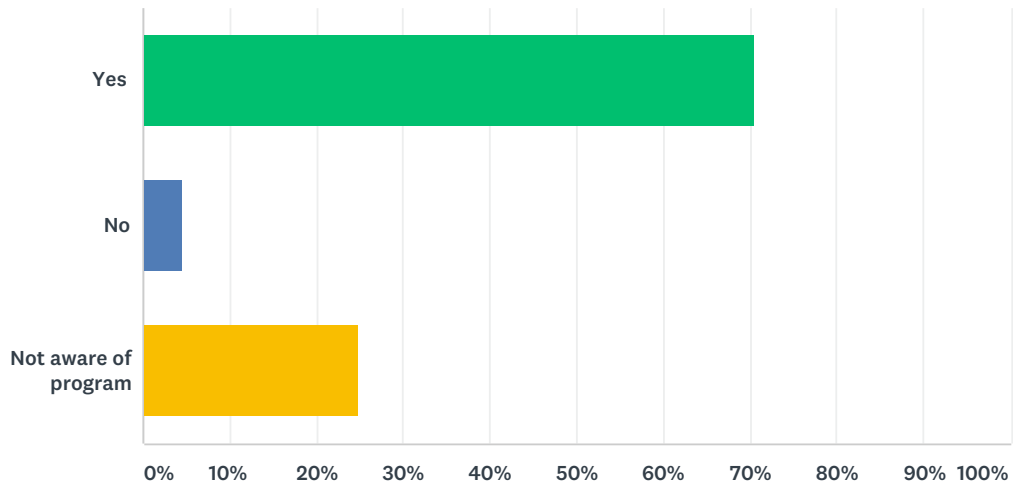
■ 1 (no problem)   
 ■ 2   
 ■ 3   
 ■ 4   
 ■ 5 (big problem)

	1 (NO PROBLEM)	2	3	4	5 (BIG PROBLEM)	TOTAL	WEIGHTED AVERAGE
Break and Enter	45.45% 20	18.18% 8	13.64% 6	6.82% 3	15.91% 7	44	2.30
Cyber crime (identity theft, email scams, hacking or stealing from business computers)	43.18% 19	34.09% 15	9.09% 4	2.27% 1	11.36% 5	44	2.05
Discarded needles around your business	50.00% 22	29.55% 13	9.09% 4	9.09% 4	2.27% 1	44	1.84
Drug dealing/use in or near the business	27.91% 12	34.88% 15	23.26% 10	9.30% 4	4.65% 2	43	2.28
Fraud (e.g. counterfeit money or stolen credit cards)	66.67% 28	21.43% 9	7.14% 3	2.38% 1	2.38% 1	42	1.52
Graffiti on or near your business	32.56% 14	18.60% 8	34.88% 15	13.95% 6	0.00% 0	43	2.30
Illegal dumping at or near your business	18.60% 8	20.93% 9	32.56% 14	13.95% 6	13.95% 6	43	2.84
Litter and Trash	16.28% 7	27.91% 12	30.23% 13	11.63% 5	13.95% 6	43	2.79
Loitering and other street level nuisance or near your business (music, skateboarding, people lying on the sidewalk)	38.64% 17	25.00% 11	20.45% 9	6.82% 3	9.09% 4	44	2.23
Panhandling/Begging at or near your business	55.81% 24	27.91% 12	11.63% 5	2.33% 1	2.33% 1	43	1.67
Personal or violent crime at or near your business (assault, sexual assault, shooting)	83.72% 36	4.65% 2	9.30% 4	2.33% 1	0.00% 0	43	1.30
Poor street lighting at or near your business	39.53% 17	13.95% 6	32.56% 14	11.63% 5	2.33% 1	43	2.23
Problem properties (illegal suits, abandoned/vacant properties)	62.79% 27	25.58% 11	6.98% 3	2.33% 1	2.33% 1	43	1.56
Prostitution	90.70% 39	4.65% 2	4.65% 2	0.00% 0	0.00% 0	43	1.14
Public intoxication at or near your business	57.14% 24	38.10% 16	2.38% 1	2.38% 1	0.00% 0	42	1.50
Shoplifting/Retail theft at your business	72.09% 31	11.63% 5	6.98% 3	4.65% 2	4.65% 2	43	1.58
Theft from motor vehicles at or near your business	51.16% 22	20.93% 9	13.95% 6	4.65% 2	9.30% 4	43	2.00
Theft of a motor vehicle at or near your business	66.67% 28	7.14% 3	9.52% 4	4.76% 2	11.90% 5	42	1.88
Traffic issues at or near your business (e.g. speeding, distracted driving, collisions)	31.82% 14	27.27% 12	13.64% 6	13.64% 6	13.64% 6	44	2.50

**Q9 Did you find the BIA's safety emails called "HEADS UP" to be useful?**

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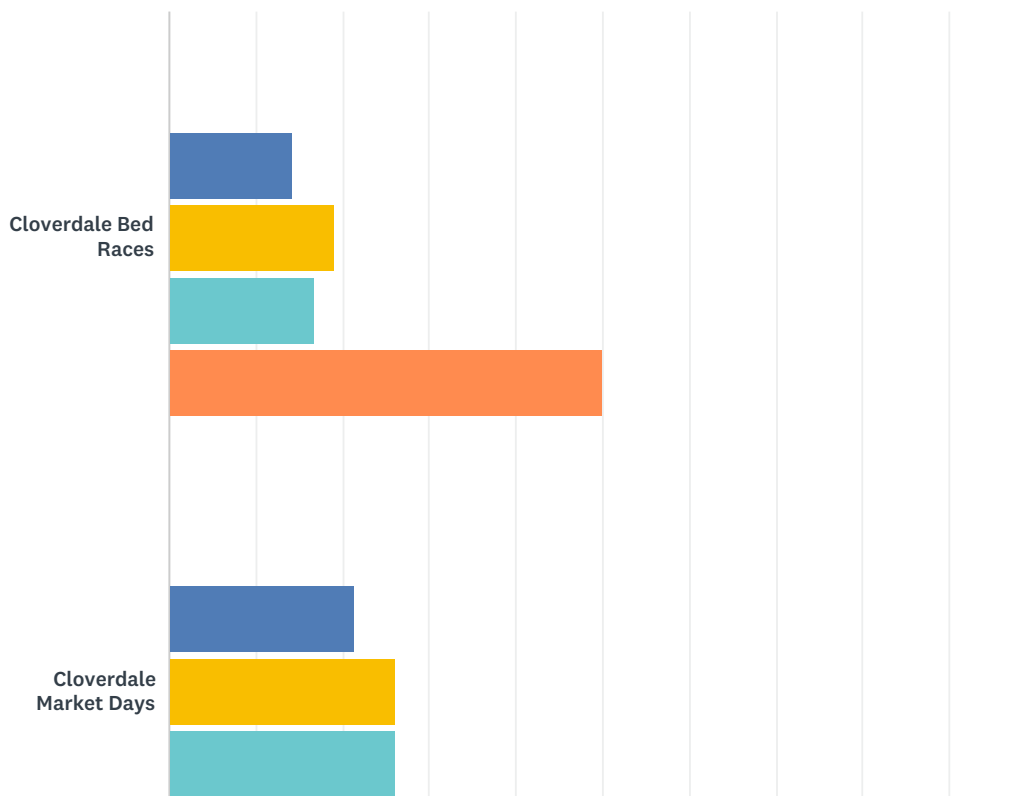
Answered: 44   Skipped: 5



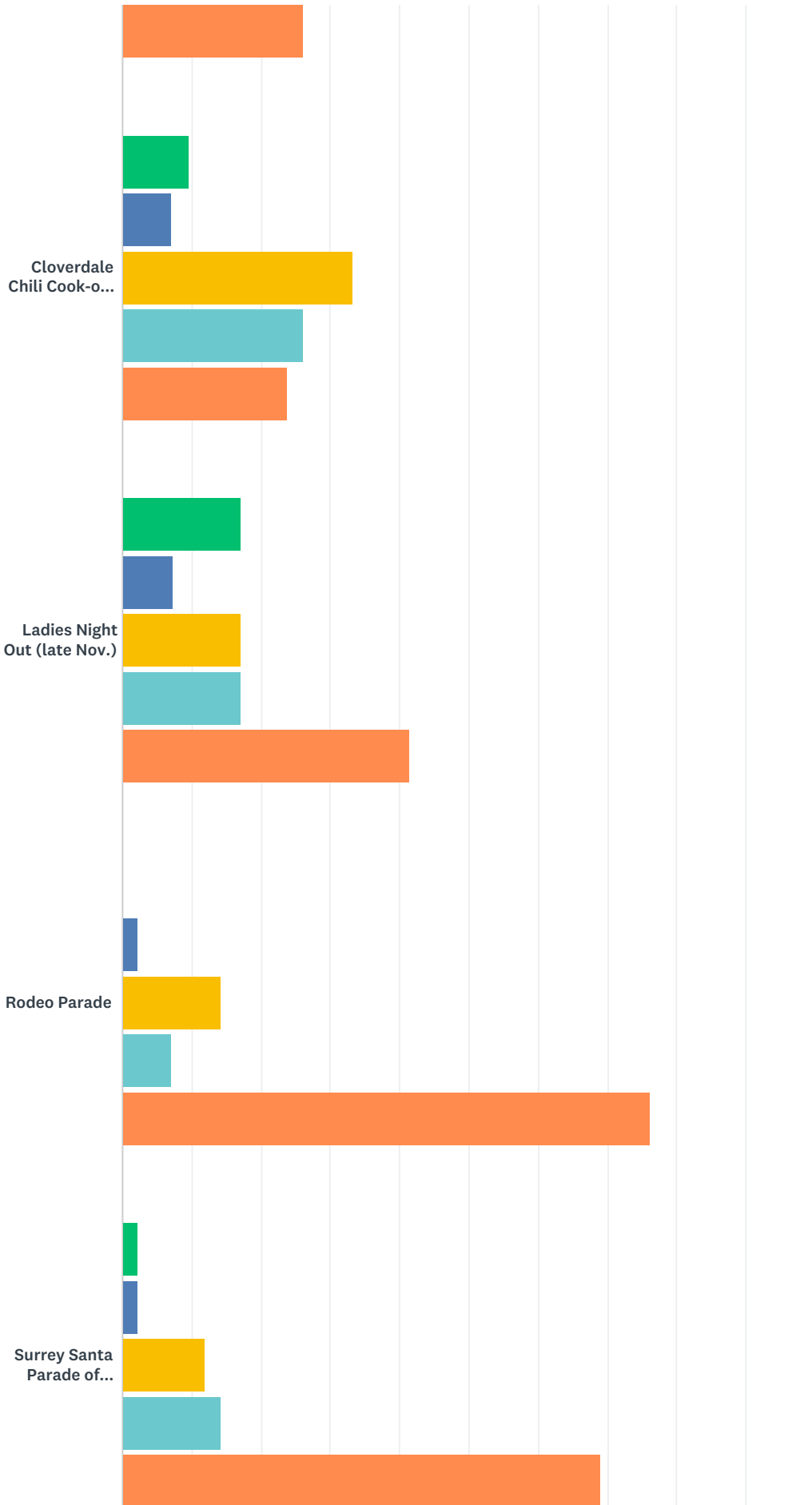
ANSWER CHOICES	RESPONSES	
Yes	70.45%	31
No	4.55%	2
Not aware of program	25.00%	11
Total Respondents: 44		

### Q10 Special Events (please mark the importance for each of the following: 1=low / 5=high)

Answered: 42   Skipped: 7

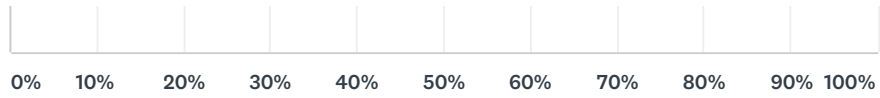


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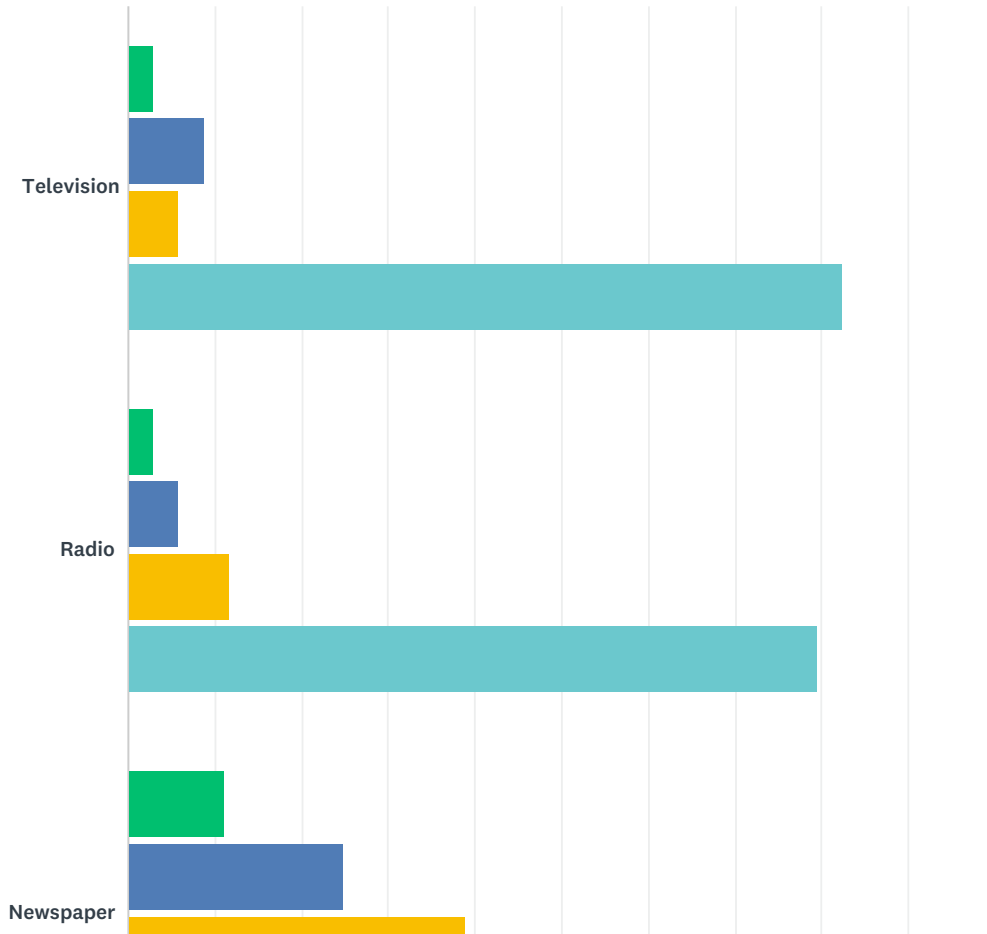
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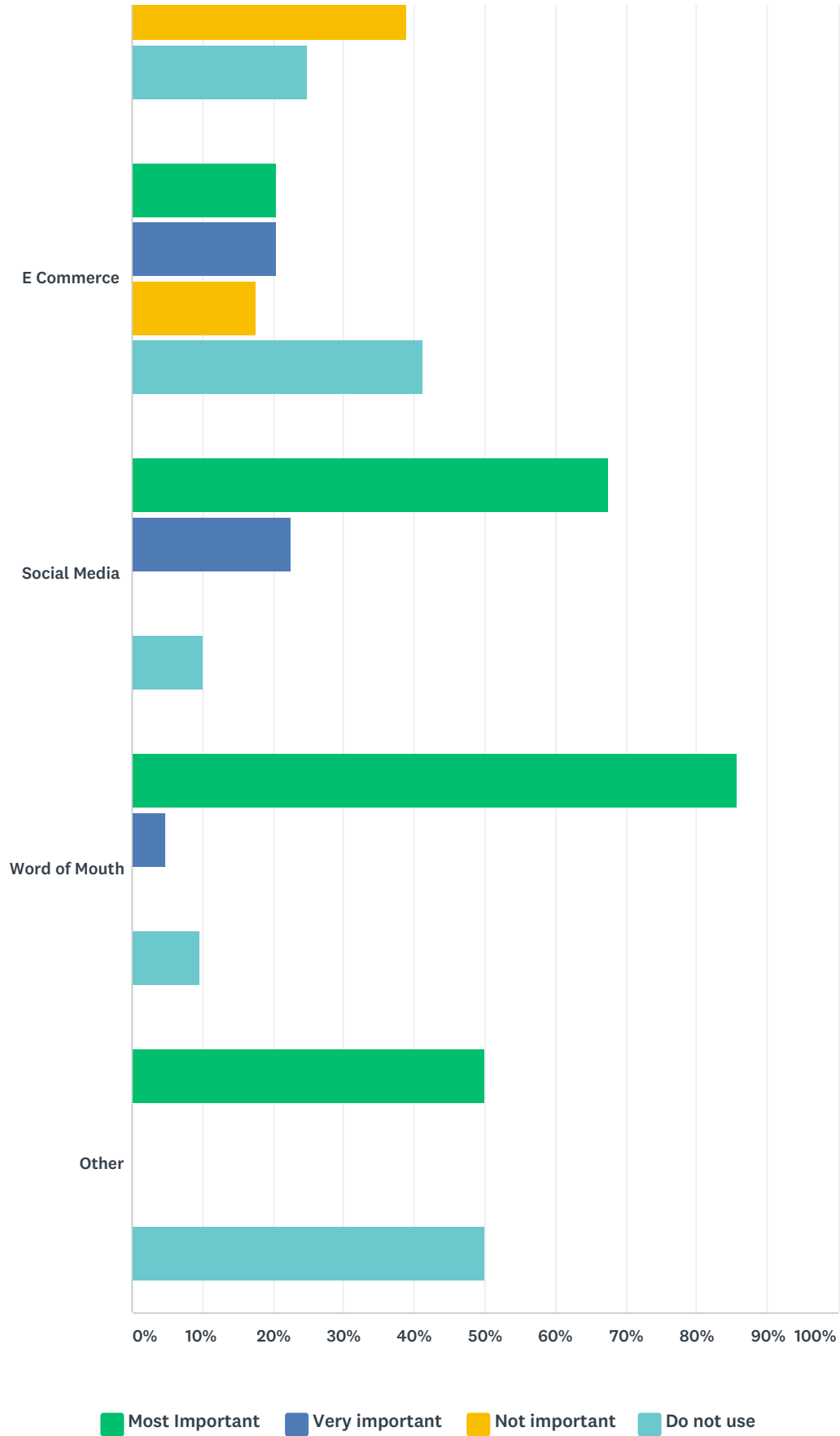
	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
Cloverdale Bed Races	0.00% 0	14.29% 6	19.05% 8	16.67% 7	50.00% 21	42	4.02
Cloverdale Market Days	0.00% 0	21.43% 9	26.19% 11	26.19% 11	26.19% 11	42	3.57
Cloverdale Chili Cook-off (At Clover Square Village)	9.52% 4	7.14% 3	33.33% 14	26.19% 11	23.81% 10	42	3.48
Ladies Night Out (late Nov.)	17.07% 7	7.32% 3	17.07% 7	17.07% 7	41.46% 17	41	3.59
Rodeo Parade	0.00% 0	2.38% 1	14.29% 6	7.14% 3	76.19% 32	42	4.57
Surrey Santa Parade of Lights (in Cloverdale)	2.38% 1	2.38% 1	11.90% 5	14.29% 6	69.05% 29	42	4.45

### Q11 What are the primary ways that you promote your business?

Answered: 42    Skipped: 7



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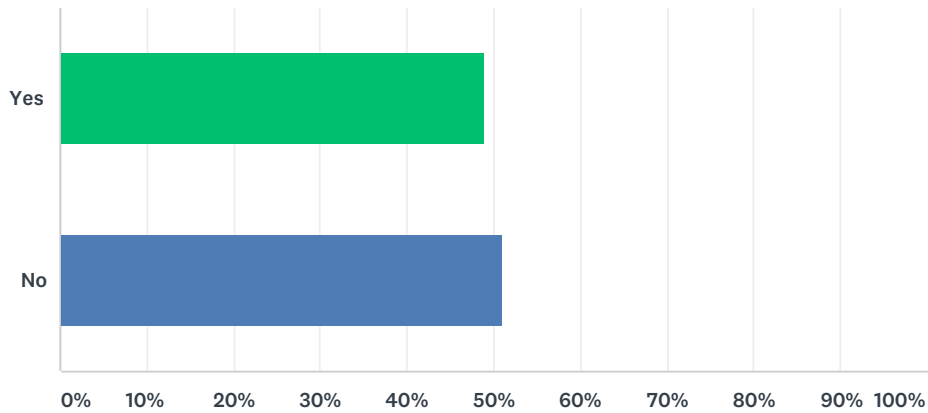
MOST IMPORTANT	VERY IMPORTANT	NOT IMPORTANT	DO NOT USE	TOTAL	WEIGHTED AVERAGE
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### Cloverdale BIA 2019 Member Renewal Survey

Television	2.94% 1	8.82% 3	5.88% 2	82.35% 28	34	4.56
Radio	2.94% 1	5.88% 2	11.76% 4	79.41% 27	34	4.59
Newspaper	11.11% 4	25.00% 9	38.89% 14	25.00% 9	36	3.42
E Commerce	20.59% 7	20.59% 7	17.65% 6	41.18% 14	34	3.38
Social Media	67.50% 27	22.50% 9	0.00% 0	10.00% 4	40	1.63
Word of Mouth	85.71% 36	4.76% 2	0.00% 0	9.52% 4	42	1.43
Other	50.00% 8	0.00% 0	0.00% 0	50.00% 8	16	3.00

### Q12 Is public transit sufficient for your employee needs?

Answered: 45   Skipped: 4

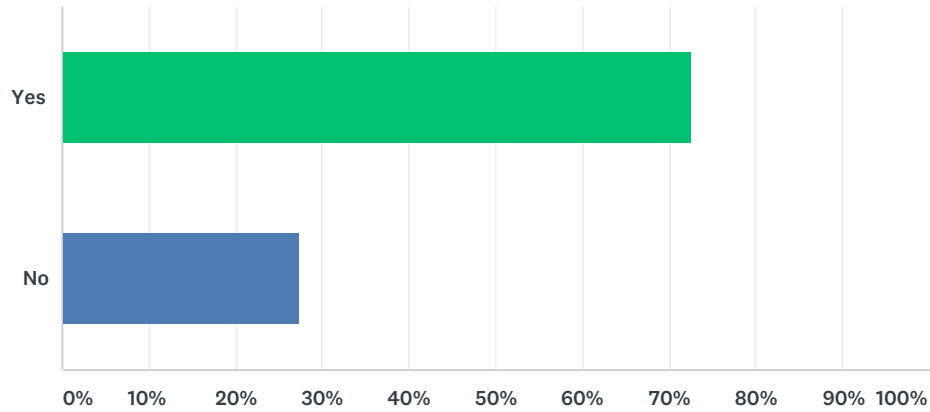


ANSWER CHOICES	RESPONSES	
Yes	48.89%	22
No	51.11%	23
<b>TOTAL</b>		<b>45</b>

### Q13 Do any of your customers use public transit to shop or get a service in the Cloverdale Town Centre?

Answered: 40   Skipped: 9

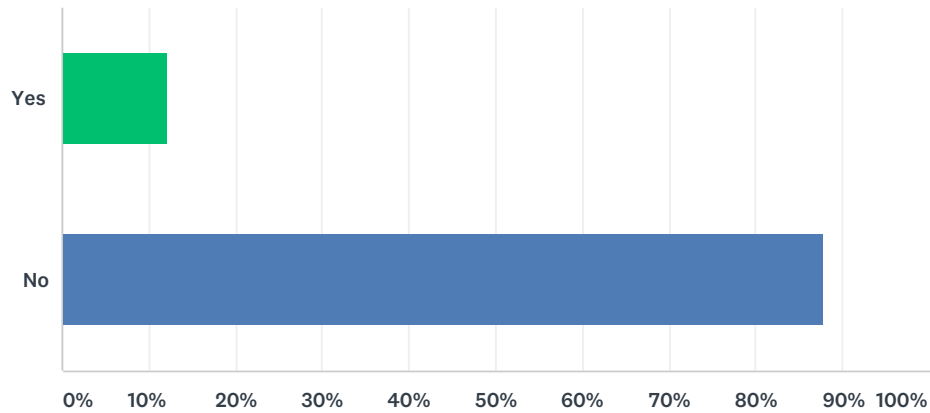
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ANSWER CHOICES	RESPONSES	
Yes	72.50%	29
No	27.50%	11
TOTAL		40

### Q14 Would you support a proposed 50 unit low barrier BC Housing Supportive Housing project (Modular Design) being built in the Cloverdale Town Centre in 2019?

Answered: 41 Skipped: 8

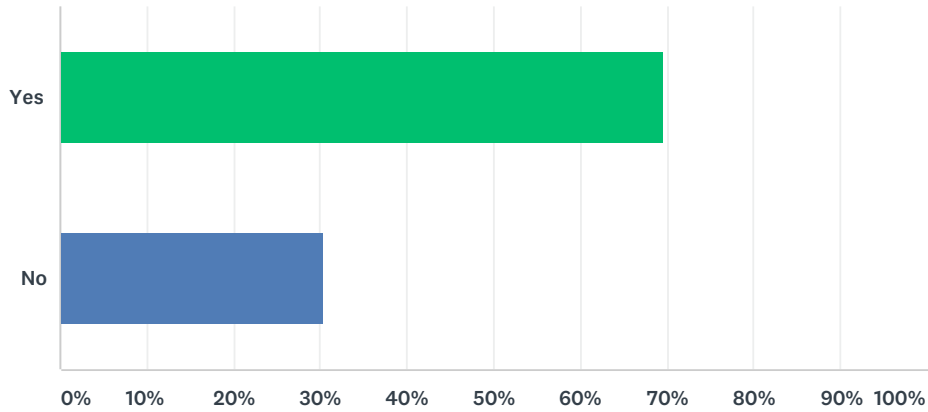


ANSWER CHOICES	RESPONSES	
Yes	12.20%	5
No	87.80%	36
TOTAL		41

### Q15 Is parking an issue for your customers?

Answered: 43 Skipped: 6

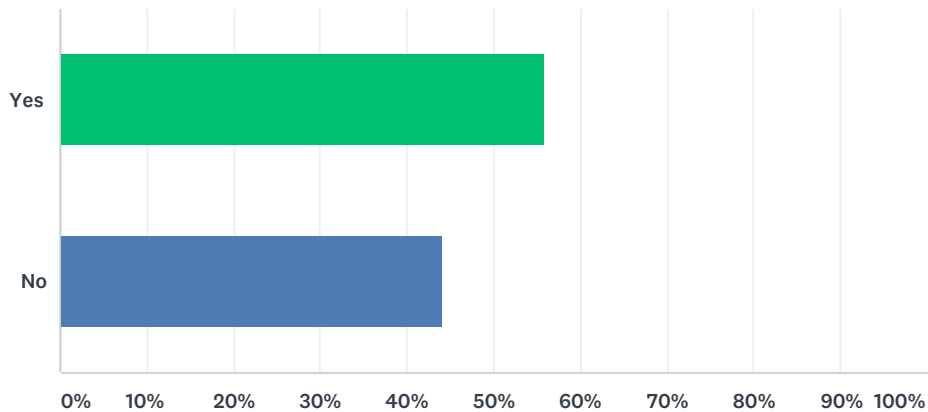
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ANSWER CHOICES	RESPONSES	
Yes	69.77%	30
No	30.23%	13
TOTAL		43

### Q16 Is parking an issue for your employees?

Answered: 43 Skipped: 6

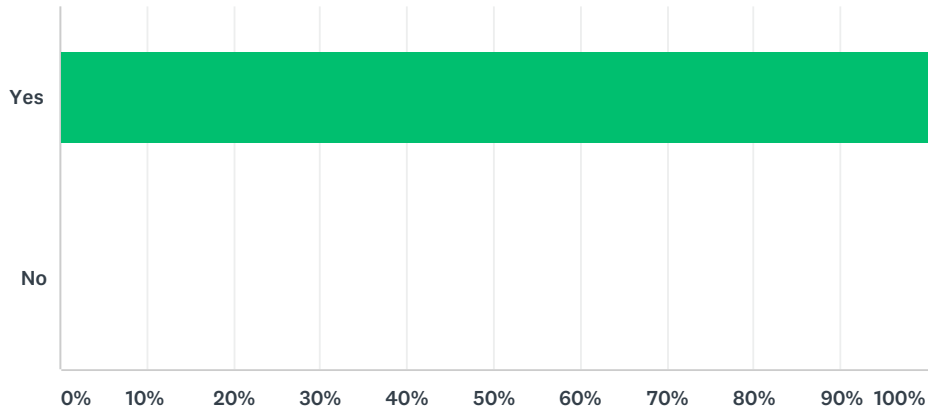


ANSWER CHOICES	RESPONSES	
Yes	55.81%	24
No	44.19%	19
TOTAL		43

### Q17 Do you support the Cloverdale BIA partnering with the City of Surrey to help modernize (added lighting, lane striping, landscaping) and improve public parking in the Cloverdale Town Centre?

Answered: 42 Skipped: 7

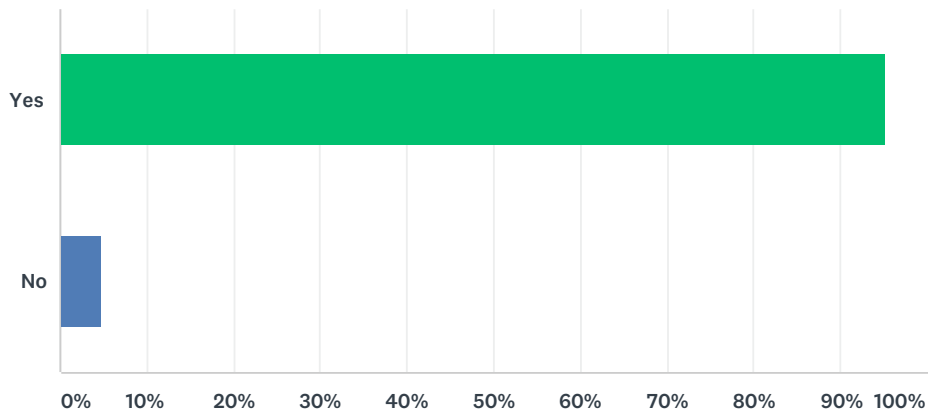
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ANSWER CHOICES	RESPONSES	
Yes	100.00%	42
No	0.00%	0
TOTAL		42

### Q18 Do you support filming in the Cloverdale Town Centre?

Answered: 42 Skipped: 7

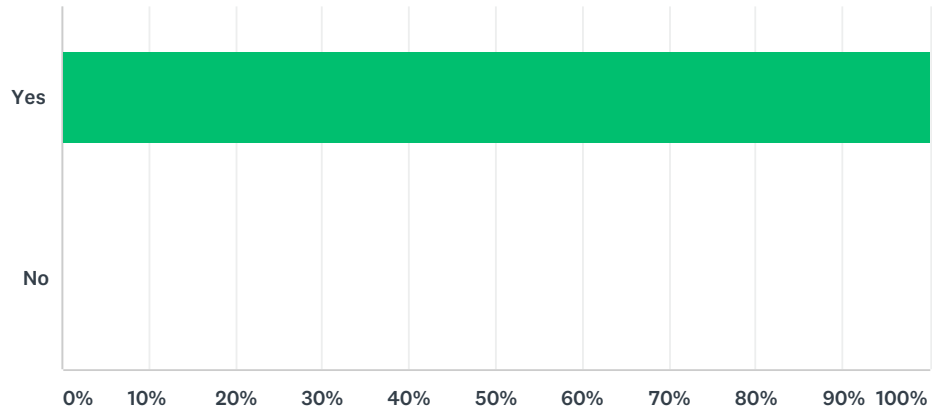


ANSWER CHOICES	RESPONSES	
Yes	95.24%	40
No	4.76%	2
TOTAL		42

Q19 The Cloverdale Business Improvement Association is asking Property Owners and Business Owners if they would support the renewal of the Association for a new 5 year term starting in 2020? (Cloverdale BIA started in 1995)

Answered: 43 Skipped: 6

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ANSWER CHOICES	RESPONSES	
Yes	100.00%	43
No	0.00%	0
Total Respondents: 43		