

NO: R167

COUNCIL DATE: November 23, 2020

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **November 18, 2020**

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

FILE: **0250-20**

SUBJECT: **Renewal of the Fleetwood Business Improvement Area**

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 Fleetwood Business Improvement Area (“Fleetwood BIA”);
2. Authorize the City Clerk to bring forward *Fleetwood Business Improvement Area Bylaw, 2021, No. 20176* (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 Fleetwood 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 2016, Council approved the initial Fleetwood BIA Bylaw No. 18640 creating the BIA. The current Bylaw expires on March 14, 2021. The Fleetwood 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. As part of the renewal, the Fleetwood BIA has also requested an additional two weeks to align their expiry date to the month end on March 31, 2026.

The area covered by the Fleetwood BIA is illustrated in Appendix “1” 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 November 2, 2020, (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 Fleetwood 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 Association subject to the requirements outlined in the *Community Charter* having been met. Based on the Extraordinary General Meeting (EGM) held by the Association on September 30, 2020, the board subsequently approved the following levy structure on November 2, 2020 for the next 5 years:

Year	Proposed Levy	% Increase
2021	\$225,000.00	0%
2022	\$225,000.00	0%
2023	\$236,250.00	5.0%
2024	\$248,062.00	5.0%
2025	\$260,500.00	5.0%

While the Fleetwood BIA does not intend to increase their levy in Year 1 and Year 2 (2021, 2022), they will be using carried over contingency funds as well as repurposing funds for programs cancelled or postponed as a result of the COVID-19 pandemic. These funds will allow the Fleetwood BIA to increase program spending during these initial two years.

From Year 3 to Year 5 (2023, 2024 and 2025), the Fleetwood BIA has proposed a tax levy increase of 5.0% per year. The proposed levy increase will be spent to maintain existing operations to support businesses during Skytrain construction as well as on a feasibility study for the Fleetwood BIA to expand their current catchment area eastward to include class 5 & 6 properties around the proposed 166 street / Fraser Highway Skytrain Station node.

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 120 property owners at the time of survey in the designated area for the purpose of survey outreach.

Membership Outreach	
Survey	
Mail	112 property owners
Email	80 property owners, 300 businesses; 12 reminders
Newsletter	6 separate posts
Social Media Posts	12 posts
Phone & In person	2 staff member made 300 in-person visits to businesses
Extraordinary General Meeting Notification	
Mail	112 property owners
Email	80 property owners, 6 reminders
Newsletter	6 separate posts
Social Media Posts	12 posts

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

Overall, the Association received 49 completed surveys (representing 13.9% of the Association membership) and 96% of 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 32 attendees (representing 27 businesses and 8 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 have no concerns.

Legal Services

Legal Services has reviewed this report and has no concerns.

SUSTAINABILITY CONSIDERATIONS

The renewal of the Fleetwood 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 Fleetwood BIA for a further five-year period from March 2021 to March 2026.

Donna Jones
GM, Investment & Intergovernmental Relations

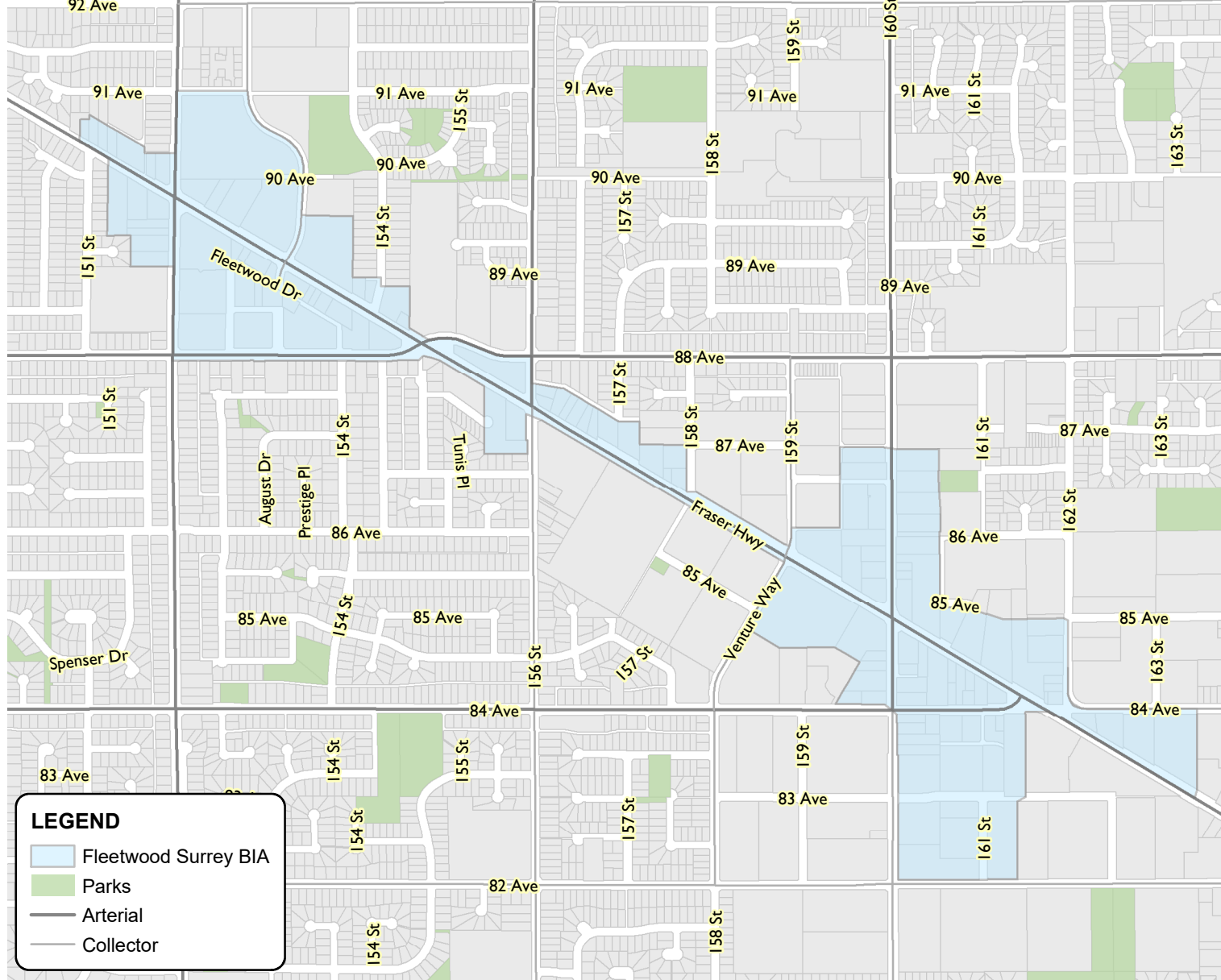
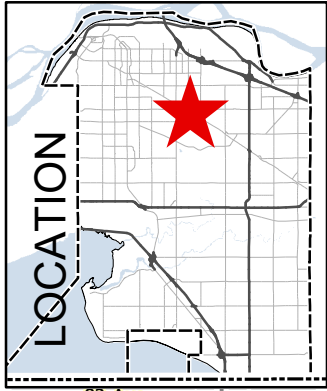
Attachments:

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

Appendix "II": Letter, dated November 2, 2020, from Fleetwood Business Improvement Association

Appendix "III": Draft *Fleetwood Business Improvement Area Bylaw, 2021, No. 20176*

Appendix "IV": FBIA Renewal Package



LEGEND

- Fleetwood Surrey BIA
- Parks
- Arterial
- Collector

Produced by GIS Section: 09-Oct-2020, JJR



Fleetwood Town Centre BIA

Scale: 1:14,000

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.



November 2, 2020

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

Re: Fleetwood BIA 5 Year Renewal 2021-2026

Dear Mayor and Council,

The Fleetwood BIA Board of Directors, based on the very positive results of our EGM and a member survey conducted from July to September of 2020, seek the Council Initiative process for a new 5 Year Renewal of the Association starting in March 2021 to March 2026.

The Fleetwood BIA was first approved in 2016 to operate for five years. The current term will expire on March 14, 2021. In 2020, we invested in initiatives to keep the community safe and attractive and in programs and marketing campaigns that drive customers to businesses.

The Fleetwood BIA began the renewal process in early summer 2020 by hand delivering 300 renewal package and survey packages to 300 of the 350 available property owners and businesses in the catchment area and also connected via email, our newsletter and on social media. The survey link was emailed, shared on social media weekly from August 10 and was available until 12pm September 30, 2020. The Survey link will remain available through the end of 2020 as we continue to solicit feedback.

We then mailed an EGM notice, the renewal package and survey on September 3, 2020 to all 120 property owners. At the virtual EGM on September 30, 2020, 22 owners representing 34 businesses which are 19.6% of the property owners supported the BIA renewal. In the Board of Director's opinion, the attendance at the EGM was below average due to uncertainty of COVID 19.

The EGM achieved quorum, with 32 people attending (representing 27 businesses and 8 property owners). The members voted unanimously to support the renewal of the Association. The Fleetwood BIA Executive Director also presented a 5 Year Strategic Plan that addresses key priorities which are detailed in the renewal document.

The Fleetwood BIA consulted with the City of Surrey on the renewal and made the decision to not increase the levy would in years one (1) and two (2) but an increase of 5% in years 3, 4 and 5 to correspond with the construction of the proposed SkyTrain and large developments along the Fraser Highway corridor which will bring new businesses into the BIA boundaries.

The proposed levy structure is shown below with no increases during the first two (2) years and is laid out as:

Year 1 2021	\$225,000	No Increase
Year 2 2022	\$225,000	No Increase
Year 3 2023	\$236,250	5%
Year 4 2024	\$248,062	5%
Year 5 2025	\$260,500	5%

In addition, the Fleetwood BIA presented annual draft budgets from 2021 through to 2025 that was also approved unanimously by the membership.

Fleetwood will be going through major changes over the next 5 years, including the construction of four (4) or more major residential / commercial developments and three (3) proposed SkyTrain stations. Our role will evolve to include working with key stakeholders to mitigate construction challenges and support our membership along with any new commercial and retail developments that happen in our catchment area.

Yours truly,



Sandeep Gill
Fleetwood BIA President



Dean Barbour
Fleetwood BIA Executive Director

CITY OF SURREY

BYLAW NO. 20176

A Bylaw to establish the Fleetwood 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 "Fleetwood Business Improvement Area Bylaw, 2021, No. 20176"
2. For the purpose of this Bylaw:

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

“City” means the City of Surrey.

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

“Fleetwood 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 Fleetwood Business Improvement Area.

4. City Council hereby approves a grant to the Association of an amount not exceeding two hundred and twenty-five thousand dollars (\$225,000) in Year 1 (2021). The amount shall increase year over year as follows:

(a)	Year 2	2022	\$225,000
(b)	Year 3	2023	\$236,250
(c)	Year 4	2024	\$248,062
(d)	Year 5	2025	\$260,500

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 Fleetwood 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 Fleetwood 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 Fleetwood 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 1st in each year, a budget for the purpose of the Business Promotion Scheme based on a fiscal year commencing April 1st 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 Fleetwood 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 Fleetwood 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 Fleetwood 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 15th in each of the years 2022, 2023, 2024 2025 and 2026, 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, 2026.

PASSED FIRST READING on the ___ day of November, 2020.

PASSED SECOND READING on the day ___ of November, 2020.

PASSED THIRD READING on the day ___ of November, 2020.

NOTICE OF INTENTION

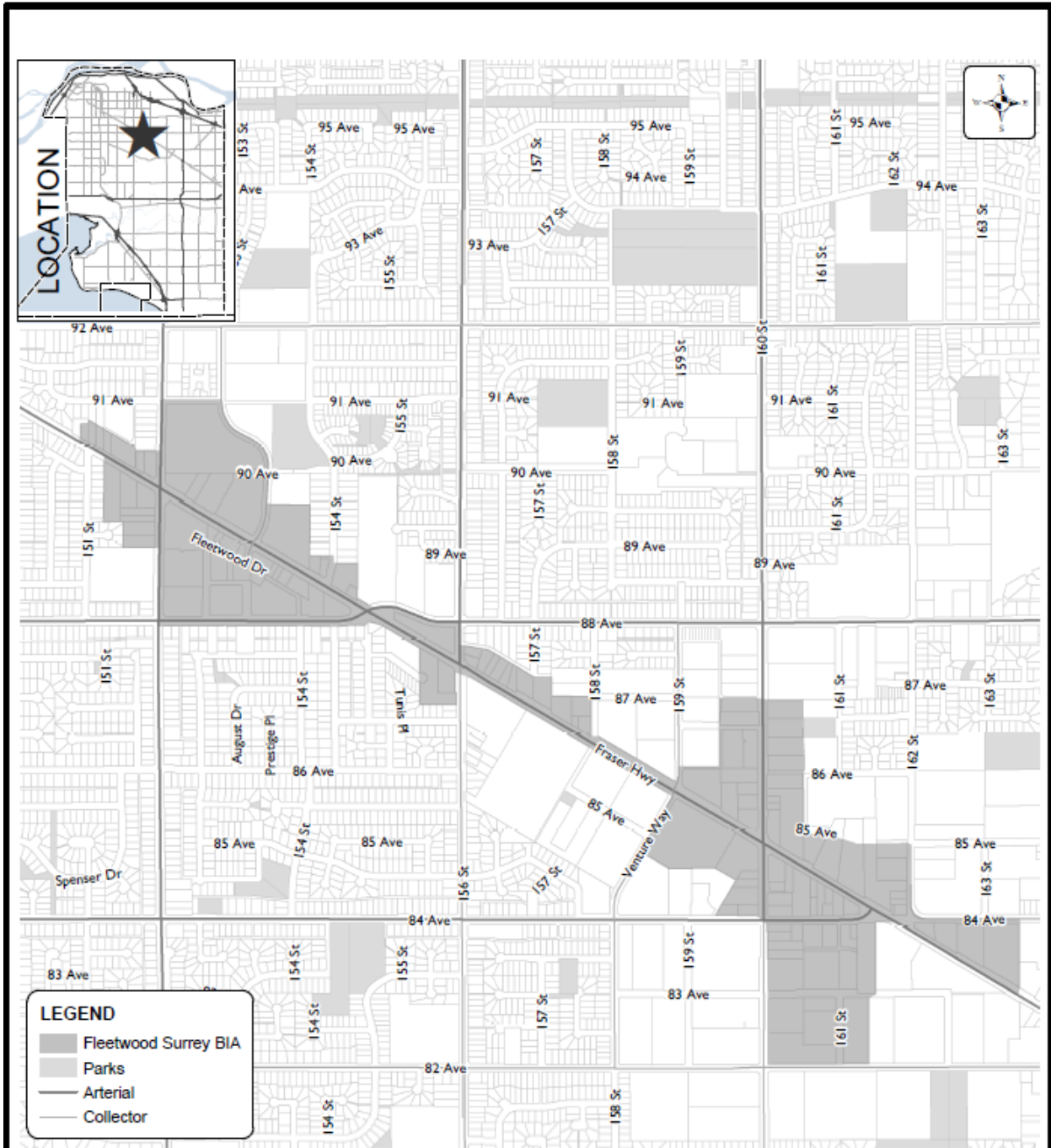
ADVERTISED on the day ___ of January, 2021 and the ___ day of January, 2021.

RECONSIDERED AND FINALLY ADOPTED, signed by the Mayor and Clerk, and sealed with the Corporate Seal on the _____th day of _____, 2021.

_____MAYOR

_____CLERK

FLEETWOOD BIA BYLAW SCHEDULE "A"



Produced by GIS Section: 09-Oct-2020, JJR



Fleetwood Town Centre BIA

Scale: 1:14,000 0 140 M

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.

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**FLEETWOOD 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 Fleetwood 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 Fleetwood 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 Fleetwood 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.



Fleetwood BIA 2021 Renewal

Looking at the Past, Present & Future!

Fleetwood Business Improvement Association

#203 – 15957 84th Avenue, Surrey, BC V4N 0W7

Tel: 778.564-1595 Email: info@fleetwoodbia.com

www.fleetwoodbia.com

Fleetwood Business Improvement Association (FBIA) Renewal 2021

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

Within a specific Bylaw, the City of Surrey collects a levy from all class 5 and class 6 commercial property owners within the Business Improvement area, and forwards the entire amount to the Fleetwood Business Improvement Association (FBIA) to fund business improvement initiatives. During the past five years, initiatives include:

- 1) Public Safety & Security Programs
 - a. Project IRIS Security Grants
 - b. Crime Watch Patrols, Lock Out Crime
 - c. 2020 Night Patrol Study
- 2) Area Enhancement
 - a. Graffiti and illegal dumping reporting & removal, business façade improvement grants,
 - b. Cleaning or reporting unsightly properties and supporting the BIA Clean Team
- 3) Shop Local Campaigns
 - a. Open4Business in Fleetwood - assists businesses with connecting with old and new customers through online and traditional ad and media marketing support.
- 4) Marketing Support for Businesses
 - a. Fleetwood Deals APP to assist businesses with connecting with new customers
- 5) Special Community Projects & Events
 - a. Fleetwood Festival and Movie Night in Fleetwood sponsor
 - b. "Love Where You Live" Day in Fleetwood
 - c. Conserving over 100 years of heritage property
- 6) Advocacy
 - a. Hosting meetings and open houses on topics like the new Land Use and Town Centre plans, TransLink & SkyTrain updates, EV Charging station study, a 2019 Market Study that inventories all business in the catchment area and the Fleetwood 2028 plan

The Fleetwood BIA was first approved in 2016 to operate for five years. The current term will expire on March 14, 2021. The Fleetwood BIA annual levy currently totals \$225,000. In 2020, we invested close to \$190,000 into initiatives to keep the community safe and attractive and in programs and marketing campaigns that drive customers to your businesses. As of August 31, 2020 The BIA has \$48,986 in chequing, \$65,239 in savings and \$350,000 in two cashable GICs.

As seen in the current and proposed future budgets, we will invest more money than the allotted annual levy as a result of a large contingency due to lack of spending in the first two years of the 5 year plan. The Board of Directors is proposing no budget increases in year 1 (2021) and year 2 (2022) but is recommending a 5% increase for years 3 and 4 and in year 5, another 5% to assist with the renewal process and the potential of a catchment area expansion to the 166 / Fraser Highway Skytrain Station node.

Fleetwood will be going through major changes over the next 5 years, including the construction of four (4) or more major residential / commercial developments and three (3) proposed SkyTrain stations. Our role will evolve to include working with key stakeholders to mitigate construction challenges and support our membership along with any new commercial and retail developments that happen in our catchment area.

Board of Directors 2020

President - Sandeep Gill
Keystone Law Group

Vice President - Bryan McIntosh
Prospera Credit Union

Secretary - Dr. Clifford Thai
Fleetwood Chiropractic

Director - Amrit Bath
Basant Motors / Property Owner

Director - Timothy Coffey
Harbourside Property Management

Director – Jon Lopes
Fleetwood Development Corp

Director – Matt Brandon
Fleetwood Family Law

Richard Louie
Property Owner

Fleetwood BIA Staff

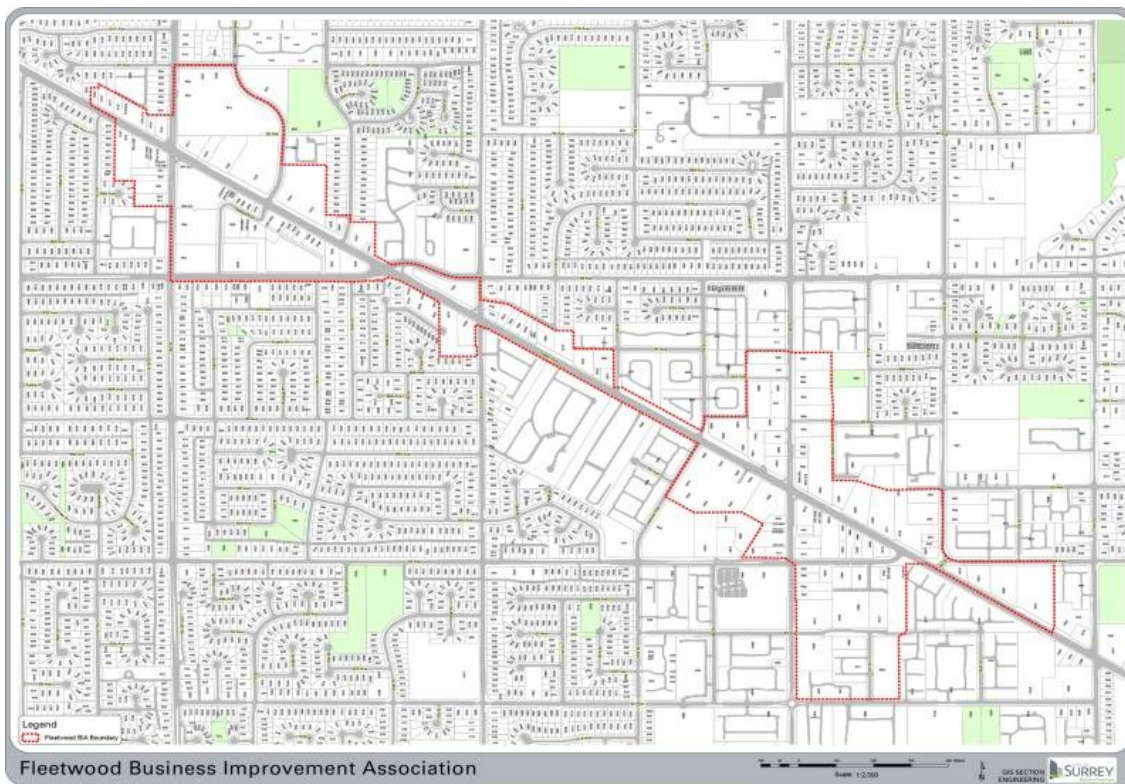
Dean Barbour - Executive Director

Robyn-Mae Deang – Events & Marketing Coordinator

The Fleetwood Business Improvement Association

The Fleetwood Business Improvement Association (FBIA) represents businesses along the Fraser Highway corridor from 152 Street to 164 Street. Currently, the Fleetwood BIA represents about 120 property owners and about 350 businesses representing retail, food service, health and wellness, personal services, light commercial and auto sales and service.

During the COVID 19 Pandemic, 75% of Fleetwood businesses, in our catchment area, were deemed essential.



The Fleetwood BIA

Our Mandate:

- Create a strong and unique brand for the Fleetwood Business District
- Create Marketing campaigns that drive customers to Fleetwood businesses
- Implement an Area Enhancement strategy
- Implement Safety and Security programs that protect businesses, their employees and customers
- Initiate and promote Community Events
- Advocate for Fleetwood businesses to all levels of government

We are actively involved in land use and town centre planning initiatives with the City of Surrey, and will continue to work closely with all levels of government to ensure that community interests are well represented. This includes advocating for needed public amenities and physical improvements, and providing input on municipal policies, regulations and proposed development applications in and around the Fleetwood business district.

Fleetwood – A Thriving Business Community

Surrey is the second largest city in BC with a 2016 population of 518,000 residents and has the largest developable land base in the Lower Mainland. Surrey has six (6) unique and distinct town centres with Fleetwood being the smallest in population with 66,000.

Considered a bedroom community for decades, Fleetwood has a self-sustained economy with 49% of its residents working within 30 minutes of their homes. About 15% currently use public transit with most trips ending in other parts of Surrey, including Surrey Memorial Hospital, City Centre and Guildford.

Less than 14% of Fleetwood residents commute more than 60 minutes to work. Those commuters include trades persons, who travel to locations around the entire Greater Vancouver area, and workers who commute to well-paying jobs in Burnaby, Vancouver, New Westminister, Richmond and east, up the Fraser Valley to Abbotsford and Chilliwack.

85% of businesses are significantly supported by the local community with most customers living or working within a 2KM radius of the businesses they shop loyally at in Fleetwood. Fleetwood does not have a true anchor destination business or big box store like a Costco or Wal-Mart but does have a number of businesses that do attract customers from around Surrey and in some cases, the region.

Each year we inventory and track all property owners and member businesses to update their key contacts as well as track new business openings, business closures and commercial and retail vacancies.

In 2020, there were 350 businesses in the BIA catchment area with 20 businesses just on the outer perimeter of the catchment area and about 300 home based businesses in the immediate area, totalling over 5000 jobs.

In our initial Fleetwood 2028 survey, residents were quite satisfied with the grocery and dining options but the main concerns were a lack of sit down family or franchised type restaurants (e.g. Red Robin, Denny's), clothing and shoe retailers, and home furnishings, though JYSK and Rona are in Fleetwood, but not in the current BIA catchment.



While we expect there to be a lot of new residential and commercial development in the next five (5) years, only two (2) properties have opened with new business tenants since 2019.

Service businesses make up almost half (49%) of all businesses in Fleetwood, and Fleetwood is home to all the main banking / credit union store fronts as well as over 60 quick serve (fast food) restaurants and coffee shops, including all the national brands like Tim Horton's, Starbucks and McDonalds. Currently, Ricky's All Day Restaurant, De Dutch and Boston Pizza are the only branded sit down food service businesses with Denny's opening in 2020.

Fleetwood also hosts a hotel (Comfort Inn & Suites), Community Centre, Surrey Sport & Leisure, two (2) heritage buildings, eight (8) primary schools and three (3) high schools.

The COVID 19 Pivot – 2020 Review

The Fleetwood BIA entered 2020 with a positive attitude, fresh new ideas and an understanding that Fleetwood and Fraser Highway would be going through major changes in the coming years.

In the early stages of the COVID 19 Pandemic, we postponed and cancelled a number of marketing initiatives that were to support business. Once cancelled, the Board of Directors voted unanimously to move funds from the canceled projects and the team created and implemented a comprehensive "Open4Business" marketing campaign to highlight that 75% of Fleetwood businesses were deemed "essential" and were open.

The campaign encouraged locals to stay home and shop local to support the local economy and to share positive stories about Fleetwood's small business successes.

We did interviews, podcasts and jingles on PULSEFM, JR Country, CKNW (English), SF Broadcasting (Punjabi), ads in the Surrey NOW Leader and used direct mail and social media to support both Phase 1 and Phase 2 business openings connecting Fleetwood residents to businesses and encouraging them to shop and stay local.

APRIL 2020

OPEN 4 BUSINESS
 IN FLEETWOOD

RESTAURANTS
Currently offering take-out, delivery or curbside pickup

- Al & Jan's Fish & Chips
- Asia Restaurant
- Assini's Greek Restaurant
- Bharat Sweets and Restaurant
- Chef's Kebab
- Cuatro Coffee
- D Hut Pizza
- Dae Ji Cutlet Restaurant
- Diamond Sweets and Restaurant
- Edith + Arthur Pub
- Finest Cup Coffee
- Fleetwood Sushi
- Fraserview Meats
- Garcha Bros Meat Shop and Poultry
- Gillanders Wine Cellar
- Great Pizza
- Holy Taco
- Jerusalem Grill
- Non Stop Pizza and Curry House
- On Yuen Chinese Restaurant
- Panago Pizza
- Papa Joe's Pizza
- Pho 99 Noodle House
- Pink Lotus Pho
- Ricky's All Day Grill
- Royal Oak Restaurant
- Saini Sweets and Restaurant
- Soboya Sushi
- Sofi's Shawarma and Donair
- Sunny Dragon Restaurant
- Tagwa Foods
- Tobiko Sushi
- Top in Town Curry and Pizza



Download the Fleetwood Deals App and learn who is Open 4 Business in Fleetwood. Visit the App regularly to get the latest updates. Visit fleetwooddeals.com to download App.

ADDITIONAL BUSINESSES
Currently offering services in Fleetwood

LIMITED SERVICES

- Applewood Kia Surrey
- Applewood Nissan Surrey
- All Critters Animal Hospital
- Basant Motors
- B&W Insurance
- Bosley's Pet
- Budget Brake and Muffler
- CarCraft Auto Repair
- Connect Hearing
- Dollarama
- Easy Financial
- Fleetwood Family Eye Care
- Fleetwood Remedy's
- Rx Pharmacy
- G&F Financial
- Kal Tire
- Keystone Law Group
- Mainland Animal
- Emergency Clinic
- Medicine Shoppe Pharmacy
- MinIt-Tune and Brake
- Money Mart
- Mr. Lube
- Murrick Insurance
- Rona
- SM Accounting Group
- Nanyang Supermarket
- Surrey Honda
- UPS Store
- Wagging Tales Pet Food, Supplies & Grooming
- Westland Insurance
- Premiere Tires and Wheels
- Benjamin Moore Paints
- CosmoProf
- GNC Supplements
- Reflex Supplements
- Sherwin Williams Paint



[GET IT ON Google Play](https://play.google.com/store/apps/details?id=com.fleetwooddeals)

[GET IT ON the App Store](https://apps.apple.com/ca/app/fleetwood-deals/id1488888888)

ONLINE CLASSES

- Better Body Fitness
- North Surrey 30 Minute HIT
- She's Fit
- SpinHouse Cycling Studio

DON'T SEE YOUR BUSINESS HERE?
Contact your Fleetwood BIA with current status of your business. Email us at info@fleetwoodbia.com or call 778-564-1595.



Please only visit businesses offering limited in-person services if absolutely necessary, and only if you are not sick and have not been around anyone else who is sick.

www.fleetwoodbia.com





This campaign recently won a BIABC “Excellence” Award. The campaign was also nominated for an award from the Surrey Board of Trade.



IMPORTANT! What We Learned About Fleetwood Businesses in a Pandemic

- 1) When the state of emergency was declared in March most businesses temporarily closed but once the “Essential Business” list was made available 75% reopened with modified or limited restrictions.
- 2) When Phase 2 was announced, almost all Fleetwood businesses reopened with guidelines on social distancing and strict cleaning measures.
- 3) To our knowledge, no Fleetwood business has closed for good due to COVID 19 but we do know that there are a number that are struggling.
- 4) Of the 58 restaurants in Fleetwood which includes coffee shops, cafes and fast food, only two (2) (Prairie and De Dutch) closed for the duration of Phase 1 but have since reopened.
- 5) Some smaller restaurants reduced hours of operation, staff and menu options and actually were able to still breakeven and serve their customers.
- 6) About 20% of businesses do not have an online or social media presence.
- 7) Because 75% of businesses in Fleetwood are service based, selling products online was not a viable option for most.
- 8) Product based businesses moved quickly to offer online sales and curbside pickup. This included restaurants, paint stores (Sherwin Williams), and laundromats, which changed to offer drop off services only.
- 9) Grocery, alcohol and pet food sellers saw heavy spikes in sales early in the pandemic. While grocery and alcohol sales continued to grow into May and June, pet sales dropped heavily after the “hoard buying” sprees early in the pandemic.
- 10) No restaurant opted to apply for the Parking to Patios license. Most restaurants offer drive-thru service or do not have the public/private outdoor space to make it work.

Marketing & Promotions

Our **Fleetwood Deals APP** is our most popular customer focused project that we have introduced into the market. Through online and traditional advertising, we encouraged Fleetwood residents and business employees to easily sign up and download the APP for monthly coupon style discounts that drive customers to local businesses. We also rent a large space in the Sports & Leisure Centre that promotes the Fleetwood Deals App to people attending the ice rink and swimming pools.

The promotion is free for our member businesses to advertise their deals in this campaign, and as of June 2020, there have been almost 1000 downloads of the APP and over 60 deals available.

Promoting and marketing our members is a large part of our mandate and we annually invest in a **“Discover Fleetwood”** two page spread in Tourism Surrey’s “Explore Surrey” Guide. 45,000 guides are distributed all around the city in hotels, recreation centres, libraries, businesses, and numerous local events. Dozens of businesses benefited from this free promotion.

Events & Community

Recognizing that it would be extremely difficult for the FBIA to host large scale events due to a lack of public space in Fleetwood, the Board agreed to partner with the Fleetwood Community Association and be a major sponsor of the annual **Fleetwood Festival**. Since becoming a partner, businesses make up almost half of the exhibitors and more inquire each year.

In 2018, we leveraged our participation in the Fleetwood Festival, and added an annual **Movie Night in Fleetwood** in Francis Park on the same evening as the Festival. In 2019, hundreds of guests camped out, on blankets, with complimentary hot chocolate and popcorn as E.T. The Extra Terrestrial was shown in high definition, on a 30 foot scene. It was truly a great day for the Fleetwood Community and our sponsor businesses.

In November 2019, we launched two (2) NEW campaigns that picked up media support both locally and provincially. Our **Santa4 Seniors** campaign had us partner with Revera Seniors Living to provide locally purchased gifts to over 110 seniors in the community that did not have family in the region.

Our **Holiday BINGO** event engaged over 30 different businesses in a BINGO game where shopping local and donating food bank items gave any person a chance to win great prizes.

All our 2019 campaigns connected over 120 small businesses to new customers and offered the opportunity for these businesses and their employees a chance to do volunteer and community outreach to build their own brands and get new customers.



Additionally in 2019, we were active in hosting six (6) open houses where we solicited feedback about our Fleetwood 2028 plan, shared important information about the new Surrey Langley SkyTrain Project, and participated in public hearings for large, mixed use developments in the FBIA catchment area.

Public Safety Strategy and Grants

One of the more important mandates for any BIA is the safety and security of its member businesses, their employees and their customers. Concerns like snow and graffiti removal, property crime, theft, loitering / panhandling and loss prevention are all areas where we can be an asset for the membership.

In larger BIAs with distinct downtown cores, social service offices, supportive housing, homelessness and crime tends to be higher, causing a larger portion of these BIA's budget to be spent in public awareness, patrols and crime prevention. In some cases it's as high as 40% of their annual budget.

Historically, Fleetwood has been a safe community and the RCMP crime statistics support this statement. The FBIA invests 10% of our annual budget into initiatives that support crime prevention including partnering with Surrey Crime Prevention who, provide foot patrols around the Fleetwood BIA catchment. In 2020, the BIA commissioned a ***Night Watch Study*** where we hired a reputable security company to monitor and observe Fleetwood at night (11PM to 6AM) for 21 days in June.

The 35 page study yielded a number of startling results, including a small homeless group, people living in vehicles in parking lots, minor drugs dealing and loitering. The report was passed to the RCMP and they are working on their response to our study which should be available in September. These two (2) reports and RCMP crime statistics will allow us to use the data to maximize future programming and investment which could include expanded patrols in the evening and weekends.

In 2018, we created a ***FBIA Security System Camera Grant*** that aligned with the ***RCMP's Project IRIS***. This program allowed businesses to apply for matching funds (up to \$2500) towards security camera additions and upgrades in and on businesses in the Fleetwood BIA catchment. These cameras must be outwards facing towards parking lots and roadways. In a project funded in 2019, two (2) cameras installed on one building could actually watch over 20 local businesses in the same complex and has been used to collect evidence of crimes in the area. To qualify for these grants, the applicant must register their cameras with the RCMP's Project IRIS.

Area Enhancement Strategy & Grants

Making Fleetwood businesses look inviting and safe is at the core of our ***Area Enhancement Strategy***. Working with businesses, we offer up to \$1000 in grant money for small upgrades or improvements like new paint, signage and landscaping. We are actively looking at a graffiti program for the entire catchment area to assist with the costs and time it takes to report and cover.

Placemaking and public art are also on the agenda and we are working with the City of Surrey on a Walk Art Tour and on identifying places where public art and parklets would be welcomed by our members.

The BIA is also working closely with the Fleetwood Community Association on a plan to open a Heritage / Museum / Cenotaph / Events space near the Sports & Leisure Centre. A project like this will provide Fleetwood with a much need asset that will bring new customers to Fleetwood from all over the region.

The BIA Clean Team

In June 2019, we approached Milieu Family Services about a pilot program that would have the BIA hire six (6) of their clients to patrol and clean the two BIA town centre areas at Fraser Highway and 152nd (Tuesdays and Thursdays) and Fraser Highway and 160th (Mondays and Wednesdays) from July through September.

It was so successful that we planned to expand the program through October but due to COVID 19, the program was postponed. We expect to expand the project in 2021 and to have it start in April and go through October.



Clean Up 2019 - 2020

Each year we identify properties that need a little TLC. In 2019, Mayor Doug McCallum, Jagrup Brar (MLA) and Ken Hardie (MP) joined the Fleetwood BIA and the FBIA Clean Team to do a massive upgrade to a derelict property in Fleetwood’s Town Centre. The work eliminated garbage and overgrown shrubbery, making the tenants feeling safer and their properties more inviting to their customers and clients.

In the summer of 2020, 3 businesses applied for the Area Enhancement grant and combined their efforts and funding to complete a large 4 day clean-up of a problem area that borders Savon Foods, Petro Canada and Budget Brake & Muffler, near 152 Ave and Fraser Highway. The event was covered by the Surrey NOW Leader and shared, with much support, on social media pages and online groups.



Planning for Fleetwood 2025

With the plan to expand the Fleetwood Town Centre and increase densities along Fraser Highway and around the three (3) proposed SkyTrain stations, the Fleetwood BIA completed a **2019 Market Study** which inventoried all the businesses, identified properties that could be redeveloped short and long term and also identified businesses that could be most impacted by redevelopment and SkyTrain construction of stations and guideways. As a result of the pandemic, an updated 2020 Post COVID 19 Market Study will begin in October 2020.

Our goal for the next five (5) years is to continue offering the programs and initiatives that we have provided in the past five (5) years, and support and advocate for Fleetwood businesses. Building on the successes of our current programs and initiatives, the Fleetwood BIA will add new marketing campaigns to support some niche business sectors, including campaigns like;

- 1) Winterize or Summerize Your Vehicle - Auto
- 2) New Year's Resolution – Health & Wellness
- 3) Spring Fling w/ Valentine's Day and Mother's Day – Beauty, Health & Wellness

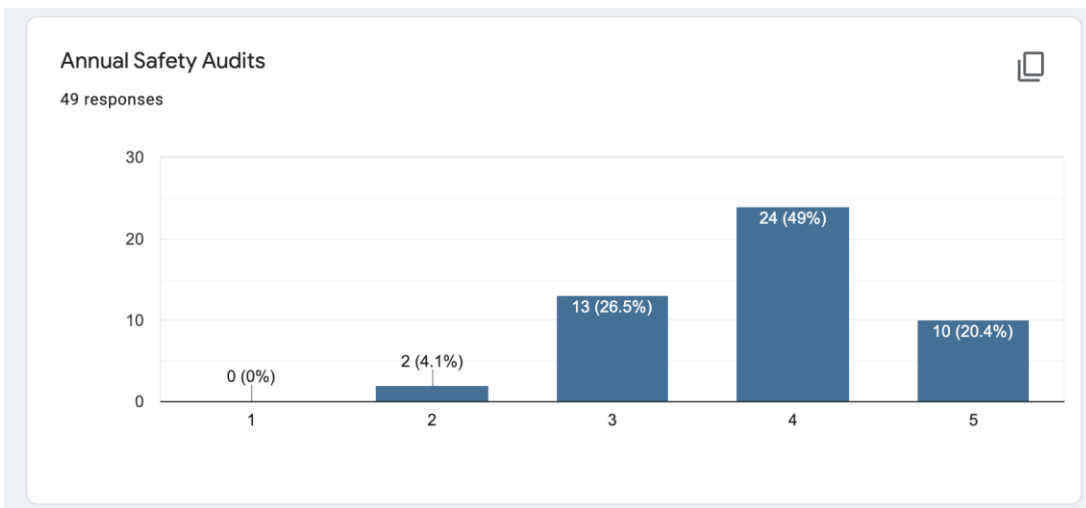
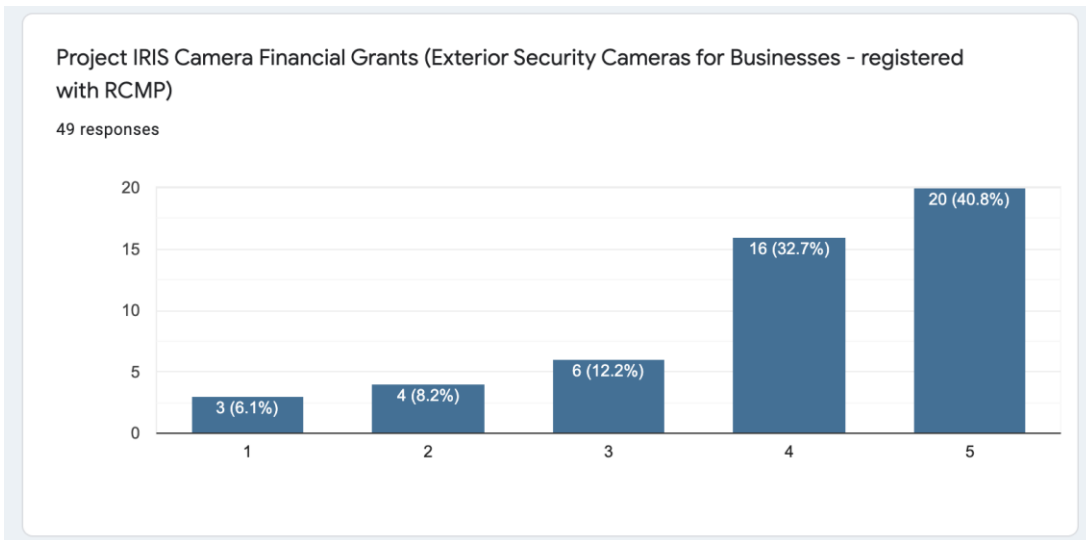
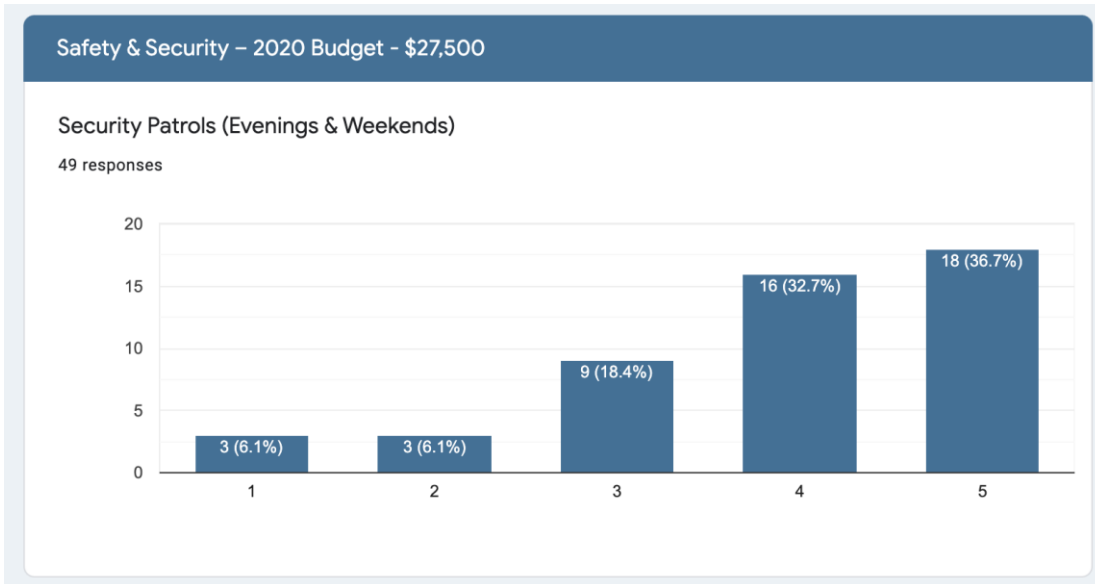
We will also look into creating a restaurant guide with video and social media support, adding a second movie night in June, and a Christmas Town in Fleetwood project that brings Santa to Fleetwood. A Fleetwood specific insert guide in the Surrey NOW Leader is also being budgeted for 2021.

A new part of our role will be to assist the stakeholders such as the City of Surrey, TransLink and the development community by bringing awareness to projects in a timely manner while helping to mitigate challenges associated with construction such as road closures, sidewalk and driveway blocking and noise.

Though we do not have distinct timelines in place, we are in constant discussion with these stakeholders and will plan our budgeting and programming accordingly.

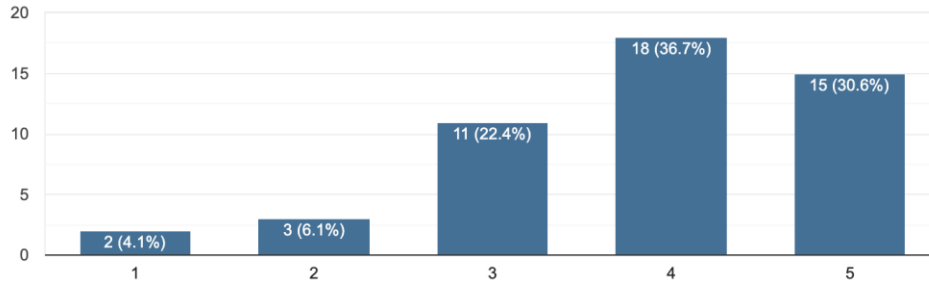


Survey participants were asked to set their priorities for the next 5 year term, 2021-2026, from 1-5 (1 being of least importance, 5 being the most important.)



Emergency Preparedness Toolkits for Businesses

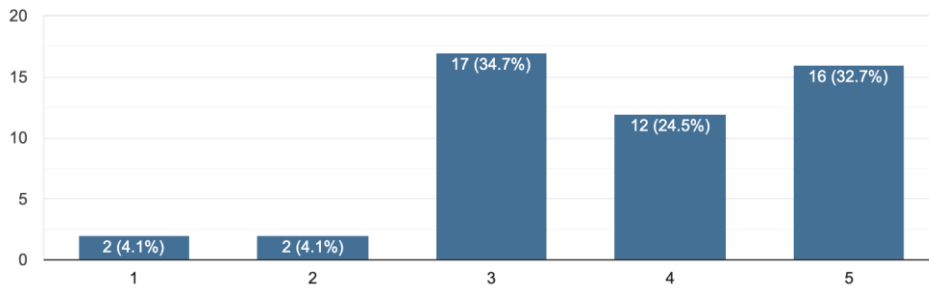
49 responses



Marketing / Events / Placemaking – 2020 Budget – \$85,000

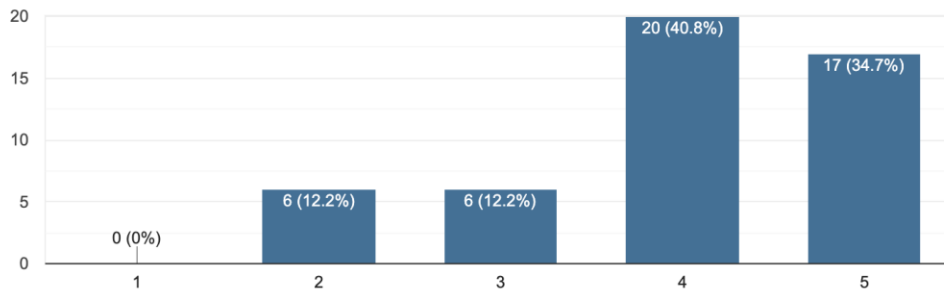
Fleetwood Deals Mobile App

49 responses



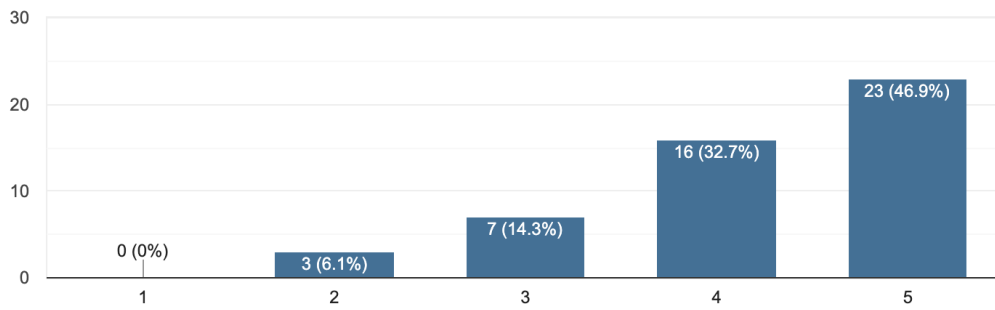
Funding NEW Events and Campaigns (ex. Movie Night, Santa4Seniors Holiday Gift Drive)

49 responses



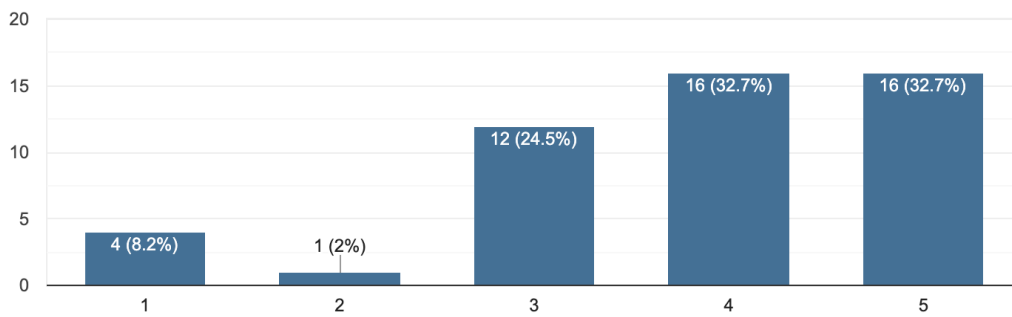
Public Events Sponsorship (ex. Fleetwood Festival)

49 responses



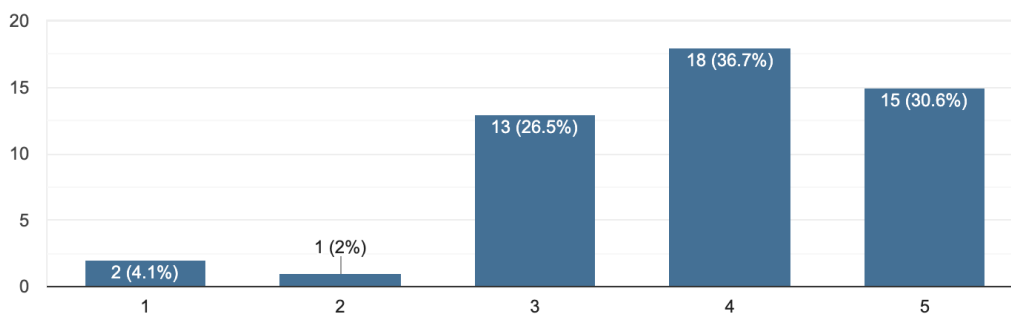
Advertising Fleetwood Businesses in Explore Surrey Guide – Full Page Colour Map

49 responses



Placemaking / Parklets / Public Art

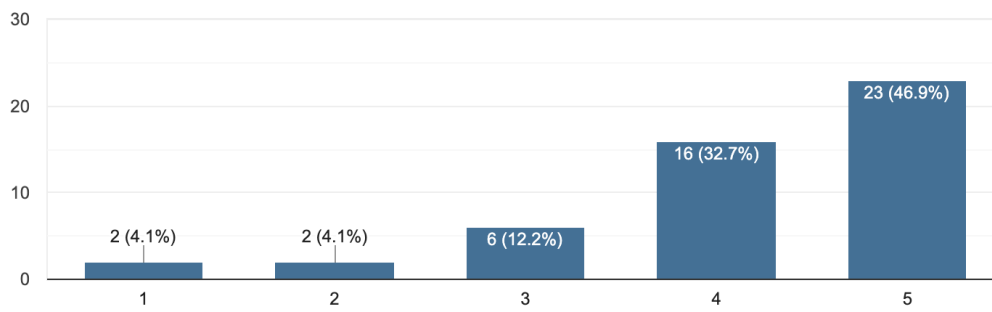
49 responses



Fraser Health (discarded needles, new initiatives)

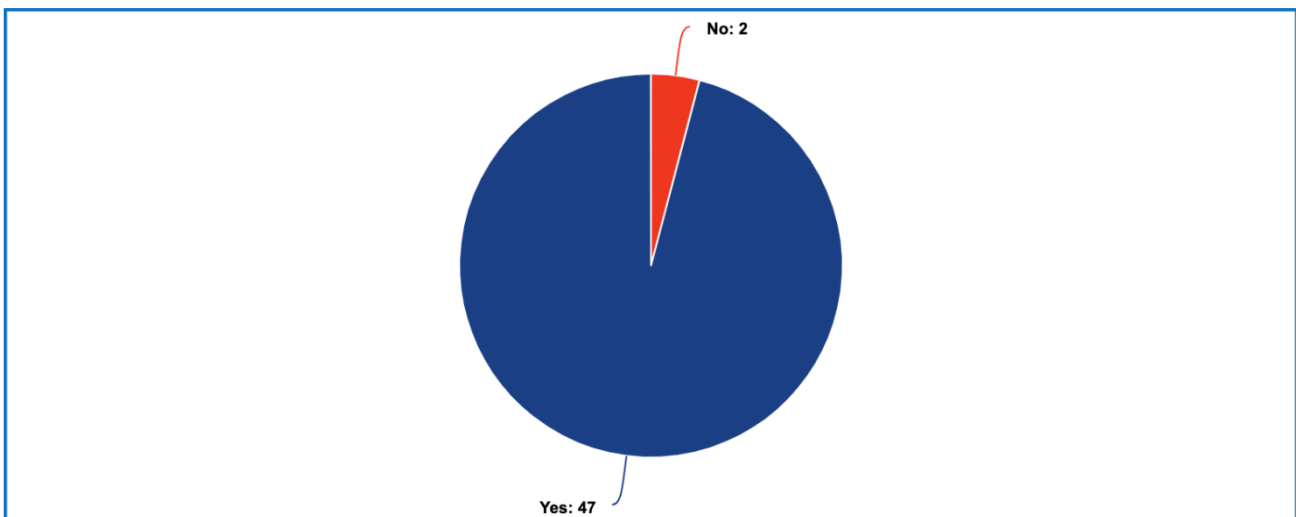
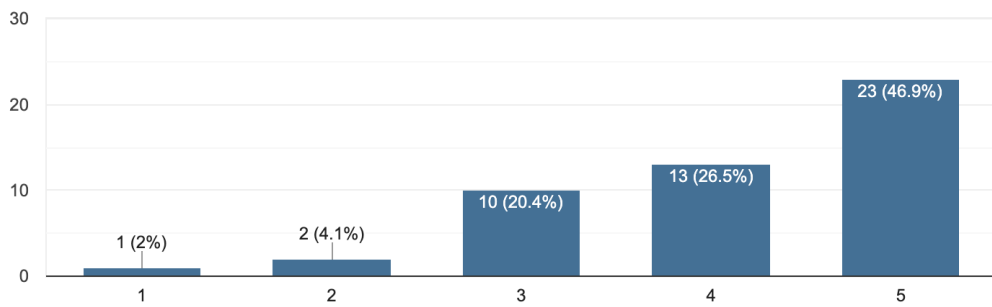


49 responses



Advocate for changes regarding homelessness (and associated issues)

49 responses



■ No ■ Yes

RENEWAL BUDGETS

Fleetwood BIA 2021 Draft Budget						
	January	Yearly Budget	Variance to Budget \$	Variance to Budget %	Actual \$ to Budget \$ as a %	
REVENUES			(C-B)	(D/C)*100	(B/C)*100	
Levy	-	225,000	225,000	100.0%	0.0%	Levy Deposit in July / August
Grants	-	15,000	15,000	100.0%	0.0%	Clean Team / Summer Students
Sponsorship	-	25,000	25,000	100.0%	0.0%	Event / Campaign Sponsors
Interest Revenue	-	3,500	3,500	100.0%	0.0%	
GST Rebate	-	3,300	3,300	100.0%	0.0%	
TOTAL REVENUE		271,800	271,800	100.0%	0.0%	
Contingency Transfer		67,100	67,100	100.0%	0.0%	Contingency Fund is \$350,000 at the beginning of 2021, prior to the contingency transfer
TOTAL FUNDS AVAILABLE		338,900	338,900	100.0%	0.0%	
EXPENSES						
ADMINISTRATION						
Wages & Salaries	-	85,000	85,000	100.0%	0.0%	2 Staff
Remittance -EI, CPP, WCB	-	15,000	15,000	100.0%	0.0%	
Insurance	-	1,600	1,600	100.0%	0.0%	Liability \$1076 / Director \$508 for 2020
Rent	-	18,600	18,600	100.0%	0.0%	New Lease 2021
Hydro	-	1,200	1,200	100.0%	0.0%	
Shaw Phone & Internet	-	1,800	1,800	100.0%	0.0%	
Professional Fees - Accounting	-	10,000	10,000	100.0%	0.0%	
Memberships - BIABC & SBOT	-	850	850	100.0%	0.0%	
Business Fees & License	-	200	200	100.0%	0.0%	
Bank & Credit Fees	-	200	200	100.0%	0.0%	
Board / AGM Meetings	-	4,500	4,500	100.0%	0.0%	Meet & Greets Monthly (8X) Info Sessions
Travel - Gas, Parking, etc	-	750	750	100.0%	0.0%	
Office Supplies & Equipment	-	1,750	1,750	100.0%	0.0%	
Technology / Web	-	2,250	2,250	100.0%	0.0%	Monthly Fees - Maintenance / Subscription
TOTAL ADMINISTRATION	-	143,700	143,700	100.0%	0.0%	
MARKETING & EVENTS						
FleetwoodDeals	-	12,500	12,500	100.0%	0.0%	Media Marketing / App Maintenance Fees
Explore Fleetwood	-	5,500	5,500	100.0%	0.0%	Tourism Surrey Guide
RecMedia Banner	-	3,000	3,000	100.0%	0.0%	Sport Tourism
Brand / Website & Social Media	-	3,500	3,500	100.0%	0.0%	Updates / New Campaign Development
New Years Resolution	-	5,000	5,000	100.0%	0.0%	January - Health & Wellness
Fleetwood Living Guide	-	7,500	7,500	100.0%	0.0%	March (New)
Change of Season - Auto	-	5,500	5,500	100.0%	0.0%	March - Summer-ize (New)
Love Where you Live!	-	8,500	8,500	100.0%	0.0%	May / June - Clean Up Campaign w/ City
Movie Night in Fleetwood	-	8,500	8,500	100.0%	0.0%	September
Fleetwood Festival	-	10,000	10,000	100.0%	0.0%	September
Change of Season - Auto	-	5,500	5,500	100.0%	0.0%	October - Winterize
Holiday BINGO	-	5,000	5,000	100.0%	0.0%	November / December
Christmas Town in Fleetwood	-	15,000	15,000	100.0%	0.0%	TBD
Santa4Seniors	-	10,000	10,000	100.0%	0.0%	November / December
Town Centres Plan	-	7,500	7,500	100.0%	0.0%	Conference / Open Houses / Public Consultations
Fleetwood Shopping Distict	-	5,000	5,000	100.0%	0.0%	Public Consultations
BIABC Conference April/May	-	1,200	1,200	100.0%	0.0%	Coquitlam in 2021
Fleetwood 2028 & TransLink	-	12,500	12,500	100.0%	0.0%	TransLink / SkyTrain
TOTAL MARKETING	-	131,200	131,200	100.0%	0.0%	
AREA ENHANCEMENT						
Area Enhancement Projects	-	10,000	10,000	100.0%	0.0%	Park-It / Gateway 160th / Fleetwood Dr
Area Enhancement Grant	-	10,000	10,000	100.0%	0.0%	Property Upgrades & Clean Up
FBIA Clean Team	-	15,000	15,000	100.0%	0.0%	
Heritage Site & Gateway	-	3,000	3,000	100.0%	0.0%	Proposal to Council in February
TOTAL AREA ENHANCEMENT		38,000	38,000	100.0%	0.0%	
SAFETY & SECURITY						
FCCS Grant - Project IRIS	-	10,500	10,500	100.0%	0.0%	Increased Program Marketing & Grants
Crime Prevention & Patrols	-	10,500	10,500	100.0%	0.0%	Increased Patrols
Customer Safety Program	-	5,000	5,000	100.0%	0.0%	Pre-Report - SkyTrain / Stations / Parking
TOTAL SAFETY & SECURITY	-	26,000	26,000	100.0%	0.0%	
TOTAL EXPENSES	-	338,900	338,900	100.0%	0.0%	

Fleetwood BIA 2022 Draft Budget						
	January	Yearly Budget	Variance to Budget \$	Variance to Budget %	Actual \$ to Budget \$ as a %	
			(C-B)	(D/C)*100	(B/C)*100	
REVENUES						
Levy	-	225,000	225,000	100.0%	0.0%	Levy Deposit in July / August
Grants	-	15,000	15,000	100.0%	0.0%	Clean Team / Summer Students
Sponsorship	-	25,000	25,000	100.0%	0.0%	Event / Campaign Sponsors
Interest Revenue	-	3,500	3,500	100.0%	0.0%	
GST Rebate	-	3,300	3,300	100.0%	0.0%	
TOTAL REVENUE		271,800	271,800	100.0%	0.0%	
Contingency Transfer		67,100	67,100	100.0%	0.0%	Contingency Fund is \$282,900 at the beginning of 2022, prior to the contingency transfer.
TOTAL FUNDS AVAILABLE		338,900	338,900	100.0%	0.0%	
EXPENSES						
ADMINISTRATION						
Wages & Salaries	-	85,000	85,000	100.0%	0.0%	2 Staff
Remittance -EI, CPP, WCB	-	15,000	15,000	100.0%	0.0%	
Insurance	-	1,600	1,600	100.0%	0.0%	Liability \$1076 / Director \$508 for 2020
Rent	-	18,600	18,600	100.0%	0.0%	New Lease 2021
Hydro	-	1,200	1,200	100.0%	0.0%	
Shaw Phone & Internet	-	1,800	1,800	100.0%	0.0%	
Professional Fees - Accounting	-	10,000	10,000	100.0%	0.0%	
Memberships - BIABC & SBOT	-	850	850	100.0%	0.0%	
Business Fees & License	-	200	200	100.0%	0.0%	
Bank & Credit Fees	-	200	200	100.0%	0.0%	
Board / AGM Meetings	-	4,500	4,500	100.0%	0.0%	Meet & Greets Monthly (8X) Info Sessions
Travel - Gas, Parking, etc	-	750	750	100.0%	0.0%	
Office Supplies & Equipment	-	1,750	1,750	100.0%	0.0%	
Technology / Web	-	2,250	2,250	100.0%	0.0%	Monthly Fees - Maintenance / Subscription
TOTAL ADMINISTRATION	-	143,700	143,700	100.0%	0.0%	
MARKETING & EVENTS						
FleetwoodDeals	-	12,500	12,500	100.0%	0.0%	Media Marketing / App Maintenance Fees
Explore Fleetwood	-	5,500	5,500	100.0%	0.0%	Tourism Surrey Guide
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Movie Night in Fleetwood	-	8,500	8,500	100.0%	0.0%	September
Fleetwood Festival	-	10,000	10,000	100.0%	0.0%	September
Change of Season - Auto	-	5,500	5,500	100.0%	0.0%	October - Winterize
Holiday BINGO	-	5,000	5,000	100.0%	0.0%	November / December
Christmas Town in Fleetwood	-	15,000	15,000	100.0%	0.0%	TBD
Santa4Seniors	-	10,000	10,000	100.0%	0.0%	November / December
Town Centres Plan	-	7,500	7,500	100.0%	0.0%	Conference / Open Houses / Public Consultations
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BIABC Conference April/May	-	1,200	1,200	100.0%	0.0%	Coquitlam in 2021
Fleetwood 2028 & TransLink	-	12,500	12,500	100.0%	0.0%	TransLink / SkyTrain
TOTAL MARKETING	-	131,200	131,200	100.0%	0.0%	
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Area Enhancement Projects	-	10,000	10,000	100.0%	0.0%	Park-It / Gateway 160th / Fleetwood Dr
Area Enhancement Grant	-	10,000	10,000	100.0%	0.0%	Property Upgrades & Clean Up
FBIA Clean Team	-	15,000	15,000	100.0%	0.0%	
Heritage Site & Gateway	-	3,000	3,000	100.0%	0.0%	Proposal to Council in February
TOTAL AREA ENHANCEMENT		38,000	38,000	100.0%	0.0%	
SAFETY & SECURITY						
FCCS Grant - Project IRIS	-	10,500	10,500	100.0%	0.0%	Increased Program Marketing & Grants
Crime Prevention & Patrols	-	10,500	10,500	100.0%	0.0%	Increased Patrols
Customer Safety Program	-	5,000	5,000	100.0%	0.0%	Pre-Report - SkyTrain / Stations / Parking
TOTAL SAFETY & SECURITY	-	26,000	26,000	100.0%	0.0%	
TOTAL EXPENSES	-	338,900	338,900	100.0%	0.0%	

Fleetwood BIA 2023 Draft Budget						
	January	Yearly Budget	Variance to Budget \$	Variance to Budget %	Actual \$ to Budget \$ as a %	
REVENUES			(C-B)	(D/C)*100	(B/C)*100	
Levy	-	236,250	236,250	100.0%	0.0%	Levy Deposit in July / August
Grants	-	15,000	15,000	100.0%	0.0%	Clean Team / Summer Students
Sponsorship	-	25,000	25,000	100.0%	0.0%	Event / Campaign Sponsors
Interest Revenue	-	4,500	4,500	100.0%	0.0%	
GST Rebate	-	3,300	3,300	100.0%	0.0%	
TOTAL REVENUE		284,050	284,050	100.0%	0.0%	
Contingency Transfer		67,000	67,000	100.0%	0.0%	Contingency Fund is \$215,800 at the beginning of 2023, prior to the contingency transfer
TOTAL FUNDS AVAILABLE		351,050	351,050	100.0%	0.0%	
EXPENSES						
ADMINISTRATION						
Wages & Salaries	-	87,500	87,500	100.0%	0.0%	Staff / Contractors
Remittance -EI, CPP, WCB	-	17,000	17,000	100.0%	0.0%	Modest Increase Annually
Insurance	-	1,700	1,700	100.0%	0.0%	Modest Increase Annually
Rent	-	19,000	19,000	100.0%	0.0%	Modest Increase Annually
Hydro	-	1,200	1,200	100.0%	0.0%	
Shaw Phone & Internet	-	1,800	1,800	100.0%	0.0%	
Professional Fees - Accounting	-	10,000	10,000	100.0%	0.0%	
Memberships - BIABC & SBOT	-	850	850	100.0%	0.0%	
Business Fees & License	-	200	200	100.0%	0.0%	
Bank & Credit Fees	-	200	200	100.0%	0.0%	
Board / AGM Meetings	-	5,000	5,000	100.0%	0.0%	Modest Increase Annually
Travel - Gas, Parking, etc	-	850	850	100.0%	0.0%	Modest Increase Annually
Office Supplies & Equipment	-	2,250	2,250	100.0%	0.0%	Modest Increase Annually
Technology / Web	-	2,500	2,500	100.0%	0.0%	Monthly Fees - Maintenance / Subscription
TOTAL ADMINISTRATION	-	150,050	150,050	100.0%	0.0%	
MARKETING & EVENTS						
FleetwoodDeals	-	12,500	12,500	100.0%	0.0%	Media Marketing / App Maintenance Fees
Explore Fleetwood	-	5,500	5,500	100.0%	0.0%	Tourism Surrey Guide
RecMedia Banner	-	3,000	3,000	100.0%	0.0%	Sport Tourism
Brand / Website & Social Media	-	3,500	3,500	100.0%	0.0%	Updates / New Campaign Development
New Years Resolution	-	5,000	5,000	100.0%	0.0%	January - Health & Wellness
Fleetwood Living Guide	-	7,500	7,500	100.0%	0.0%	March
Change of Season - Auto	-	5,500	5,500	100.0%	0.0%	March - Summer-ize (New)
Love Where you Live!	-	8,500	8,500	100.0%	0.0%	May / June - Clean Up Campaign w/ City
Movie Night in Fleetwood	-	10,000	10,000	100.0%	0.0%	September
Fleetwood Festival	-	10,000	10,000	100.0%	0.0%	September
Change of Season - Auto	-	5,500	5,500	100.0%	0.0%	October - Winterize
Holiday BINGO	-	5,000	5,000	100.0%	0.0%	November / December
Christmas Town in Fleetwood	-	10,000	10,000	100.0%	0.0%	TBD
Santa4Seniors	-	10,000	10,000	100.0%	0.0%	November / December
Town Centres Plan	-	7,500	7,500	100.0%	0.0%	TBD
BIABC Conference April/May	-	1,500	1,500	100.0%	0.0%	Depends on Where
Fleetwood 2028 & TransLink	-	12,500	12,500	100.0%	0.0%	TransLink / SkyTrain
TOTAL MARKETING	-	123,000	123,000	100.0%	0.0%	
AREA ENHANCEMENT						
Area Enhancement Projects	-	10,000	10,000	100.0%	0.0%	Park-It / Gateway 160th / Fleetwood Dr
Area Enhancement Grant	-	12,500	12,500	100.0%	0.0%	Property Upgrades & Clean Up
FBIA Clean Team	-	17,500	17,500	100.0%	0.0%	Modest Increase Annually
Heritage Site & Gateway	-	4,500	4,500	100.0%	0.0%	TBD
TOTAL AREA ENHANCEMENT	-	44,500	44,500	100.0%	0.0%	
SAFETY & SECURITY						
FCCS Grant - Project IRIS	-	12,500	12,500	100.0%	0.0%	Increased Program Marketing & Grants
Crime Prevention & Patrols	-	12,500	12,500	100.0%	0.0%	Increased Patrols
Graffiti Program	-	8,500	8,500	100.0%	0.0%	NEW!
TOTAL SAFETY & SECURITY	-	33,500	33,500	100.0%	0.0%	
TOTAL EXPENSES	-	351,050	351,050	100.0%	0.0%	

Fleetwood BIA 2024 Draft Budget						
	January	Yearly Budget	Variance to Budget \$	Variance to Budget %	Actual \$ to Budget \$ as a %	
REVENUES			(C-B)	(D/C)*100	(B/C)*100	
Levy	-	248,062	248,062	100.0%	0.0%	Levy Deposit in July / August
Grants	-	15,000	15,000	100.0%	0.0%	Clean Team / Summer Students
Sponsorship	-	25,000	25,000	100.0%	0.0%	Event / Campaign Sponsors
Interest Revenue	-	4,500	4,500	100.0%	0.0%	
GST Rebate	-	3,300	3,300	100.0%	0.0%	
TOTAL REVENUE		295,862	295,862	100.0%	0.0%	
Contingency Transfer		67,188	67,188	100.0%	0.0%	Contingency Fund is \$148,800 at the beginning of 2024, prior to the contingency transfer
TOTAL FUNDS AVAILABLE		363,050	363,050	100.0%	0.0%	
EXPENSES						
ADMINISTRATION						
Wages & Salaries	-	87,500	87,500	100.0%	0.0%	Staff / Contractors
Remittance -EI, CPP, WCB	-	17,000	17,000	100.0%	0.0%	
Insurance	-	1,700	1,700	100.0%	0.0%	
Rent	-	19,000	19,000	100.0%	0.0%	
Hydro	-	1,200	1,200	100.0%	0.0%	
Shaw Phone & Internet	-	1,800	1,800	100.0%	0.0%	
Professional Fees - Accounting	-	10,000	10,000	100.0%	0.0%	
Memberships - BIABC & SBOT	-	850	850	100.0%	0.0%	
Business Fees & License	-	200	200	100.0%	0.0%	
Bank & Credit Fees	-	200	200	100.0%	0.0%	
Board / AGM Meetings	-	5,000	5,000	100.0%	0.0%	
Travel - Gas, Parking, etc	-	850	850	100.0%	0.0%	
Office Supplies & Equipment	-	2,250	2,250	100.0%	0.0%	
Technology / Web	-	2,500	2,500	100.0%	0.0%	Monthly Fees - Maintenance / Subscription
TOTAL ADMINISTRATION	-	150,050	150,050	100.0%	0.0%	
MARKETING & EVENTS						
FleetwoodDeals	-	12,500	12,500	100.0%	0.0%	Media Marketing / App Maintenance Fees
Explore Fleetwood	-	5,500	5,500	100.0%	0.0%	Tourism Surrey Guide
RecMedia Banner	-	3,000	3,000	100.0%	0.0%	Sport Tourism
Brand / Website & Social Media	-	3,500	3,500	100.0%	0.0%	Updates / New Campaign Development
New Years Resolution	-	5,000	5,000	100.0%	0.0%	January - Health & Wellness
Fleetwood Living Guide	-	7,500	7,500	100.0%	0.0%	March
Change of Season - Auto	-	5,500	5,500	100.0%	0.0%	March - Summer-ize (New)
Love Where you Live!	-	8,500	8,500	100.0%	0.0%	May / June - Clean Up Campaign w/ City
Movie Night in Fleetwood	-	10,000	10,000	100.0%	0.0%	September
Fleetwood Festival	-	10,000	10,000	100.0%	0.0%	September
Change of Season - Auto	-	7,500	7,500	100.0%	0.0%	October - Winterize
Holiday BINGO	-	8,500	8,500	100.0%	0.0%	November / December
Christmas Town in Fleetwood	-	10,000	10,000	100.0%	0.0%	TBD
Santa4Seniors	-	10,000	10,000	100.0%	0.0%	November / December
Town Centres Plan	-	10,000	10,000	100.0%	0.0%	TBD
BIABC Conference April/May	-	1,500	1,500	100.0%	0.0%	Depends on Where
Fleetwood 2028 & TransLink	-	15,000	15,000	100.0%	0.0%	TransLink / SkyTrain
TOTAL MARKETING	-	133,500	133,500	100.0%	0.0%	
AREA ENHANCEMENT						
Area Enhancement Projects	-	12,500	12,500	100.0%	0.0%	Park-It / Gateway 160th / Fleetwood Dr
Area Enhancement Grant	-	12,500	12,500	100.0%	0.0%	Property Upgrades & Clean Up
FBIA Clean Team	-	17,500	17,500	100.0%	0.0%	Modest Increase Annually
Heritage Site & Gateway	-	4,500	4,500	100.0%	0.0%	TBD
TOTAL AREA ENHANCEMENT		47,000	47,000	100.0%	0.0%	
SAFETY & SECURITY						
FCCS Grant - Project IRIS	-	10,500	10,500	100.0%	0.0%	Increased Program Marketing & Grants
Crime Prevention & Patrols	-	12,500	12,500	100.0%	0.0%	Increased Patrols
Graffiti Program	-	9,500	9,500	100.0%	0.0%	
TOTAL SAFETY & SECURITY	-	32,500	32,500	100.0%	0.0%	
TOTAL EXPENSES	-	363,050	363,050	100.0%	0.0%	

Fleetwood BIA 2025 Draft Budget						
	January	Yearly Budget	Variance to Budget \$	Variance to Budget %	Actual \$ to Budget \$ as a %	
			(C-B)	(D/C)*100	(B/C)*100	
REVENUES						
Levy	-	260,500	260,500	100.0%	0.0%	Levy Deposit in July / August
Grants	-	15,000	15,000	100.0%	0.0%	Clean Team / Summer Students
Sponsorship	-	25,000	25,000	100.0%	0.0%	Event / Campaign Sponsors
Interest Revenue	-	4,500	4,500	100.0%	0.0%	
GST Rebate	-	3,300	3,300	100.0%	0.0%	
TOTAL REVENUE		308,300	308,300	100.0%	0.0%	
Contingency Transfer		70,400	70,400	100.0%	0.0%	Contingency Fund is \$81,612 at the beginning of 2025, prior to the contingency transfer. Balance at the end of 2025 equals \$11,212
TOTAL FUNDS AVAILABLE		378,700	378,700	100.0%	0.0%	
EXPENSES						
ADMINISTRATION						
Wages & Salaries	-	90,000	90,000	100.0%	0.0%	Staff / Contractors
Remittance -EI, CPP, WCB	-	18,500	18,500	100.0%	0.0%	Modest Increase Annually
Insurance	-	1,700	1,700	100.0%	0.0%	
Rent	-	20,000	20,000	100.0%	0.0%	Modest Increase Annually
Hydro	-	1,200	1,200	100.0%	0.0%	
Shaw Phone & Internet	-	1,800	1,800	100.0%	0.0%	
Professional Fees - Accounting	-	10,000	10,000	100.0%	0.0%	
Memberships - BIABC & SBOT	-	850	850	100.0%	0.0%	
Business Fees & License	-	200	200	100.0%	0.0%	
Bank & Credit Fees	-	200	200	100.0%	0.0%	
Board / AGM Meetings	-	5,500	5,500	100.0%	0.0%	Modest Increase Annually
Travel - Gas, Parking, etc	-	1,000	1,000	100.0%	0.0%	Modest Increase Annually
Office Supplies & Equipment	-	2,500	2,500	100.0%	0.0%	Modest Increase Annually
Technology / Web	-	2,750	2,750	100.0%	0.0%	Monthly Fees - Maintenance / Subscription
TOTAL ADMINISTRATION	-	156,200	156,200	100.0%	0.0%	
MARKETING & EVENTS						
FleetwoodDeals	-	12,500	12,500	100.0%	0.0%	Media Marketing / App Maintenance Fees
Explore Fleetwood	-	6,000	6,000	100.0%	0.0%	Tourism Surrey Guide
RecMedia Banner	-	3,000	3,000	100.0%	0.0%	Sport Tourism
Brand / Website & Social Media	-	3,500	3,500	100.0%	0.0%	Updates / New Campaign Development
New Years Resolution	-	5,000	5,000	100.0%	0.0%	January - Health & Wellness
Fleetwood Living Guide	-	8,500	8,500	100.0%	0.0%	March
Change of Season - Auto	-	5,500	5,500	100.0%	0.0%	March - Summer-ize (New)
Love Where you Live!	-	9,000	9,000	100.0%	0.0%	May / June - Clean Up Campaign w/ City
Movie Night in Fleetwood	-	12,500	12,500	100.0%	0.0%	September
Fleetwood Festival	-	10,000	10,000	100.0%	0.0%	September
Change of Season - Auto	-	7,500	7,500	100.0%	0.0%	October - Winterize
Holiday BINGO	-	9,500	9,500	100.0%	0.0%	November / December
Christmas Town in Fleetwood	-	10,000	10,000	100.0%	0.0%	TBD
Santa4Seniors	-	10,000	10,000	100.0%	0.0%	November / December
Town Centres Plan	-	10,000	10,000	100.0%	0.0%	TBD
BIABC Conference April/May	-	2,000	2,000	100.0%	0.0%	Depends on Where
Fleetwood 2028 & TransLink	-	15,000	15,000	100.0%	0.0%	TransLink / SkyTrain
TOTAL MARKETING	-	139,500	139,500	100.0%	0.0%	
AREA ENHANCEMENT						
Area Enhancement Projects	-	12,500	12,500	100.0%	0.0%	Park-It / Gateway 160th / Fleetwood Dr
Area Enhancement Grant	-	12,500	12,500	100.0%	0.0%	Property Upgrades & Clean Up
FBIA Clean Team	-	18,500	18,500	100.0%	0.0%	Modest Increase Annually
Heritage Site & Gateway	-	4,500	4,500	100.0%	0.0%	TBD
TOTAL AREA ENHANCEMENT		48,000	48,000	100.0%	0.0%	
SAFETY & SECURITY						
FCCS Grant - Project IRIS	-	10,500	10,500	100.0%	0.0%	Increased Program Marketing & Grants
Crime Prevention & Patrols	-	15,000	15,000	100.0%	0.0%	Increased Patrols
Graffiti Program	-	9,500	9,500	100.0%	0.0%	
TOTAL SAFETY & SECURITY	-	35,000	35,000	100.0%	0.0%	
TOTAL EXPENSES	-	378,700	378,700	100.0%	0.0%	