



Downtown Surrey Business Improvement Area

President's Report

It is my pleasure to introduce our year end report. It has truly been an honour to serve as President of the Downtown Surrey Business Improvement Association.

Downtown Surrey is experiencing revitalization and the DSBIA has played an integral role in this evolution. When one has an opportunity to be involved with change and enhancement; it is a role not to be taken lightly.

The DSBIA is in its tenth year and I would like to thank the founding members for their vision in creating a foundation for improvement and for their dedication over the years. Many of the founding directors still serve our organization. 2011 was another "banner" year in the history of the DSBIA with some of the highlights summarized below:

- Mayor Watts, Council and Staff hosted the new City Hall ground breaking ceremony in March and

the actual excavation of the parkade commenced later in the year. We eagerly await the opening in early 2013. This building will be a marvellous architectural addition to our Downtown Core and will bring hundreds of new jobs to our area.

- The new City Centre Library opened in September and has become a vibrant meeting place and a very welcome community facility. The City along with Bing Thom and his Team can be very proud of this achievement which is garnering international attention.
- Work on the RCMP E Division Headquarters continued and the project is scheduled to open in 2013. Although it sits just outside our BIA area, the 3,000 new jobs moving to this facility will have a very positive impact to our

neighbourhood.

- The Jim Pattison Outpatient and Day Surgery Centre opened in June 2011, and it is now fully commissioned. This Centre has greatly improved health care delivery in our area and the region and is another welcome addition.
- In addition to the Jim Pattison Outpatient and Day Surgery Centre, the Fraser Health Authority also embarked on the expansion and redevelopment of Surrey Memorial Hospital. This multi-year, multi-phase program will bring hundreds of new jobs and represents millions of dollars in investment to our area.
- Simon Fraser University is an internationally renowned facility. We are very fortunate to have this great institution in the centre of our Downtown core and are pleased to



DIANNE L. WATTS
Surrey Mayor

BILL REMPEL
President
Downtown Surrey Business
Improvement Association

report the 12M Podium Two expansion opened in 2011. We look forward to their continued growth and thank them for their ongoing engagement of our community.

- The City recently announced the Downtown Surrey Performing Arts Centre will proceed to the next planning stage with the contract being awarded to Bing Thom Architects. We look forward to working with all stakeholders as this project advances to the next level.
- A new hotel development in our Downtown core was recently announced. The growth of our area will ensure the success of this new facility and it will complement the numerous other developments and businesses in our community.
- Concord Pacific, WestStone Properties, Tien Sher, Bosa Construction, Rize Alliance, and Century Group are all active in construction and project planning for additional residential developments. There are dozens of active development permits in our BIA area totalling millions of dollars in investment. These well known, high quality and experienced developers see the future of Downtown Surrey and are making a significant investment and commitment.

The above mentioned projects and developments will bring thousands of new jobs and residents to Downtown Surrey and further enhance and advance the revitalization of our area. Although the DSBIA is undergoing significant improvement and we see the positive results each and every day, we remain very focused on ways to improve safety and security in our area. We continue to work with all stakeholders including the RCMP, City Staff, Mayor & Council, Translink, Fraser Health Authority, Surrey Crime Prevention Society, security companies and property owners to continue the positive momentum. We have made great headway in the area of safety and security, but we still have a

significant task ahead of us.

The mandate of the DSBIA expires in 2013. Working closely with City staff we commenced the renewal process and are working on a new 5 year mandate. With our growing community we also identified the need to expand the DSBIA boundaries to include new office developments and future growth in our south east sector. We will continue to work on both these initiatives in 2012.

Our new web site has been a great success and we receive world- wide inquiries and questions, mostly about investing in Surrey. Using all facets of social media we are able to keep in contact with all stakeholders and prospective businesses. The image of Surrey is improving and the hard work of our Economic Development and the Marketing and Communication Committees are making a great impact in our market.

My year as the DSBIA President was both exciting and personally very rewarding. I have had an opportunity to meet so many dedicated people in all aspects of our community. The DSBIA had a very successful year, and we all know positive results cannot be achieved without teamwork. There are countless people to thank.

- In Surrey, leadership comes from the top. We are very fortunate to have a very progressive “can do” attitude that stems from Mayor Watts, Council and City Staff. Having worked in a number of jurisdictions I can assure everyone; “The City of Surrey is open for business”, and it is very refreshing to work with Mayor Watts and the entire Surrey Team. We thank you for all that you do and for your vision and leadership!

- To all the Directors and Committee Members, both past and present, I thank each and every one of you for your dedication and contributions. In today's hectic world, finding people who are willing to volunteer is becoming harder and harder. I am very impressed with the quality of people who have assisted with our success and for helping to truly make a difference.
- The professionalism and energy of our Executive Director, Elizabeth Model and all the DSBIA Staff is truly inspirational. Elizabeth is an exceptional person and is a great Ambassador for Downtown Surrey. I thank you for all your efforts and those of all the Staff.
- Without our Members we would not exist. We thank all businesses for your contributions to the DSBIA and look forward to working with you in the future. Every year we strategize for ways to serve you better and we welcome any ideas you may have.

2012 is proving to be another year of positive change and we look forward to continuing on our mission “to make Downtown Surrey a better place to live, learn, work, shop, and play”. For those who have not heard, we look forward to hosting the Surrey International World Music Marathon to “showcase” Surrey and celebrate our diversity! Make sure you put the weekend of September 27-30 on your calendar and plan to join the festivities.

The Future Does Live Here!

Bill Rempel,
President



2011 Stanley Cup Playoff Fan Site at Central City

Executive Director's Report

As Downtown Surrey continues to grow and develop, many have worked hard to position our emerging City Centre as *the* premier place to live, work, learn, play and (of course), to invest. It does not happen overnight but rather is directed through the ongoing, consistent efforts and messaging that we, as a key stakeholders in the community, collectively send out to the world. This is accomplished and supported in conjunction with businesses, developers, the City, community partnerships, provincial business organizations, the DSBIA Board of Directors and your staff working for your local area's business organization.

As your Executive Director, enormous thanks are extended to the local businesses in Downtown Surrey and a dedicated Board of Director's for the combined efforts for continuous on-going focus, hard work, commitment to making Surrey City Center the business core for the City. Your business and investment broadens the tax base as well as the general overall health of the community which, in turn, ensures the success and improvement of the areas economics.

During 2011, everyone played a role in ensuring our successes. The DSBIA has continued to focus on strategic alliances, collaborative approaches and partnerships on overall

awareness, projects and branding our Downtown as the place to relocate. *Think Business. Think Investment, Think Downtown Surrey.*

By showcasing the enormous investment in City Centre, we show the commitment to our Downtown business build out. The Economic Development Committee coupled with the Marketing and Public Relations Committee has made continuous advances with the efforts, initiatives, projects and events planned for the next year.

The Safety & Area Enhancement Committee are our "eyes and ears" on our local streets as we move forward with a safe and livable Downtown.

Capturing the collective audience with wonderful, family oriented place making Events are the highlight of our Downtown with great things to come in 2012.

All the mentioned initiatives are done in collaboration and a very special thank you are extended to Mayor Watts and Council, the City Staff for the direction and ambitions of a forward focused City. You are all to be commended! Yet again, Surrey is noted as the leader and economic driver within BC. The City of Surrey consistently showcases itself as having the cutting edge above

ELIZABETH MODEL
Executive Director
Downtown Surrey
Business Improvement
Association



all others!

Of course I have to mention, a very special thank you to our President, Bill Rempel and hardworking Board of Directors for their efforts and involvement in making our Downtown *the* place to be. My personal thank you to Bonnie, who embodies the true essence of Wikipedia! With all the players involved, the hard work and vision... is all part of the process for a healthy, vibrant Downtown Surrey. It's exciting, it's happening, it's Surrey and it's terrific to be part of it all. The Future Lives Here!

Elizabeth Model

Staff

Elizabeth Model	Executive Director
Bonnie Burnside	Manager Communications and Special Events
Tracey Gravel	Administrative Assistant
Johnny Ng	Student Intern (Winter 2011)
Bach Vo	Student Intern (Summer 2011)
Brianna Huxtable	Student Intern (Summer 2011)
Calvin Rasode	Student Intern (Summer 2011)
Rachel Tze	Student Intern (Summer 2011)
Viktoria Grafstrom	Student Intern (Summer 2011)



Summer 2011 Student Interns

Board of Directors 2011 - 2012

Bill Rempel	Blackwood Partners Management Corporation
Charan Sethi	Tien Sher Group of Companies
Cheryl Christensen	Prospera Credit Union
David Halkett	McQuarrie Hunter
David Pel	David Pel & Company Inc.
Elfie Stumpf	Whalley Optical Centre Ltd.
Garry Romanetz	Stantec
Glenda Sawatzky	Dundee Realty Management Corp.
James Stewart	Hamilton Duncan Armstrong Stewart
Jay Redmond	Campbell Redmond
Joanne Curry	Simon Fraser University – Surrey
Kelly Botchar	Scotiabank
Melissa Bailey	Base Investment and Immigration Corp.
Michael Nielsen	Express Computers
Michael Wilson	Phoenix Drug & Alcohol Education Centre
Robert Dominick	Lightyear Digital Theatre (Canada) Ltd / WestStone Properties
Rose Fitzner	Compass Point Inn
Wolfgang Degemann	Eurocan Industries
Councillor Barbara Steele	(ex-officio) City of Surrey*
Councillor Linda Hepner	(ex-officio) City of Surrey
Councillor Marvin Hunt	(ex-officio) City of Surrey**

*Until December 2011

**Appointed December 2011

Looking Back

• In 2011 the Downtown Surrey BIA continued to focus on:

- Moving forward with positive growth and Economic Development by showcasing the potential for our City Centre to investors and audiences beyond Surrey.
- Supporting local businesses through the work of the Safety & Area Enhancement committees and promoting the area through the endeavors of both the Events Committee and the Marketing and Communications Committee. This is accomplished and supported in conjunction with key stakeholders, businesses, community partnerships, the Board of Directors and staff working together.

Economic Development

The mandate of the Economic Development Committee is to "Support and promote the Economic Development in Downtown Surrey".

DSBIA Economic Development and Promotional Activities:

- MEDIA FAM (Familiarization Tour): The DSBIA organized with the City for Mayor Dianne Watts to narrate a guided, Coach Tour of invited Media, highlighting all activities and building in Downtown Surrey; luncheon reception & networking followed.
- DSBIA presentations to local developers and realtors.
- Sponsored City of Surrey 2011 Economic Summit.
- BC Business & Top 100 Luncheon in June co-sponsored with City of Surrey – Jimmy Pattison.
- Organized and co-hosted a networking event in June with BOMA, NAIOP and UDI members with Mayor Watts as the featured speaker.
- Media Relations strategically targeted for higher Profile of Downtown Surrey with Vancouver Sun & Province, BIV Media Group; BC Business; Metro; Extra; Red FM.
- DSBIA commissioned a transportation study with impact within Downtown Surrey: released in November "Leveling the Playing Field: Improving Public Transportation Infrastructure in Surrey".
- Attended and promoted Surrey at Vancouver Real Estate Forum.
- Organization and planning of Surrey International World Music Marathon.
- Attended and participated with DSBIA Trade show booth at ICSC (International Council of Shopping Centres) in Toronto and reviewed Whistler ICSC for education of Downtown Surrey and highlighting opportunities for development.
- Attended and participated with DSBIA Trade show booth at APEX Convention.
- Fraser Valley Real Estate Trade show – booth sponsored, showcased, promoted & educated realtors on Downtown Surrey.
- REIN (Real Estate Investment Network) speaking engagements and partnership with the City in tour and hosting event at SFU.

Business Focus Groups coordinated for input to the City:

- Input to City in Planning and Development key and essential components for a successful vibrant Downtown core including energy, safety, cultural, art, entertainment, parks & recreation, environmental etc.
- Surrey City Centre planning meeting input from Central City businesses.



60th Anniversary of RCMP in Surrey Barbeque

- DSBIA organized input to Surrey Planning Department; Developers and DSBIA businesses as a Focus Group for input of ideas and suggestions and review the plans of the City development in the planning stages.

Business & Educational Organizations & Membership: Networking & Promotional opportunities with Community input:

- NAIOP(Commercial Real Estate Development Association); BOMA(Building Owners & Managers Ass);REIBC(Real Estate Institute of BC); UDI (Urban Development Institute); Vancouver Board of Trade (VBOT); Surrey Board of Trade; CREW (Commercial Real Estate Women).
- Hosted a Downtown Surrey Familiarization Networking reception for NAIOP; BOMA & UDI and DSBIA Members, with City.
- Fraser Valley Real Estate Commercial Builders Awards Gala; 2 awards won in the DSBIA area.
- Simon Fraser University Advisory Committee & Panel - Search Committee for Program Director, Seniors Studies.
- Vancouver Regional Construction Association Meetings & Vancouver Leaders Meeting.
- BC Real Estate Convention.
- Attended HSBC International Summit Series.
- UBCM attendance and participation at all seminars and networking events.
- Transportation Meetings with input and recommendations to City & SBOT.
- UBCM – attendance at Stantec & EPCOR reception
- "Welcome to Downtown Surrey" decals distributed to all local businesses in DSBIA area.
- Attended local businesses Grand Openings.

Government Relations:

The mandate of the committee - To work with all levels of Government in policy and positions of key issues of relevance to the DSBIA:

- Hosted and Moderated All Candidates Meetings for:
 - Federal Election.
 - Municipal Election.
- Presentations:
 - Dona Cadman MP – roundtable discussions on budget with Minister Gordon O'Conner.
 - President Andrew Petter & Deputy Minister Philip Steenkamp and select

- Members of SFU Advisory Council for SFU expansion.
- Visit and DSBIA office discussions with Bruce Ralston, MLA and Jasbir Sandhu, MP.
- Discussions and networking at UBCM with elected officials; Municipal & Provincial.
- Surrey City Council Meetings
 - Support of local development in City Centre.
- City Staff and Departments.
- Issues impacting Downtown Surrey (Development, Transportation, Unightly Properties).
- Letters with issues and requests for meetings for discussion purposes to: Translink; Translink Police.

Safety & Area Enhancement:

The mandate of the Safety & Area Enhancement Committee is to "support and promote a safe, livable Downtown".

DSBIA Business Patrol:

- DSBIA Bike Patrol though Concord Security were on the streets, Monday through Friday from 9am-5pm with extended hours between June 15-September 15, 2011. Generating over 200 reports each month, answering an average of twenty-five calls for service per month, and visiting businesses on a regular basis, the Bike Patrol has become an important initiative within the area.
- DSBIA Bike Patrol participates in the monthly Target Hardening meetings with social service providers and the RCMP.
- DSBIA Bike Patrol participated in all five Movies Under the Stars events, Q Fest, Surrey Fest Downtown and the Lighted Truck Parade.

Other Community Safety Initiatives:

- Two Community Safety Breakfasts (March and July) provided businesses an opportunity to connect with the RCMP and other service providers in the area.
- Participate in the monthly Whalley Integrated Service Team (WIST) meetings.
- Attend Surrey Board of Trade Crime and Justice Committee meetings.
- DSBIA Board of Directors meet with RCMP Assistant Commissioner Fraser MacRae several times per year to discuss issues in the DSBIA area.
- In partnership with the City of Surrey, the



BIA Business Patrol

DSBIA hired an SFU Co-op student, Johnny Ng to report on the perception of Safety around the three Skytrain Stations within the DSBIA area. After surveying 422 transit users and 62 businesses, the report found that 91% of the transit users felt neutral or more secure in the area around transit over the last twelve months. And 96% of the businesses felt either more or as safe compared to twelve months ago. A number of issues and recommendations were identified.

- SFU Co-op Students, Viktoria Grafstrom and Rachel Tze completed the seventh Annual Safety Audit. Results indicate that 71% of the respondents felt as safe as the previous year with 79% indicating that drug use/dealing is their primary concern in the area. The report indicated that the DSBIA Bike Patrol has an increased visibility in the area and the majority of businesses cite them as a good strategy for improving safety and security in the business improvement area.
- In May 2011, the DSBIA organized a celebration at Central City recognizing the RCMP's 60th year in Surrey.
- The DSBIA supported the Block Watch 25th Anniversary Celebrations in October held at Chuck Bailey Recreation Centre.

Area Enhancement

- Currently contract with Surrey Community Resources to provide the "Clean Streets" Program from April 15-September 15.
- Currently contract with Surrey Crime Prevention Society to remove graffiti off businesses up to 10 feet from the ground.
- Identify Bylaw infractions and report to appropriate departments.
- Work with the City to introduce Bylaws/Programs to improve the area.
- Work with the City of Surrey's Beautification Coordinator to identify beautification projects within Downtown Surrey.

Events

The events of the DSBIA showcase and market a vibrant, safe and creative area.



Movies Under the Stars 2011

DSBIA Signature Events:

- **Movies Under the Stars** at Holland Park was held every Saturday in August. The theme for 2011, was true stories or movies based on books. The movies were well received and the total audience for the four Saturday movie nights was 7,500 people. In 2011, we also added a fifth evening, on a Friday, which featured a Bollywood movie. With limited time to stage and promote the event, the attendance for the evening was estimated at 400 people. A complete list of sponsors can be found under Sponsor Recognition on page 6 of this report.
- As part of the **Winterfest Celebrations**, the DSBIA (with the North Surrey Lions) organized a Community Spirit Pancake Breakfast involving businesses and community groups. A complete list of sponsors can be found on page 6.
- **Celebration of the RCMP's 60 Years in Surrey** took place at Central City Plaza on May 26, 2011, complete with a barbecue hosted by the North Surrey Lions, games for children, lively entertainment and a great cake supplied by Safeway.

DSBIA Membership Events (organized by the Downtown Surrey BIA)

- **AGM 2011** at Chuck Bailey Rec Centre.
- **Community Safety Breakfast** at Swiss Chalet,



Q Fest at Quattro

March 2011.

- **DSBIA Renewal Meetings** (two early mornings, one lunch, one early evening) in May 2011.
- **Community Safety Breakfast** at Compass Point Inn, July 2011.
- **EGM** at Chuck Bailey, September 2011.
- **Seasonal Open House** at Surrey Christmas Bureau Toy Depot, December 2011.

Event Partnerships with the City:

- **Winterfest** at Central City Plaza/SFU Surrey, February 2011 – sponsored and ran Kid's World
- **Party for the Planet** at Central City Plaza/North Surrey Rec Centre – sponsored and ran Kid's World, April 2011.
- **Canuck's Fan Site** at Central City, seven nights - June 2011 – sponsored face painters and ran Kid's Craft area.
- **Canada Day** in Cloverdale on July 1, 2011 – sponsored and ran Kid's World.
- **Fusion Fest** at Holland Park, July 2011 – sponsored and ran Kid's World.
- **VIP Event Honouring Bing Thom** – July 2011 –



Central City's Big Rigs for Kids

sponsored event as a special pre-opening of the new City Centre Library.

- **Grand Opening of New City Centre Library** – September 2011 - sponsored and ran Kid's World.
- **Tree Lighting Festival** at Central City Plaza in December – sponsored and ran Kid's World.

Event Partnerships with the Community:

- **SFU Surrey Opening of Podium 2/Open House** in May 2011 - sponsored and ran Kid's World. *Organized by SFU Surrey.*
- Mainstage sponsor of **Surrey Fest Downtown – A Celebration of Community** at Central City Plaza – June 2011. *Organized by the Whalley Community Association.*
- **Q Fest** a barbecue with entertainment in front of Quattro on Whalley Boulevard in July 2011: *initiated by Charan Sethi of Tien Sher and various community organizations.*
- **Gay Pride Festival** at Holland Park in July. *Organized by OISRCS.*
- **Block Watch 25th Anniversary** at Chuck Bailey in October. Sponsored Face Painter and Balloon Twister. *Organized by the RCMP.*
- **Santa Arrives at Central City** in November. *Organized by Central City.*
- **Central City Big Rigs for Kids** - Lighted Truck Parade at Holland Park in December. *Organized by Pro-Trucker Magazine, the DSBIA, Surrey Christmas Bureau, Surrey Food Bank, Surrey Fire Fighters and North Surrey Lions Club.*



Celebration of RCMP's 60th Anniversary in Surrey



Marketing & Communications

The Marketing and Communications committee supports and promotes the work and initiatives of all DSBIA committees while creating a positive, consistent branding for Downtown Surrey.

Marketing

- Worked with Business In Vancouver to have a "Surrey Focus" section in their publication four times in 2011.
- New Trade Show Booth was designed and used at numerous events and Trade Shows.
- Economic Development material outlining upcoming capital projects in DSBIA area.
- Giveaway chocolates in the shape of the DSBIA logo were distributed at various events.
- A presentation outlining information about Surrey and the benefits of investing/relocating to Downtown Surrey was handed out to attendees on a USB Drive with the DSBIA logo at various events and Trade Shows throughout the year.
- Designed a reusable bag with the DSBIA logo distributed to attendees at the Top 100 luncheon with Jimmy Pattison.
- Discussions with local developers about a joint marketing campaign to promote Downtown Surrey.

Communications

- *The New View* – publication distributed seven-eight times per year via email as well as posted on our website – sharing positive stories about the community.
- *View Downtown* – monthly feature in the Surrey Leader Newspaper.
- *It's News Downtown* – email newsletter to Members sent out 26 times throughout the year (as warranted).
- Media releases – to promote special events and announcements.
- Social media – DSBIA has a presence on Twitter (@dtsurreybia), Blogs and Facebook.
- www.downtownsurreybia.com website is constantly updated. The number of visits to the site has increased by 50% over the past year.



Recognition of Supporters

Thank you for your support in 2011.

Service Canada: Funding from Service Canada permitted us to hire two SFU Co-op Students during the Summer of 2011.

The City of Surrey: Funding from the City of Surrey Crime Reduction Department permitted us to hire a SFU Co-op Student during the Winter of 2011.

★ Movies Under the Stars★

Presenting Sponsor

- Prospera Credit Union

Gold Sponsors

- Blackwood Partners/Central City
- Century Group
- Cobra Electric
- Dundee Realty
- The City of Surrey

Media Sponsors

- The Now Newspaper
- Joy TV
- News 1130

Bollywood Night Sponsors

- Posh Living
- Tien Sher Group of Companies
- Seven Seas Auto
- Prospera Credit Union

Silver Sponsors

- Campbell Redmond Law Offices
- Concord Security
- Hamilton Duncan Armstrong Stewart
- Tien Sher Group of Companies
- WestPark

Bike Draw Sponsor

- Whalley Printers

Inkind/Prize Sponsors

- A-Star Art Parlour, BC Lions Football, Black Bond Books, Bozzini's Restaurant, Burger King, Central City, Dell Lanes, Knight & Day Restaurant, London Drugs, Long & McQuade, Prospera Credit Union, SFU Surrey, Stardust Kids on Wheels, Whalley Optical

Volunteers

- DSBIA Volunteers (Calvin Rasode, Liam Priddy, Laurie Burnside, Rachael Vukelic),
- Phoenix Society "Red Shirts"
- Surrey Crime Prevention Society

Onsite Participants/Performers

- Long & McQuade
- Mr. Mom's World
- North Surrey Lions Club
- Surrey Christmas Bureau
- Surrey Library
- Surrey Parks & Recreation

Safety Breakfasts

- Swiss Chalet
- Compass Point Inn

Board of Directors' Strategic Planning Session

- SFU Surrey

Media FAM Tour

- City of Surrey, Parks Recreation & Culture Department

Seasonal Open House

- Surrey Christmas Bureau
- Olympia Pizza

Community Spirit Breakfast

- Blackwood Partners/Central City
- City of Surrey
- Compass Point Inn
- Dona Cadman, MP
- Leader Newspaper
- McDonalds
- North Surrey Lions Club
- Phoenix Society "Red Shirts"
- Starbucks Central City
- Coast Capital Savings
- Olympia Restaurant
- Ricky's Restaurant

RCMP 60th Anniversary Barbecue

- Central City/Blackwood Partners
- Money Tree
- Prospera Credit Union
- North Surrey Lions Club
- Olympia Pizza
- The City of Surrey
- The Now Newspaper
- Safeway
- Graham Newberry

Central City Lighted Truck Parade

- Central City/Blackwood Partners
- The City of Surrey
- Pro Trucker Magazine
- RCMP
- North Surrey Lions Club
- Surrey Firefighters
- Surrey Christmas Bureau
- Surrey Food Bank
- Kwantlen Park Leos Club
- Now Newspaper
- Stardust Kids on Wheels
- Graham Newberry
- Teamsters Union



In 2012, the Downtown Surrey BIA will continue the work set out in 2011 namely; to move forward with positive growth and Economic Development, potential investment showcasing the opportunities for our City Centre, and support the current local businesses with area enhancement and proactive programs supporting their development and growth.

Economic Development

The focus for Economic Development in 2012 will be to participate in conferences, workshops, conventions and networking events to provide information about investment and business opportunities in Downtown Surrey.

The DSBIA will continue to participate in NAIOP (Commercial Real Estate Development Association); BOMA (Building Owners & Managers Assoc.); REIBC (Real Estate Institute of BC); Vancouver Board of Trade; Surrey Board of Trade; Simon Fraser University Advisory Committee and UDI (Urban Development Institute) & Vancouver Regional Construction Association Meetings. For the fourth year, the DSBIA will be a sponsor for Surrey's Economic Summit.

Government Relations

The DSBIA will continue to work with all three levels of government to insure our voice is heard regarding issues of importance to our members and the community.

Safety & Area Enhancement

In 2012, the DSBIA will continue to provide the Bike Patrol through Concord Security, Monday through Friday from 9 am-5 pm with expanded hours between June 15-September 10, 2012.

The DSBIA will again hold two Community Safety breakfasts (March and July) to provide businesses an opportunity to connect with the RCMP and other service providers in the area.

In the summer of 2012, the DSBIA will conduct our annual Safety audit and work with the Surrey Central Crime Prevention Team on various projects.

The "Clean Streets" program from April 15 through October 15 will continue as will a graffiti removal program.

Events

The DSBIA plans to continue to host, sponsor and/or participate in Movies Under the Stars at Holland Park, Party for the Planet, Steak in City Centre events, Fusion Fest, Surrey Fest Downtown, Q Fest, Canada Day, Gay Pride Festival, Santa Arrives at Central City, Tree Lighting Festival, and the Lighted Truck Parade.

Planning is underway for the Surrey International World Music Marathon, scheduled for September 30, 2012. This is an exciting initiative that will combine the love of running and walking with a festival highlighting Surrey's multicultural mix and

will place Downtown Surrey on the map worldwide.

On April 26, 2012, the DSBIA will present "The Sustainability Shift - Future proofing your organization" from 1-4 pm at SFU Surrey Campus - Westminster Savings Theatre. Co-sponsored by SFU Surrey and Van City. Registration is mandatory.

Marketing & Communications

The Marketing & Communications committee will work closely with the Economic Development Committee to identify and target potential investors and opportunities for the DSBIA to showcase our City Centre. This will be accomplished through targeted speaking engagements, tradeshows, sponsorship of major business events and associations. Marketing materials will be identified and developed to showcase our Downtown to further the interest and excitement of future development for the area.

In 2012, *The New View* will be distributed electronically seven times per year. *The View Downtown* - monthly feature in the Surrey Leader Newspaper and *It's News Downtown* - email newsletter to Members will continue for 2012. Don't forget to follow us on Twitter (@dtsurreybia), like us on Facebook and read our blogs on our website (www.downtownsurreybia.com).

The DSBIA strives to update a user friendly, informative and interactive website that showcases our initiatives, activities and events. We service our Members by keeping timely and up-to-date information on all events planned in Downtown Surrey. We continually update the Membership Directory and encourage our Members to send in any business activities, links to our Members websites and information they want posted.

If you are interested in serving on a DSBIA committee, please contact Elizabeth Model at 604.580.2321



Making way for the new City Hall



Opening of New City Centre Library



Proposed Budget

2012

REVENUE

	Proposed 2012
Levy	675 000
Other	
HRDC	
Sponsorships - Movies Under the Stars	25 000
Sponsorships - other	
Total Revenue	700 000

EXPENSES

BOARD OF DIRECTORS

	Proposed 2012
Planning / Orientation	1 500
BIABC Conference	
Meeting Expense	300
Directors E & O Insurance	1 000
Community Engagement	12 000
Committee Total	14 800

FINANCE & AUDIT

Audit	8 400
Meeting Expense	100
Committee Total	8 500

GOVERNMENT RELATIONS

Policy & Government Relations	5 250
Special Initiatives	5 000
Mayor's & SFU Galas	2 500
Business & Police Awards	1 000
Meeting Expense	200
Committee Total	13 950

MARKETING & COMMUNICATIONS

Newsletter & New View online	16 000
Monthly Business Column	6 800
Ads & Outreach	4 000
Printed Materials	500
DSBIA Website Maintenance	750
Marketing Opportunities	3 000
Marketing Initiatives	28 650
Meeting Expense	100
Committee Total	59 800

EVENTS

Surrey Fest Downtown	7 500
Fusion Fest / Canada Day	8 500
Movies Under the Stars	32 000
Community Partners	7 000
Surrey International Marathon	10 500
Tree Lighting Festival / Lighted Truck	7 000
Parade / Party for the Planet	
Committee Total	72 500

MEMBER SERVICES

AGM	7 000
Community Safety Breakfasts	1 000
Open House	1 000
Business License Lists	250
Steak in City Centre Events	2 000
Committee Total	11 250

ECONOMIC DEVELOPMENT & LAND USE

Ec Dev Opportunities / Events	10 000
Economic Summit Sponsorship	10 500
Website maintenance:	
surreycitycentre.ca	2 500
Meeting Expense	700
Committee Total	23 700

SAFETY & AREA ENHANCEMENT

Business Patrol	114 000
Graffiti Removal Program	47 000
Clean Streets	9 000
Safety projects/initiatives	3 000
Retail COP Membership	500
Meeting Expense	150
Committee Total	173 650

FACILITIES/OFFICE

Facilities Rent	31 500
Office	21 000
Contracts	5 250
Organization Membership	5 000
General Insurance	2 000
BIABC Conference/Travel	5 000
Committee Total	69 750

SALARIES/WAGES/BENEFITS

Core Staff	209 100
Summer Students	19 000
Benefits	24 000
Committee Total	252 100

TOTAL **700 000**