



Downtown Maple Ridge

Business Improvement Association

Mission: To create a prosperous destination, that is clean, safe and vibrant,
where a diverse community of businesses and residents live, work and play.

2007- 2008 ANNUAL REPORT

Downtown Maple Ridge Business Improvement Association

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STAFF & DIRECTORS

Ineke Boekhorst – Executive Director

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2008 Executive Committee

Racine Barbour	– President	(Property Manager Haney Place Mall)
Chrislana Gregory	– Vice President	(Downtown Property Owner and Manager)
Lynda Lawrence	– Secretary/Treasurer	(Downtown Property Manager)

2008 Directors

Ernie Beaudin	(Downtown Property Owner and Developer)
Tammy Diniz	(Business Owner, Benjamin Moore)
Bob Jones	(Downtown Property Owner and Manager)
Peggy Logue	(Downtown Business Owner, Garden Hill Funeral Services)
Bob Masse	(Downtown Business Owner, Chiropractor)
Tom Meier	(Downtown Business Owner, Johnston Meier)

The DMRBIA wishes to express on behalf of President Racine Barbour and the Board of Directors, its appreciation for the valuable contribution in time and talent of the following outgoing Board Members: **Chrislana Gregory, Lynda Lawrence and Bob Masse.**

PRESIDENT'S REPORT

The Downtown Maple Ridge Business Improvement Association exists to encourage and promote business in the downtown area through various cooperative projects including festivals, events, safety, security, banners, street design and furniture, cleanup, graffiti prevention, lighting upgrades to street and pedestrian walkways; seasonal decor and other initiatives designed to improve the downtown. Through the combined efforts of our dedicated staff; board of directors; CAP team; security and volunteers, we work with member businesses developing and managing programs to improve the downtown business core. Your BIA team is truly “Committed to the Core”.

I am proud of the progress this organization has made over the past two years as we moved forward with a strong Strategic Plan expertly executed by our Executive Director and strong committee chairs. Our three standing committees, Events & Marketing; Safety & Security and Beautification & Revitalization created many new and innovative initiatives while repeating previous successful campaigns in an effort to inspire and connect our members. The BIA office relocated from Haney Place Mall to a street location at 22362 Lougheed Highway where staff and volunteers were better able to focus on the needs and issues facing our members.

The BIA continues to enjoy partnerships with the District of Maple Ridge, RCMP, Westridge Security, BC Hydro, waste management companies, Youth Diversion, Community Policing, Bylaws and ICBC to effectively deal with member issues such as litter clean up; graffiti incidents; performing vehicle audits and providing valuable community, safety and security information.

The BIA takes pride in supporting the Caribbean Festival, Art in the Park, Heritage Days and the Christmas Parade in an effort to create interest in our area; encourage residents to shop local and attract visitors to spend time in our community. This year we were successful in placing forty business- sponsored trees in Memorial Peace Park in an effort to create interest in our area; encourage residents to shop local and attract visitors to spend time in our community. Current projects include working with Parks and Leisure Services to create a “Gateway” to the business improvement area and Spirit Square.

In keeping with our mission statement, “To create a prosperous destination that is clean, safe and vibrant where a diverse community of businesses and residents live, work and play”, the Downtown Maple Ridge Business Improvement Association will continue to make every effort to assist our community in reaching its full potential.

Racine Barbour, President.

EXECUTIVE DIRECTOR'S REPORT

The DMRBIA Board of Directors sets goals at a facilitated yearly Strategic Planning Session. Directors review the annual short term and long-term strategies, goals and objectives and set the course for the next year. Timelines and budgets are developed for the priority initiatives of the year through the Operational Plan. The DMRBIA Strategic Plan is clearly separated into three key areas: Beautification & Revitalization, Events & Marketing and Safety & Security. Through these three key Committees many of the goals and objectives have been reached and in some instances exceeded.

From an operational perspective the 2007/2008 year has certainly been a very busy and successful year, with increased member registrations, many new projects in progress and others completed. We presented in excess of 30 different projects and events, participated in 7 festivals, established ongoing partnerships with a minimum of 15 community organizations and organized more projects specifically focussed on family participation and attracting people to spend time Downtown Maple Ridge.

We received extremely positive feedback towards the visual revitalization efforts already showing downtown. The streets have been exhibiting the dozens of beautiful BIA sponsored Spirit Banners, created by children within School District #42 in collaboration with the MR/PM Arts Council and Spirit of B.C. community committee. MR/PM Arts Council is also a partner in our Mural program together with participating property owners. Our mural program has expanded to three murals commissioned by the DMRBIA, with the most recent addition on Dewdney Trunk Road at 223rd, in partnership with School District #42 and the property owner.

Partnerships are the way of the present and future. The synergy created when we work together can have powerful results. The DMRBIA partnerships with the District of Maple Ridge, RCMP, Westridge Security, ICBC, Bylaws, Community Policing, Economic Development, Tourism MR/PM, Chamber of Commerce, Parks & Leisure Services and many more, have continued to strengthen relationships with all stakeholders.

Thank You to our members who participated in any of our numerous projects over the year, including Halloween, Scavenger Hunt, Shop Local advertising campaign, Festival of Trees in the Park etc. Additional also numerous community groups that have contributed to the success of Santa Parade, Pumpkin Pageant, Heritage Days, Turning Wheels for Holiday Meals etc. Without all of you, these events would not be possible.

Given the vast variety and amount of work the DMRBIA attempts to complete in a year, our three committees are developed to streamline the process and produce the best results. Additional, the DMRBIA worked on numerous other community organizations & committees. Haney Farmers Market, MR/PM Arts Council, Spirit of BC community committee, Heritage Day Festival Society, Caribbean Festival Society, MR/PM Tourism, Community Policing, Spirit Square, to name just a few.

I am confident that with the continued dedication of our board of directors and member participation, the DMRBIA will continue to grow and provide for an even more successful future.

Respectfully Submitted,

Ineke Boekhorst
Executive Director

NOMINATION COMMITTEE REPORT

The Nomination Committee's responsibility is to determine pending Board vacancies, interview potential candidates and recommend a slate to the Board for election at the Annual General Meeting. The Committee and Board seek individuals who will bring a diverse range of qualifications to the table, who will enhance the Board with the skills and experience that the candidates can offer.

Candidates are required to be a member of the Association, namely a business and/or property owner within the DMRBIA area.

Current Directors:

TAMMY DINIZ (Business Owner, Benjamin Moore)

Ms. Diniz is a local business owner who has lived in Maple Ridge since 1994 with her family of three children. She is a member of Retail BC and the Maple Ridge Chamber of Commerce, and has served on the St. Patrick's Parish Education Committee as a board member. Tammy has served on the DMRBIA board for the past year. She has been an active supporter of, and participant in the Maple Ridge Home Show for the last seven years. Tammy will continue on the DMRBIA Board to complete the second year of her two (2) year term.

PEGGY LOGUE (Business Owner, Garden Hill Funeral Chapel)

Mrs. Logue has been a co-owner and operator of Garden Hill for nearly 25 years. She currently serves on the Ridge Meadows Community Living Foundation Board of Directors and previously has served on the Board of Directors for the Ridge Meadows Hospice Society and the Ridge Meadows Foundation Gala Ball committee. Peggy will continue on the DMRBIA Board to complete the second year of her two (2) year term.

TOM MEIER (Business Owner, Johnston Meier Insurance)

Mr. Meier had worked in Maple Ridge for many years, and has been a strong supporter of the community. Tom's long history of volunteer contributions include past service as president of the Chamber of Commerce, president of the Pitt Meadows Airport Society, vice president of the Ridge Meadows Hospice Society, and a director of the BC Summer Games. In 2007, he was chosen as Maple Ridge Community Foundation's Citizen of the Year. Tom served as the Co-Chair of the DMRBIA Safety & Security Committee. Tom will continue on the DMRBIA Board to complete the second year of his two (2) year term.

The Nominating Committee recommends the following slate of nominees for election as Directors for the DMRBIA:

RACINE BARBOUR * (Manager, Haney Place Mall)

Mrs. Barbour has served as the president of the DMRBIA for the first two years of operation. She has lived in Maple Ridge for 33 years and has over 30 years business experience. Racine currently serves as Commissioner with the Maple Ridge Economic Advisory Commission; Member of the Haney Central Community Policing Committee and the Downtown Property Owners' Association. Previously, she served eight (8) years with the local Chamber of Commerce; two (2) years as President. She has volunteered with various community committees including Pitt Meadows Economic Advisory Commission; BC Crime Prevention Group; 2010 Olympic and Smart Growth on the Ground.

ERNIE BEAUDIN* (Downtown Landlord & Developer)

Mr. Beaudin, has been involved with numerous residential projects throughout Maple Ridge over the past two decades. He holds both a Bachelor of Business Administration and Psychology degree, and has diverse experience in business, construction, marketing, computer technology and non-profit groups. Ernie has served as the Chair of the Events and Marketing Committee of the DMRBIA during the first two years of operation and spearheaded the DMRBIA website development.

AMBER BROWN (Business Owner, Gourmet Hideaway). Ms. Brown is Co-Owner with her husband Tyler of the Gourmet Hideaway Restaurant since approx. one year. Amber was originally from the Maple Ridge and Mission area and currently resides in Mission After High School Amber enjoyed travelling, lived in Australia for one year and travelled to South East Asia. Prior to purchasing the restaurant, Amber worked in the hospitality industry Downtown Vancouver, while doing promotional campaigns for the Molson Group.

ROB GAGNE (Business Owner, Let the Games Begin). Mr. Gagne has lived in downtown Maple Ridge for five (5) years and, with his wife Nicole, is the co-owner of Let the Games Begin. He has volunteered extensively with the Order of DeMolay, a youth organization, as an adult leader with the local chapter and was a member pf both the provincial and federal governing bodies. Rob has had broad work experience as a designer, marketing manager, and sales manager in various businesses.

BOB JONES* (Downtown Property Owner and Manager)

Mr. Jones has been a resident in Maple Ridge the past fifty(50) years and is now retired. Previously he co-owned a construction company and large real estate office. At present, he owns and operates a number of downtown properties and is President of the Downtown Parking and Property Owners' societies. Bob served as the Co-Chair of the DMRBIA Safety & Security Committee

GORDON MCBEATH (Manager, Haney Builders Supplies). Mr. McBeath has been the General Manager of Haney Builders Supplies for 30 years. Gord has served on the Board of Directors of the Maple Ridge Home Show for five (5) years and is an active member of the Ridge Meadows Canoe and Kayak Club.

* Current Directors standing for re-election

Respectfully submitted – November 2008 – by the Nominating Committee:
Chrislana Gregory, Racine Barbour and Peggy Logue

HIGHLIGHTS OF THE YEAR

Clean Team:

Throughout the year, the DMRBIA has worked hard to help ensure downtown is clean and ready for our customers and guests. Our Core Area Patrol assisted in that task by picking up litter and debris, removing posters from poles, keeping track of new graffiti (including covering it) and overflowing dumpsters, but also delivering newsletters and notices to keep members informed and assist at festivals. To just name a few of their many tasks.



Safety & Security Patrol:

Through our partnership with Westridge Security, District of Maple Ridge and the RCMP, Westridge patrols assist members by helping to move and/or detour undesirable individuals. Much of the success of these patrols is due to the active partnerships with the RCMP's downtown enforcement unit and the District of Maple Ridge Bylaw enforcement officers. Through a cooperative approach, calls for service are quickly returned and appropriate actions are taken. The end result has been a safer, more comfortable downtown for all stakeholders. Through an extra grant from the District of Maple Ridge, we were able to increase patrol hours to 16 hrs/day during the summer months.

Events:

Up to tens of thousands of locals and visitors are drawn to downtown during the summer months for our festivals and 2008 was no exception. Highlights of the year include:

- **Caribbean Festival;** the DMRBIA encouraged all downtown businesses to be open and distributed balloons to visitors and members opening their stores for the day. Some stores featured: Caribbean Specials, festival coupons, water for dogs, face painting for children etc.
- **Art in The Park;** was a new 3 day festival for "Downtown" Previously in East MR. The BIA successfully encouraged this festival to move to Memorial Peace Park. The event attracted many "art lovers" from in and outside our community.
- **Heritage Day;** Second Annual and DMRBIA helped significantly with the organization of the event, which attracted a large crowd to the downtown core. An old fashioned fun festival for the whole family, ending with fireworks from the roof of the Act.



Creation of new partnerships with event coordinators and local festivals has again resulted in more events downtown in 2008. By drawing more events, we can increase the exposure of downtown businesses to locals and visitors alike and encourage business participation..

INITIATIVES

PUBLIC SPACES

Since September 2007 the red and black uniformed Core Area Patrol (CAP Team) worked tirelessly to make downtown friendly, inviting and easy to get around. Not just sources of information for visitors and locals alike. Additionally, through a partnership with ICBC, the CAP team issued close to 10,000 "Parking Lot Audits", since their start; reminding downtown staff and visitors about the importance of keeping parked vehicles locked and clear of valuables, in an effort to reduce the chance of being a victim of auto crime. Palm pilots help the CAP Team work with the SAR program(Stolen Automobile Recovery) and 4 stolen cars were identified.

COMMUNICATION

Marketing:

Throughout 2007-2008 the DMRBIA provided a strong presence in the downtown, but also making sure individual members are aware of the exciting projects happening. Regular coverage in the local newspapers, newspaper advertisements, printed materials mailed out through Canada Post, flyers hand-delivered by the CAP Team to every individual member and a fresh new website, all helped create awareness of the DMRBIA and its membership. Association members were kept apprised of happenings through regular newsletters, email reminders and face-to-face visits.

Member Involvement:

Members can and should play active roles in Association sub-committees like

- Safety & Security (Trespass agreement, crime prevention, good neighbour agreements, visits with landlords of un-kept properties, etc),
- Beautification (street furniture, public art, banners, flower baskets, etc) and Revitalization (core planning, sidewalks, garbage dumpsters, Spirit Square construction, Gateway project, Façade Improvement Grants,etc)
- Events & Marketing ("Shop Local", seasonal promotion, 5X5 meet and greet, website, member registration etc).

If you would like to become more involved, call Ineke at the DMRBIA office: 604-467-2420, or visit us at our office located at 22362 Lougheed Hwy(just west of Fuller Watson).

COMMITTEE REPORTS

BEAUTIFICATION & REVITALIZATION

2008 has seen the Beautification and Revitalization Committee promote a clean downtown, contribute to an attractive downtown streetscape, and work with the District by providing input on and developing initiatives aimed at refreshing downtown. The Committee members are Ineke Boekhorst (DMRBIA Executive Director), Angela MacDonald (Chiropractor), Fred Tofts (Midnite Fairy), Tammy Diniz (Chair, Benjamin Moore Paints), and Chrislana Gregory (Co-Chair, Property Owner).

- The second annual 'Sparkle Week', held in July, saw businesses 'sweep-polish-shine' store fronts and window displays. Prizes were given for 'Curb Appeal' and 'Best Window'.
- A Graffiti Removal Program was instituted whereby any DMRBIA member needing graffiti removal simply provides the paint and the DMRBIA Clean Team provides the free labour.
- Two new murals, created by local artists Kathleen Tonesson and Jason Craft, now grace downtown. This wonderful public art can be seen at 22641 Lougheed Highway and 22321 Dewdney Trunk Road.

The latter mural was an exciting collaboration among the DMRBIA, School District #42, the artist, and the property owner.



- Banners designed by local school students (grade 5/6) to commemorate the 2010 Olympics are proudly hung throughout downtown. These are the result of a collaborative partnership among the DMRBIA, School District #42, the MR/PM Arts Council, and Spirit of BC Community Committee and will be on display until 2010.
- An exciting new program is in the works. The Façade Improvement Program will encourage property owners and tenants to redesign, renovate or restore the exterior of their building by improving doors, windows, awnings, signage, lighting, exterior surfaces, false fronts, moldings/trim, architectural details, patio areas, landscaping elements and painting. The DMRBIA will provide grants for a portion of the cost of eligible improvements.
- The 'Spirit Square' project, an initiative of the District and the Provincial Government, will see the enhancement of Memorial Peace Park and parts of 224th. The DMRBIA has acted as an important voice for the business community in the planning of this significant improvement.

Submitted by Chrislana Gregory, Committee Co-chair

COMMITTEE REPORTS

EVENTS & MARKETING

The Events & Marketing Committee had an exciting year in 2008 with many projects and programs launched, improved and expanded. The members of the committee for the year included Kathryn Baird (District of Maple Ridge-Parks & Leisure), Lynn Good (Good Company Home & Gifts), Shawn Mohajeri (Shawn Mohajeri Financial), Ineke Boekhorst (BIA Executive Director), Chrislana Gregory (Co-Chair, BIA Board), and Ernie S. Beaudin (Chair, BIA Board).

Now in year two of our programs, we have repeated a number of the ideas from our initial year while making many improvements based on feedback and input from members. The Trees in the Park from 2007 were such a success that we have brought it back to Memorial Peace Park for this season. The Shop Local campaign which was launched for the Christmas holiday season last year has been redesigned and expanded into a monthly marketing and promotional campaign, currently printed in the Times.

We have developed a process for festivals and events to apply for sponsorship and assistance from the DMRBIA. The BIA will participate in as many events as possible, which attract visitors, customers and business for our members. Those events providing the highest benefit to our members will be most likely to receive funding and direct assistance. Our goal is to promote events which encourage partnership with and participation of local businesses. And, once again this year we are sponsoring the Christmas Festival and Santa Claus Parade in the downtown.

Over the past year our committee has worked to increase the number of “registered” members. Registered means that we have proper contact and business information about the member, and that we are able to communicate, provide newsletters and obtain comments and feedback. We have nearly 600 of the approximate 1000 members now registered. The DMRBIA can best provide benefits to members whom are involved and included in our efforts. We ask that each member seek a neighbouring business not yet registered and encourage them to contact us and register. When we all work together, we will benefit and grow together.

We run a monthly networking social called the “Five by Five” which is designed to bring our members together to discuss issues and learn about the BIA and its current projects. These events are held most months of the year at the place of business of one of our members. There is no cost to attend, and we seek a new member to host the event each month. The DMRBIA would like to thank the following businesses for hosting in the past year: Little Garden Montessori Centre, Quiltopia, Ridge Coffee Roasting Company, Taste of Hawaii, Rosewood Cottage, Economic Development Office. Upcoming events will be at Britz Hair Salon (November 19) and Bodacious Baskets (December 9).

Events & Marketing is more than its title suggests, we also seek to improve the businesses through education in our “Speakers Series” which is held periodically throughout the year. In 2008, one speaker was presented: Joan Noel presented "Employee engagement and retention," and discussed how to recruit and keep good employees happy in your organization.

Marketing downtown is one of the key goals of this Committee. The largest campaign we have developed is the monthly newspaper advertising campaign, open to all members and currently running in the Maple Ridge Times. It is a two page full colour spread with a new business focus and theme each month. In August it was “Back to School” and school supplies; November was “Christmas” and gifts. The goal is to have as many different categories of businesses included throughout the year as well as to educate the public about the DMRBIA and the businesses and services available in downtown Maple Ridge. As part of this goal, the DMRBIA operated a booth at the Home Show with the purpose to promote shopping downtown; to inform the public of the hundreds of shops and services that are available. Board members spoke with attendees and provided information about our members and their businesses.

Much work is done behind the scenes to support the BIA; including writing articles for and maintaining the website (www.DowntownMapleRidge.ca), liaising with local newspapers and Municipal staff, and developing marketing and promotional materials. In 2008, we worked in partnership with MR/PM Tourism and District of Maple Ridge to develop the “Discover Weekends in Downtown Maple Ridge” poster campaign. In partnership with Tourism MR/PM we participated in the “101 Days of Summer Fun” publication. With the Maple Ridge Economic Development Office, we participated in new marketing materials designed to attract and encourage new business and development in the community. Four banners were purchased to identify the DMRBIA at events such as the Home Show in May 2008 and 5x5 events.

We introduced fun and interactive campaigns to better involve the public, and attract customers to our member businesses. A Scavenger Hunt this summer was quite successful with many businesses hiding a beach ball within their business. Recently, we partnered with the A.C.T. for the Halloween Painted Pumpkin Pageant, where people of all ages participated. We encourage retail businesses to dress up their window displays, change themes based on a season or for festivals and events. Prizes to participants and prizes awarded are always for member’s businesses. For Halloween, we provided free photographs of children in Halloween costumes.

We participated in the “Turning Wheels for Holiday Meals” campaign in 2007. Members of the Board of Directors, staff and members of the DMRBIA rode the stationary bike alongside members of the Municipal Council, staff and the public. All to support the Friends in Need Food Bank. December 11&12, the event will be repeated in Haney Place Mall. Members are encouraged to join us on this valuable cause, and pedal the bike for 20 minutes.

In 2009 our campaigns and projects will continue to expand and improve with feedback and input from our members and the Committee. The work done by the individuals on this Committee has been excellent and valuable to all members of the DMRBIA. Two members of the Committee have ended their terms; Lynn Good and Shawn Mohajeri. We would like to thank them for their contributions on behalf of the membership.

The DMRBIA and its Committees can do as much as the resources available. Resources are people, and your participation in BIA operations is needed and greatly appreciated. More member participation will result in more we can do, but also the benefits realized by every member will be more.

Ernie S. Beaudin
Chairman

COMMITTEE REPORTS

SAFETY & SECURITY

It has been a very busy year for the Safety and Security Committee. We have had excellent cooperation and support from the various agencies we are working with. (RCMP, Bylaws, District of Maple Ridge, Crime Prevention, Salvation Army, Outreach etc.)

The Committee meets monthly, every second Tuesday at 2pm. Regular attendees are members of the RCMP, Westridge Security, Salvation Army, the Mayor, Paul Gill and Brock MacDonald from the District of Maple Ridge, Norm Taylor from Crime Prevention, Ministry of Employment and Income, Heather Steele of Outreach and other guests and stakeholders.

Partnering with the RCMP and take action on all trespassers, and continue hiring Westridge Security to patrol the BIA area and remove trespassers, are our biggest action steps and accomplishments to date.

We have officially completed a signed Good Neighbour Agreement with the Salvation Army. This is an agreement between the Caring Place, RCMP, Mayor & Council of the District of Maple Ridge and the DMRBIA, it outlines expectations from all participating stakeholders.

In the future Good Neighbour Agreements could be signed with other businesses; example: bars, fast food restaurants etc.

The District of Maple Ridge provided the DMRBIA with an extra \$50,000.= security grant, to enable increased security patrols over the Summer months. It resulted in hiring Westridge Security for an additional 8hrs/day to 16 hrs/day, between July 1 and September 1. After re-assessing effectiveness of increased hours and observing remaining S&S budget, the Committee redirected Westridge back to 16hrs/day patrols for November and December 2008.



An RCMP Satisfaction Survey was developed in partnership with RCMP (Inspector Wakely) and Crime Prevention (Derrick Keist). Proposing ED (later to be transferred to CAP Team) conduct interviews with victims(BIA businesses) of commercial crime, to establish satisfaction with police. Questions relate to time of response, follow up, courteousness etc

Program was discontinued after only short period, due to privacy issues. Possibility of re-start being investigated presently.

In cooperation with Bylaws an initiative for BIA Safety & Security members was proposed. Committee members will contact BIA property owners of below standard properties in an attempt to “clean up” these properties. This project is presently in progress.

Tom Meier & Bob Jones, Committee Co- Chairs

Appendix

LETTERS OF REFERENCE

District of Maple Ridge – Mayor’s Office ----- **17**

District of Maple Ridge – Economic Development Office----- **18**

Maple Ridge – Pitt Meadows Parks & Leisure Services ----- **20**



Office of the Mayor

November 2008

To Whom It May Concern:

I am pleased to write this letter in support of the Downtown Maple Ridge Business Improvement Association (BIA), an organization made up of staff and volunteers who represent local business in Maple Ridge. This is a well-respected organization that has a positive history in our community, and is forward-thinking in their goals and objectives.

The BIA plays a valuable and essential role in our community and has done so since its inception in 2006. Their vital work in our community includes among other things, cleanliness, security, crime prevention, transportation and festival participation. With their focus on core area patrols, shop local campaigns, event funding and sponsorship, and many other programs, our local businesses can reach their full potential.

In Maple Ridge, one of our objectives is to encourage our residents to shop locally. I strongly support the BIA in their efforts to realize this objective and create a clean, safe and vibrant community and to help our downtown businesses prosper.

I encourage you to visit the BIA website at www.downtownmapleridge.ca.

Sincerely,

Gordy Robson
Mayor

District of Maple Ridge

11995 Haney Place, Maple Ridge, British Columbia V2X 6A9 CANADA

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17/11/2008

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*Deep Roots
Greater Heights*

November 14, 2008

Downtown Maple Ridge Business Improvement Association
22362 Lougheed Hwy
Maple Ridge BC
V2X 2T4

Attention: Ms. Ineke Boekhorst – Executive Director

Dear Ineke,

Congratulations to the DMR BIA Board of Directors, Staff and membership for a very successful year!

Developing strong relationships is at the core of any successful business. So, here at the District we're working hard to do our part in ensuring that the BIA and its members thrive.

Since joining the District of Maple Ridge as Manager Economic Development I've had the opportunity to be involved firsthand in a number of initiatives in support of the BIA including:

- Working with a professional graphic designer to create two **marketing templates** for your use – the BIA 5 X5 event flyer, and a poster format for other events. These items were also made available in “web ready” versions to post on your website
- Hosting the very successful **5 X 5 networking event** at the Economic Development office in September. For this event we partnered with Service BC and the Chamber of Commerce;
- Securing the services of Farnsworth Design to create an image bank of downtown area **photographs**
- **Co-sponsoring a seminar** with Joan Noel that allowed attendees to participate at no charge
- Leveraging the UBCM Festivals Grant with matching funds from Economic Development to create a generic “**Discover Weekends in Downtown Maple Ridge**” campaign. Through our partners at Tourism Maple Ridge – Pitt Meadows we were able to integrate the design with that of the “101 Days of summer” campaign. Tourism also hosted the information on their website and responded to enquiries about the various festivals and events



*Deep Roots
Greater Heights*

- Developing the “**Connecting Business. Resources to Succeed**” brochure that provides information to businesses about services available to them from the BIA, Chamber of Commerce, Service BC, Economic Development and the District of Maple Ridge. These brochures were developed and printed at the expense of the District to help make it easier for businesses to access resources
- The Economic Development office also provides the **use of our boardroom** to the BIA for your monthly Board meetings
- The BIA has a regular spot in my monthly column in the **Business Fraser Valley** publication
- We’re looking forward to further discussion about partnering on a potential grant program for a **façade improvement** program in the downtown area
- Maple Ridge Economic Development **provides support** to the municipal team working on downtown initiatives such as the streetscape, festivals and other items that have a positive impact on our entire community

The District of Maple Ridge is working hard to be among the most sustainable communities in the world through our focus on economic, social and environmental sustainability. Our sustainability motto “Plan for Tomorrow – Live for Today” (PFT) reminds us that while we’re enjoying the best that today has to offer, we are also building for generations to come.

I’ve included a supply of our PFT branded prospecting brochures that highlight opportunities for investment in Maple Ridge. Although these are intended for audiences outside the community, local businesses may find them of interest as well. Please let me know if you’d like additional copies for your members.

We look forward to continuing to work with the BIA to create a revitalized, vibrant Downtown Maple Ridge. Wishing you continued success!

Sandy Blue
Manager Economic Development
District of Maple Ridge

604-467-7319
sblue@mapleridge.ca
www.investmapleridge.ca

enclosure



2008 11 14

Maple Ridge Business Improvement Association
Attention: Ineke Boekhorst, Executive Director

Dear Ineke:

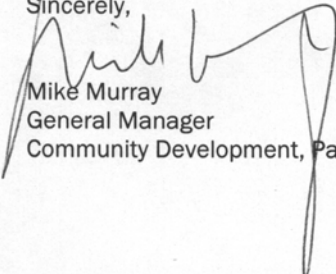
I am pleased to forward this brief note to you and your members to thank you for working with us on the plan for downtown beautification which will be partially realized with construction of the Spirit Square area early in the new year. As you know we are tendering the project now and look forward to getting started shortly (after Christmas as requested). Of course we are very grateful for the input from so many BIA members, particularly those whose businesses are located in the vicinity of 224th street between Lougheed Highway and Dewdney Trunk Road. As you know there were many individual and group conversations facilitated by the BIA from the blank page to the final design and we appreciate everyone's effort. The process and dialogue leading up to the tender was very helpful and will ensure the final product supports local business and the vibrancy of both the downtown and our community in general.

Of course Council has also authorized design work to commence on other areas in the Downtown such as the Lougheed Highway streetscape and we look forward to proceeding with that work as the resources permit. Having plans on the shelf is always helpful when grant programs come forward.

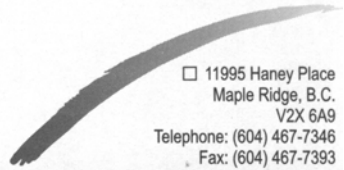
We are also pleased to see downtown businesses involved in and supporting the festivals and activities which add life to the street and Memorial Park and look forward to their continuing involvement. Since the Municipality operates several facilities in the downtown area I suppose it is fair to say we have a large stake in the success of Downtown Maple Ridge as well. By working closely together we have and will continue to have a positive impact on our community.

Wishing you and your members a very healthy and prosperous holiday season I remain,

Sincerely,



Mike Murray
General Manager
Community Development, Parks and Recreation



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Fax: (604) 467-7393