

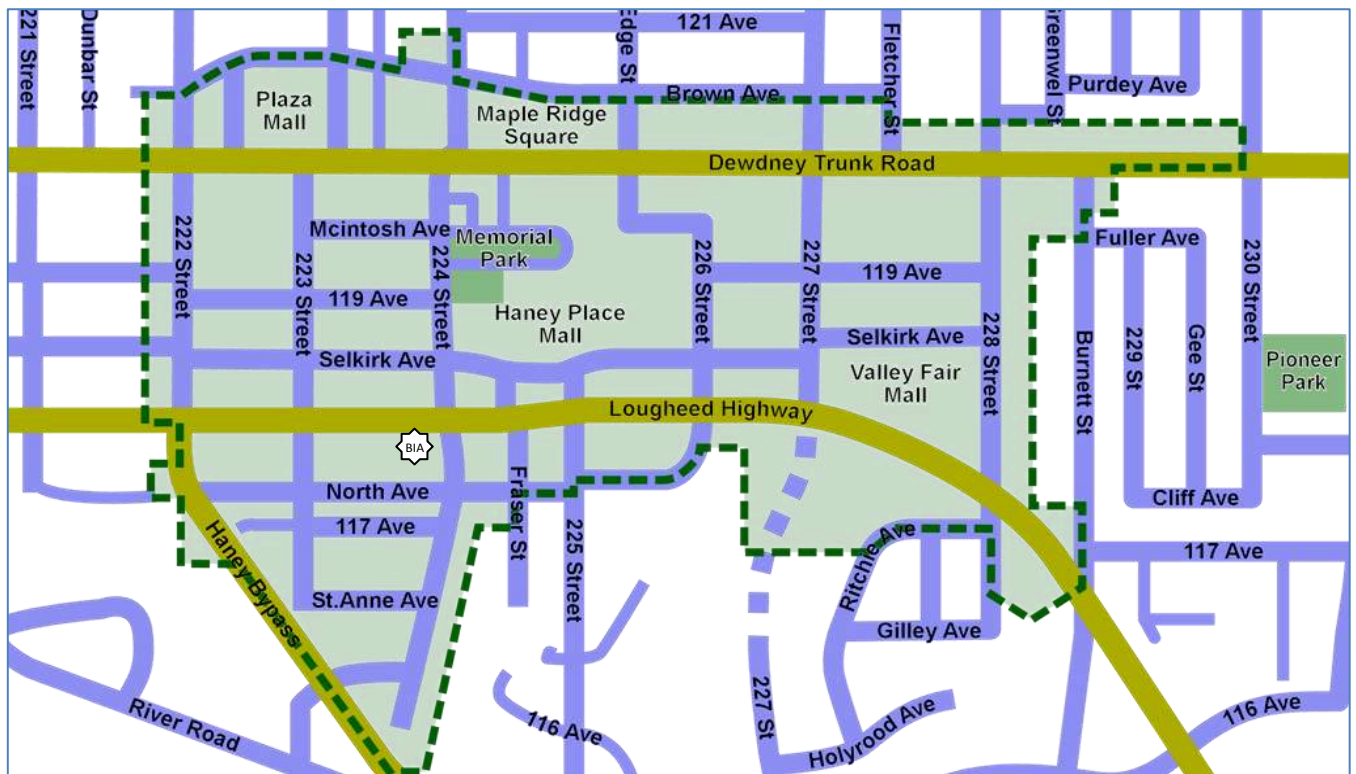


# DOWNTOWN MAPLE RIDGE

Business Improvement Association

*Ours to Share!*

## 2010 – 2011 ANNUAL REPORT



## **Vision:**

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

## **Mission:**

To provide our members and community stakeholders the means and resources to create a prosperous destination, that is clean, safe and vibrant, where a diverse community of businesses and residents live, work and play.

## **About BIAs:**

A Business Improvement Association (BIA) is a non-profit organization that represents all businesses and property owners within a specific geographical area. Government legislation permits and guides the steps necessary for a neighbourhood to become a BIA. Locally, DMRBIA creation, operation, business plan and budget must be approved at the municipal level.

BIAs engage, on behalf of all businesses and property owners within the specific area, in matters such as promotion, festivals, crime prevention, security, cleanliness, transportation, parking and advocacy. BIAs succeeded where voluntary business organizations often fail because the financial contribution of all properties and businesses is obligatory.

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# LETTER FROM THE PRESIDENT

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Fellow DMRBIA members,

As my term comes to an end, I cannot help but reflect on the crucial role the DMRBIA plays in energizing the businesses in our downtown core. It is no small undertaking to come up with ideas and then to implement them with 1 full time, 1 part time staff and a handful of volunteer Board and committee members. I salute all the people who devote so much of their personal time to make downtown a vibrant, exciting place for everyone to benefit from.

I joined the DMRBIA Board, because as a 20+ year resident and business owner in Maple Ridge, I wanted to play a part in getting our residents to spend more of their shopping dollars locally. I chose to be part of the exciting future that lies ahead for Downtown Maple Ridge. I have to admit that a lot more work needs to be done towards this end and it is crucial that all property and business owners get involved.

After all Downtown Maple Ridge is *Own to Succeed!*

The DMRBIA's mission is to create a prosperous destination that is clean, safe and vibrant, where a diverse community of businesses and residents live, work and play.

In 2011 the DMRBIA undertook the following projects, some of which are ongoing:

- Continuation of the Façade Improvement Program
- Back Alley Lights
- Continuation of the mural program
- Bi-weekly Shop Local ad campaign
- Downtown Seasonal banners
- Easter Egg Hunt
- Continuation of the Lunchtime Summer Concerts
- Wrap it Up Downtown Maple Ridge!.....and many more

Our membership is made up of approx. 700 businesses and about 300 property owners. As a Board we are committed to engage our members and encourage their input, as we embark on our new mandate.

Work continues on our website with focus on strengthening the social media aspect and utilising it to get information out to our members and the public on Downtown events

In this report you will see all the programs we have managed to put together in the past year and look forward to your continued participation in the coming year. All these events and programs will only be successful if we are all committed to get involved; after all, it is your Downtown Maple Ridge Business Improvement Association and it exists to benefit YOU.

In collaboration with the District of Maple Ridge we will continue to work on a Safer & Cleaner Downtown, working with Strategic Economic Initiatives to attract new businesses in the downtown core and with other departments such as Operations, Engineering and Bylaws.

DMRBIA has fueled the start of many new projects. DMRBIA has neither the financial or physical resources to undertake all actions, but in many cases is the catalyst by facilitating many different projects happening Downtown.

We are very fortunate to have the full support and cooperation of our Mayor, Council and District Staff. I would like to sincerely thank Mayor Daykin, all the Councilors and the administrative staff for their ongoing support and assistance.

On behalf of the Board I would like to acknowledge the tremendous amount of work put in by Our Executive Director, Ineke Boekhorst. We are so fortunate to have someone of her calibre combined with her commitment and enthusiasm to keep the wheels turning. She works diligently to put together all the programs, keep the membership informed and liaise with the District.

Please feel free to contact any of the Board members or the DMRBIA office with any comments.

Sincerely,

Anil Bharwani,  
President Downtown Maple Ridge BIA

# TREASURER'S REPORT

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As Treasurer for the Downtown Maple Ridge Business Improvement Association (DMRBIA), the past year has been exciting and productive. During this time I have had the privilege to work with the DMRBIA's Executive Director Ineke Boekhorst and its Board of Directors.

The DMRBIA represents hundreds of businesses and property owners. As such, our goal is to enhance the public profile of the downtown core utilizing the resources provided through the District from a property tax levy. Because these funds are direct contributions from our members, we continually encourage them to take an active role in helping us to increase the profile of their BIA area.

In 2010, the DMRBIA enjoyed an operating surplus of over \$20,000 while increasing its capacity in such areas as marketing and security. Some of this additional revenue came from a grant provided by the District of Maple Ridge while other amounts are the result of event-based revenue generating initiatives we undertook. We feel that this healthy bottom line represents good value for all of our stakeholders.

Next year we look forward to presenting our financial statements in a redesigned accounting structure that will more accurately reflect the reality of our full operations. By acknowledging all revenues separate from our expenses we are confident that our members will see the growth of its BIA in its full budget of approx. \$300,000. From a financial perspective, this gives us a strong position from which to look toward the next five years.

Thank you to our members for their ongoing support. Submitted by,



Philip Hartwick  
Treasurer

# EXECUTIVE DIRECTOR'S REPORT

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As the Executive Director of the Downtown Maple Ridge Business Improvement Association for the last five years, I would like to thank DMRBIA members, DMRBIA staff, Board of Directors, District of Maple Ridge staff and everyone else I have and am constantly working with, for all the assistance and encouragement I have always received; it truly is a pleasure working with you all. I always look forward hearing from the membership about the present plans, new ideas and how the DMRBIA can better serve you in the future. Discussing your views and ideas regarding improving the business climate Downtown will always be priority for me.

A very positive start for 2010, working with the District of Maple Ridge on the plans to revitalize first 224<sup>th</sup> Street, later Loughheed Hw, followed by the completion of 224<sup>th</sup> Street, along with the planning process and timelines of the actual construction, through the PLC Committee. Now is the time to continue to move forward and embrace the initiatives to revitalize our beautiful Downtown. Take a stroll along Loughheed Hwy, starting at 222<sup>nd</sup> Street and continue along 224<sup>th</sup> Street, to see the results first hand.

This year has seen a continuation of our most successful initiatives through our Clean Team projects, Safety & Security activities, Events & Marketing and Beautification & Revitalization initiatives, all making our streetscape and business properties look their best and our community as safe as possible. Our CAP Team, first Shelby and now Lynne, have made such a positive impact on the Downtown experience; we are always only just one phone call away. Please call 604-467-2420 if you have any safety or cleaning concerns and our team will be on it as soon as possible.

Our Downtown has a bit of everything, all within walking distance; a wide range of locally owned stores, a variety of ethnic restaurants, sports/recreation, art/music, park, theatre. Downtown Maple Ridge has a unique spirit and residents simply need to venture out, get some fresh air to celebrate it!

We presented in excess of 35 different projects and events, participated in 8 festivals, working partnerships with approx. 18 community organizations and increased projects specifically focused on family participation, encouraging people to spend time in our Downtown. The synergy created when we work together in a partnership is very powerful. Our partnerships with the District of Maple Ridge, RCMP, Westridge Security, ICBC, Bylaws, Community Policing, Economic Development, Haney Farmers Market, Tourism MR/PM, Chamber of Commerce, Parks & Leisure Services, Social Planning and Advisory Committee, CEED Centre and many more, continue to strengthen community relationships.

**Thank You** to those participating in any of our numerous projects over the year, including the new Lunchtime Concert Series, Downtown Art Crawl, Easter Egg Hunt, "Wrap it Up Downtown Maple Ridge", co-op advertising campaign, Amazing Race, Window Decorating events etc.

Looking forward, we are busy executing a strong Marketing and Event Plan for 2011/2012, with the goal of increasing awareness and visitation of our Downtown. This is an exciting time for the DMRBIA, as another five year mandate has been approved by the membership and Council. The next five years will be based on a solid business plan and budget, supported by the DMRBIA membership, will be focused on marketing, based on growth of new and existing programs, benefitting our entire BIA area, as we also welcome a small extension of the BIA area to the East.

There is such incredible potential for growth, I am thrilled to be part of the DMRBIA team and play a role in growing the success of Downtown Maple Ridge; it's **"Ours to Share"!**

Respectfully Submitted,

Ineke Boekhorst, Executive Director

# BOARD OF DIRECTORS

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## 2010 - 2011 Executive Committee

**Anil Bharwani – President** (Property Owner)  
**Deddy Geese – Vice President** (Business Owner, Hagens Travel)  
**Philip Hartwick – Treasurer** (Representing MR/PM Arts Council)

## 2010 - 2011 Directors

**Shannon Gander** (Business Owner, Monkey Business)  
**Teresa Green** (Representing Property Owner)  
**Chrislana Gregory** (Property Owner)  
**Karen Pukesh** (Business Owner, Monkey Business)  
**Michael Serry** (Representing RBC)

The DMRBIA Board of Directors wishes to express its appreciation for the valuable contribution in time and talent of the following outgoing Board Member and President of our Association for the last two years: Many thanks to **Anil Bharwani**.

### DMRBIA STAFF



**Executive Director**  
Ineke Boekhorst



**Core Area Patrol**  
Lynne Bradley



**Summer Student**  
Matt Szekeres

# 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 these candidates can offer.

Candidates are required to be a member of the Association, namely a business and/or property owner within the DMRBIA area. DMRBIA Constitution requires a minimum of 3 property owners on the Board of Directors

## Current and slate of nominated Directors for 2011 / 2012:



**Shannon Gander** (Business Owner, Monkey Business)\*

Mrs. Gander is the co-owner of Monkey Business Kids Boutique in Downtown Maple Ridge. Prior to entering the world of retail ownership, Shannon worked with social service organizations as a Federal Government representative. Her passion for her business and supporting local shops and services made joining the Maple Ridge BIA as a board member a natural next step. Shannon is excited to work with the DMRBIA to encourage everyone to shop local!



**Deddy Geese** (Business Owner, Hagens Travel & Cruises)\*

Mr. Geese moved to Maple Ridge in 1975. He opened Hagens Travel & Cruises in April of 1975 on 224th Street (formerly known as Alouette Travel). Deddy has served 5 years on the board of the Chamber of Commerce in the early 80s, was elected chairperson of the Mountain Festival for a 3 year term when it was a 10 day festival (80s), worked in the media relation office at the 1986 BC Summer Games and was a member of the Kiwanis club. He was a charter member and President of the Meadow Ridge Rotary Club in 1991. Deddy is a cofounder and currently an active member of the Caribbean Festival Society.



**Teresa Green** (Representing Property Owner, Executive Director Cythera Transition House Society)

Teresa Green moved to Maple Ridge in 2001 after accepting the position of Executive Director with Cythera Transition House Society. Cythera Transition House Society is a non-profit agency, with charitable status, incorporated under the Society Act since 1983. Cythera assists women and their families in becoming equipped to prevent and end the cycle of abuse, and offers options that may encourage women to end those relationships in which violence plays a predominant factor. In addition to a transition house (safe house) and counseling centre, the agency operates two social enterprises (Cythera Thrift Store & Cythera Unique Boutique). The agency currently owns two buildings in the downtown core of Maple Ridge.



**Chrislana Gregory** (Property Owner, Steelhead Investments Ltd.) \*

Ms. Gregory has been a Downtown property owner since 1994. Between 2006 and fall 2008. Chrislana served on the DMRBIA Board of Directors, filling such positions as Treasurer, Vice President, and Chair of the Beautification & Revitalization Committee. Since leaving the Board, she has remained an active member of the Beautification & Revitalization and the Events & Marketing Committees. Chrislana has a BA (Psych), Bachelor of Laws Degree, completed a number of mediation courses and is currently obtaining her Masters in Counseling. Her work experience includes legal practice and lecturing at UBC. She has volunteered on Parent and District Advisory Councils and served on Municipal working committees.



**Philip Hartwick, Treasurer** (Representing Business Owner, MR/PM Arts Council)\*

For the past five years Philip Hartwick has been the Business Manager of the Maple Ridge and Pitt Meadows Arts Council, operators of the Maple Ridge Arts Centre and Theatre (ACT). With over twenty years experience in the workforce, his history includes extensive work in the arts and non-profit sectors, including positions in marketing, fundraising, event planning and financial management. He has contributed many hours of volunteer time to organizations that promote the arts and community living. Currently he is studying Business Management part time at Douglas College.



**Kristian Manion** (Business Owner, Co-Owner of Manion and Associates Financial Services)

Kristian was born and raised in Maple Ridge where he currently lives with his wife and daughter. Kristian is part owner of Manion and Associates Financial Services and has been assisting people and businesses in the community for the past nine years with their insurance needs. In his free time he's been involved with Ridge Meadows Hospice Society and currently coordinates recreation programs at an extended care facility in Maple Ridge. He also instructs minor baseball players in Ridge Meadows, where he too was fortunate to play as a youngster enabling him to play at the Collegiate level in Southern California.

As a business owner in the downtown core, Kristian genuinely wants to help create a positive environment where businesses can succeed.



**Denis Prasad** (Business Owner, Organic World)

Denis Prasad grew up in Vancouver and moved to Edmonton in 1974. He went to Ponderosa System Incorporated in Dayton Ohio to do his business management and chef's training courses. Upon returning back to Edmonton he became the youngest Vice President for 120 steak houses in Canada. He owned the steak houses in Edmonton and developed a chain of family restaurants and night clubs.

Denis Prasad has lived in Maple Ridge for the past 25 years. He was instrumental in building and developing the finest state of the art meat processing plant in Westswold BC which exported Organic and Natural meats into Europe and U.S. He opened Organic World six years ago and under his command Organic World has become the leading processor, distributor, wholesaler in the Organic and Natural meat business from Maple Ridge British Columbia. We currently have 45 employees in our wholesale division which sells to hundreds of grocery stores in BC. He owns Organic World meat and grocery store and restaurant in Maple Ridge. This year Denis received the Business Excellence award in Maple Ridge.

I chose to serve on the BIA Board as a Vice Chair because Maple Ridge is our back yard, our children grew here and now our grand child is growing here. I believe with my business background I have a lot to offer to our community. We need the right aggressive changes, I am not just a talker but I know how to get the job done. I have a very good relationship with the District of Maple Ridge and I am very well known within the community as well as throughout BC and Alberta. Maple Ridge is growing at a phenomenal rate and I see the potential in this growth so the direction of this growth has to be steered by people with similar vision and interest.



**Karen Pukesh** (Business Owner, Monkey Business)\*

Mrs. Pukesh is the co-owner of Monkey Business Kid's Boutique on 224<sup>th</sup> Str. Prior to Karen's venture into self employed retail, she was a District Manager for one of Canada's largest fashion accessory retail chains overseeing multiple storefronts across Western Canada. Karen's passion for customer service and retail ultimately led her to opening their children's store in 2007. Having lived in Maple Ridge for over 13 years, Karen is excited by the opportunity to work with the DMRBIA and help further the goal of creating a healthy and sustainable business environment in Maple Ridge.





**Dan Ruimy** (Business Owner, Bean around Books)

With a lifelong career spent in the hospitality industry, Dan gained his experience the old fashioned way, working side by side with front line teams, managers and owners. Highlights include training well over 300 new franchise business owners, opening over 150 franchise locations, and successful expansion from 40 to 450 locations across Canada to name a few. Feeling the self-employment urge, in 2008 Dan started Tactical Approach, a consulting company with a specialized focus on day to day business operations, and experience in training, franchise sales, brand development, marketing and personal development workshops. In addition, in 2011, Dan opened Bean around Books in Maple Ridge. Dan also teaches part time with the self-employment program with Douglas College. Dan is excited to be part of the Maple Ridge business community and is looking forward to contributing to its continued success.



**Michael Serry** (Representing Business Owner, RBC)\*

Mr. Serry has been a resident of Maple Ridge since 2003. Michael has always been an active volunteer in the community sitting on various boards and organizations. In his professional life Michael is the Manager of the Royal Bank on 224th street in Maple Ridge. An MBA graduate from Athabasca University, Michael has had previous experience in commercial and corporate banking in addition to looking after the clients in our community. In his spare time when he is not chasing after his two children, Michael is an active member of the Meadow Ridge Rotary club, sits on the board of the Ridge Meadows Association for Community Living, and the Downtown Revitalization Project Liaison Committee.



**Cindy Stephenson** (Business Owner, T's- Once Upon a Tea Leaf)

Cindy-Lea Stephenson has lived, worked and shopped in Maple Ridge for over 32 years. She currently owns and operates the longest running cappuccino bar in Maple Ridge, located in Haney Place Mall. The anticipated growth potential in the downtown core led her to open T's- Once Upon a Tea Leaf, a few years ago. She believes there is more to owning a business than the bottom line and focuses on giving back to the community by participating and donating to several local projects and charities. Cindy-Lea's creative passion is to think outside of the box and she looks forward to the opportunity to help promote local independent businesses. She is thrilled to be a part of such a vibrant community!!



**Bruno Tommassini** (Representing Property Owner, JEM Place)

Born in Italy January 9th, 1947; Immigrated to Canada with Parents in 1951. Grew up in Kamloops, attended St Anne's Academy Catholic High School and graduated in 1965.

Started my long Banking career with Royal Bank on November 4<sup>th</sup> 1965 and recently retired on November 4<sup>th</sup>, 2010 after 45 years of Service. In 1980 I was transferred from Richmond to the Haney Branch as Branch Manager until 1984. I spent another 12 years as Branch Managers positions in North Delta and Surrey. I was fortunate enough to be transferred back to Haney Branch in 1995 again as Branch Manager until 2001 at which time I became a Mortgage Specialist with Royal Bank.

I have been a Resident of Maple Ridge since 1980 and have resided in the same home that we purchased in 1980. I am married to Noreen and have two beautiful daughters that were born and raised in Maple Ridge. My hobbies are Golf and I coach the Ridge Meadows Adult Slo-Pitch Team.

\* Current Director standing for re-election

Respectfully submitted – September 2011 – by the Nominating Committee:  
Chaired by Philip Hartwick



# **Benefits of a BIA to the Community**

The DMRBIA is part of a vibrant movement towards downtown revitalization taking place in cities around the world. In North America, downtown communities are enjoying a rediscovery and rebuilding of interest by citizens as they look for central spaces to interact with one another that can be categorized as vibrant, creative places. Living and working in proximity is allowing citizens to walk more and drive less. Currently in excess of 1,400 BIAs are found across North America with more than 60 in British Columbia alone, building and enhancing their BIA areas through initiatives in cleanliness, safety, security, business development, promotions and events, among many other projects.

Locally Property & Business owners, the District of Maple Ridge, and other stakeholders have and will continue to benefit from the activities of the DMRBIA including:

1. Coordinated Efforts – Working together, everyone is able to achieve more than working alone. Whether it is addressing street issues, managing growth and development, or managing special events to increase visitors to the core, the efforts of the Association, its membership and stakeholders, all have a dramatic impact on the overall community.
2. Sustainable Funding – Through a five year mandate, 2012 – 2016, the BIA structure allows the Association to plan and execute multi-year programs. This has allowed the expansion from ad hoc or seasonal to annual programs through a mix of core funding and leveraged dollars from local government and corporate sources; the Façade Improvement Program is a prime example of such a project.
3. Self Reliance – To its members a BIA provides structure and mechanism identifying useful projects and allocate money towards those projects. Businesses benefit from the whole area coming together, by leveraging its resources, versus each business trying to work independently.
4. Strong Public Image –Activities and commitment of the Association improve the BIA area through stewardship, raises the profile of downtown and creates an image of a “cared for” area.
5. Community Health – The health of an entire community can be measured by the success of its downtown. A strong and vibrant downtown, the heart of any community regardless of size, enhances the image and economy of the overall community.
6. Member Involvement – We encourage members to play active roles in sub-committees like:
  - Safety & Security (public safety, crime prevention, security patrols, Safety Fair). Monthly meetings every 2nd Tuesday;
  - Beautification (street furniture, public art, banners, flower baskets, etc) & Revitalization (core planning, sidewalks, garbage dumpsters, Gateway project, Façade Improvement Project);
  - Events (sponsorship, envisioning) & Marketing (“Shop Local” in newspapers, radio, seasonal promotions, 5x5 meet and greet, website, markets, member registration, social media, 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 #34 - 22374 Lougheed Hwy (Fuller Watson Office).

The DMRBIA is grateful for all types of assistance, from folding and stapling to spearheading a new marketing campaign. When more members become involved, the benefit will be greater for everyone.

# COMMITTEE REPORTS

- Façade Improvement Program
- Graffiti Removal Program
- Project Liaison Committee
- Seasonal Banners

## BEAUTIFICATION & REVITALIZATION

During 2010/2011 the Beautification and Revitalization Committee promoted a clean downtown, contributed to an attractive downtown streetscape, and worked with the District by providing input on and developing initiatives aimed at refreshing downtown. The Committee members are Angela MacDonald (Chiropractor), Tammy Diniz (business owner), Chrislana Gregory (Chair, Property Owner) and Ineke Boekhorst (DMRBIA Executive Director).



- The Façade Improvement Program, probably the B&R Committees' most exciting program for the third year. Designed to 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, mouldings / trim, architectural details, patio areas, landscaping elements and painting. The DMRBIA provided grants for a portion of the cost of eligible improvements to 8 successful applicants. See before/after photos below: one of the 2010 completed projects.



- The Graffiti Removal Program, accessed by many members. The BIA Clean Team worked tirelessly within the DMRBIA boundaries assisting any DMRBIA member needing graffiti removal; business simply provides the paint and the DMRBIA Clean Team provides the free labour. Approx. 550 tags were removed or covered throughout the year. The Clean Team also takes care of garbage removal (approx 500 garbage bags throughout the year), took down all posters and flyers on public property and generally kept the streets, sidewalks, park, back alleys and common areas clean and well looked after.



- PLC- the Project Liaison Committee was established to provide advice and feedback to the District relating to the downtown enhancement project concepts, processes and construction as they affected the community. We were able as a diverse group to exchange ideas and concerns related to the project. The DMRBIA has acted as an important voice for the business community in the planning of this significant project. Finalizing with a very successful Celebration Event of the completion, for the businesses and community and organized by all stakeholders.

# COMMITTEE REPORTS

- DMRBIA Website
- Monthly 5 X 5
- Monthly “Shop Local” advertising campaign
- BIA Map and Business Directory
- Treasure Hunt
- Painted Pumpkin Pageant
- Lunchtime Concert Series
- Summer Markets
- Easter Egg Hunt
- Downtown Art Crawl
- Art Market
- Sponsoring events like: Caribbean Festival, Christmas Festival and Lantern Festival
- Downtown Coupon Book
- Scarecrow Extravaganza
- Wrap it Up Downtown Maple Ridge
- Christmas Market
- Amazing Race
- Show your colours for Canada Day
- Celebration Event Construction

## EVENTS & MARKETING

The Downtown Maple Ridge BIA had a great event year 2010/2011! New events launched and existing ones improved upon.

Committee members Lynn Good (Good Company), Chrislana Gregory (co-chair), Deddy Geese (Chair) and Ineke Boekhorst (BIA Exec. Dir.) have listened to lots of feedback from the membership at our monthly 5x5 business meetings and implemented ideas where ever possible.

The committee selected three events based on their attraction to the downtown area for sponsorships. Our goal is to support events, which will help establish the core as a destination to visit and to enhance business activities. This year we sponsored the Christmas Festival/ Santa Claus Parade, the Caribbean Festival and Lantern Festival.

In August the DMRBIA continued the Lunchtime Concert Series, concerts every Tuesday, Wednesday & Thursday, in Memorial Peace Park. Local musicians performed in exchange for an opportunity to play in their community in a very relaxed and outdoor environment. The BIA invited anyone to stop by and have lunch while enjoying a free hour of music, providing seating for the audience. DMRBIA received a small grant from Parks & Leisure Services, which helped to offset some of the costs.

We presented 4 fresh summertime markets, with fun, festivities and BIA business vendors and additional local vendors; a partnership with the Haney Farmers Market. Markets were scheduled on the last Saturday of every month during the summer.

Our Downtown 5X5 business networking socials proved to be as successful as ever. Ten events held with an average of 12 – 15 people per event,

provided not only a great opportunity for business networking and in person marketing, but also a chance for DMRBIA to showcase some of our new businesses Downtown.

Memorial Peace Park played host to the Downtown Christmas Light Up event for the first time in 2010.....another event, initiated by DMRBIA. Three venues provided activities, entertainment, and crafts throughout the day. DMRBIA successfully proposed to the District of Maple Ridge to place a large Christmas tree facing 224<sup>th</sup> as a permanent fixture, which has since been accepted and a new DMRBIA Christmas tradition started!

All in all it has been a very productive year for the committee. Our goal is to provide vision and events that consistently fulfill our member’s expectations.

*Deddy K. Geese CTC Hagens Travel & Cruises*

*Chair Events & Marketing Committee*



# COMMITTEE REPORTS

## SAFETY & SECURITY

- Security patrols by Westridge Security
- Back Alley Lights
- Stolen Automobile Recovery program
- Crime prevention notices(ICBC)
- CAP Program – Core Area Patrol
- Safety Fair

Back Alley Lighting project is completed: Twelve lights were attached to existing Hydro poles and this made a big difference at night time. Locations are alleys between 223<sup>rd</sup> and 224<sup>th</sup> from Dewdney Trunk Rd to Lougheed Hwy and one south of Lougheed Hwy ..... thanks to a unique partnership between District of Maple Ridge staff, BC Hydro and DMRBIA. Municipal support, both financial and the tremendous assistance from Russ Carmichael, Director of Engineering Operations for the District of Maple Ridge has moved this project forward to successful completion.

This year again has been interesting for our Downtown. We continued to work closely with Westridge Security. Westridge provides daily 8 hour security patrols, to try and prevent problems for business and property owners. Patrols move along undesirable people that could cause problems, such as assault, robbery or defacing property.

DMRBIA appreciates the financial grant received from the District of Maple Ridge to assist with downtown security patrols, without the financial assistance DMRBIA would have to cut back the patrol hours severely.

The S&S committee continues to have an excellent working relationship with Bylaws. Discussion regarding changes to the existing Sign Bylaw, with input from our members, continues. Liz, the new Director and Derrick have been valuable assets and we will seek their assistance again throughout next year.

The Annual Resource & Safety Fair in Haney Place Mall was a resounding success. Another great partnership with many stakeholders participating; for example community policing, ICBC, BC Ambulance, RCMP, Search & Rescue, but also Family Education Alouette Addictions, Cythera House Foodbank. Many BIA member businesses in the "Community Service" industry participated as well, Free of charge; for example Bell Locksmith, Bowman, Lifestyle Store, etc.

PLEASE REPORT any downtown property crime to the RCMP, this includes graffiti and glass! In addition to increased RCMP patrols to the downtown, it provides our committee, through RCMP Crime Stats, the methods used during break-ins etc. that can be passed on to all our members for prevention of future crime

Anil Bharwani - Chair Safety & Security Committee



# Financial Statement

## Statement of Financial Position

(For the year ended December 31, 2010)

ASSETS		
Chequing/Savings Account	57,098	
Accounts Receivable	4,876	
Prepaid expenses	1,335	
Equipment	1,351	
<b>TOTAL Assets</b>		<b>64,660</b>
LIABILITIES & EQUITY		
Accounts Payable	10,870	
Net assets	53,790	
<b>TOTAL Liabilities &amp; Equity</b>		<b>64,660</b>

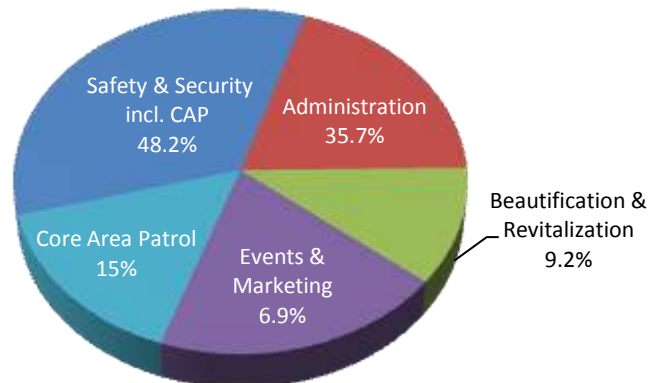
## Statement of Income

(For the year ended December 31, 2010)

Income		
BIA levy	160,000	
Grants	20,000	
<b>TOTAL Revenue</b>		<b>180,010</b>
Expenses		
Beautification & Revitalization	18,594	
Events & Marketing	33,468	
Safety & Security	57,985	
Core Area Patrol	26,351	
Administration	33,857	
<b>TOTAL Program Expenditures</b>		<b>170,255</b>
<b>NET INCOME</b>		<b><u>9,745</u></b>

Full detailed financial statements are available to all members during the Annual General Meeting, as well as by request from the DMRBIA office.

## CHART OF EXPENSES



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Maple Ridge and Pitt Meadows  
Parks & Leisure Services  
11925 Haney Place  
Maple Ridge, BC V2X 6G2

September 15, 2011

To Whom It May Concern

Re: MRBIA Letter of Reference

I have worked closely with the Maple Ridge Business Improvement Association (BIA) for a number of years in my role as a recreation coordinator for Parks and Leisure Services.

A focus of the BIA has been to create a vibrant and festival downtown core and in the past year, the role has expanded to also include a responsibility for encouraging local business involvement in event activities.

The BIA has an event production approach. Parks and Leisure Festival Office staff has noted a shift in the Caribbean Festival, for example, from being a completely volunteer-driven event to a partnership between the BIA and the Caribbean Festival Society. The BIA lessens the work of volunteers and BIA staff contributes between four and five hundred hours of staff resources, per year, to this one event's production.

Parks and Leisure Services has a community development approach and was pleased to support the BIA with the newly formed business connections. Further, connections with non-profit groups such as Community Policing, Citizens on Patrol, the Caring Place and the Recycling Society have also benefitted local events. There are a number of benefits to the local economy and safety in the downtown is improving as well.

Parks and Leisure Services supports the BIA's event goals by encouraging volunteer involvement in events, as well, with lending event equipment, assisting with site and safety planning, providing event day staff support, acting as a link to municipal staff for road closures, promotion, insurance and other resources.

The partnership has resulted in an increase in the number of downtown events and larger crowds at events. The BIA has also successfully advocated for an increase in public resources to Memorial Peace Park (e.g. community Christmas Tree, increased electrical power), and continues to work closely with Parks and Leisure and the fire department to safety plan for community events.

It is a pleasure to support the BIA and their business improvement goals and our department will continue to support the organization with recognizing the benefits of a recreation approach to community event development.

Sincerely,

Kathryn Baird  
Recreation Coordinator





**HANEY FARMERS MARKET SOCIETY  
11925 HANEY PLACE  
MAPLE RIDGE, B.C., V2X 6G2**

September, 2011

The Haney Farmers Market Society reflects on past events in partnership with the Downtown Maple Ridge Business Improvement Association and our Haney Farmers Market also in downtown Maple Ridge in Memorial Peace Park as interactive and worthwhile.

We feel we have common goals; to work towards building a viable, thriving, downtown core; to support the local economy, building a sense of community, working together to make a difference.

One of our Guiding Principles in our Mission Statement is “Building connections that create a sense of community through partnerships, collaborations and building relationships with the community at large. We believe in creating a supportive environment that encourages and celebrates the growth and development of community members and businesses.”

We look forward to 2012 and the new opportunities it will bring.

Yours truly,  
Haney Farmers Market Society



# Maple Ridge Caribbean Festival Society

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604-467-2420  
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The Maple Ridge Caribbean Festival is very pleased to provide a letter of reference to the Downtown Maple Ridge Business Improvement Association.

The DMRBIA has assisted us not only with our 2011 event, but they have been active in our event since their inception. They have distributed flyers on our behalf, provided volunteers on event days, supported us through financial donations and this year they liaised with the local merchants in order to put on a very successful kids zone. This alone helped us immensely by involving the local merchants in our event and making them an important part of our success in 2011. The improved kids zone helped us reclaim our original goal of being a family oriented event and we are very pleased with the positive feedback from the public in regards to this.

This partnership has proved to be very successful largely in part by the positive attitude and energetic approach of the DMRBIA members who participated. We are a very small committee responsible for staging on one of Maple Ridge's largest events with attendance numbers as high as 18,000 to 20,000. We definitely could not do it without the ongoing support of organizations like the DMRBIA

Thank you very much and we look forward to continuing our partnership well into the future

Debi Pearce

Secretary/Treasurer

Maple Ridge Caribbean Festival Society

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