



**DOWNTOWN
MAPLE RIDGE**

Business Improvement Association

Ours to Share!



downtownmapleridge.ca

MEMORIAL PEACE PARK
SPIRIT SQUARE

2018 Annual Report



34-22374 Lougheed Highway, Maple Ridge BC V2X 2T5

| 604-467-2420

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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:

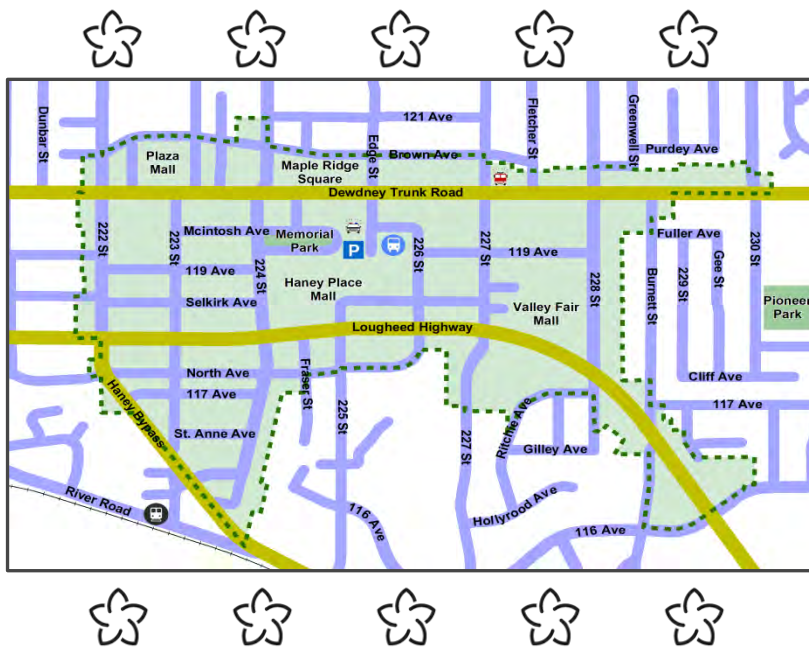
To provide our members and community stakeholders the means and resources to create a prosperous destination, that is clean, safe and vibrant, where a diverse community of businesses and residents live, work and play.

About Our BIA:

Since the DMRBIA was created in 2007, we have been an advocate on behalf of the downtown businesses and property owners, articulating the concerns of downtown business people while seizing opportunities to take direct and positive action to position our downtown as a more exciting destination for residents and visitors.

Through advocacy, marketing & events, co-operative initiatives, and financial grants towards physical improvements both public and private, the DMRBIA continues to work to reduce the impacts of a global economic downturn, by trying to make a direct difference for our downtown business and property owners.

We are pleased and privileged to be working on your behalf!





Dear Fellow DMRBIA Members:

I am pleased to have had the opportunity to serve as President of the Downtown Maple Ridge Business Improvement Association for 2016, 2017 and 2018.

I would like to thank our Board of Directors and our Executive Director, Ineke Boekhorst and her staff for their hard work and dedication, which enables us to provide a wide range of services for our members.

These include: hosting events, encouraging crime prevention and reporting, providing avenues for our members to promote their products and services and financially assisting merchants and property owners with beautification projects.

This year we have been working with our members and the City on several issues but here a few highlights.

1. BIA was able to confirm the renewal of the Façade Improvement Grant with the City of MR for an additional three years.
2. We have been in consultation with the Council and City staff regarding additional downtown parking and the need for a Park-and-Ride to support the new B-Line Program and feel that there is now support and we hope to see positive results going forward.
3. We are working with our members to identify projects in the Downtown Core, which will make our downtown safer and more inviting, such as additional murals, upgrading back parking lots and providing more lighting. These improvements will be in addition to the Façade Improvement Program

We look forward to working together with the City of Maple Ridge to ensure that we continue to meet our members' expectations. Our ultimate goal is to create a safe, vibrant and attractive place for people to shop and visit.

In closing, I would like to encourage all our members to consider getting involved on one of our committees as we are always looking for input. You can also keep in touch through our website, by telephone or e-mail. We would like to hear from you.

Sincerely,

Donna Telep



TREASURER'S REPORT

I would like to once again express my sincere appreciation to Ineke Boekhorst, Executive Director, Jennifer Vandergugten, bookkeeper, and PSVC Chartered Professional Accountants, for their support throughout the year. Their diligence and hard work, has resulted in the BIA maintaining its strong financial position during the 2018 fiscal year.

Our 2018 yearend financial statements report a surplus of 24,000 which increases our net assets to \$72,000. This level of financial strength allows the organization great flexibility entering the new year.

The 2019 operating budget calls for a planned deficit of \$16,452. This will allow BIA to provide some new and additional services while maintaining an adequate equity level.

Operating Budget for 2019

<u>INCOME:</u>		
City of MR Levy	\$276,900. ⁰⁰	
Security Patrol Grant	\$50,000. ⁰⁰	
Facade Improvement Grant	\$25,000. ⁰⁰	maximum
Project, Event & Marketing Recoveries	\$39,642.50	
Other Revenue	\$ 4,000. ⁰⁰	
Equity Accounts		
	Total Income	<u>\$395,542.50</u>
<u>EXPENSES:</u>		
Beautification & Revitalization	\$57,900. ⁰⁰	
Events & Marketing	\$110,000. ⁰⁰	
Safety & Security	\$122,955. ⁰⁰	
Governance	\$900. ⁰⁰	
Administration	\$2,5750. ⁰⁰	
Networking-Planning-Partnerships	\$82,930. ⁰⁰	
Professional Fees	\$4,000. ⁰⁰	
Rent	\$7,560. ⁰⁰	
	Total Expenses	<u>\$411,995.⁰⁰</u>
		<u>= \$16,452.50</u>

Respectfully submitted,

Patrick Smith, Treasurer

Celebrating 2018 Downtown Maple Ridge....

Lots of success stories and excitement during 2018 for the DMRBIA! Highlights include Refocused Marketing Efforts and adding new and already popular events, promotions and programs. We are dedicated to a vibrant and livable downtown that is the focal point of Maple Ridge.

As an organization we have been able to have a significant, positive impact within our Downtown Maple Ridge Neighbourhood. One of our strategies and key to this success is the ability to leverage our resources and influence by developing multiple partnerships. As we review 2018 touching upon each of our key focus areas of Beautification & Revitalization, Safety & Security, Marketing & Events, you will recognize partnerships as the common thread woven throughout, providing strength and sustainability.

THANK YOU: BIA staff, you are amazing! DMRBIA Board of Directors for your guidance, commitment and support. All stakeholders, partners, volunteers and the community; we love working with you every day!

Membership engagement and communication remains our focus; online presence has grown consistently through our consumer targeted website and hard work on our multi-platform social media strategy. To facilitate making all this happen, we re-aligned staff resources and formed a stronger partnership between Coree(New Membership & Events Coordinator) and web-master Peter. Increased use of assorted platforms, such as facebook, Instagram, newspaper, newsletter, meet the merchants, Feature Fridays and through personal visits.

EVENTS:

We assess our events throughout the year, measure them against our strategic plan, making changes, adjustments and experimenting along the way. Throughout 2018, we pounded the pavement, updating our database, visiting businesses, connecting with new businesses, ensuring members are aware of all we do and encouraging them to get involved. Happy to see more engagement, especially by new businesses (about 20% increase over 2017) this past year. Christmas campaigns included the return of our “Win Your Wish” promotion (we added another sponsor pkg and sidewalk decals for creative advertising), receiving 27,000 entries this time! We repeated Candy Cane Lane and transformed 224th street (south) from North Ave to the pedestrian tunnel into a “Candy Cane Walkway” for the arrival of the CP Christmas Train. Our “Trick & Treasure” Halloween event was highly successful, this year in collaboration with the Haney Farmers Market and many additional valuable partnerships. The Busking program, featuring local performers and Piano’s on the Street, continue to be Summer Favourites!

Looking back at 2018, I’m proud of the variety of initiatives we launched, to promote our Downtown. For instance the monthly Saturday Summer Market series are a tremendous success, with both the number of participating businesses AND customers steadily increasing. Lots of interest in the “Pet Fest”, Car Boot Sale.... and our Multi Cultural Market was quite a cultural happening!

SAFETY & SECURITY:

The daily professional security patrols are of great value to our members. Partnerships with the RCMP, Bylaw Department, CMR, Security Company, are successfully maintained through monthly meetings. Core Area Patrol (CAP) Lynne, is our “face on the street” and in daily contact with our members. Our Clean Team cleans up in the morning, before shops open, making sure all looks great and we’re ready for customers. This program is such a successful social enterprise project in partnership with Alouette Addictions and is partly funded by BC Housing.

BEAUTIFICATION & REVITALIZATION:

The 2018 Façade Improvement Program was our 10th year of successfully completed streetscape improvement projects, totalling approx. \$275,000 in grants over 10 yrs (50% DMRBIA + 50% City of MR). Resulting in a total of over \$5,000,000 in downtown MR facade improvements over last 10 years! AND we added another mural. In partnership with CMR, we continued a year-round rodent control program; it sharply decreased pest issues. Already a very strong foundation, as we head into 2019. Looking forward to another exciting year for Downtown Maple Ridge! Our team’s 2019 focus is on animating our downtown through innovative promotions, additional “place-making” ideas, new events and consistently aiming to increase member engagement.

Respectfully submitted,
Ineke Boekhorst, Executive Director

✿ BOARD OF DIRECTORS ✿

2018 Executive Committee

Donna Telep	- President	(Business/Property Owner Seville Mortgage Corp.)
Dave Sheppard	- Vice President	(Business Owner, Haney Sewing & Sound)
Patrick Smith	- Treasurer	(Accountant EPR)
Michelle Taylor	- Secretary	(Business Owner, Little Cricket Gift Gallery)

2018 Directors

Laurence Anderson	(representing Vernon & Thompson Law Group)
Teresa Green	(representing Property Owner, Cythera Transition House Soc.)
Denise Gunn	(representing Falcon Homes)
Tom Meier	(Business/Property Owner, Johnston Meier Insurance)
Celeste Kerschbaum	(representing Transat Travel)
Shelli Kiselycia	(Business Owner, Maple Ridge Florist)
Cindy Stephenson	(Business Owner, T's Once Upon A Tea Leaf)

DMRBIA STAFF



Executive Director
Ineke Boekhorst



Membership & Events Coordinator
Coree McIntosh



Core Area Patrol
Lynne Bradley



Administrative Assistant
Armaine Neale

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, to enhance the Board with the skills and experience that these candidates can offer. Candidates are required to be a DMRBIA member, meaning a business or property owner within the DMRBIA area.

SLATE FOR THE 2019 DMRBIA BOARD OF DIRECTORS

The following persons were nominated as the Slate of Candidates for the 2019/20 Board of Directors by the Nominating Committee. These persons are up for re-election or have shown strong interest to volunteer on the board for a first term and are well qualified to lead the DMRBIA into its next year.



BOARD OF DIRECTORS NOMINEES - * Current Director standing for re-election

Present Directors who will be completing the 2nd year of their 2 year commitment are:

Teresa Green – Representing Cythera Transition House Society & Property owner

Denise Gunn – Representing Falcon Homes

Celeste Kerschbaum - Representing Transat Travel

Shelli Kiselycia - Business Owner - Maple Ridge Florist

Dave Sheppard - Business Owner - Haney Sewing & Sound

Patrick Smith - Partner EPR, Certified Professional Accountants

Cindy Stephenson - Business Owner - T's, Once Upon A Tea Leaf

Michelle Taylor - Business Owner - Little Cricket Gift Gallery

Donna Telep - Business & Property Owner - Seville Mortgage

Tom Meier* - Business & Property Owner – Johnson Meier Insurance

New to the DMRBIA Board:

Lyle Perry – Representing McEachern, Harris & Watkins Law

Lyle Perry was admitted as an attorney in South Africa in 2010 and called to the B.C. Bar in 2018. Lyle now practices as a solicitor at McEachern Harris & Watkins, located in the heart of downtown Maple Ridge, focusing on business law, strata law, trademarks, real estate and wills & estates.

Born and raised in South Africa, Lyle and his wife Theresa have made Maple Ridge their home since 2011. Lyle loves living in and being connected to the community he serves. When not running after his 2-year-old son, Lyle can be found on the squash or tennis court. He also enjoys playing the bass guitar.

Respectfully submitted – April 2019

by the Nominating Committee: Laurence Anderson, Ineke Boekhorst

✿ 2018 ACCOMPLISHMENTS ✿

Surrey, April 2019, BIA BC Conference:

Receiving 3 Best in the West Awards
 for 2018 projects: 10 yrs. Façade
 Improvement Program, Downtown MR
 Coupon Books and “I LOVE Downtown
 Maple Ridge” Promotion

Advocacy to increase parking spaces, possibly Translink support
 Advocacy to initiate Community Court
 Advocacy for better communication/ Loughheed Construction
 DMRBIA Parking Map, indicating restricted and unrestricted parking
 Car Boot Sale, Multi Cultural Market & “Pet Fest”
 Member Security Lights Program
 Clean Team; Social Enterprise Project with Alouette Addictions
 Daily BIA Security Patrols (16hrs/day, 7days/week)
 10 yrs Façade Improvement Program, 90 projects since 2009
 Scarecrows-A-Plenty ,Candy Cane Lane
 Annual Rodent Control Program, collaboration with CMR
 Summer Busking Program
 Monthly Shop Local Page & Business Spotlight
 Pianos on the Street Program
 “Pop Up” event, partnership City of MR
 Trick & Treasure Event in collaboration with Farmers Market

DMRBIA mandated to measure the success of our events and promotions.

By introducing more “inclusive to all members” events and programs such as Facade Improvement Program, Scarecrows-A-Plenty, Win Your Wish, Meet the Merchants, etc. BIA member participation has greatly increased.

Sampling of Success Measurements - 2017 vs 2018:

- Win Your Wish:** 20% increase in participating sponsors,
 137% increase in online entries - total entries received 27,000!
- Summer Markets:** total of 7275 people visited our 5 markets, 182 vendors - 19% increase ; incl. 47 BIA vendors, 21% increase.
- Spring Treasure Hunt:** 1000 passports distributed (83% of BIA members will participate again) - approx. 500 prizes given at each
- Busking Program:** 62 performances (up 10%),
 3 times/wk for 14 weeks throughout the summer – 3 locations.
- Facade Improvement Program:** 9 applications; approx.
 \$37,000.00 in grant money was distributed to 9 projects.
 Since 2009, 90 completed projects, over \$5,000,000 in streetscape improvements downtown MR!
- Summer Lunchtime Concerts:** approx 1350 attendees, 14 scheduled concerts throughout the month of August, 3% increase.
- Scarecrows-A-Plenty:** 40 BIA businesses decorated and displayed a scarecrow, almost 1350lbs of food and \$200 in cash collected for the local foodbank; overall participation increase of 10%





BEAUTIFICATION & REVITALIZATION COMMITTEE

Creating a strong sense of ‘place’ is vital to a community’s success. The main purpose of the Beautification and Revitalization Committee is to better the overall appearance of the downtown area, which in turn will attract business investment and make it a more inviting and safe place to shop, live and play. The committee works together with business owners, other community groups, and the City of Maple Ridge to continually improve the landscape and property within downtown Maple Ridge and to plan projects that will enhance and animate the streetscapes within our downtown core.

Our main project is the Façade Improvement Program, which provides grants to property and business owners in downtown Maple Ridge to renovate, restore or redesign their commercial building façades. Since the program was first introduced in 2009, 80 projects have been completed. More than \$336,000 was granted (50% DMRBIA and 50% City of Maple Ridge) which generated well over \$5,000,000 in downtown Maple Ridge streetscape improvements!

In 2018 the Committee approved 12 applications, of which 9 completed. The total amount granted was \$36,836 which when completed, resulted in approx \$100,00 total downtown MR streetscape improvements!

The DMRBIA’s ‘Back Alley Mural Program’ was alive and well in 2018, and together with our funding partners, the City of MR and The ACT, we saw the creation and dedication of our new mural ‘Where the Golden Eagles Are’. The beautiful mural is painted by Kwantlen First Nation artist Brandon Gabriel, located just off 224th Street, on the north wall of the Subway Restaurant.

Our ‘Banners2Bags’ program is a creative initiative to re-purpose retired downtown MR banners and keep them out of the landfill. Last year we received approx. 150 from the City and partnered with the RM Association for Community Living to repeat this successful project. RMACL developed a sewing program for their clients, teaching them how to turn the old banners into colourful, functional shopping bags, providing a variety of skill training opportunities to its participants.

The Busking Program, also very successful, increased performances, a total of 62 busker performances. Our buskers perform Tuesday, Wednesday and Thursday, 14 weeks throughout the summer in three locations - at “the horse”, Memorial Peace Park, or at The Ridge Studios on 224th; check them out!

Our Clean Team, a partnership with Alouette Addictions and BC Housing, continues picking up trash and keeping our streets & alleyways tidy. Be sure to thank them for doing such a great job!

Our downtown withstood another large-scale construction project on Lougheed Highway this winter. The DMRBIA was instrumental in restoring communications between construction crew, City of MR engineering Department and affected businesses, resulting in a weekly news bulletin hand-delivered to each surrounding business, outlining what was accomplished over the last week and what would be tackled the following week. Construction was delayed due to weather conditions and finally completed March 2019. The resulting improvements between 224th and 226th along Lougheed Highway are lovely - look for the beautiful new trees, widened sidewalks and flower baskets following shortly!

2019 promises to bring even more beautification and downtown improvement projects to fruition such as self-watering planters on Dewdney Trunk, another mural, place-making projects. As always, working closely and in consultation with our local businesses and property owners is key to reaching our goals of creating a lively, beautiful downtown, where people want to visit, shop, and spend time.

Respectfully submitted,

Michelle Taylor, Chair

MARKETING AND EVENTS COMMITTEE



NEW: Busker Stops

2017 was another busy and successful year for events in our downtown core. It was also a year that saw a number of new initiatives – These include the **Busking Program, Feature Fridays**, 20% increase in our Facebook likes to approx. 2500.

Throughout 2017 DMRBIA worked with the City and other Community groups on the **Maple Ridge Cultural Plan**, which will be presented to Council shortly, we introduced a **Mad Hatter Tea Party** and **Candy Cane Lane event**. In partnership with the Safety and Security Committee a **Downtown Maple Ridge Parking Map** was developed and distributed to our local merchants to assist customers find suitable parking spots.

Really proud of our **Clean Team Program**, a social enterprise project, employing 2 locals, who are keeping our streets clean and free of unwanted debris. The **Umbrella Project** has been revived and new **Reusable Shopping Bags** have been purchased, encouraging “Shop Local”.

One of the super successful campaigns is our annual “**Win Your Wish**”. 2017 saw strong growth of over 15%; more than 26,000 entries received. A Public Draw took place January 3rd at Ryan’s Jewellers with local media in attendance. Win your Wish encourages citizens to shop local over the holidays, to enter local receipts and win incredible prize packages which are sponsored by BIA businesses. To make participating easy, over 60 businesses provided decorated festive ballot boxes. These spectacular decorated ballot boxes were entered into a merchant contest, with the winning store receiving free advertising in the NEWS.

This event along with our **Spring Treasure Hunt, Trick & Treasure event, Scarecrows- A- Plenty** and a number of others, bring new customers into **your store** and make shopping local, fun for everyone.

The Marketing and Events committee continues to work on new ideas to increase the viability of our downtown core and continuously encouraging our customers to spend their shopping dollars locally. DMRBIA is proud to have won a very prestigious “**BC BEST in the West**” award for our “One Stop Shop for Permits and Licences” project at the 2017 BIABC Conference and 2 awards at the 2018 Conference.

We welcome new members to the Events and Marketing committee and if you would like any information on how to become involved please feel free to contact Dipti or Ineke at the BIA office. I’d like to acknowledge and thank our committee members, Cindy Stephenson, Jessica Eckstein, Michelle Taylor, Dipti Chavan and Ineke Boekhorst for their time and dedication to this committee.

Celeste Kerschbaum (Chair)



100’s of pumpkins donated by BIA member businesses for Halloween event



BIA booth @ Summer Market

Canada Day Window Contest



SAFETY & SECURITY COMMITTEE

The Safety & Security Committee meets the second Monday of each month. The committee members representing the BIA are:

Teresa Green	Co Chair
Tom Meier	Co Chair
David Sheppard	Director BIA
Denise Gunn	Director BIA
Ineke Boekhorst	Executive Director DMRBIA

Other participating committee members are:

Inspector Aaron Paradis	Ridge Meadows RCMP
Gordy Robson	Council Liaison
Kyla Morovic/John Griffiths	Westridge Security
Anna Lavia	City of MR - Bylaw Department
Tom Meier	Downtown Parking Society
Darrell Denton	City of MR – Economic Development
Darrell Pilgrim	Salvation Army Ridge Meadows
Ken Holland	Chamber of Commerce

The focus of this Committee is primarily on working together to improve the level of safety and to aid in the prevention of crime in the downtown core. The Safety & Security Committee was formed so that the members of the BIA would have a presence at the committee table along with the RCMP, Westridge Security, Bylaws and other stakeholder groups such as the Salvation Army and the Chamber of Commerce. Working collaboratively, reporting to one another, results in quicker, more informative responses to issues brought forward by our BIA members.

Submitted by Teresa Green – Co-Chair



Financial Statement



Statement of Financial Position

(For the year ended December 31, 2017)

ASSETS

Cheque / Savings Account	\$33,375
Accounts Receivable	\$31,074
Prepaid expenses	\$10,619
Equipment	\$133

TOTAL Assets **\$75,201**

LIABILITIES & EQUITY

Accounts Payable	\$21,874
Payroll Liabilities	\$2,071
Net assets	\$51,256

TOTAL Liabilities & Equity **\$75,201**

Statement of Income

(For the year ended December 31, 2017)

Income

BIA levy	\$263,600
Grants	\$50,000
Other Revenue (recoveries etc.)	\$15,947

TOTAL Revenue **\$329,547**

Expenses

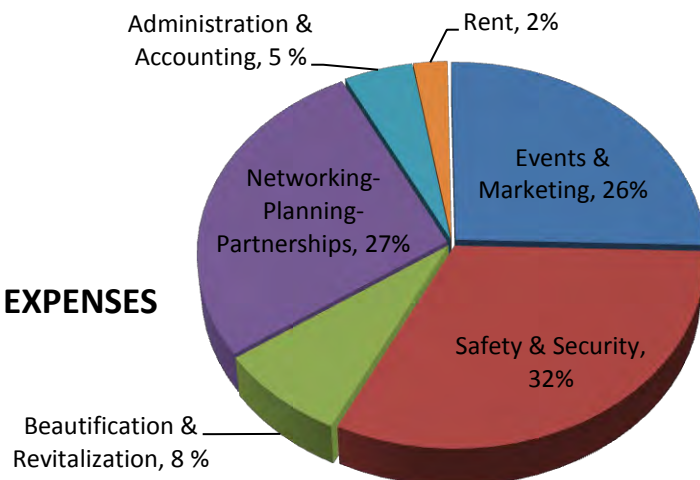
Events & Marketing	\$77,143
Safety & Security	\$95,489
Beautification & Revitalization	\$24,069
Networking-Planning-Partnerships	\$81,904
Administration & Accounting	\$14,232
Rent	\$7029

TOTAL Program Expenditures **\$299,866**

NET INCOME (LOSS) **\$ 29,681**

Full 2017 year-end financial statements, prepared by PSVC Accounting, are available to all members during the Annual General Meeting, as well as by request from the DMRBIA office.

CHART OF EXPENSES



Cultural Days @ Summer Market



Kids crafts @ Canada Day



Scarecrows-A-Plenty



Clean Team member at work



DMRBIA Market tents



Teddy Bear Picnic



BIA Business, happy to participate in all Summer Markets!



Handing in his completed Treasure Hunt passport



Summer Student Natasha handing out BIA balloons at our Summer Market



Happy Halloween!



Meet the Merchants

OWNED BY:
Mo Korchiński & Michelle Tingle

THE CREATE SHOP

HOW LONG HAVE YOU BEEN IN BUSINESS?
Store is open for about 5 years. We just took over since June, 2017.

WHAT DO YOU LIKE ABOUT OWNING A BUSINESS IN MAPLE RIDGE?
Connecting with the community on a creativity level, also love working with children.

WHAT IS YOUR FAVOURITE COMMUNITY EVENT?
Canada Day & BIA Summer Markets

WHAT IS SOMETHING YOU'D LIKE PEOPLE TO KNOW ABOUT YOUR BUSINESS?
We're here!! Drop-ins are always welcome!

We offer paint nights, birthday parties, ladies nights, teen nights and family nights...

Facebook/ShopMapleRidge #ShopMapleRidge

DOWNTOWN MAPLE RIDGE
Come to Shop!

The Create Shop
 190-22255 Dewdney Trunk Rd
 Maple Ridge, BC
 604-380-3801