



**DOWNTOWN
MAPLE RIDGE**

Business Improvement Association

Ours to Share!



Downtownmapleridge.ca

2019 Annual Report



34-22374 Lougheed Highway, Maple Ridge, BC V2X 2T5 | 602-467-2420

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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.

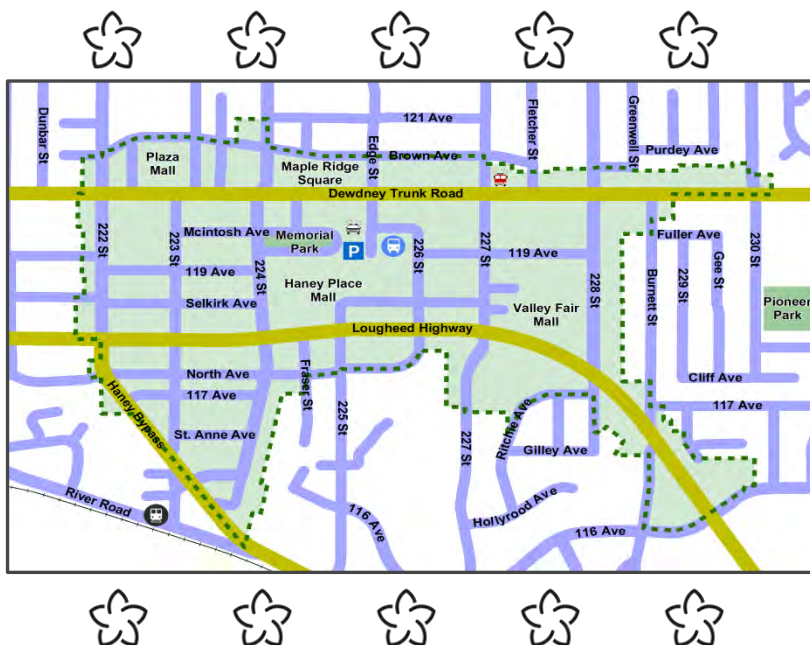
Mission:

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 vibrant and engaging 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 assisting to make a direct difference and positive impact for our downtown business and property owners on our local economy. We are pleased and privileged to be working on your behalf!





LETTER FROM THE PRESIDENT



Dear Fellow DMRBIA Members:

It has been an honour and a privilege to serve as President of the Downtown Maple Ridge Business Improvement Association for the last four years.

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

This year we worked very closely with the Economic Development Committee, Bylaws Department and City Council, who have been very supportive and helpful in ensuring that we meet our ongoing goals. These include hosting events for our members to promote their products & services, financially assisting business and property owners with beautification projects, such as the Façade Improvement Program and making sure our downtown is safe, well lit and free of unsightly properties.

I would like to take this opportunity to thank all our partners for their assistance and support.

DMRBIA continues to work directly with Westridge Security and the Clean Team to ensure we can provide a safe, clean and pleasant environment for people to shop, stroll and explore, which is our ultimate goal.

In closing, I'm encouraging all our members to consider getting involved in one of our committees, as this would be a great opportunity for you to give back to your community.

I encourage you to review our website to find ongoing updates, events, promotions your business can benefit from and please feel free to contact our office anytime by phone, by email or in person.

Sincerely,

Donna Telep, President





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 2019 fiscal year.

Our 2019 yearend financial statements report a planned deficit of 20,665 which decreased our net assets to \$54,463. DMRBIA continues to show a good level of financial strength allowing the organization great flexibility entering 2020.

The 2020 operating budget calls for a planned deficit of \$10,652 This will allow DMRBIA to provide some new and additional services while maintaining an adequate equity level.

Operating Budget for 2020

INCOME:

City of MR Levy	\$283,900	
Security Patrol Grant	50,000	
Facade Improvement Grant	25,000	maximum
Project, Event & Marketing Recoveries	46,142	
Other Revenue	4,000	
Equity Accounts		

Total Income	<u>\$409,042</u>
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EXPENSES:

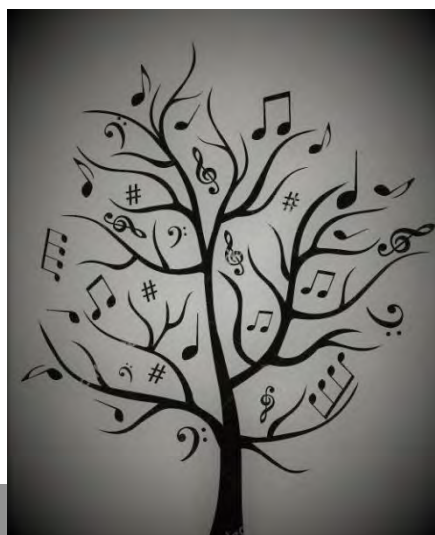
Beautification & Revitalization	\$56,600
Events & Marketing	133,050
Safety & Security	122,655
Governance	1,500
Administration	10,300
Networking-Planning-Partnerships	83,030
Professional Fees	5,000
Rent	7,560

Total Expenses	<u>419,695</u>
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Operating Deficit	<u>-\$10,652</u>
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Respectfully submitted,

Patrick Smith, Treasurer





EXECUTIVE DIRECTOR'S REPORT



Celebrating 2019 Downtown Maple Ridge....

We have been able to show 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 2019 touching upon each of our 3 key focus areas of Beautification & Revitalization, Marketing & Events, and Safety & Security, you will recognize partnerships as the common thread throughout my report, providing strength and sustainability.

EVENTS:

We assess events all through the year, measuring them against our goals, making changes, adjustments and experiment along the way. Throughout 2019, we pounded the pavement, consistently updating our database, visiting businesses, connecting with new businesses, ensuring members understand all we do and encourage each to get involved. Resulting in increased engagement, especially new businesses (increased approx. 20% over 2018). Christmas campaigns included the return of our "Win Your Wish" promotion, approx. 21,000 entries this year. Return of our successful Christmas Market in collaboration with "Glow Maple Ridge", which attracted thousands of visitors. DMRBIA donated a sound activated light installation to the CMR, which was installed in the Community Christmas Tree. Our "Trick & Treasure" Halloween event was highly successful, collaborating with the Haney Farmers Market; we also partnered with the NEWS in a very well attended job fair. The Busking program, featuring local performers and Piano's on the Street, continue to be Summer Favourites!

Looking back at 2019, I'm proud of the variety of initiatives we launched, promoting our Downtown area. Including our monthly Saturday Summer Market series, which 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, Mother's Day promo, Get Schooled.... and our September Multi Cultural Market was quite a cultural happening!

SAFETY & SECURITY:

Partnerships and consistent communication with the RCMP, Bylaw Department, CMR, Security Company, Salvation Army, Chamber of Commerce are successfully maintained through monthly meetings. Our daily BIA security patrols continue to be of great value to our members. Core Area Patrol (CAP) Tina, is our "face on the street" and in daily contact with our members, but also covering unsightly graffiti, or whatever we can do to assist our members "out in the field". The Clean Team cleans sidewalks each morning, before shops open, making sure our streets look great and are ready for customers. The program, partly funded by BC Housing, is a social enterprise partnership with Alouette Addictions, and presently employs 3 previously unemployed persons.

BEAUTIFICATION & REVITALIZATION:

We beautified Dewdney Trunk Road with self-watering planters. Our 10th year of the award winning Façade Improvement Program(FIP); in total we provided approx. 100 downtown businesses/property owners with a FIP grant (50% DMRBIA + 50% City of MR). Injecting about \$6,000,000 of downtown MR facade improvements over the last 10 years! Partnering with CMR, we continued a year-round rodent control program; which sharply decreased pest issues. With CMR we installed speakers for background music on 224th Str., improving ambiance.

THANK YOU: DMRBIA Board of Directors for your guidance and support. BIA staff, you are amazing; we couldn't do everything we do without you! Stakeholders, volunteers and residents; 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. We increased use of assorted platforms, such as facebook, Instagram, newspaper, newsletter, through campaigns like Meet the Merchants, Feature Fridays, Wednesday Where am I and through consistent business visits.

As we head into 2020, we are looking forward to another exciting year for Downtown Maple Ridge! Our team's 2020 goals will need some rigorous "adjustments" due to COVID 19, implementing social distancing, improving safety for merchants and customers, implementing new guidelines and looking for innovative ideas, creative "place-making", and as always, aiming to increase member engagement and consumer confidence.

Respectfully submitted,
Ineke Boekhorst, Executive Director

✿ BOARD OF DIRECTORS ✿

2019 Executive Committee

Donna Telep	- President	(Business/Property Owner Seville Mortgage Corp.)
Dave Sheppard	- Vice President	(Business Owner, Haney Appliance & Sound)
Patrick Smith	- Treasurer	(Accountant, EPR)
Lyle Perry	- Secretary	(Solicitor, McEachern Harris & Watkins)

2019 Directors

Teresa Green	(representing Property Owner, Cythera Transition House Soc.)
Denise Gunn	(representing Property Owner Falcon Homes)
Tom Meier	(Business/Property Owner, Johnston Meier Insurance)
Celeste Kerschbaum	(representing Business Transat Travel)
Shelli Kiselycia	(Business Owner, Maple Ridge Florist)
Cindy Stephenson	(Business Owner, T's Once Upon A Tea Leaf)
Michelle Taylor	(Business Owner, Little Cricket Gift Gallery)

DMRBIA STAFF



Executive Director
Ineke Boekhorst



Membership & Events Coordinator
Coree McIntosh



Core Area Patrol
Lynne Bradley



Core Area Patrol
Tina Sorensen

.....AND we
employ summer
students.....



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. DMRBIA seeks 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 2020 DMRBIA BOARD OF DIRECTORS

The following persons were nominated as the Slate of Candidates for the 2020/21 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 2 year 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

Tom Meier - Business & Property Owner – Johnston Meier Insurance

Lyle Perry - Solicitor - McEachern Harris & Watkins

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

New Nominees to be elected to the DMRBIA Board at the June 29th AGM:

Naomi Corr – Has been part of the Maple Ridge business community for 16 years, when she opened Little Explores preschool on Laity Str. Naomi opened Town & Country Vintage Home on 228th Str. 4 yrs ago. Living in Pitt Meadows for 13 yrs; Naomi has hosted a wedding event at Hopcotts and a # of vintage markets, which attracted thousands of people. Naomi is a big believer in community; recently donated \$1100 to FIN food bank, by selling Angel keychains (100% proceeds to the charity). Naomi wants to give back to the community that has supported her during COVID.

Corey Schmidt - Has lived in this area since 1969. Corey has been married for 20 years, they have two girls 10 and 13 year old. Corey started in the forestry industry and parks & trails. For the last 20 years Corey has been with Primerica Financial Services, he is a Regional vice president and Branch Manager, additionally Corey is a licenced financial professional in 3 provinces.

Martina Sonderhoff – Moved to Vancouver in 1988 and completed her Bachelor's Degree of Business Administration at Simon Fraser University in 1991. Martina spent most of her career in marketing, sales in the financial industry. In 2018, Martina became a co-owner of Maple Meadows Brewing, established in 2015 by her business partner, Carlo Baroccio. Both are very passionate about what they do, because BC's craft beer scene is fun, creative, very friendly and social. Martina lives in North Burnaby, but loves working in MR, as MR has an incredibly close-knit and supporting community, which she enjoys very much. In her "spare time" Martina pursues her other passion, which is sailing.



Nominating Committee respectfully submitted – June 2020; Dave Sheppard, Celeste Kerschbaum

✿ 2019 ACCOMPLISHMENTS ✿

Surrey, April 2019, BIA BC Conference:
Receiving 3 Best in the West Awards
for 2018/2019 projects: 10 yrs. Façade
Improvement Program, Downtown MR
Coupon Books and “I HEART Downtown
Maple Ridge” Promotion



Advocacy to increase parking spaces, adjust parking times
 Advocacy to initiate Community Court
 Advocacy for better communication/ Lougheed Construction
 Parking Map, mapping restricted and unrestricted parking inventory
 Mother's Day event, Glow Maple Ridge & Mad Hatter Day
 Member Security Lights Program; Mural Program
 Clean Team; Social Enterprise Project with Alouette Addictions
 Daily BIA Security Patrols (16hrs/day, 7days/week)
 10 yrs Façade Improvement Program, 100 projects since 2009
 Scarecrows-A-Plenty, Singing Christmas Tree
 Rodent Control Program, collaboration with CMR
 Summer Busking Program, speakers on 224th Street
 Monthly Shop Local Newspaper Page
 Pianos on the Street Program
 Self Watering planters on Dewdney Trunk Road
 Trick & Treasure Event in collaboration with Farmers Market
 “Business Spotlights”, “Feature Friday”, “Where Am I Wednesday”
and so much more.....

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

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



Sampling of our Measurements of Success - 2018 vs 2019:

- **Win Your Wish:** 20% increase in participating sponsors; \$12,000 prize pkg!
 5% increase in online entries - total entries received 21,000
- **Summer Markets:** total of 8,105 people visited our 5 markets (+15%), 187 vendors (+9%); incl. 49 BIA vendors (+10%)
- **Downtown MR Coupon Book:** 3 X 1500 coupon books distributed (at a minimal cost of \$20 to our members to participate!) – We received BIABC award for this program!
- **Busking Program:** 72 performances (up 8%),
 3 times per wk for 14 weeks throughout the summer – 3 downtown MR locations.
- **Facade Improvement Program:** 11 applications; approx. **\$47,226** in grant money was distributed to 9 completed projects. Since 2009, approx. 100 completed projects, approx \$6,000,000 total in streetscape improvements downtown MR! Received BIABC “Excellence Award” for this program!
- **Summer Lunchtime Concerts:** approx 1,380 attendees (increased 6%), 14 concerts during August.

☆ COMMITTEE REPORTS ☆

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 DMRBIA members to renovate, restore or redesign their commercial building façades. Since the program was first introduced in 2009, 98 projects have been completed. Approx. \$420,440 was granted (50% DMRBIA and 50% City of Maple Ridge) generating approx. \$6,000,000 in streetscape improvements! In 2019 the Committee approved 10 applications, of which 9 completed. The total grants \$47,226.55, resulting in approx \$119,000 total downtown MR streetscape improvements just for 2019!

Our 'Banners2Bags' program is another very creative initiative; re-purposing retired banners and keep them out of the landfill. We received approx. 150 banners from the City and partnered with the RM Association of Community Living. RMACL developed a sewing program for their clients, teaching them how to turn old banners into colourful, functional re-usable shopping bags, providing a variety of skill training opportunities.

The Summer Busking Program, produced a total of 62 busker performances. Our buskers performed 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 downtown received some notable improvements during 2019 with the addition of 9 self-watering planters along Dewdney Trunk Road and installation of 8 speakers, bringing background music to 224th Str. just in time for the holiday season and the Santa Parade.

The BIA in partnership with the City of Maple Ridge and the Chamber of Commerce saw many other efforts to animate our downtown come to fruition. The Glow Maple Ridge! initiative added an interactive Christmas tree to our downtown through retrofitting 1600 lights on our Community Christmas Tree. This installation will be re-imagined every Christmas season, providing continuous holiday entertainment for years to come. 100 strings of lights were distributed to 100 businesses participating in our window decorating contest, and a new light tunnel in Memorial Peace Park was installed creating memorable 'selfie moments' for all who visited.

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, and we look forward to another beautification and place-making projects to

Respectfully submitted,

Michelle Taylor, Chair



year of bringing more
our vibrant downtown.



COMMITTEE REPORTS



EVENTS & MARKETING COMMITTEE



2019 was another very successful year for events in our downtown core. We introduced a number of new initiatives, including: **I heart Maple Ridge, Feed Me Friday, Get Schooled downtown MR, Mother's Day promotion, Elf on the Shelf**, and many more

We saw tremendous traffic increases on all our social media platforms and our website.

Throughout 2019 DMRBIA continued to work with the City and other Community stakeholders to finalize the **Maple Ridge Cultural Plan**; some of the proposed initiatives were actually implemented

"Pianos on the Street" was back throughout the summer months; everyone loves to play the piano on

the bandstand! Our Lunchtime concerts throughout August and Summer Markets in collaboration with the Haney Farmers Market continued to be summer favourites!

DMRBIA Christmas "**Win Your Wish**" promotion returned and we increased the prize pkg to a total of \$14,000. A Public Draw took place early January 2020 at Haney Appliance & Sound. Win your Wish encourages citizens to shop local over the holidays, by entering local store receipts resulting in a chance to win incredible prize packages which are sponsored by member businesses and the BIA.

A DMRBIA partnership with the City of MR, the ACT, Christmas Festival initiated "Glow Maple Ridge", a month long Community Christmas Celebration (December), which will be an annually returning event. Massive light decorations in the park, "Singing Christmas Tree", Music on 224th Street were some of the collaborations. WinterFest was part of Glow and took place first Saturday in December with the Santa Parade, Special performances at the ACT, Lighting of the Community Christmas Tree by the Mayor (and Santa!) and so much more. The DMRBIA brought back the Christmas Market and attracted about 6000 visitors to the market, inside(Multi Purpose Room) and outside in the Park!

We experienced increased member engagement in the **Spring Treasure Hunt, Trick & Treasure, Scarecrows- A- Plenty** and a number of other marketing efforts; these promotions definitely bring new customers into **your store** and make shopping local, fun for everyone. Are **you** participating in 2020?

The Marketing and Events committee consistently works on new ideas to increase the viability of our downtown core and encourages customers to spend their shopping dollars locally. Another new and innovative "place making" idea: we placed small patio sets on 224th Street throughout the summer; it really changed the ambiance, especially when our newly installed speakers play background music!

DMRBIA is proud to have been recognized provincially with 3 prestigious "**BIABC BEST in the West**" awards: the "**I heart Downtown MR**" promotion, was one of those "award winning" promo's

As always, we welcome new members to the Events and Marketing committee; if you would like any information on how to become involved please feel free to contact Coree or Ineke at the BIA office. Thank You to our present committee members, Cindy Stephenson, Jessica Eckstein, Laurie Kinsman, Kathryn Baird, Nikki Nevison, Shelli Kiselycia, Naomi Corr, Celeste Kerschbaum, Coree McIntosh and Ineke Boekhorst for their time and commitment to this committee.

Cindy Stephenson (Chair)



COMMITTEE REPORTS



SAFETY & SECURITY COMMITTEE

The Safety & Security Committee meets the second Monday of each month. 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
Judy Dueck/ Mayor Mike Morden	Council Liaison
John Griffiths	Westridge Security
Chad Cowles	City of MR - Bylaw Department
Tom Meier	Downtown Parking Society
Wendy Dupley/Bruce Livingstone	City of MR – Economic Development
Mark Stewart	Salvation Army Ridge Meadows
Al Hogarth	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, Economic Development and other stakeholder groups such as the Salvation Army and the Chamber of Commerce. Working collaboratively, reporting to one another monthly, results in quicker, more informative responses to issues brought forward by our BIA members.

In the past year, we have reduced the amount of reported crimes in the BIA area. RCMP produced better reporting for more efficient policing. We received a grant for 3 people to clean our streets, resulting in garbage reduction, and graffiti has been reduced effectively to a minimum. We're looking forward to a safer and cleaner BIA area in 2020.

Submitted by Tom Meier – Co-Chair



Clean Team member in action



Financial Statement



Statement of Financial Position

(For the year ended December 31, 2019)

ASSETS

Cheque / Savings Account	\$41,479
Accounts Receivable	33,273
Prepaid expenses	7,554
Equipment	68

TOTAL Assets

\$82,374

LIABILITIES & EQUITY

Accounts Payable	\$24,753
Payroll Liabilities	3,158
Net assets	54,463

TOTAL Liabilities & Equity

\$82,374

Statement of Income

(For the year ended December 31, 2018)

Income

BIA levy	\$276,900
Grants	64,750
Other Revenue (recoveries etc.)	21,155

TOTAL Revenue

\$362,805

Expenses

Beautification & Revitalization	\$24,749
Events	63,780
Marketing	71,042
Safety & Security	110,715
Administration & Accounting	105,804
Rent	7,380

TOTAL Program Expenditures

\$383,470

NET SURPLUS (DEFICIT)

\$ (20,665)

Full 2019 year-end financial statements, prepared by PSVC Accounting, are available to all members by request; Please contact the DMRBIA office.



GLOW Singing Tree

December 7th - January 5th

Santa will "light up" the community Christmas Tree as every year, this also marks the start of the annual Santa Parade. However this year, the Community Christmas Tree, at the entrance of Memorial Peace Park (224th Street) is actually an interactive Singing Christmas Tree that is sound activated!

We encourage everyone to participate in this year's singing Christmas Tree. Post your videos or pictures of your experience with this Instagram, make sure to tag with #glowsingingtree. \$25 DMRBIA gift cards that can be used at any Enter often!

34-22374 Laugheed Highway | Maple Ridge, BC
downtownmapleridge.ca | membership@dmrbia.ca



Downtown Maple Ridge Caribbean Festival
Launch party @ Bandstand

Presented by The Downtown Maple Ridge Business Improvement Association

August 1, 2019

5pm - 6pm ASI SOMOS Quartet
6pm - 7pm Maple Ridge Reggae Jam
7pm - 8pm Sweet Pan Steel Drum Band

DOWNTOWN MAPLE RIDGE
Business Improvement Association



Get Schooled! in Downtown Maple Ridge

September 9th - September 29th, 2019

How well do you know your downtown Maple Ridge Businesses?

1. Find the DMRBIA official "Get Schooled!" quiz at www.downtownmapleridge.ca, on our Facebook page, at any participating business, or in the MR/PM News.
2. Visit participating businesses and find the "Get Schooled! Apple" to find the answer you require! List of participating businesses can be found on our website!
3. Submit the completed quiz, and receive a "A" (minimum 25 out of 30 answers) on your test to be entered to win a gift basket filled with donations from our participating Downtown Maple Ridge business (value approx. \$1000). Please drop off completed quiz at participating businesses or at our DMRBIA Office!

Winners will be drawn on Tuesday, October 1, 2019



CALLING ALL LOCAL BUSINESSES

To participate in any of our
Shop Local Campaigns

Contact: membership.events@downtownmapleridge.ca

