



**DOWNTOWN
MAPLE RIDGE**

Business Improvement Association

Ours to Share!



Downtownmapleridge.ca

2020 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.

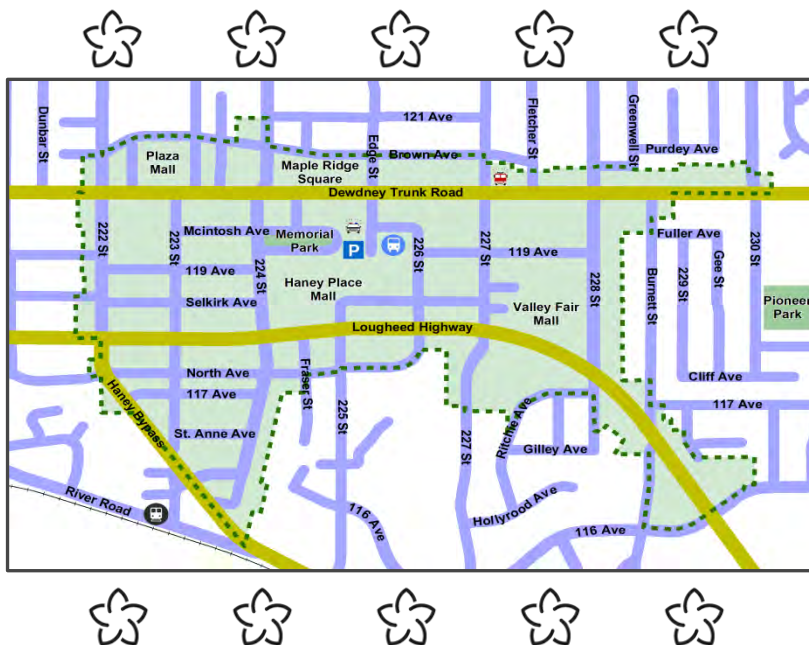
Mission:

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,

I am pleased to have had the opportunity to serve as President of the Downtown Maple Ridge Business Improvement Association for 2020 and 2021. It's been an exceptionally interesting year.

I would like to thank our Board of Directors for their time, energy, and commitment to improving the downtown core. I would also like to acknowledge the dedication and hard work of our Executive Director, Ineke Boekhorst and our Membership & Events Coordinator, Coree McIntosh. They've done a fantastic job even with the extra workload created from a reduced staff. A special thanks to our outgoing members Tom Meier and Teresa Green.

COVID-19 presented unprecedented challenges to many BIA members throughout 2020 and continues to have major effects into 2021. Along with the obvious health and safety concerns, many of our members have experienced financial hardships due to mandated closings and other restrictions. Added to that are the plexi barriers most of us have needed to install to protect our staff. Several community events were cancelled including the Home Show, Caribbean Festival and County Fest. Also last spring, many of us with school age children had to manage a balancing act when schools were closed and at-home online learning became the only option. Plus the graduating classes of 2020 and 2021 are getting short changed on their celebrations. The BIA has worked with the city to reduce some of these affects including the promotion of outdoor patios.

COVID-19 is also having macro-economic effects to many of our businesses. The factories are unable to keep up with production due to distancing rules and lack of materials, there is a micro-chip shortage, a serious container shortage, and delays at the ports. These supply management issues are resulting in delayed and/or reduced inventory shipment to many of our members. But Hope is on the Horizon. As the vaccine rollout gains momentum we can look forward to a new normal.

Despite these challenges, the DMRBIA has been working hard this year. We have retained the services of Westridge Security to address prevention and correction of unwanted activity in our downtown core. More information about how they can help you can be found on our website or by contacting the DMRBIA office. The Clean Team has resurfaced under the new partnership with Coast Mental Health. The Façade Improvement Plan continues to financially help business and property owners improve the appearance of their building. The new LOCTED program in partnership with [the City of Maple Ridge](#) has been exceptional at helping many businesses secure their locations.

As always, I encourage you to become involved in your Business improvement Association. This can be accomplished not only by becoming a Board Member, but also by volunteering on one of our subcommittees, or simply supporting any of [our promotions or events](#) throughout the year.

Sincerely,

Dave Sheppard

President of the Downtown Maple Ridge Business Improvement Association



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:

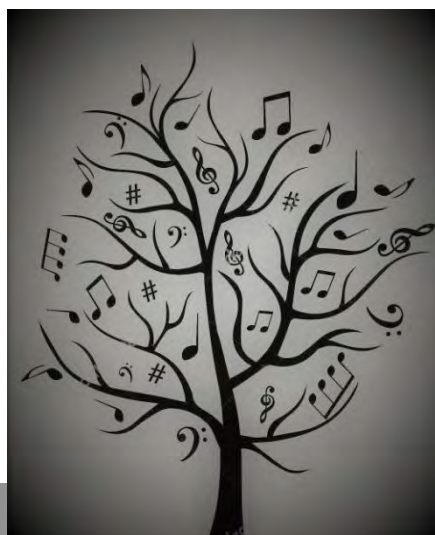
Beautification & Revitalization	\$56,600
Events & Marketing	133,050
Safety & Security	122,655
Governance	1,500
Administration	10,300
Networking-Planning-Partnerships	83,030
Professional Fees	5,000
Rent	7,560

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 2020 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 a multitude of partnerships. As we review 2020, touching upon each of our 3 key focus areas of Beautification & Revitalization, Marketing & Events, and Safety & Security, you will recognize collaborations and partnerships as the common thread throughout, providing strength and sustainability.

EVENTS:

No major events of any kind throughout 2020 due to the pandemic, but we were still able to present several exciting promotions, such as "I heart Downtown Maple Ridge", "Crack the Code", a Mother's Day and Father's Day gift guide, a socially distanced senior's "Tea & Treat" event and more. On a much smaller scale we continued visiting businesses, especially new businesses, ensuring members understand all we do and encourage each to get involved. Resulting in increased engagement (increase to over 30% of our members actively participating). Christmas campaigns included the return of our "Win Your Wish" promotion, with approx. 14,000 entries in 2020. Renewed partnership with the City of MR in the "Glow Maple Ridge" campaign, which encouraged thousands of people to stroll and drive along the beautiful light displays on their own time. Our sound activated Community Christmas Tree was back and we added a lit up beautifully decorated HUGE Christmas Tree on the corner of 222nd and Lougheed, to welcome shoppers to our downtown core area.

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 (16hrs/7days week). Core Area Patrol (CAP) program, unfortunately was suspended due to COVID, but we were still covering unsightly graffiti, or whatever we could do to assist our members "out in the field". The Clean Team continues to clean downtown sidewalks each morning, before shops open, making sure our streets look great and are ready for customers. The program, partly funded by BC Housing, was a social enterprise partnership with Alouette Addictions during 2020, and employed 3 previously unemployed persons. The contract with Alouette Addictions ended Dec. 31, 2020, but continues presently through a new partnership.

BEAUTIFICATION & REVITALIZATION:

We beautified Dewdney Trunk Road with additional self-watering planters. Our award winning Façade Improvement Program (FIP) continued; over the years we provided approx. 110 downtown businesses/property owners with a FIP grant (50% DMRBIA + 50% City of MR). Injecting well over \$6,000,000 of downtown MR facade improvements into our downtown! Partnering with CMR, we continued a year-round rodent control program; which sharply decreased pest issues. We continued working on the speaker project, greatly improving downtown ambiance.

Looking back at 2020, I'm proud of the variety of revitalization initiatives launched, promoting our Downtown area. Including brand new banners (Enjoy a little Downtown Time/ Shop Local, everyone wins!) and positive message murals, popping up on walls usually littered by graffiti! Did you notice the background music on 224th?

THANK YOU: DMRBIA Board of Directors for your guidance and assistance, this was a very different year for the DMRBIA. BIA staff, including summer students, you are amazing; we couldn't do everything we do without you! Partners, and everyone supporting us in the community; we love working with you every day!

Membership engagement and communication remains our focus; online presence grows consistently through our website and hard work on our multi-platform social media strategy. We increased use of assorted platforms, such as facebook, Instagram, Twitter, newspaper, introducing "COVID friendly" contests and promotions, steadily increasing engagement. Collaboration on an Informative Business TownHall, at the start of COVID, again was a great success!

As we head into 2021, we are looking forward to the renewal of our 5 year Bylaw! And ofcourse our goals include flexibility and adaptability as we all adjust to COVID 19 guidelines, implementing social distancing, improving safety for merchants and customers, implementing new local and provincial orders, 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 ✿

2020 Executive Committee

Dave Sheppard	- President	(Business Owner, Haney Appliance & Sound)
Denise Gunn	- Vice President	(representing Property Owner Falcon Homes)
Patrick Smith	- Treasurer	(Accountant, EPR)
Lyle Perry	- Secretary	(Solicitor, McEachern Harris & Watkins)

2020 Directors

Naomi Corr	(Business Owner, Town & Country Vintage Home)
Teresa Green	(representing Property Owner, Cythera Transition House Soc.)
Celeste Kerschbaum	(representing Business Transat Travel)
Shelli Kiselycia	(Business Owner, Maple Ridge Florist)
Tom Meier	(Business/Property Owner, Johnston Meier Insurance)
Corey Schmidt	(Business Owner, Primerica Financial Services)
Martina Sonderhoff	(Business Owner, Maple Meadows Brewing)
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
Open Position

.....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 2021 DMRBIA BOARD OF DIRECTORS

The following persons were nominated as the Slate of Candidates for the 2021/22 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 yr 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:

Naomi Corr - business owner Town & Country Vintage Home

Denise Gunn – Representing Falcon Homes

Celeste Kerschbaum - Representing Transat Travel

Shelli Kiselycia - Business Owner - Maple Ridge Florist

Lyle Perry* - Solicitor - McEachern Harris & Watkins

Corey Schmidt – Business Owner Primerica Financial Services

Dave Sheppard - Business Owner - Haney Sewing & Sound

Patrick Smith - Partner EPR, Certified Professional Accountants

Martina Sonderhoff – Business Owner Maple Meadows Brewing

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

New Nominees to be elected to DMRBIA Board, May 31, 2021 :

Nominating Committee respectfully submitted – May 2021; 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/ Loughheed 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; \$14,000 prize pkg!
 5% increase in online entries - total entries received over 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 very small cost of \$20 for 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.
- **Façade 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.



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 year of bringing more beautification and place-making projects to our vibrant downtown.

Respectfully submitted,

Michelle Taylor, Chair





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.



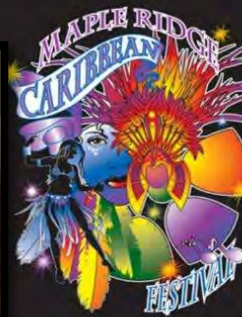
GLOW Singing Tree

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

