



# DOWNTOWN MAPLE RIDGE

Business Improvement Association



#34 - 22374 Lougheed Hwy  
Maple Ridge B.C. V2X 2T5

Phone: 604-467-2420  
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Website: <http://www.DowntownMapleRidge.ca>

## **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 area. Government legislation permits and guides the steps necessary for a neighborhood to become a BIA. Locally, its 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.

## **Table of Contents**

<b>LETTER FROM THE PRESIDENT .....</b>	<b>3</b>
<b>EXECUTIVE DIRECTOR’S REPORT .....</b>	<b>4</b>
<b>BOARD OF DIRECTORS .....</b>	<b>5</b>
<b>NOMINATION COMMITTEE REPORT.....</b>	<b>6</b>
<b>ACCOMPLISHMENTS OF THE YEAR .....</b>	<b>9</b>
<b>COMMITTEE REPORTS .....</b>	<b>11</b>
BEAUTIFICATION & REVITALIZATION .....	11
EVENTS & MARKETING .....	12
SAFETY & SECURITY.....	13
<b>FINANCIAL STATEMENT .....</b>	<b>14</b>
<b>APPENDIX .....</b>	<b>15</b>
LETTERS OF REFERENCE .....	15

## LETTER FROM THE PRESIDENT

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Fellow BIA members,

I joined the BIA Board last year because I chose to be part of the exciting future that lies ahead for Downtown Maple Ridge. With a current membership of over 700 businesses and about 300 property owners we have come a long way from our humble beginnings. In this report you will see all the programs we have managed to put together for you in the past year. The BIA Board, together with those members volunteering on our committees, are dedicated to bringing programs and projects forward to invigorate the downtown core.

In addition to these programs we also launched our new website with the theme of “Ours to Share”. You will see this theme incorporated and practiced in everything we do as we go forward. However, such programs will only be successful if we are all committed to getting involved; after all, it is your Downtown Maple Ridge Business Improvement Association and it exists to benefit YOU.

I urge you to start thinking in terms of what we can do together as a “TEAM”, working together for the benefit of all members; and in doing so imagine what we can achieve!

My goal this year was to foster a meaningful working relationship with the District. 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, the Councilors and the administrative staff for all their support and assistance during the year.

I would be remiss not to acknowledge the tremendous amount of work put in by our Executive Director, Ineke Boekhorst. She works tirelessly to put together all the programs, keep the membership informed and liaise with the District.

I would like to thank all the members who volunteer on committees or assist in the delivery of our programs for their time, energy and enthusiasm.

This AGM is crucial to all of us as our mandate ends on December 31, 2011. We need your approval to request a renewal of our mandate from the District of Maple Ridge. The District would very much like to see us continue promoting and marketing downtown as it moves forward with its own plans for the Downtown core. Your attendance and vote is critical to allow the BIA to continue its work to bring more shoppers into downtown.

Please feel free to contact me, or the DMRBIA office with any comments.

Sincerely,

Anil Bharwani,  
President Downtown Maple Ridge BIA

# EXECUTIVE DIRECTOR'S REPORT

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The Downtown Maple Ridge Business Improvement Association provides leadership to promote and market our Downtown Core, plan and assist with business development, beautification and property enhancement initiatives. Partnerships with property and business owners, professionals, local government and community groups are vital to ensure a vibrant, prosperous and safe Downtown.

The DMRBIA Board of Directors together with the Executive Director set goals at a facilitated annual Strategic Planning Session. Directors review the short and long-term strategies, goals and objectives and set the course for the next BIA year. Timelines and budgets are developed for the priority initiatives of the year through the Operational/Business Plan. The DMRBIA Strategic Plan is clearly separated into three key areas: Beautification & Revitalization, Events & Marketing and Safety & Security. Through these three key volunteer Committees, each chaired by a member of the Board of Directors, most of the goals and objectives have been reached and some exceeded our expectations.

From an operational perspective 2009/2010 has again been a very busy and successful year; I consider the many successes we've seen in our BIA area. Between new construction and renovations, evolving new retail, restaurants and services, increasing member registrations and new and strengthened Association initiatives have all lead to one of the most successful years in the Association history.

We presented in excess of 35 different projects and events, participated in 7 festivals, continued working partnerships with approx. 18 community organizations and organized more projects specifically focused on family participation, encouraging people to spend time Downtown Maple Ridge. Partnerships are the way of the present and future. The synergy created when we work together can have powerful results. The DMRBIA partnerships with the District of Maple Ridge, RCMP, Westridge Security, ICBC, Bylaws, Community Policing, Economic Development, Tourism MR/PM, Chamber of Commerce, Parks & Leisure Services, Social Planning and Advisory Committee, CEED Centre and many more, have continued to strengthen relationships with all stakeholders.

We are receiving more and more positive feedback from members and customers as they are noticing the improvements downtown; sidewalk power-washing, regular graffiti cleanup, litter picked up daily, façade improvements in progress, Downtown Enhancement Project and the list goes on.

**Thank You** to those participating in any of our numerous projects over the year, including the new Lunchtime Concert Series, Scarecrow Extravaganza, Treasure Hunt, co-op advertising campaign, Summer Markets, Window Decorating events etc. Additional numerous community groups have contributed to the success of, for instance, the Santa Parade, Pumpkin Pageant, Heritage Days, Turning Wheels for Holiday Meals etc. Without your assistance, these events would not be possible.

We were humbled but very proud to present the 2010 BIA BC Regional Conference in May, hosting over 75 BIA delegates from all over the province, at our beautiful ACT Studio.

Looking forward, the Association has notified the District of Maple Ridge of the intention to renew the mandate for a next five (or possibly ten) year term starting in 2012. The mandate renewal will be based on a solid business plan and budget, supported by the DMRBIA membership, based on growth of new and existing programs, benefitting our entire BIA area and possibly seeing an extension of the BIA area.

I am confident that with the continuing dedication of our board and increasing member participation, the DMRBIA will continue to grow and can look forward to an even more successful future.

Respectfully Submitted,  
Ineke Boekhorst, Executive Director

# BOARD OF DIRECTORS

## 2009 - 2010 Executive Committee


**Anil Bharwani – President** (Realtor, Remax)  
**Deddy Geese – Vice President** (Hagens Travel)  
**Philip Hartwick – Treasurer** (MR/PM Arts Council)

## 2009 - 2010 Directors


**Racine Barbour** (Property Manager Haney Place Mall)  
**Shannon Gander** (Business Owner, Monkey Business)  
**Bob Jones** (Downtown Property Owner and Manager)  
**Willie Loren** (Business Owner, Bodacious Baskets)  
**Karen Pukesh** (Business Owner, Monkey Business)  
**Michael Serry** (Branch Manager, RBC)

The DMRBIA wishes to express on behalf of President Anil Bharwani and the Board of Directors, its appreciation for the valuable contribution in time and talent of the following outgoing Board Members, who have both been instrumental in the initial start, set up and successful progress of the DMRBIA: Many thanks to **Racine Barbour and Bob Jones**.


**DMRBIA STAFF**



**Executive Director**  
Ineke Boekhorst



**Core Area Patrol**  
Shelby Milburn



**Summer Student**  
Kelsea O'Connor

# NOMINATION COMMITTEE REPORT

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The Nomination Committee's responsibility is to determine pending Board vacancies, interview potential candidates and recommend a slate to the Board for election at the Annual General Meeting. The Committee and Board seek individuals who will bring a diverse range of qualifications to the table, who will enhance the Board with the skills and experience that the candidates can offer. Candidates are required to be a member of the Association, namely a business and/or property owner within the DMRBIA area.

## Current Directors:



### **ANIL BHARWANI** (Realtor, Remax)

Mr. Bharwani began his professional career in England, where he emigrated after completing his University Education in Arts, Economics and Political Science. In the mid-seventies he moved to Calgary to take a position with Husky Energy dealing with Husky's many owner operators. In 1980, he decided to 'cross the street' and become an owner operator himself so that he could put his extensive operational knowledge to work on building his own family's business. Over the next 25 years Anil and his wife Zulekha operated a number of Husky gas stations and Corner Stores. In 2006 Anil decided to apply his knowledge, skills and energy to a career in Real Estate, as part of the Re/Max Ridge Meadows Realty team.

He has been an active member of Rotary in the communities that he has lived in, in addition to lending his experience, time and money to numerous other organizations.

Anil has been the past Treasurer for 2 yrs, and President and Chair for 7 yrs of the Meadowridge School and has closely worked with the organizers of the Law Enforcement Torch Run raising money for the BC Special Olympics. Anil and his wife Zulekha recognize the importance of giving back to the community that has so generously provided them with a living.

### **DEDDY GEESE** (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). Dedy 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. Dedy is a cofounder and currently an active member of the Caribbean Festival Society.

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



**Philip Hartwick, Treasurer** (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.



**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!



**Chrislana Gregory** (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.



**Willie Loren** (Business Owner, Bodacious Baskets)\*

Ms. Loren has been the owner of Bodacious Baskets for 14 years and a Maple Ridge resident for 7 years. Willie is an entrepreneur at heart, who has owned several other businesses. Willie is looking forward to join the DMRBIA board and would like to improve communication within the local business community.



**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.



**Michael Serry** (Branch Manager, 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.

\* Current Director standing for re-election

Respectfully submitted – October 2010 – by the Nominating Committee:  
Chaired by Bob Jones





# ACCOMPLISHMENTS OF THE YEAR

Since mid 2007, the DMRBIA has advocated for business and property owners on economic development, environmental & social issues. This year, DMRBIA has continued the effort through beautification projects, ongoing great promotional events, marketing the economic potential of downtown Maple Ridge and supporting its members in any way it could to make downtown Maple Ridge *the place to be*.

Following are some of the past accomplishments:

Active participation in the District of Maple Ridge's different departments

Murals in 3 locations

DMRBIA Business Directory with Downtown map

New and improved website

Member Surveys and Questionnaires

Summer Student for additional summer event coordination

Support and participation in Downtown Enhancement Project

Bi-weekly promotional marketing through local newspapers

BIA Coupon Books, produced throughout the summer months

Co-op advertising program

Participant in Way Finding Project

Development and production of "Ours to Share" brochure

"Paint the Town Red" Campaign to promote the Olympic Spirit

Gateway Banners

"Sustainable Community" Workshop in partnership with the CEED Centre

Façade Improvement Project

Monthly Safety & Security meetings with representation of District, RCMP, Bylaws, Security, etc.

Clean Team, daily litter and graffiti removal service

Core Area Patrol

Lunchtime Concert Series

Sparkle Week

Monthly 5X5, "business to business" socials

Light up the Town, in conjunction with Santa Parade

New re-usable shopping bags from old "Spirit Banners"

"Our Spirit Our Town" in partnership with District of Maple Ridge and Chamber of Commerce

Free MR/PM Map in partnership with Chamber of Commerce

Visitor's Choice publication

Window Decorating contests

Discover Weekends in Maple Ridge, in partnership with Economic Development

Summer Markets in partnership with Haney Farmers Market

3/50 Challenge, "Shop where you Live" concept

Branding Alignment Project- resulting in new logo and tagline: "Ours to Share"

Christmas Market

Hosted BIA BC Regional Conference

Painted Pumpkin Pageant

Scarecrow Extravaganza

## **Benefits 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 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 event promotion, among many other projects.

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 be 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 in the community.
2. Sustainable Funding – Through a five year mandate, 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 good example of such a project.
3. Self Reliance – A BIA provides both structure and mechanism for the Association to identify useful downtown projects and allocate money towards those projects. Businesses benefit from the whole area coming together, to leverage 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 entire community.
6. Member Involvement – We encourage members to play active roles in the sub-committees like:
  - Safety & Security (public safety, crime prevention, security patrols). 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”, seasonal promotions, 5x5 meet and greet, website, markets, member registration, etc).

If you would like to become more involved, call Ineke at the DMRBIA office: 604-467-2420, or visit us at our office located at #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

## **BEAUTIFICATION & REVITALIZATION**

- Annual Sparkle week
- Sidewalk Cleaning Program
- Gateway Program
- Mural Program
- Graffiti Removal Program
- Litter clean up in cooperation with Youth Diversion and Probation
- Façade Improvement Program
- New Shopping Bags from Old Banners

During 2009/2010 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), Racine Barbour (Chair, Manager Haney Place Mall), Chrislana Gregory (Co-Chair, Property Owner) and Ineke Boekhorst (DMRBIA Executive Director).

- The Graffiti Removal Program, accessed by many members, whereby any DMRBIA member needing graffiti removal simply provides the paint and the DMRBIA Clean Team provides the free labour.
- Gateway Project – To mark the entrances of “Downtown”, Gateway lampposts have been placed on Lougheed Hwy (approx. 222<sup>nd</sup> and 228<sup>th</sup> Str.) Colourful banners are hung from the poles and changed each season, welcoming visitors to our Downtown.
- The Façade Improvement Program – probably the B&R Committees’ most exciting program again this 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, moldings/trim, architectural details, patio areas, landscaping elements and painting. The DMRBIA provided grants for a portion of the cost of eligible improvements to 7 successful applicants. See before/after photos below: one of the 2010 completed projects.
- The Downtown Enhancement Project, an exciting \$5.6M project, improving sidewalks, street furniture, trees, roads, streetlights and underground pipes. The improvements will achieve several objectives, involving Lougheed Highway between 222<sup>nd</sup> and 224<sup>th</sup> and in addition part of 224<sup>th</sup> Street, the project is almost completed. The DMRBIA has acted as an important voice for the business community in the planning of this significant improvement. Celebration of first stage completion will take place later this year.

# COMMITTEE REPORTS

## EVENTS & MARKETING

- 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
- Turning Wheels for Holiday Meals
- BIA BC Regional Conference
- Festival of Christmas Trees in the Park
- Sponsoring events like: Caribbean Festival, Christmas Festival and Bard on the Bandstand
- Downtown Coupon Book
- Scarecrow Extravaganza
- Downtown “Brand Alignment” project
- Christmas Market
- 3/50 Challenge

2009/2010 has been another exiting year for the EVENTS & MARKETING committee with new events launched and existing ones approved upon. The committee, including Lynn Good(good Company), Chrislana Gregory (co-chair), Deddy Geese (chair and BIA Board representative) and Ineke Boekhorst (BIA Exec. Dir.) has taken many feedbacks from the membership at out monthly 5x5 business meetings and implemented where ever possible.

The “Festival of Trees in the Park” was again a great success, but unfortunately we are not bringing it back to Memorial Peace Park, due to vandalism issues. Instead we are proposing to the District of Maple Ridge to place one very large tree facing 224<sup>th</sup> with the idea of establishing a gateway point in our downtown core for all Christmas events and gatherings.

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 Bard on the Bandstand.

**Something new for 2010:** The Lunchtime Concert Series, concerts every Tuesday, Wednesday & Thursday, noon to 1 pm, August 3 until Labour Day in Memorial Peace Park. Local musicians were encouraged to donate their performance in exchange for exposure and opportunity to play in their community. The BIA invited local businesses & passersby to drop in 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 start up the event.

Monthly Summer Markets were another new initiative. We presented a fresh summertime market, with fun, festivities and local business vendors, a partnership with the Haney Farmers Market. Markets were scheduled on the last Saturday of every month during the summer.

It was an honour for DMRBIA to host the 2010 BIA BC Regional Conference for Vancouver & Lower Mainland on May 7th. The Genstar Theatre at the Act provided a perfect venue; approx 75 attendees, representing BIA’s from Vancouver & Lower Mainland. Educational Round Table Sessions kept participants focused on topics including Marketing, Renewal and Start up of BIA’s, Economic Development / Investment Attraction, Government Relations and Environmental Sustainability.

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

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## SAFETY & SECURITY

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

We are finally making good progress on the Back Alley Lighting ..... thanks to Municipal support, both financial and the tremendous assistance from Russ Carmichael, Director of Engineering Operations for the District of Maple Ridge. This is a very complicated process and we now have B.C. Hydro on side thanks to Russ. It will involve co-operation from both the business' and property owners over the next year and our goal is to have this project completed by next summer.

This year again has been interesting for our Downtown. We continued to work closely with Westridge Security. Westridge provides daily 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.

The RCMP has their own problems with staffing shortages; their inability to attend to every single occurrence, is covered to some degree by Westridge patrols. PLEASE REPORT any downtown property crime to the RCMP, 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

With the opening of the Golden Ears Bridge the downtown prostitution problem increased. The decision by the City of Vancouver to move undesirable people out to the suburbs, created an even bigger challenge for all surrounding municipalities, but a challenge that must be met "HEAD-ON"!

We appreciate 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.

Working with Bylaws has moved forward and the S&S committee continues to have an excellent working relationship with Derrick Keist. He has been a valuable asset and we will seek his assistance again throughout next year.

We much appreciate the contribution of Bob Masse as committee volunteer.

Bob Jones - Chair Safety & Security Committee

# Financial Statement

## Statement of Financial Position

(For the year ended December 31, 2009)

ASSETS		
Chequing/Savings Account	59,846	
Accounts Receivable	2,927	
Prepaid expenses	1,127	
Equipment	935	
<b>TOTAL Assets</b>		<b>64,835</b>
LIABILITIES & EQUITY		
Accounts Payable	11,017	
Net assets	53,818	
<b>TOTAL Liabilities &amp; Equity</b>		<b>64,835</b>

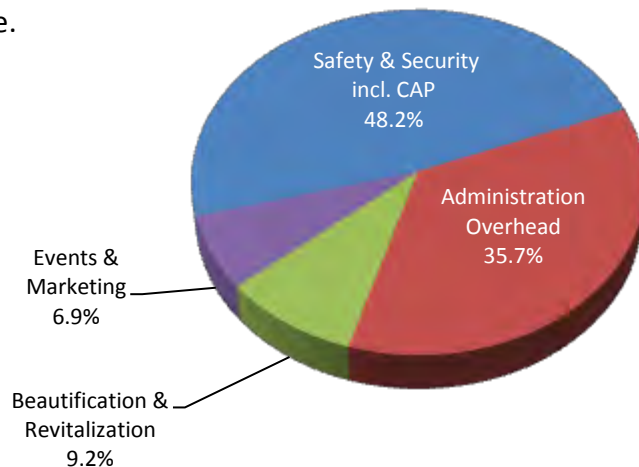
## Statement of Income

(For the year ended December 31, 2009)

Income		
BIA levy	157,000	
Grants	20,000	
<b>TOTAL Revenue</b>		<b>177,010</b>
Expenses		
Beautification & Revitalization	18,234	
Events & Marketing	13,771	
Safety & Security	65,203	
Core Area Patrol	30,309	
Administration	70,776	
<b>TOTAL Program Expenditures</b>		<b>198,293</b>
<b>NET INCOME</b>		<b><u>(21,283)</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



# Appendix

## LETTERS OF REFERENCE

District of Maple Ridge – Engineering Department .....	16
Maple Ridge Pitt Meadows Chamber of Commerce .....	17
Maple Ridge – Pitt Meadows Arts Council .....	18
BIA BC .....	19



Deep Roots  
Greater Heights

October 18, 2010

Ineke Boekhorst, Executive Director  
Downtown Maple Ridge Business Improvement Association  
22362 Lougheed Highway  
Maple Ridge BC V2X 2T4

Dear Ineke:

**RE: Downtown Enhancement Project**  
**Our File No: E02-010-150**

I am writing this letter to express the Engineering Department's appreciation for the Downtown Maple Ridge Business Improvement Association's (BIA) efforts and accomplishments in 2010. In particular, I have appreciated the BIA's support and collaboration on the Downtown Enhancement Project.

Over the last year, both BIA and District staff have worked cooperatively and collaboratively to achieve significant milestones and develop initiatives, such as the gateway and seasonal banner program, Sparkle Week, street furniture improvements, façade improvements and street signage, and I anticipate future initiatives that will continue to enhance our community's downtown experiences.

Last but not least, thank you for your participation on the Downtown project's Project Liaison Committee. Your input to the project and facilitation between the District and local businesses has been a key to my department and the projects' success, and we found those communication channels very effective.

As I look back, 2010 has been a successful year for the BIA, and I wish you and the BIA much success for the upcoming year and look forward to working together with you.

Yours truly,

Andrew Wood, PhD., PEng,  
Municipal Engineer

AW/mi







# Chamber of Commerce

Maple Ridge Pitt Meadows

To whom it may concern,

As the President of the Maple Ridge/Pitt Meadows Chamber of Commerce, I have had the pleasure of working with Ineke Boekhorst and the Maple Ridge Business Improvement Association (BIA) for a couple of years now. I have seen first hand the benefits of having a BIA in Maple Ridge and I hope their good work continues unabated. We still need their winning attitudes and new ideas to help revitalize our town core.

The BIA has been responsible for creating a weekend Summer Market and a winter Christmas market, which draw people from other areas while giving locals a reason to stay in town and spend locally rather than travelling to the larger shopping centres in all the surrounding towns. I believe these initiatives have the potential to grow based on our agrarian roots, crafts people and the large number of home based businesses both here in town and in the surrounding areas.

Ineke and the BIA have created contests, which stimulate local businesses to make “shopping local” fun while also running great local events such as the Caribbean Festival. These programs stimulate businesses, who have become complacent, to get excited about our town again. This reawakening leads to another BIA initiative. The Maple Ridge BIA has worked with our city government to create a stimulus package for businesses, in the town core, to improve their facades in an attempt to rejuvenate the overall esthetic of the downtown area. It is imperative that this work continues.

Ineke and her team have done a wonderful job. They do not simply copy other BIAs or cities, they create new ideas while flawlessly implementing them. Ineke is aware that unique, niche markets are the future of Maple Ridge. I recommend Ineke and the BIA continue their good work without reservation.

I would be happy to provide further information or clarify any questions you may have. Please feel free to contact me directly at c: (604) 916-8226 or write me at [jeremy@ridgemeanowchamber.com](mailto:jeremy@ridgemeanowchamber.com).

Sincerely,

Jeremy Bekar  
President  
Maple Ridge/Pitt Meadows  
Chamber of Commerce



October 18, 2010

To Ineke Boekhorst, Executive Director  
Downtown Maple Ridge Business Improvement Association  
Board of Directors

On behalf of the Maple Ridge Pitt Meadows Arts Council I want to congratulate the Downtown Maple Ridge Business Improvement Association for their diligent and imaginative work on behalf of downtown organizations and businesses such as ours.

From the perspective of the Arts Council we congratulate you on including the arts in your vision for the downtown and the activities that you coordinate such as this past summer's lunch time music presentations in Spirit Square/Memorial Peace Park. Organizer Ineke Boekhorst and your team have done an excellent job of highlighting local musical talent and providing a fun community event.

We are always happy to partner with your association on various projects, from the various Spirit of BC events to displaying the plant baskets and co-organizing the painted pumpkin event!

Thank you for enlivening our downtown and providing the many opportunities you do to bring our community together.

Sincerely,

A handwritten signature in black ink that reads 'Fred Armstrong'.

Fred Armstrong  
President, MRPM Arts Council

Oct 18<sup>th</sup>, 2010

Ineke Boekhorst  
Downtown Maple Ridge BIA  
P.O. Box 530  
Maple Ridge, BC V2X 3P2

Re: BIABC 2010 Regional Conference Maple Ridge

Dear Ineke,

On behalf of the BIABC board of Directors, thank you for orchestrating a very successful regional meeting in partnership with BIABC on May 7<sup>th</sup>, 2010.

Your attention to detail and ability to fit all the pieces together to make things appear seamless was very much appreciated and respected.

By hosting the BIABC regional conference for the lower mainland region it was a perfect opportunity to showcase the numerous positive attributes of your area, some very much the envy of many of the BIA delegates. The support and partnership collaboration you have achieved with your local government and other community and economic development organisations was impressive. Their involvement alongside you in the programming brought a lot to the conference content and said a lot about the foundation you have built through your BIA efforts. The feedback we received from the delegates was very encouraging in this regard and we thank you for making us look good in the process as well.

Finally, we are gratified by the interest and energy you displayed while you were working with us and enjoyed getting to know you better.

Please accept our heart-felt appreciation and thanks for a job well done.

Kind regards,

Stephanie Clarke,  
Executive Director  
BIABC

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