



**DOWNTOWN
MAPLE RIDGE**

Business Improvement Association

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ANNUAL REPORT 2015

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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:

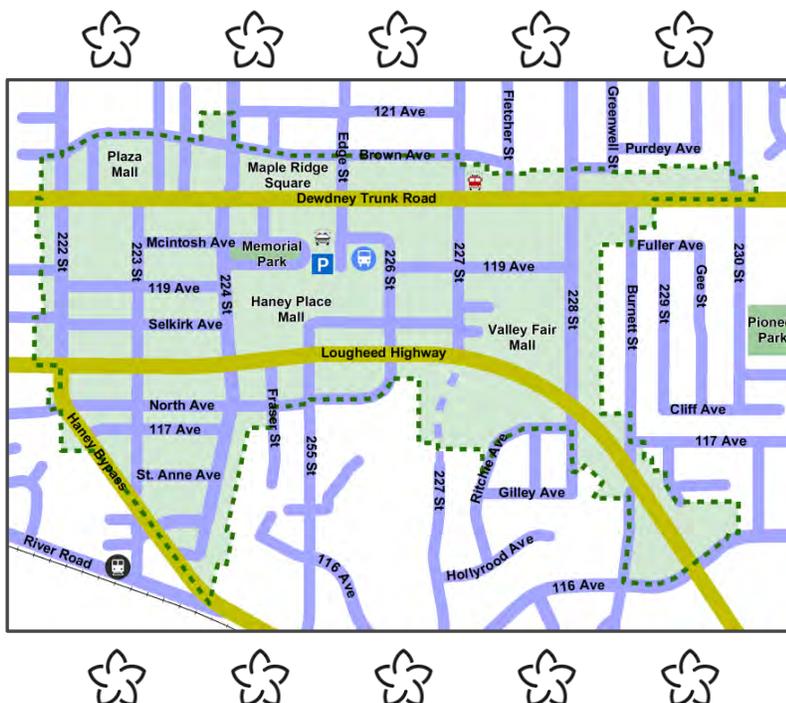
To provide our members and community stakeholders the means and resources to create a prosperous destination, that is clean, safe and vibrant, where a diverse community of businesses and residents live, work and play.

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!



✿ LETTER FROM THE PRESIDENT ✿

Dear Fellow DMRBIA members,

I am pleased and a little sad to provide my last report as President of the Downtown Maple Ridge Business Improvement Association.



Throughout 2015 we remained committed to providing a wide range of services for our members as we continued to represent the over 700 businesses and 300 property owners of downtown Maple Ridge. Last year this resulted in the local introduction of the internationally popular *Pianos on the Street* project, ongoing beautification initiatives, increased security patrols, and the hiring of a new municipal license and permits liaison, among many other accomplishments. 2015 was certainly a time of change and our activities over the past year are reflective of this. From new staff to new programs, the DMRBIA is committed to its mission of providing our members with 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.

This Spring the DMRBIA Board of Directors created its strategic plan for 2017-2021 which will be our third five year term representing the interests of our members. Through this process we determined that some of our goals include: enhanced security measures and reporting, addressing concerns about parking, more beautification projects, and creating new events to attract people to our downtown. We hope that you will continue to support us as we represent you to the City, our residents, and citizens from further afield. These are exciting times for Maple Ridge and we welcome your ideas about how we can contribute to its success.

On a personal note, the past six years have provided me with the opportunity to act as a volunteer on the Board of Directors and make an impact to the evolution of this organization. I have been honoured to play my part first as Treasurer, then as President for most of that time. And while I am proud of my contributions, I am also grateful for all that this role has provided to me - it has certainly been a rewarding experience! I encourage everyone to become involved and feel the sense of accomplishment that comes with growing our community. You can do this by volunteering on one of our committees, by participating in any of our events, or simply by connecting with us online.

I look forward to witnessing the ongoing development of the Downtown Maple Ridge Business Improvement Association and I have every confidence in the staff and Board of Directors at its helm. They have our best interests at heart and we owe them a great deal of gratitude for all of their hard work. It has been a pleasure serving with them.

Sincerely,

Philip Hartwick

April, 2016



TREASURER'S REPORT

I would like to express my sincere appreciation to Ineke Boekhorst, Executive Director, Jennifer Vandergugten, bookkeeper, and PSVC Chartered Accountants, for their support throughout the year. Their diligence and hard work, has placed the BIA in a strong financial position coming into this new financial year.

Our 2015 yearend financial statements report no deficiency of revenue over expenses, which is the result of drawing upon our net assets. The new 2016 budget has been approved by the Board of Directors at the end of 2015, and we are in a good position going forward. The proposed operating budget for 2016 allows for the spending of \$22,722.⁰⁰ of restricted and unrestricted net assets, a sum accumulated over the past several years. We aim to end 2016 with a balanced budget.

Operating Budget for 2016

<u>INCOME:</u>		
City of MR Levy	\$213,600. ⁰⁰	
Security Patrol Grant	\$50,000. ⁰⁰	
Facade Improvement Grant	\$25,000. ⁰⁰	maximum
Project, Event & Marketing Recoveries	\$40,000. ⁰⁰	
Other Revenue	\$5,000. ⁰⁰	
Equity Accounts	\$22,722. ⁰⁰	
Total Income	\$356,322.⁰⁰	
<u>EXPENSES:</u>		
Beautification & Revitalization	\$56,600. ⁰⁰	
Events & Marketing	\$90,705. ⁰⁰	
Safety & Security	\$95,350. ⁰⁰	
Governance	\$1,500. ⁰⁰	
Administration	\$25,650. ⁰⁰	
Networking-Planning-Partnerships	\$76,200. ⁰⁰	
Professional Fees	\$3,000. ⁰⁰	
Rent	\$7,200. ⁰⁰	
Total Expenses	\$356,205.⁰⁰	
	\$ 117.⁰⁰	

Respectfully submitted,

Mike Chapman, Treasurer

☆ EXECUTIVE DIRECTOR'S REPORT ☆

2015 What an exciting year it was....



Extremely proud of all we accomplished; the important role we played in growing the vibrancy of Downtown Maple Ridge. We ventured outside the box, tried new things, including “Meet the Merchants”, Movie in the Park, Pianos on the Street, Scarecrows-A-Plenty. We are perfectly positioned to continue building on the positive momentum achieved.

THANK YOU: BIA staff, you are all amazing! DMRBIA Board of Directors for your guidance, commitment and support. Thanks to all stakeholders and community groups we work with on a daily basis; Downtown Maple Ridge Rocks!

We even more increased focus on improving membership engagement and communication; intentionally using many different platforms, such as social media, newspapers, newsletter, meet the merchants, “New Business Welcome” program, personal visits, “snail mail”. Initiating and continuing more programs for all BIA members to get involved in, such as Façade Improvement Program, Win Your Wish, Cooperative Advertising, graffiti removal, just to name a few. We hired Michelle, our awesome Membership & Events Coordinator, who concentrates on connecting and engaging with our members directly. As a team we are continuing to focus on membership involvement; of course DMRBIA initiatives are only successful when membership participates in what we do.

Throughout 2015, we really pounded the pavement, conducting surveys, visiting businesses, engaging new businesses in promotions, ensuring membership is aware of all we do and encouraging members to get involved. So pleased with the steady increase of business participation (overall about 31%!) this past year.

Looking back at 2015, I’m proud of the variety of initiatives we took, to promote our Downtown. The monthly Saturday Summer Market series was a tremendous success, with the number of participating businesses AND customers steadily increasing. Our new Movie in the Park events brought hundreds of people to the downtown core; first time “Pianos on the Street” was VERY successful and the “Win Your Wish” Christmas promotion was another overwhelming success, with an increase over 2014 of 4000 participants to approx. 14,000 entries total! Please find further measures of success on pg 9 of this report.

Working with the City of Maple Ridge, some additional parking signage was placed; we completed a Downtown Parking Inventory. We also discussed lighting improvements and how DMRBIA could be a catalyst for such improvements; a BIA grant project was launched for business and property owners. Through advocacy work a City staff position was created, to assist new business with permits and licences, another big accomplishment.

Our On Street Service initiatives continue to be successful; great partnerships with the RCMP, Bylaw Department, City of Maple Ridge, Security Company, through monthly meetings. After a number of member complaints we collaborated with the City and launched a rodent control program. We completed a Back Alley Mural project, with participation of local students. Core Area Patrol (CAP) Lynne, is our “face on the street” and in constant contact with all our members. The Graffiti program continues to assist merchants, by covering graffiti as soon as it appears. The 2015 Façade Improvement Program saw eleven properties successfully complete improvements. We are grateful to the City of Maple Ridge; we couldn’t continue this program without the “matching funding”!

I believe we have a very strong foundation as we head into 2016. Looking forward to another exciting year for Downtown Maple Ridge! With support of our new admin assistant Armaine Neale, replacing Stacy, who is on maternity leave presently, our team’s main focus is on animating our downtown through innovative promotions, exciting events and member engagement.

Respectfully submitted,
Ineke Boekhorst, Executive Director

✿ BOARD OF DIRECTORS ✿

2015 Executive Committee

- Philip Hartwick** – President (Representing Business, MR/PM Arts Council)
– Vice President
- Mike Chapman** – Treasurer (Business Owner, Blenz)
- Cindy Stephenson** – Secretary (Business Owner, T's Once Upon A Tea Leaf)

2015 Directors

- Nicole Archer** (representing Property Owner, Valley Fair Mall Manager)
- Teresa Green** (representing Property Owner, Cythera Transition House Soc.)
- Kaila Klassen** (representing Property Owner, Chances Community Gaming)
- Tom Meier** (Business/Property Owner, Johnston Meier Insurance)
- Kristian Manion** (Business Owner, Manion & Associates)
- Donna Telep** (Business/Property Owner Seville Mortgage Corporation)

DMRBIA STAFF



Executive Director
Ineke Boekhorst



Membership & Events Coordinator
Michelle Zazulak



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 member of the DMRBIA, meaning a business or property owner within the DMRBIA area.

SLATE FOR THE 2016 DMRBIA BOARD OF DIRECTORS

The following persons were nominated as the Slate of Candidates for the 2016/17 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

Teresa Green

Teresa Green has been the Executive Director of Cythera Transition House Society since September 2002. Cythera Transition House Society is a non-profit agency, with charitable status, incorporated under the Society Act since 1983. Cythera provides services to women, children and youth who have been impacted by domestic violence and abuse. In addition to a twelve-bed safe house and counselling centre, the agency operates two stores (Cythera Thrift Store and Cythera Unique Boutique) and owns two buildings in the downtown core.

Celeste Kerschbaum

Celeste Kerschbaum moved to the Pitt Meadows Maple Ridge area in 1993. She has worked for Marlin Travel/ now Transat, for over 30 years but in 2004 started working from the Maple Ridge branch at the Haney Place Mall. Working in the downtown core for over 11 years and having had the opportunity to be involved in a number of community events she finds herself increasingly interested in the growth and enhancement of the downtown core. Celeste is married and has two teenagers, who grew up and attended school in Maple Ridge for the last 13 years.

Dave Sheppard

After graduating from UBC, Dave traveled through Europe and Asia. When he returned he took a position with Merit Investments as a floor trader on the Vancouver Stock Exchange. In 1989 Dave joined the family business, Haney Sewing & Sound. His father, Jack Sheppard, founded HSS in 1969 and his brother, Don, joined in 1980. In 1994 Dave's father retired and sold the business to his 2 sons. In 2000 Dave and Don partnered with Audio Video Unlimited on the electronics side of the business to better compete with the big box stores. Currently Dave is on the board of the Ridge Meadows Home Show. Dave is married and has 3 children, aged 18, 15 and 3.

Patrick Smith

A Maple Ridge resident since 1971, Pat received his CGA designation in 1982 and became a Partner with EPR Maple Ridge CPAs in 1986.

Married with 3 grown children, Pat has overseen the growth of his firm from a staff of 5 to 40 people today. An active volunteer in the community, Pat involvement has included positions with the Maple Ridge Hospital Foundation, Maple Ridge Chamber of Commerce, and Maple Ridge Community Foundation.

Wine tasting, playing hockey and cheering on the Montreal Canadiens are his key hobbies.

Michelle Taylor

After graduating from BCIT's Broadcast Communications program in 1990, Michelle spent 11 years in the television and video industry producing corporate videos for a large Vancouver firm and then moved on to freelance in broadcast television as a post-production supervisor on television series for the likes of HGTV, Discovery and CBC.

While continuing to keep a hand in the broadcast industry as administrator for her husband's Vancouver-based recording studio and audio-editing companies, Michelle was ready for her next challenge when Little Cricket came up for sale a couple of years ago. Art and culture has always been a passion of Michelle's and she has enjoyed combining her love of all things creative with the challenges that come with her new retail adventure.

When not running her businesses, Michelle enjoys time outdoors with her husband and children skiing, dirt biking, scuba diving, camping and travelling.

Donna Telep*

Donna has been a business owner in Maple Ridge for more than twenty years. She is currently a Mortgage Broker and owner of Seville Mortgage Corporation, as well as Co-Owner of Donada Industries Ltd., which owns and manages residential and commercial properties in downtown MR. Donna has been actively involved with the community for many years – sponsoring events, offering support to other local businesses and volunteering her time on various boards and committees; including Chamber of Commerce, MR Community Foundation, RM Hospital Foundation, MeadowRidge Rotary and Fraser Health Authority Board.

Donna is passionate about developing business opportunities, encouraging business growth in MR, looking forward to lending her experience to the DMRBIA and offering her continued support to our community.

Kaila Klassen, Kristian Manion, Tom Meier and Cindy Stephenson continue on the Board, completing the 2nd year of their 2 year commitment

* Current Director standing for re-election

Respectfully submitted – April 2016

by the Nominating Committee: Chaired by Philip Hartwick



✿ 2015 ACCOMPLISHMENTS ✿

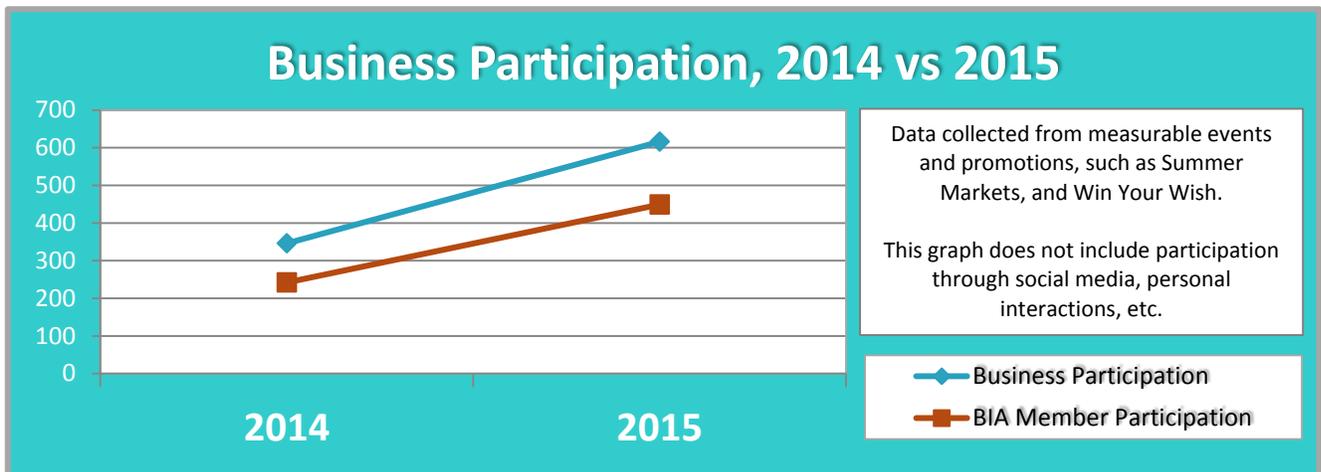
Receiving Best in the West Awards



- “Banners 2 Bags” repurpose shopping bag project
- Advocacy to create City staff position, permits and licenses **(NEW)**
- Advocacy to increase parking signs (+parking inventory completed)
- Back Alley Mural Project – McIntosh Alley off 224th Street **(NEW)**
- Bicycle racks - "Downtown Maple Ridge Loves Cycling" **(NEW)**
- Community Garage Sale & Vintage Market **(NEW)**
- Crime Prevention Programs with Safety & Security Committee
- Clean-up Litter; bi-weekly partnership with City and Adopt-A-Block
- Daily BIA Security Patrols (**increased** hours to 16h/day, 7days/week)
- Facade Improvement Program, 11 completed projects in 2015
- Light Up the Town in conjunction with Christmas Market **(NEW)**
- Downtown Rodent Control Program collaboration with CMR **(NEW)**
- Movie in the Park & Evening Market **(NEW)**
- Meet the Merchants **(NEW)**
- Pianos on the Street **(NEW)**
- Scarecrows-A-Plenty **(NEW)**

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

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



Measures of Success - 2014 vs 2015:

- **Win Your Wish:** 163% increase in participating businesses, 40% increase in entries
- **Summer Markets:** 64% increase of BIA vendors
- **Spring Treasure Hunt:** 19% increase in business satisfaction (95% of members would participate again)
- **Community Garage Sale/Vintage Market:** 113% attendance increase, 29% increase in BIA participation
- **Facade Improvement Program:** 17% increase in applications
- **Christmas Window Decorating Contest:** 13% increase in business participation
- **Shop the Neighbourhood:** 17% increase in business participation (86% satisfaction)
- **Social Media:** 63% increase in Facebook followers, 42% increase in Twitter followers



COMMITTEE REPORTS



BEAUTIFICATION & REVITALIZATION COMMITTEE

The main purpose of this program is to improve the overall appearance of the downtown area 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 enhance the landscape and property within downtown Maple Ridge.

The main project was 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. This program was introduced in 2009 and during the first seven years 64 projects have been completed. A total of \$278,021.⁰⁰ was granted (50% DMRBIA and 50% City of Maple Ridge) which generated a total of approximately \$5,000,000.⁰⁰ in downtown Maple Ridge improvements. In 2015 the Committee approved 11 applications. The total amount granted was \$41,491.⁰⁰ which when completed, resulted in a total of over \$623,152.⁰⁰ in improvements downtown Maple Ridge.

The committee also has provided funds for a mural project to enhance one of the alley ways off 224th Street and we received a "Best in the West" Award at the BIA BC Conference this year in recognition of this project.

Funds were included in our 2015 budget for new projects, primarily directed to clean up and light up back parking lots and alleys to make them safer and more attractive. This was well received, so we are pleased to report that we will have funds available again this year to support this project. We will be pro-actively approaching business and property owners to encourage these upgrades. Included in this project, the committee also allocated some funds for painting the alleyways to make them more attractive and welcoming for pedestrians.

Respectfully submitted,

Donna Telep, Chair



Coast Dental Centre - BEFORE



Dairy Queen - BEFORE



Maple Ridge Florist - BEFORE



Coast Dental Centre - AFTER



Dairy Queen - AFTER



Maple Ridge Florist - AFTER

MARKETING AND EVENTS COMMITTEE

2015 was another year of growth and achievement for the Marketing & Events Committee. By continuing to develop our annual events and working on new unique and engaging concepts, our community and member business participation has increased a minimum of 31% across the board. The committee increased focus on evaluating annual events and assessing their success. By measuring the effectiveness of our past projects we were able to determine how to strategically plan new concepts and retire others. Following are a few highlights of events, which dramatically increased in public and member participation:

* **Spring Treasure Hunt**

Encourages shoppers and children to explore the downtown core, finding participating businesses within the BIA area. In 2015 we doubled the number of participants over 2014, a great measure of success! Participating businesses were impressed with the number of new faces they saw coming through their door!

* **Summer Markets**

2015 summer markets/ vintage market saw 64% increased participation by BIA businesses

* **Movie in the Park**

A new project for 2015, we filled Memorial Peace Park with families, night markets, children's activities and food trucks on two beautiful summer nights. This project was a great success thanks to local business sponsorship and participation! We attracted 61 vendors, 6 food trucks and 1550+ spectators to the two movie night events.

A new event in 2015, therefore no previous records available.

* **3rd Annual Zombie Walk**

This flash mob style event received free coverage in both local newspapers; drew hundreds of participants dressing up like Zombies and forming a parade throughout our downtown.

* **3rd Annual Win Your Wish** continues to be our most successful marketing promotion to date.

- Encourages citizens to shop local over the holidays and enter receipts to win incredible prize packages, sponsored by BIA businesses. Any business receipt within the downtown is valid as a ballot, therefore offered participation to **every** business or service without any exclusion.
- Customer entries increased 40% over 2014, with a total of 14,000 entries!
- The campaign was a very simple concept for both BIA and for shoppers to participate in.
- **DMRBIA won a "Best in the West" award at the BIABC Conference for this event!**

* **Christmas in the Park Market**

BIA Christmas Market is back as part of the Christmas in the Park event! Partnership with Leisure Services through usage of Leisure Centre lobby and multipurpose room, to bring back this popular event – approx 1200 patrons visited!

The committee continues to work on new and innovative events and marketing strategies to animate our downtown core, bring more consumers downtown and increase member engagement.

The "Meet the Merchants" profiles on our ShopMapleRidge facebook page are free for all BIA members and allow shoppers to get to know our BIA business owners personally and encourage them to shop local. Social media has proven to be an invaluable marketing tool for our downtown; likes increased by 60%.

I'd like to acknowledge our committee members Maria Ziccaro, Kristian Manion, Michelle Zazulak and Ineke Boekhorst and thank them for the dedication and creativity they bring to this committee.

The committee would also like to thank Lino Siracusa (Economic Development / City of Maple Ridge) for his input and support.

Cindy Stephenson (Chair)

SAFETY & SECURITY COMMITTEE

The Safety and Security Committee is a collaborative effort of diverse segments of the community. Its purpose is to bring together the interests and concerns of its various components to exchange information about the function and capabilities of programs and initiatives, determine their effectiveness, to amend and streamline these initiatives as required to provide the most effective and appealing downtown possible.

At the heart of this is the City of Maple Ridge's commitment to support the DMRBIA's objects:

1. To create a safe and secure downtown area;
2. To engage and inform business owners in the core area;
3. To improve the appearance of the core area and to attract the public;
4. To keep business owners and the public informed about events and activities around the core area.

The BIA seeks to engage all its stakeholders to provide the best environment possible for visitors and residents of Downtown Maple Ridge.

The DMRBIA stakeholders who sit at the Safety and Security Committee table are:

Nicole Archer (Chair, BIA), Inspector Dan Splinter (RCMP), Sergeant Brenda Gresek (RCMP), Tyler Shymkiw (Deputy Mayor), Paul Gill (City Staff), Anna Lavia (Municipal Bylaws), John Griffiths (Westridge Security), Manda Pool (Salvation Army, RMM), Chrissy Miller (Chamber of Commerce), Tom Meier (DPA and BIA Director), Lynne Bradley (Core Area Patrol, BIA), Ineke Boekhorst (Executive Director of BIA).

The committee meets monthly and addresses many and varied safety & security issues of interest to the community generally.

This year:

- We consolidated Security Patrols with areas surrounding the downtown core which resulted in more efficient scheduling, increased patrols to 7 days/week, 16hrs per day including staggered overnight patrols between 11pm and 6am
- We worked with Rain City shelter, RCMP and City Staff, monitoring the move of the Cliff Ave camp to the temporary shelter and its impact on surrounding businesses
- We initiated Rodent Control over the summer months to help reduce the rat population visible to the public
- We worked with the City, RCMP and Bylaw Department on a Neighbourhood agreement with the Salvation Army, which completed in 2016

Programs, projects and inquiries include:

- Downtown Security Patrols (security contract with local security company)
- Business Watch (crime prevention partnership with RCMP)
- Annual Community Resource & Safety Fair
- Illuminate Downtown (project to illuminate dark alley areas)
- Core Area Patrol Program (daily patrols by BIA staff member)
- Reviewing Bicycles on sidewalk Bylaw issues
- Core Area Parking issues
- RCMP Prolific Offender Team Initiative
- ICBC "Pedestrian Awareness" and "Theft from Car" prevention Projects

Our overall aim is to provide a safe, attractive core area, to prevent crime and to manage unacceptable social behavior. The Safety and Security Committee is the meeting place where all of these various interests of the stakeholders in our community exchange information, create and implement programs that provide the best environment possible for the City of Maple Ridge.

Respectfully submitted,
Nicole Archer - Chair, Safety and Security Committee



Financial Statement



Statement of Financial Position

(For the year ended December 31, 2015)

ASSETS		
Cheque / Savings Account	\$10,441	
Accounts Receivable	\$24,287	
Prepaid expenses	\$1,544	
Equipment	\$280	
TOTAL Assets		\$36,552
LIABILITIES & EQUITY		
Accounts Payable	\$10,966	
Payroll Liabilities	\$2,864	
Net assets	\$22,722	
TOTAL Liabilities & Equity		\$36,552

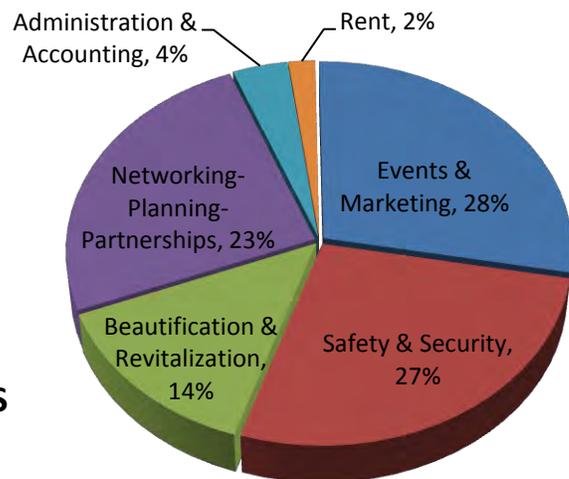
Statement of Income

(For the year ended December 31, 2015)

Income		
BIA levy	\$208,400	
Grants	\$71,495	
Other Revenue (recoveries etc.)	\$31,329	
TOTAL Revenue		\$311,224
Expenses		
Events & Marketing	\$98,592	
Safety & Security	\$94,794	
Beautification & Revitalization	\$49,003	
Networking-Planning-Partnerships	\$87,759	
Administration & Accounting	\$13,395	
Rent	\$6,396	
TOTAL Program Expenditures		\$349,939
NET INCOME (LOSS)		\$(38,715)

Full 2015 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





April 6, 2016

Office of the Mayor

Phillip Hartwick
President, Maple Ridge Business Improvement Area
PO Box 530
#34 - 22374 Lougheed Hwy
Maple Ridge, BC V2X 2T5

Dear Phillip,

On behalf of City Council, I would like to thank the Board of Directors, the members and the dedicated staff of the Downtown Maple Ridge Business Improvement Area (DMRBIA), for volunteering your time and energy to create an awesome experience for our citizens and visitors in our town centre. Congratulations on a very successful 2015 program.

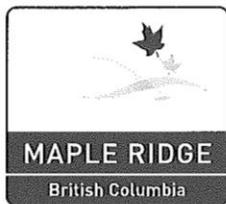
The Vision of the DMRBIA is, "to be a prosperous destination that is clean, safe and vibrant, where a diverse community of businesses and residents live, work and play". The City of Maple Ridge shares this vision. Our community is thriving with new businesses and residents choosing to move here. The Maple Ridge town centre continues to become more attractive as a place to shop, eat and be entertained, thanks in a large part to the efforts of the DMRBIA and the over 300 property owners and 700 businesses which comprise the business improvement area.

The DMRBIA is not only important for the businesses, which make up the membership of the BIA, as it helps them grow their business, but it is also of vital importance to our community in general. Thriving town centre businesses help to diversify our City's tax base, supporting the social and cultural amenities that the City can offer. The DMRBIA has greatly contributed to the success of the town centre by delivering proactive marketing, festivals, security, beautification and business engagement initiatives, all aimed at bringing more customers to the town centre. You have much to be proud of, but I would especially like to recognize the efforts of the DMRBIA, this past year, in partnering with the City of Maple Ridge to enhance public safety and security, and extending the popular façade improvement and mural programs to more locations.

As Maple Ridge further develops, much of our growth will be concentrated in our town centre area. This growth will bring about more opportunities for our community. The City of Maple Ridge looks forward to our ongoing work with DMRBIA to continue to make our town centre the place to be.

Yours truly,

Nicole Read
Mayor



Deep Roots
Greater Heights

March 31, 2016

Ineke Boekhorst
Executive Director
Downtown Maple Ridge BIA
PO Box 530
#34 - 22374 Lougheed Hwy.
Maple Ridge, B.C V2X 2T5

Dear Ineke,

As relative newcomer to Maple Ridge, I have been impressed by the energy and passion people have for this community. The Downtown Maple Ridge Business Improvement Area (DMRBIA) is a manifestation of this passion among the property and business owners who voluntarily contribute through the BIA levy to fund programs delivered by the DMRBIA.

The Town Centre of Maple Ridge is the heart of our community, and our main retail district. All commercial areas compete with other areas to attract shoppers and visitors. Successful locations differentiate themselves through the positive experience they offer. The volunteers and staff that make up the DMRBIA, work diligently to deliver programs which help to support the creation of a “destination” in the town centre where shoppers and visitors enjoy coming and spending their time and money.

Along with the significant public investments in the Town Centre, the private sector has invested in numerous businesses including the Ridge Studios, Chances, Walmart, Thrifty Foods, Trevor Linden Club 16, restaurants such as the Big Feast, Chameleon, Gratia Bakery and Café and specialty retailing such as Langley Farm Market, Kin’s Farm Market, Zena’s Gluten Free Bakery, Organics World, Once Upon a Tea Leaf, etc. This private investment is a testament to the strong economic health of Maple Ridge, exciting future anticipated, and a reflection of all of the hard work of the DMRBIA.

The goals of the DMRBIA align with those of the City of Maple Ridge. While the Town Centre continues to improve as a destination, more can always be done. I look forward to working with the Board of Directors and all the staff of the DMRBIA, to create and enhance existing events, beautification and other programs to attract new investment in housing or commercial projects to grow the Town Centre area.

Sincerely,

Ling Siracusa
Manager Economic Development