



DOWNTOWN MAPLE RIDGE

Business Improvement Association

Ours to Share!



ANNUAL REPORT 2016

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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:

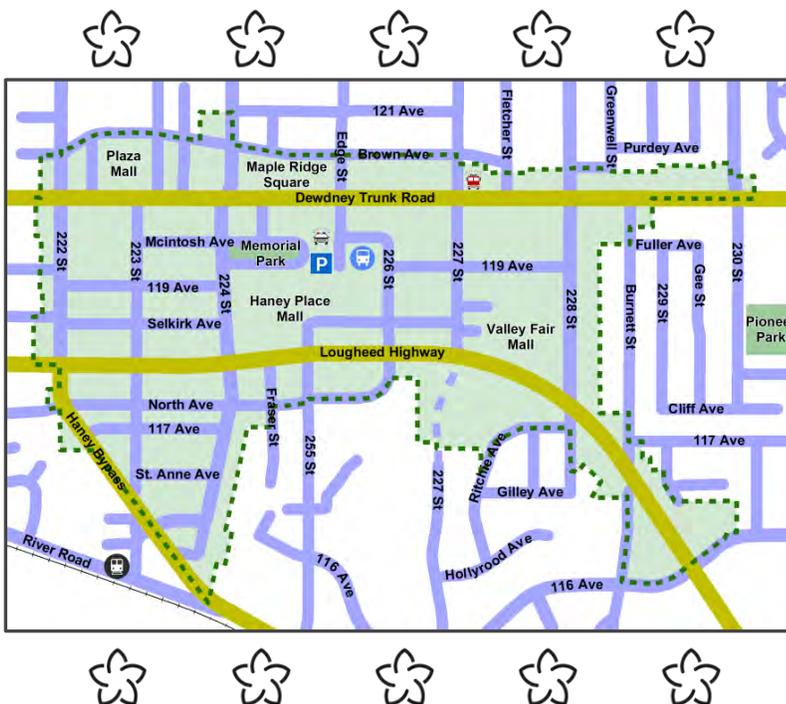
To provide our members and community stakeholders the means and resources to create a prosperous destination, that is clean, safe and vibrant, where a diverse community of businesses and residents live, work and play.

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 DMBRIA Members,

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

I would like to thank our Board of Directors and our Executive Director, Ineke Boekhorst and her staff for their hard work and dedication, which enables us to provide a wide range of services for our members. These include: hosting events, encouraging crime prevention and reporting, providing avenues for our members to promote their products and services and financially assisting merchants and property owners with beautification projects.



We would like to acknowledge our appreciation to the members for approving our new Five Year Plan which will enable us to continue to provide services to the over 700 businesses and 300 property owners in downtown Maple Ridge from 2017 to 2021.

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

In closing, I would like to encourage all our members to keep in touch through our website, by telephone or e-mail. We would like to hear from you.

Sincerely,

Donna Telep
President DMRBIA Board of Directors





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 2016 yearend financial statements report a minor deficiency of approx. \$1,100.00 revenue over expenses, which resulted in drawing upon our equity accounts. The new 2017 budget has been approved by the Board of Directors at the end of 2016, and we are in a good position going forward. The proposed operating budget for 2017 allows for the spending of a small amount of restricted and unrestricted net assets, a sum accumulated over the past several years. We aim to end 2017 with a minimal surplus of approx \$17,000.00.

Operating Budget for 2017

<u>INCOME:</u>			
City of MR Levy		\$263,600. ⁰⁰	
Security Patrol Grant		\$50,000. ⁰⁰	
Facade Improvement Grant		\$25,000. ⁰⁰	maximum
Project, Event & Marketing Recoveries		\$10,000. ⁰⁰	
Other Revenue		\$5,000. ⁰⁰	
Equity Accounts		\$21,574. ⁰⁰	
	Total Income	\$375,174.⁰⁰	
<u>EXPENSES:</u>			
Beautification & Revitalization		\$54,600. ⁰⁰	
Events & Marketing		\$90,150. ⁰⁰	
Safety & Security		\$97,650. ⁰⁰	
Governance		\$1,500. ⁰⁰	
Administration		\$25,650. ⁰⁰	
Networking-Planning-Partnerships		\$78,000. ⁰⁰	
Professional Fees		\$3,000. ⁰⁰	
Rent		\$7,200. ⁰⁰	
	Total Expenses	\$357,750.⁰⁰	
		\$ 17,424.⁰⁰	

Respectfully submitted,
Patrick Smith, Treasurer





Celebrating 2016 Downtown Maple Ridge....

This is my opportunity to reflect back, acknowledge challenges, think about lessons learned, express gratitude, but most importantly, celebrate the successes. One key accomplishment was definitely the renewal of the DMRBIA Bylaw for another 5 years with only a very modest increase of the annual levy; THANK YOU BIA members for a 99% approval rating! We are perfectly positioned to continue building on the positive momentum achieved over the previous 10 years. Downtown Maple Ridge Rocks!

THANK YOU: BIA staff, you are all amazing! DMRBIA Board of Directors for your guidance, commitment and support. Thank You to all stakeholders, volunteers and community groups we work with on a daily basis.

Improving membership engagement and communication remains our focus; intentionally using many different platforms, such as social media, newspaper, newsletter, meet the merchants, “New Business Welcome” support, Business Spotlights, personal visits, etc. We’re constantly developing projects benefitting all BIA members such as Façade Improvement Program, Win Your Wish, Cooperative Advertising, graffiti removal, just to name a few. Welcome to our team: Dipti, new Membership & Events Coordinator. Dipti concentrates on connecting and engaging with our members personally; our team focus remains to involve our members as much as possible. Of course DMRBIA initiatives are only successful when members engage and participate in what we do.

Throughout 2016, we really pounded the pavement, updating our database, visiting businesses, connecting with new businesses, ensuring members are aware of all we do and encouraging them to get involved. Very pleased with the steady increase of participation this past year. (about 30% increase over 2015)

Looking back at 2016, I’m proud of the variety of initiatives we presented, to promote our Downtown. For instance the monthly Saturday Summer Market series continues to be a tremendous success, with both the participating businesses AND customers steadily increasing. Our Vintage Market, Business Spotlight, both very popular.....the “Pianos on the Street” project was VERY popular, with hundreds of people playing the piano on the bandstand, “Win Your Wish” our most successful Christmas promotion, saw an increase over 2015 of 8000 participants to approx. 22,000 entries! Please find further measures of success on pg 8.

Advocacy work with the City of Maple Ridge (CMR) resulted in the creation of a City staff position, to assist new business with permits and licences; a valuable “one stop shop” for entrepreneurs and a great accomplishment for the DMRBIA – letting people know that “Maple Ridge is Open for Business”. We developed a program for security & parking lot lighting improvements and how DMRBIA could be a catalyst; followed by a BIA grant project to subsidize the cost for business and property owners.

On Street Service initiatives continue to be successful; great partnerships with the RCMP, Bylaw Department, CMR, Security Company, through monthly meetings. Core Area Patrol (CAP) Lynne, is our “face on the street” and in constant contact with all our members. The Graffiti program continues to provide a free service to merchants, by covering graffiti as soon as it appears. The 2016 Façade Improvement Program saw eight properties successfully complete improvements. We are grateful to the City of Maple Ridge; we couldn’t continue this program without their “matching funding”!

In collaboration with CMR, we presented a rodent control program, to control the rodent issues over the summer months; an intensive 3 month program resulted, which sharply decreased the issues. A partnership with Alouette Addictions and CMR resulted in the new “Clean Team” program, picking up litter, sharps, etc. daily, before the stores open; another great DMRBIA service to our members! I believe we have a very strong foundation as we head into 2017. Looking forward to another exciting year for Downtown Maple Ridge! Our team’s 2017 focus is on animating our downtown through innovative promotions, “place-making” ideas, new events and consistently aiming to increase member engagement.

Respectfully submitted,
Ineke Boekhorst, Executive Director

2016 Executive Committee

- | | | |
|-------------------------|------------------|--|
| Donna Telep | – President | (Business/Property Owner Seville Mortgage Corp.) |
| Cindy Stephenson | – Vice President | (Business Owner, T’s Once Upon A Tea Leaf) |
| Patrick Smith | – Treasurer | (Accountant EPR) |
| Kaila Klassen | – Secretary | (Representing Chances Community Gaming Centre) |

2016 Directors

- | | |
|---------------------------|--|
| Teresa Green | (representing Property Owner, Cythera Transition House Soc.) |
| Celeste Kerschbaum | (representing Transat Travel) |
| Tom Meier | (Business/Property Owner, Johnston Meier Insurance) |
| Kristian Manion | (Business Owner, Manion & Associates) |
| Dave Sheppard | (Business Owner, Haney Sewing & Sound) |
| Michelle Taylor | (Business Owner, Little Cricket Gift Gallery) |

DMRBIA STAFF



**Executive Director
Ineke Boekhorst**



**Membership & Events Coordinator
Dipti Chavan**



**Core Area Patrol
Lynne Bradley**



**Administrative Assistant
Armaine Neale**



NOMINATION COMMITTEE REPORT



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

SLATE FOR THE 2017 DMRBIA BOARD OF DIRECTORS

The following persons were nominated as the Slate of Candidates for the 2017/18 Board of Directors by the Nominating Committee. These persons are up for re-election or have shown strong interest to volunteer on the board for a first term and are well qualified to lead the DMRBIA into its next year.



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

Laurence Anderson

Laurence has practiced law in Maple Ridge since joining the firm of Vernon and Thompson in 1970. Although throughout his legal career he has practiced in various areas of the law (including but not limited to real estate and corporate law), he now limits his practice to wills, estates, and probate matters. He and his wife Lorna have two children and two grandchildren, all of whom live in Pitt Meadows and Maple Ridge. Laurence is currently a member of the Meadow Ridge Rotary Club, and a director of the Ridge Meadow Education Foundation.

Kayla Gilliland

Kayla is part owner of Buttons and Bows Sewing Lounge and ladies fashion.

“I absolutely love having a store that represents everything that I am, in the community that I grew up in! Living in Maple Ridge for all of my 23 years, opening up Buttons and Bows in 2015 was a great accomplishment for me. Sewing and fashion are my two favorite things, I love to work and sew with all of our amazing customers and students!”

Kaila Klassen *

Kaila Klassen was born in Abbotsford and moved to Maple Ridge with her family at the age of three. She has resided in the community ever since, graduating from MeadowRidge School in 1999, and going on to get her Business Accounting Diploma. Starting as an employee of what was then the Haney Bingo Plex on 224th St while still in high school, Kaila has been with that establishment, now known as Chances Maple Ridge owned by Great Canadian Casinos, for approx. 20yrs. She resides locally with her husband, two children and two dogs. With strong community ties, Kaila looks forward to continue being involved in the DMRBIA and building on our positive momentum for another 2yr commitment.

Tom Meier *

Born in Vancouver, 1969 moved with State Farm Insurance to Maple Ridge. Became partners with Bruce Johnston in 1973 to form Johnston Meier Insurance. Started with a two men office, which has now grown to 41 locations and over 425 employees. Tom has many accomplishments within the Insurance world and many other community and business interests. These include, past president of the Chamber of Commerce, Business Person of the Year, Past Director of Parks & Leisure Services, Citizen of the Year, Director, Vice Chair, Co-Chair MR Hospital, Capital Campaign for RM Hospice, President PM Airport Authority, Past Director of DMRBIA and the list goes on and on.

Dave Sheppard, Pat Smith, Teresa Green, Celeste Kerschbaum, Michelle Taylor and Donna Telep continue on the Board, completing a 2nd year of their 2 year commitment. We say goodbye and “THANK YOU” to Cindy Stephenson, who served on the DMRBIA Board for 6 years

Nominating Committee: Celeste Kerschbaum, Dave Sheppard, Ineke Boekhorst



2016 ACCOMPLISHMENTS



Receiving Best in the West Award for business permit/license advocacy



- Advocacy to create City staff position, permits and licenses
- Advocacy to increase parking signage
- Bicycle rack - "Downtown Maple Ridge Loves Cycling"
- Community Garage Sale & Vintage Market
- Crime Prevention Programs with Safety & Security Committee
- Clean-up Litter; bi-weekly partnership with City and Adopt-A-Block
- Daily BIA Security Patrols (16h/day, 7days/week)
- Façade Improvement Program, 8 completed projects in 2016
- Christmas Tree light up in conjunction with Christmas Market
- Downtown Rodent Control Program collaboration with CMR
- Clean Team in collaboration with Alouette Addictions and CMR
- Meet the Merchants & Business Spotlight
- Pianos on the Street
- Scarecrows-A-Plenty
- Celebrate the Night - Halloween Destination Event

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

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

Measures of Success - 2015 vs. 2016:

- **Win Your Wish:** 5% increase in participating businesses, 57% increase in entries.
- **Summer Markets:** total of 137 vendors - 37% increase ; included 41 BIA vendors, a 64% increase.
- **Spring Treasure Hunt:** 1000 passports distributed to participants (99% of BIA members would participate again)
- **Community Garage Sale/Vintage Market:** 1400+ patrons, 40% attendance increase. Total of 42 vendors, a 29% increase in BIA member participation.
- **Facade Improvement Program:** 17% decrease in applications; 8 projects completed, approx \$21,000 in grants was distributed.
- **Summer Lunchtime Concerts:** 1041 people attended 12 scheduled lunchtime concerts throughout month of August.
- **Scarecrows-A-Plenty:** 40 BIA businesses decorated and displayed a scarecrow, almost 1000lbs of food and \$227 in cash collected for the local food-bank; very successful event!
- **Social Media:** 21% increase in Facebook "likes", 42% increase in Twitter followers.
- **Geo Caching:** Approx 100 times total our geocache sites were "found"





COMMITTEE REPORTS



BEAUTIFICATION & REVITALIZATION COMMITTEE

Creating a strong sense of ‘place’ is vital to a community’s success. The main purpose of the Beautification and Revitalization Committee is to better the overall appearance of the BIA 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 streetscape within our downtown core.

Our main project is the Façade Improvement Program, which provides grants to property and business owners in the BIA area to renovate, restore or redesign their commercial building façades. This program was first introduced in 2009 and since then 71 projects have been completed. A total of \$299,998.05 was granted (50% DMRBIA and 50% City of Maple Ridge) which generated a total of approximately \$5,000,000 in downtown Maple Ridge improvements. In 2016 the Committee approved 7 applications. The total amount granted was \$21,976.65 which when completed, resulted in a total of \$45,371.61 in improvements for downtown Maple Ridge.

Funds were also included in our 2016 budget for new projects such as the Clean Team, a co-operative endeavor with Alouette Addictions and the City of MR, Mural Program and possibly some new projects.

During 2017, in addition to our successful Façade Improvement Program, we look forward to work on some new, exciting projects to help animate our downtown core, such as implementing a busking program in the summer months, creating opportunities to encourage sidewalk cafes where permitted, and improving overall signage, promotion of festivals and events to help draw people into our downtown core. As always, working closely and in consultation with local businesses and building owners is key to reaching our goals of creating a lively, beautiful downtown where people want to visit and spend time.

Respectfully submitted,
Michelle Taylor, Chair



Haney Automotive - BEFORE



Pacific Eye Doctors - BEFORE



Haney Automotive – AFTER



Pacific Eye Doctors - AFTER



MARKETING AND EVENTS COMMITTEE



2016 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 2016 we increased the number of participants over 2015 by 20%, a great measure of success! Participating businesses were impressed with the number of new faces they saw coming through their door! Only space for 20 participating businesses and were “full” within a week!
- * **Summer Markets** - 2016 summer markets / vintage market saw 21% increase in participation by BIA businesses + a 27% increase of patrons!
- * **The Annual Zombie Walk was discontinued**
New “Halloween Destination event” created by CMR & BIA, with Fireworks in Memorial Peace Park
 DMRBIA provided pumpkins for painting (donated by Kin’s Market & Langley Farm Market), “ghost lantern” making station and costume parade; overwhelming success, approx 1200 patrons at our booth!
- * **Win Your Wish:** 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 57% over 2015, with a total of 22,000 entries in 2016!
 - The campaign works on a very simple concept, easy for both BIA and shoppers to participate!
- * **Christmas in the Park Market** - BIA Christmas Market is 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 and “Business Spotlights” on our ShopMapleRidge facebook page are free for all BIA members, 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, Celeste Kerschbaum, Michelle Taylor, Jessica Eckstein, Michelle Chartrand, Dipti Chavan 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 Marketing & Events Committee)



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:

- To create a safe and secure downtown area;
- To engage and inform business owners in the core area;
- To improve the appearance of the core area and to attract the public;
- 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.

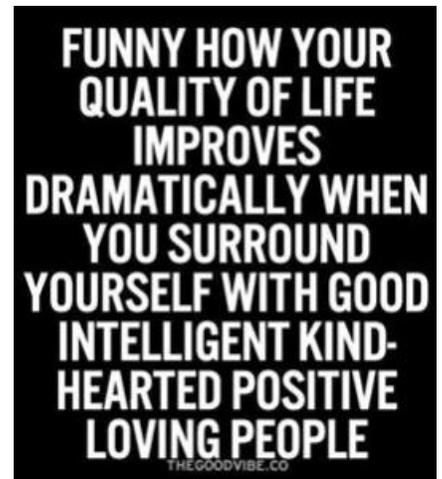
The DMRBIA stakeholders who sit at the Safety and Security Committee table are:

Tom Meier & Teresa Green (Co-Chairs, BIA), Inspector Jennifer Hyland (RCMP), Tyler Shymkiw (representing Council), Paul Gill & Lino Siracusa (City Staff), Anna Lavia (Municipal Bylaws), John Griffiths (Westridge Security), Manda Pool (Salvation Army), Chrissy Miller (Chamber of Commerce), Ineke Boekhorst (BIA).

The committee meets monthly and addresses a variety of safety & security issues of interest and relevance to downtown and the community in general.

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, additionally some staggered overnight patrols between 11pm and 6am
- We worked together with Rain City, Community Advisory Committee(CAC), RCMP and City Staff, monitoring the homeless issues and reviewing operations at the shelter and its impact on surrounding businesses
- We initiated a 3 month Rodent Control program to help reduce the rodent population visible to the public



Programs, projects and inquiries include:

- Downtown Security Patrols (security contract with local security company)
- An Annual Community Resource & Safety Fair in Haney Place Mall
- Illuminate Downtown (project to light up dark alleys, parking lots and other dark areas)
- Core Area Patrol Program (daily patrols by BIA staff member)
- Member of the Active Transportation Advisory Committee; ATAC is reviewing Bicycles on sidewalk Bylaw
- Core Area Parking issues and solutions
- 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,
Teresa Green - Chair, Safety and Security Committee



Financial Statement



Statement of Financial Position

(For the year ended December 31, 2016)

ASSETS		
Cheque / Savings Account	\$18,454	
Accounts Receivable	\$16,744	
Prepaid expenses	\$2,127	
Equipment	\$191	
TOTAL Assets		\$37,516
LIABILITIES & EQUITY		
Accounts Payable	\$13,783	
Payroll Liabilities	\$2,159	
Net assets	\$21,574	
TOTAL Liabilities & Equity		\$37,516

Statement of Income

(For the year ended December 31, 2016)

Income		
BIA levy	\$213,600	
Grants	\$67,147	
Other Revenue (recoveries etc.)	\$12,043	
TOTAL Revenue		\$292,790
Expenses		
Events & Marketing	\$68,962	
Safety & Security	\$92,240	
Beautification & Revitalization	\$22,632	
Networking-Planning-Partnerships	\$82,937	
Administration & Accounting	\$20,137	
Rent	\$7,029	
TOTAL Program Expenditures		\$293,937
NET INCOME (LOSS)		\$(1,147)

Full 2016 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

