



DOWNTOWN MAPLE RIDGE

Business Improvement Association

Ours to Share!



ANNUAL REPORT 2017

**EVERYTHING YOU NEED
CLOSE TO HOME**

#34-22374 Lougheed Hwy.

Maple Ridge, BC V2X 2T5

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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:

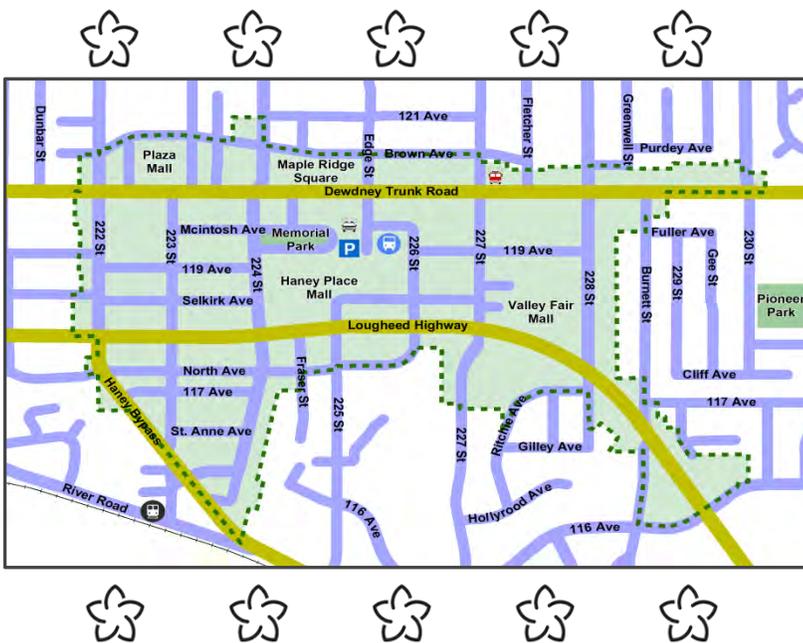
To provide our members and community stakeholders the means and resources to create a prosperous destination, that is clean, safe and vibrant, where a diverse community of businesses and residents live, work and play.

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 to have had the opportunity to serve as President of the Downtown Maple Ridge Business Improvement Association for 2016 and 2017.

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.

This year we have been working with our members and the City on several issues but here a few highlights.

1. BIA was able to arrange a meeting with some concerned businesses, BC Housing and the City to make the City aware of the business owners concerns and to get an update from the City on the plan of action.
2. We are working with the City to improve parking access and available spots.
3. We are working on a new project to enhance and improve the Dewdney Trunk corridor.
4. We have completed the required review and update to our AGM documents and are currently reviewing and updating our Policy and Procedure documents.

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 consider getting involved on one of our committees as we are always looking for input. You can also keep in touch through our website, by telephone or e-mail. We would like to hear from you.

Sincerely,
Donna Telep



✿ **TREASURER'S REPORT** ✿

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

Our 2017 yearend financial statements report an excess of approx. \$29,500.00 revenue over expenses, which will allow the organization a bit more flexibility in 2018. The new 2018 budget has been approved by the Board of Directors at the end of 2017, and we are in a good position going forward. The proposed operating budget for 2018 allows for the spending of some funding on new projects. We aim to end 2018 with a minimal surplus of approx \$700 + remaining funds left in our equity account from previous years, funding which was pre-allocated towards B&R and S&S.

Operating Budget for 2018

<u>INCOME:</u>	
City of MR Levy	\$270,200. ⁰⁰
Security Patrol Grant	\$50,000. ⁰⁰
Facade Improvement Grant	\$25,000. ⁰⁰ maximum
Project, Event & Marketing Recoveries	\$24,500. ⁰⁰
Other Revenue	\$24,000. ⁰⁰
Equity Accounts	
Total Income	<u>\$393,700.⁰⁰</u>
<u>EXPENSES:</u>	
Beautification & Revitalization	\$57,400. ⁰⁰
Events & Marketing	\$93,225. ⁰⁰
Safety & Security	\$124,154. ⁰⁰
Governance	\$1,000. ⁰⁰
Administration	\$26,800. ⁰⁰
Networking-Planning-Partnerships	\$80,200. ⁰⁰
Professional Fees	\$3,000. ⁰⁰
Rent	\$7,200. ⁰⁰
Total Expenses	<u>\$392,979.⁰⁰</u>
	<u>\$ 721.00</u>

Respectfully submitted,

Patrick Smith, Treasurer



Celebrating 2017 Downtown Maple Ridge....

2017 was an exciting and successful year! Highlights include Refocused Marketing Efforts and a few new and wildly popular events. We are dedicated to a vibrant and livable downtown that is the focal point of Maple Ridge.

As an organization we have been able to have a significant, positive impact within our Downtown Maple Ridge Neighbourhood. One of our strategies that has been key to this success is the ability to leverage our resources and influence by developing multiple partnerships. As we review 2017 touching upon each of our key focus areas of Beautification and Revitalization, Safety and Security, Marketing and Events, you will recognize partnerships as the common thread woven throughout, providing strength and sustainability.

THANK YOU: BIA staff, you are amazing! DMRBIA Board of Directors for your guidance, commitment and support. Thank You to all stakeholders, partners, volunteers and the community, we work with every day!

Improving membership engagement and communication remains our focus; online presence has grown through the consumer targeted website and a focus on a multi-platform social media strategy. To facilitate making all this happen, we re-aligned our staff resources and a stronger partnership was formed between Dipti(Membership & Events) and web-master Peter. Increased use of many different platforms, such as social media, newspaper, newsletter, meet the merchants, Feature Fridays, Business Spotlights, personal visits.

EVENTS:

We assessed all of our events throughout the year, measuring against our strategic plan, then made some changes, experimenting along the way. Throughout 2017, 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, especially new businesses (about 30% increase over 2016) this past year. Our Christmas campaign included the return of our "Win Your Wish" promotion (by popular request from Merchants), receiving 26,000 entries this time!. New for the season, we transformed 224th street (south) from North to the pedestrian tunnel into a "Candy Cane Lane" for the arrival of the CP Christmas Train. Our "Trick & Treasure" event was highly successful and added value to the "Celebrate the Night" Halloween event, through many valuable partnerships. New Busking program added as well; 3 Busking stops in our Downtown; great place-making and animation project, featuring local performers!

Looking back at 2017, I'm proud of the variety of initiatives we launched, 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 "Piano on the Street" was VERY popular again, with hundreds of people playing the piano on the bandstand.

SAFETY & SECURITY:

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. New in 2017 our Clean Team, cleaning up early in the morning, around the time the shops open, to make sure the sidewalks look great and we're ready to welcome our customers.

A fantastic and very successful social enterprise project in partnership with Alouette Addictions.

We also developed a parking map for the BIA area, identifying short, longer and unrestricted parking spots.

BEAUTIFICATION & REVITALIZATION:

The 2017 Façade Improvement Program saw ten applicants successfully complete improvements, totalling over \$46,000 in grants (50% DMRBIA and 50% City of MR). DMRBIA is grateful to the City of Maple Ridge; we definitely couldn't continue this program without their "matching funding"! In collaboration with CMR, we continued a rodent control program, an intensive 3 month program; it sharply decreased the issues.

I believe we have a very strong foundation as we head into 2018. Looking forward to another exciting year for Downtown Maple Ridge! Our team's 2018 focus is on animating our downtown through innovative promotions, additional "place-making" ideas, new events and consistently aiming to increase member engagement.

Respectfully submitted,
Ineke Boekhorst, Executive Director

✿ BOARD OF DIRECTORS ✿

2017 Executive Committee

Donna Telep	- President	(Business/Property Owner Seville Mortgage Corp.)
Dave Sheppard	- Vice President	(Business Owner, Haney Sewing & Sound)
Patrick Smith	- Treasurer	(Accountant EPR)
Celeste Kerschbaum	- Secretary	(representing Transat Travel)

2017 Directors

Laurence Anderson	(representing Vernon & Thompson Law Group)
Teresa Green	(representing Property Owner, Cythera Transition House Soc.)
Kaila Klassen	(representing Chances Community Gaming Centre)
Tom Meier	(Business/Property Owner, Johnston Meier Insurance)
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
Open Position

☆ 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 2018 DMRBIA BOARD OF DIRECTORS

The following persons were nominated as the Slate of Candidates for the 2018/19 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

Denise Gunn – Representing Falcon Homes

Denise has worked and lived in Maple Ridge since 1987 and is where her and her husband raised their 2 children. She has volunteered for many community organizations over the years including the Citizens Advisory for Parks and Recreation, RM Hospice Society, Ridge Canoe and Kayak Club, the B.C. Summer Games in 1998 and BC Games for the Disability in 2009.

Denise works for Falcon Homes doing accounting and property management which include many properties located in the downtown core.

Celeste Kerschbaum* - Representing Transat Travel

Shelli Kiselycia - Business Owner - Maple Ridge Florist

Proud Owner of Maple Ridge Florist which has been serving the community since 1946. Happy Resident of Maple Ridge for the past 30 years. I am a Mother, Wife and Dog Owner. I Love our Community and all it has to offer! Love taking part in all the great things the BIA has to offer, from the Business Improvement Grant to the yearly Easter Egg Hunt.

Dave Sheppard* - Business Owner - Haney Sewing & Sound

Patrick Smith* - Partner EPR, Certified Professional Accountants

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

Cindy has lived, worked and shopped in Maple Ridge for over 38 years. She currently owns T's - Once Upon a Tea Leaf, which moved from Haney Place Mall to 224th Street a number of years ago. Cindy believes there is more to owning a business than the bottom line and she focuses on giving back to the community, by participating and donating to several local projects and charities. Cindy-Lea's creative passion is to think outside the box. Cindy was the Events Committee Chair on the DMRBIA Board before and is looking forward to come back on the BIA Board of Directors!

Michelle Taylor* - Business Owner - Little Cricket Gift Gallery

Donna Telep* - Business Owner - Seville Mortgage

Present Directors: Teresa Green and Laurence Anderson will be completing the 2nd year of their 2 year commitment.

Respectfully submitted – April 2018

by the Nominating Committee: Celeste Kerschbaum, Dave Sheppard, Ineke Boekhorst

✿ 2017 ACCOMPLISHMENTS ✿

**Kelowna, April 2018, BIA BC:
Receiving Best in the West Awards
for 2017 projects: Clean Team &
Spring Treasure Hunt**



Advocacy to increase parking signage
 Developed Downtown MR Parking Map
 Community Garage Sale & "Pet Fest"
 Crime Prevention initiatives through Safety & Security Committee
 Clean Team; Social Enterprise Project with Alouette Addictions
 Daily BIA Security Patrols (16hrs/day, 7days/week)
 Façade Improvement Program, 10 completed projects in 2017
 Christmas Tree light up, Christmas Market and Candy Cane Lane
 Downtown Rodent Control Program collaboration with CMR
 "Feature Fridays" Project, weekly on Instagram
 Meet the Merchants, Shop Local Page & Business Spotlight
 Pianos on the Street Program
 Scarecrows-A-Plenty
 Trick & Treasure Event in collaboration with Celebrate the Night

DMRBIA mandated to measure the success of our events 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.

Sampling of Success Measurements - 2016 vs 2017:

- **Win Your Wish:** 15% increase in participating businesses, 37% increase in entries- total entries received 26,000!
- **Summer Markets:** total of 7260 people visited our 5 markets, 147 vendors - 17% increase ; included 47 BIA vendors, a 21% increase.
- **Spring Treasure Hunt:** 1000 passports distributed (99% of BIA members will participate again) - approx. 260 prizes given at each
- **NEW Busking Program:** for this first year we presented 42 performances, 3 times/wk for 14 weeks throughout the summer.
- **Facade Improvement Program:** 24% increase in applications; approx. \$46,000.00 in grant money was distributed to 10 projects.
- **Christmas Window Decorating Contest:** 21% increase in business participation.
- **Summer Lunchtime Concerts:** approx 1250 attendees over 14 scheduled concerts throughout the month of August, 18% increase.
- **Scarecrows-A-Plenty:** 40 BIA businesses decorated and displayed a scarecrow, almost 1350lbs of food and \$200 in cash collected for the local foodbank; overall participation increase of 35%!
- **Social Media:** 20% increase in Facebook followers, 32% increase in Twitter followers.



BEAUTIFICATION & REVITALIZATION COMMITTEE

Creating a strong sense of ‘place’ is vital to a community’s success. The main purpose of the Beautification and Revitalization Committee is to better the overall appearance of the downtown area, which in turn will attract business investment and make it a more inviting and safe place to shop, live and play.

The committee works together with business owners, other community groups, and the City of Maple Ridge to continually improve the landscape and property within downtown Maple Ridge and to plan projects that will enhance and animate the streetscapes within our downtown core.

Our main project is the Façade Improvement Program, which provides grants to property and business owners in downtown Maple Ridge to renovate, restore or redesign their commercial building façades. Since the program was first introduced in 2009, 80 projects have been completed. More than \$336,000 was granted (50% DMRBIA and 50% City of Maple Ridge) which generated well over \$5,000,000 in downtown Maple Ridge streetscape improvements!

In 2017 the Committee approved 12 applications, of which 10 were completed. The total amount granted was \$46,379 which when completed, resulted in \$240,122 total in streetscape improvements!

2017 also saw some new projects implemented in the downtown area. The Clean Team, a co-operative endeavor with Alouette Addictions and the City of Maple Ridge, can be spotted around our BIA neighbourhoods, picking up trash and keeping our streets and alleyways tidy. Busker stops were created during the summer months, adding music and animation to our core, and Chameleon opened our first Sidewalk Café. Downtown parking maps were created and given out to businesses, to inform customers of the best places to park; indicating short-, long- or unrestricted parking spots in the BIA.

In addition to our successful Façade Improvement Program, 2018 promises to bring even more beautification and downtown improvement projects to fruition such as self-watering planter boxes on Dewdney Trunk Road, free WIFI and speakers for music on 224th Street, more back-alley murals and other exciting place-making projects. Improving our signage and promotion of festivals and events to help draw people into our downtown core is another priority for our committee. As always, working closely and in consultation with our local businesses and property owners is key to reaching our goals of creating a lively, beautiful downtown, where people want to visit and spend time.

Respectfully submitted,

Michelle Taylor, Chair



Silver Valley Brewing - before



Silver Valley Brewing - after

2017 Façade Improvement project

MARKETING AND EVENTS COMMITTEE



NEW: Busker Stops

2017 was another busy and successful year for events in our downtown core. It was also a year that saw a number of new initiatives – These include the **Busking Program, Feature Fridays**, 20% increase in our Facebook likes to approx. 2500.

Throughout 2017 DMRBIA worked with the City and other Community groups on the **Maple Ridge Cultural Plan**, which will be presented to Council shortly, we introduced a **Mad Hatters Tea Party** and **Candy Cane Lane event**. In partnership with the Safety and Security Committee a **Downtown Maple Ridge Parking Map** was developed and distributed to our local merchants to assist customers find suitable parking spots.

Really proud of our **Clean Team Program**, a social enterprise project, employing 2 locals, who are keeping our streets clean and free of unwanted debris. The **Umbrella Project** has been revived and new **Reusable Shopping Bags** have been purchased, encouraging “Shop Local”.

One of the super successful campaigns is our annual “**Win Your Wish**”. 2017 saw strong growth of over 15%; more than 26,000 entries received. A Public Draw took place January 3rd at Ryan’s Jewellers with local media in attendance. Win your Wish encourages citizens to shop local over the holidays, to enter local receipts and win incredible prize packages which are sponsored by BIA businesses. To make participating easy, over 60 businesses provided decorated festive ballot boxes. These spectacular decorated ballot boxes were entered into a merchant contest, with the winning store receiving free advertising in the NEWS.

This event along with our **Spring Treasure Hunt, Trick & Treasure event, Scarecrows- A- Plenty** and a number of others, bring new customers into **your store** and make shopping local, fun for everyone.

The Marketing and Events committee continues to work on new ideas to increase the viability of our downtown core and continuously encouraging our customers to spend their shopping dollars locally. DMRBIA is proud to have won a very prestigious “**BC BEST in the West**” award for our “One Stop Shop for Permits and Licences” project at the 2017 BIABC Conference and 2 awards at the 2018 Conference.

We welcome new members to the Events and Marketing committee and if you would like any information on how to become involved please feel free to contact Dipti or Ineke at the BIA office. I’d like to acknowledge and thank our committee members, Cindy Stephenson, Jessica Eckstein, Michelle Taylor, Dipti Chavan and Ineke Boekhorst for their time and dedication to this committee.

Celeste Kerschbaum (Chair)



100’s of pumpkins donated by BIA member businesses for Halloween event



BIA booth @ Summer Market



Canada Day Window Contest

SAFETY & SECURITY COMMITTEE

The Safety & Security Committee meets the second Tuesday of each month. The BIA members are:

- | | |
|-----------------|---------------------------|
| Teresa Green | Co Chair |
| Tom Meier | Co Chair |
| David Sheppard | Director BIA |
| Ineke Boekhorst | Executive Director DMRBIA |

The non BIA Committee members are:

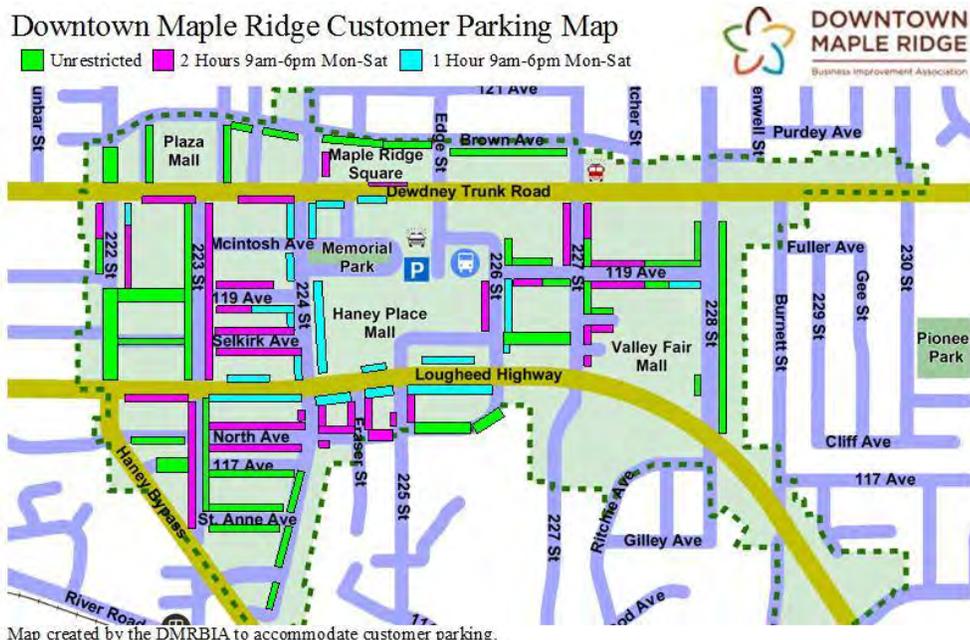
- | | |
|------------------------------|--------------------------|
| Inspector Aaron Paradis RCMP | |
| Gordon Robson | Council Liaison |
| Kyla Morovic | Westridge Security |
| Robin McNair (Anna) | Bylaw Dept. |
| Tom Meier | Downtown Parking Society |
| Paul Gill | City of Maple Ridge |
| Darrell Pilgrim/Manda Poole | Salvation Army |
| Lino Siracusa | Economic Development |
| Ken Holland | Chamber of Commerce |

The Safety & Security was formed so that the members of the BIA would have a voice as well as receive reports from the above organizations. These reports present facts on the numbers of incidents, housing, homelessness, meals per day served, security measures, member complaints, actions taken, Council and Economic Development forecasts.

We have found that, with the monthly meetings and with the representatives, we are able to help our members correct an issue quickly and objectively.

I believe the format is objective and constructive with this committee. We have seen improvements not only for the BIA but also for the City.

Tom Meier, Co Chair Safety & Security Committee



Customer Parking Map: pointing out short to unrestricted parking spots



Financial Statement



Statement of Financial Position

(For the year ended December 31, 2017)

ASSETS

Cheque / Savings Account	\$33,375
Accounts Receivable	\$31,074
Prepaid expenses	\$10,619
Equipment	\$133

TOTAL Assets **\$75,201**

LIABILITIES & EQUITY

Accounts Payable	\$21,874
Payroll Liabilities	\$2,071
Net assets	\$51,256

TOTAL Liabilities & Equity **\$75,201**

Statement of Income

(For the year ended December 31, 2017)

Income

BIA levy	\$263,600
Grants	\$50,000
Other Revenue (recoveries etc.)	\$15,947

TOTAL Revenue **\$329,547**

Expenses

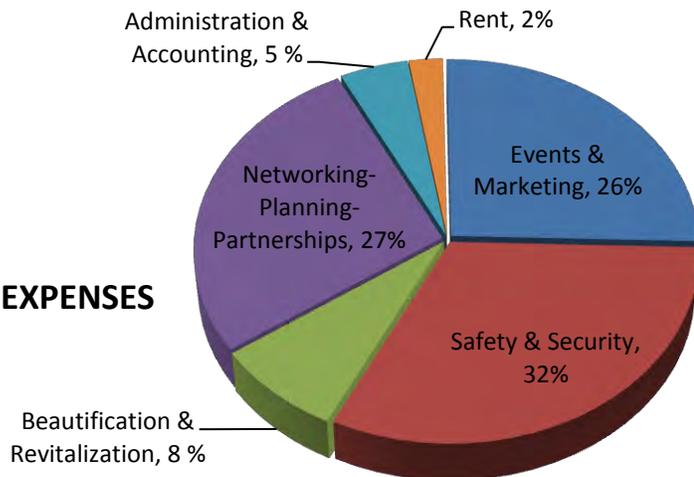
Events & Marketing	\$77,143
Safety & Security	\$95,489
Beautification & Revitalization	\$24,069
Networking-Planning-Partnerships	\$81,904
Administration & Accounting	\$14,232
Rent	\$7029

TOTAL Program Expenditures **\$299,866**

NET INCOME (LOSS) **\$ 29,681**

Full 2017 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



Cultural Days @ Summer Market



Scarecrows-A-Plenty



Kids crafts @ Canada Day



Clean Team member at work



DMRBIA Market tents



Teddy Bear Picnic



