



# NEWTON

BUSINESS IMPROVEMENT ASSOCIATION

ANNUAL REPORT / 2015

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# Executive Director's Report

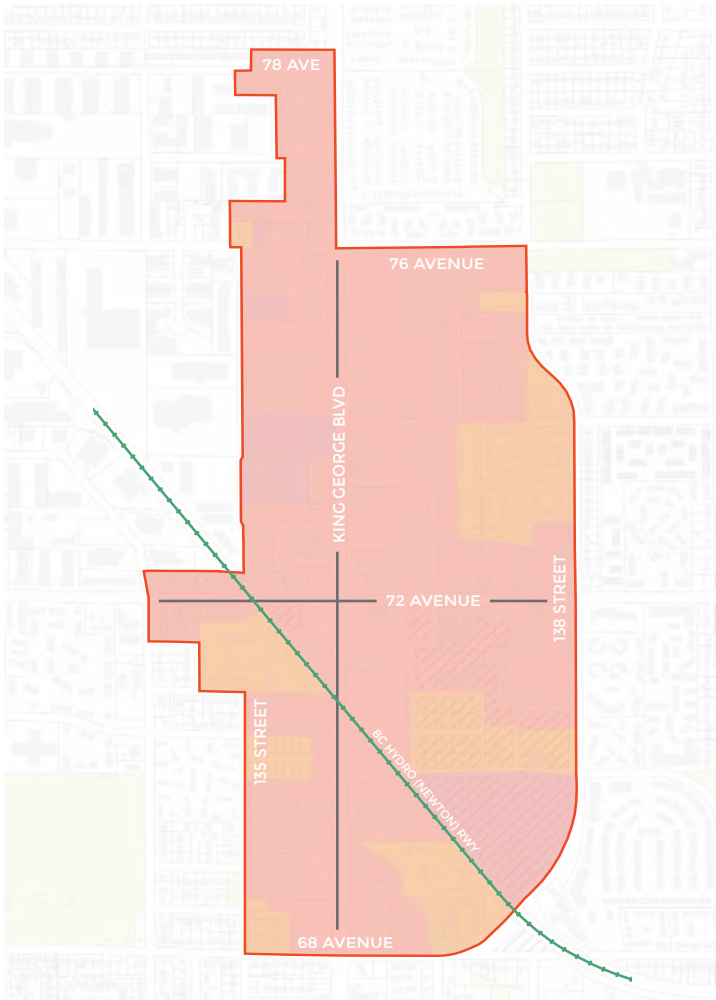
The Newton BIA is committed to creating a safe, vibrant, and dynamic Newton Town Centre for the community. The goal of the Newton BIA is to bring everyone to one table; businesses, residents, all levels of government, youth, seniors, and the RCMP to have one voice for Newton.

As a premier retail business district with a high population density, we are not accomplishing our full potential to engage consumers, residents, and visitors. Safety continues to be the main issue for the area and as a result, business development remains sluggish as many businesses struggle to survive in these tough economic times.

Newton requires a new brand focused on optimism and the rich stories of our multicultural community. We will change the media and public perception to focus on the positive work that the Newton BIA is achieving by collaborating with key stakeholders to showcase the amazing people, businesses and facilities that Newton has to offer. It is our time to show that the Future Lives in Newton, the Heart of Surrey.



Philip Aguirre, Executive Director  
Newton Business Improvement Association



In keeping with our mandate, the focus of all Newton BIA activities for 2015 continued to be on improving Newton for the benefit of the businesses in our area.

This focus is divided into four key pillars, Safety, Area Enhancement, Land Use, and Government Relations.

To that end, 2015 proved to be a year of accomplishment for the Newton BIA. Philip Aguirre our Executive Director and Nasrin Baji our BIA Creative Director and Office Coordinator had their hands full with planning new events, expanding on existing activities, and implementing new programs.

Some of the highlights are:

- February | Groundhog Day
- March | Transit Town Hall Meeting
- June | Newton Community Festival
- August | Newton Block Party
- September | Newton PopUp Art Walk
- October | Spooktacular Newton
- Other BIA Initiatives:
  - Monthly Community Walk
  - Merchant Shout-out
  - Team Tidy

And that's not all. The Newton BIA is almost finished constructing a new website, to be up and running by early Spring 2016. A graffiti removal program has been implemented for the benefit of all businesses in the BIA boundary, and community safety patrols began in January 2016.

On the administrative side, change came to the Newton BIA office staff. Over the summer, Harneet

# President's Letter

Gosal was hired as part of the summer internship program offered through the Federal Government. She worked on business outreach and website development. She was too valuable to let go, so in September 2015 Harneet became a permanent part of the BIA staff.

The Board of Directors saw changes too. New Board Members are Shannon Gnocato, Secretary; Derek Ho, Director; Jodi McDonald, Director; Mehran Kiai, Director; Casey Lotfali, Director. Jaspal Brar continues as Vice President, Suman Basnyat as Treasurer and Chandan Sabharwal as Director. Conrad Gregoire stepped down from the Board in 2015. And finally, we said goodbye to two Board Members who were involved from day one in the formation of the BIA. They are Gabrielle Steed and Santosh Nahal, thank you Gabrielle and Santosh for your invaluable contribution.

Finally, I want to thank all the directors, committee members, and the City of Surrey Mayor and Council, and particularly Kirin Kooner from the City of Surrey. Special mention goes to the wonderful Newton BIA staff. Philip Aguirre, Nasrin Baji, and Harneet Gosal make this organization run with heart and hard work, thank you!



Linda McCabe, President  
Newton Business Improvement Association

## BOARD OF DIRECTORS 2015-2016

<b>Linda McCabe</b> <i>Value Property Group</i>	<b>Santosh Nahal</b> <i>Kings Cross</i>	<b>Harry Lamba</b> <i>The UPS Store</i>
<b>Jaspal Brar</b> <i>Co-Operators</i>	<b>Chandan Sabharwal</b> <i>Sabharwal Law Group</i>	<b>Jodi McDonald</b> <i>The Organic Grocer</i>
<b>Shannon Gnocato</b> <i>Gateway Casino</i>	<b>Suman Basynt</b> <i>S. Basnyat &amp; Co. Inc.</i>	<b>Mehran Kiai</b> <i>Newton Crossing</i>

## STAFF

<b>Philip Aguirre</b> <i>Executive Director</i>
<b>Nasrin Baji</b> <i>Creative Director</i>
<b>Harneet Gosal</b> <i>Communications Officer</i>





## SAFETY

Safety remains a priority for the Newton BIA and a number of initiatives are focused on supporting and promoting a safe, liveable, and vibrant Newton Town Centre.

### BUSINESS SAFETY LINK

An integrated business safety communication program. Sharing safety alerts with businesses and following up with incident reports filed by businesses.

### NEWTON SAFETY UNIT

A collaborative weekly safety initiative for the Newton Town Centre. Meeting with RCMP, CSP, Surrey Crime Prevention, Bylaw, and other community stakeholders to create weekly targets and initiatives to increase communication, effectiveness, and ultimately decrease crime within Newton.

### COMMUNITY SAFETY PATROL

The Newton BIA took over the Community Safety Patrol (CSP) program from the City of Surrey and is maintaining it here in the Newton Town Centre as of Jan 1st, 2016. The CSP will consist of one daily eight hour patrol to address safety priorities and support crime reduction initiatives.

## AREA ENHANCEMENT

The Newton BIA works closely with the City on a variety of beautification projects. Additionally, the BIA has implemented a number of enhancement initiatives.

### TEAM TIDY

Clean streets team created by the NBIA sourced through AVIA. Responsible for maintaining cleanliness of the streets within the NBIA boundary.

### UNIVERSAL GRAFFITI PROGRAM

Graffiti removal program contracted with Goodbye Graffiti. They remove all graffiti within the NBIA boundary ensuring that the area is a graffiti free zone.

#### Other Initiatives:

- Christmas lights on King George Blvd
- Park-it on 137th Street

### NEWTON COMMUNITY WALK

The Community Walk is a monthly event bringing the community, businesses, and government officials together to clean the streets of Newton and converse about all things Newton. A movement to take back the streets and galvanize the community.

## GOVERNMENT RELATIONS

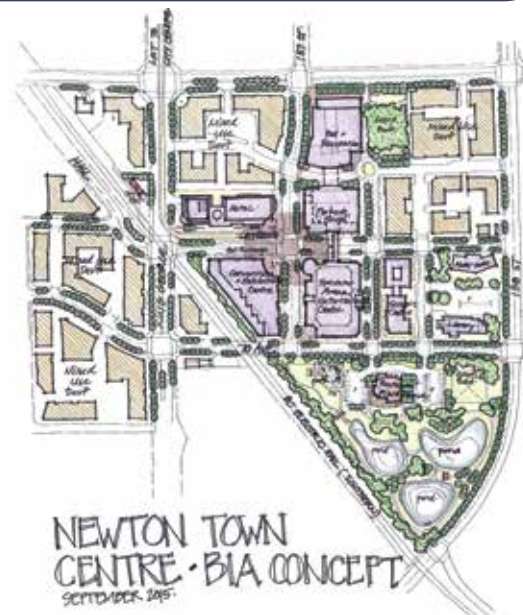
Newton BIA works with all levels of Government in policy & positions of key issues of relevance to the Newton Town Centre.

### 20-YEAR PLAN

Focused on the revitalization of the Newton Town Centre and to ensure a viable business environment and vibrant mixed use community.

#### Cultural Entertainment District:

Light Rapid Transit • Spectator Arena  
Convention Centre • Hotel • Surrey Heritage Rail  
Cineplex • Mixed-use Density • Community  
Centre • Central Plaza • Park • Festival  
Street • Art Barn • Creative Economy  
Sports Hub



Pictured on the left: Initial concept sketch

## EVENTS

Newton BIA events highlight and promote the Newton Town Centre and provide positive activities. The events help to develop a sense of community while also inviting people to experience the Newton Town Centre.

### GROUNDHOG DAY

The Newton BIA's inaugural event with our own (stuffed) groundhog Lou Jack. The fun, quaint family event includes activities, crafts, music, and much more. Find out from Lou whether winter will continue or spring will arrive.

### NEWTON COMMUNITY FESTIVAL

The Newton Community Festival has been celebrated in Newton for 20 years. This is a commemorative event in the community with lots of food, music, dance, games, rides, craft vendors, and much more. It's a free fun filled event put on annually for the community by the community.

### SPOOKTACULAR NEWTON

A spooky, family friendly event featuring an urban pumpkin patch, dance performances, free BBQ, free movies, a petting zoo, and lots of crafts and games. The inaugural event was very successful with an attendance of 2000 people and a positive reaction from the community.

### NEWTON BLOCK PARTY

In partnership with the RCMP and community stakeholders, the Newton Block Party took place on 70A Avenue with activities, food, music, and community building.

### NEWTON POPUP ART WALK

Celebrating the arts in Newton in collaboration with Agent C's pop-up art gallery and Z. inc's Window Dressing – Cabinets of Curiosity on 137th Street.





# COMMUNITY PARTNERS

The strength of a community is its people. Newton must take ownership of its future. Community buy-in is essential to ensure long term vibrancy and optimism. This is why the Newton BIA is committed to the revitalization of the Newton Town Centre and the programs and events are a major part of that plan.

The Newton BIA wants you to be part of the momentum. As a community partner, you have the opportunity to financially support the initiatives that are going to change the media and public perception of Newton to focus on optimism and the rich stories of the multicultural community. It is the time to show that the future lives in Newton, the heart of Surrey.

## SPONSORSHIP & PARTNERSHIP BENEFITS

### MARKETING & PROMOTIONS

Community awareness of the Newton BIA programs and festivals will be developed through a comprehensive marketing program that includes social media, the Newton BIA website, posters, information sessions directed toward the community, and other advertisements.

### COMMUNITY GOODWILL

Sponsoring these high-profile community events and programs is your way to give back to the community as a supportive and caring corporate citizen. Partnerships contribute to securing a legacy for the Newton community and ensures a strong financial base for Newton BIA events and programs.

### HEIGHTENED BRAND AWARENESS

Supporting Newton BIA events and programs provides a fantastic opportunity for extensive promotion and brand exposure. You will be able to refer to your company as a ‘partner’ and use the Newton BIA brand to promote your products or service.

### CAPTIVE AUDIENCE

Partners benefit from the attention of a captive audience of all ages in events and programs focused around community, sport, family, and the arts.

For more information and to become a Newton BIA Community Partner, contact [info@newtonbia.com](mailto:info@newtonbia.com)

# BUDGET

## 2016 BUDGET FOR APPROVAL AT AGM

### REVENUE

Levy	\$400,000
Sponsorships	\$10,000
Carryover from 2015 Projects	\$107,550
Total Revenue	\$517,550

### EXPENSES

#### ADMINISTRATION

Education/Conferences	\$1,500
Industry Memberships	\$1,000
Student Summer Internship Program	\$2,300
Annual General Meeting	\$1,500
Bank Charges	\$200
Equipment Repairs & Maintenance	\$1,000
Meetings	\$1,000
Insurance	\$3,500
Licences & Membership	\$250
Office Supplies & Materials	\$3,000
Professional Fees	\$7,000
Rent - Office Space	\$25,000
Utilities	\$2,000
Travel	\$300
Wages & Benefits	\$130,000
Administration Total	\$179,550

#### SAFETY

Community Safety Patrol	\$180,000
Safety Projects & Initiatives	\$5,000
Safety Total	\$185,000

### AREA ENHANCEMENT

Graffiti Program	\$41,000
Team Tidy	\$20,000
Area Enhancement Programs	\$7,500
Area Enhancement Total	\$68,500

### EVENTS

Groundhog Day	\$5,000
Newton Community Festival	\$15,000
Newton Days (x3)	\$15,000
Newton Block Party	\$5,000
Spooktacular Newton	\$20,000
Area Enhancement Total	\$60,000

### MARKETING

Website & Maintenance	\$10,500
Merchant Shout-out	\$500
Marketing Kit	\$4,000
Advertising & Promotions	\$6,000
Marketing Total	\$21,000

### GOVERNMENT RELATIONS

Advocacy Projects & Initiatives	\$3,500
Government Relations Total	\$3,500

Total Expenses	\$517,550
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