

# NEWTON

BUSINESS  
IMPROVEMENT  
ASSOCIATION

ANNUAL REPORT / 2016





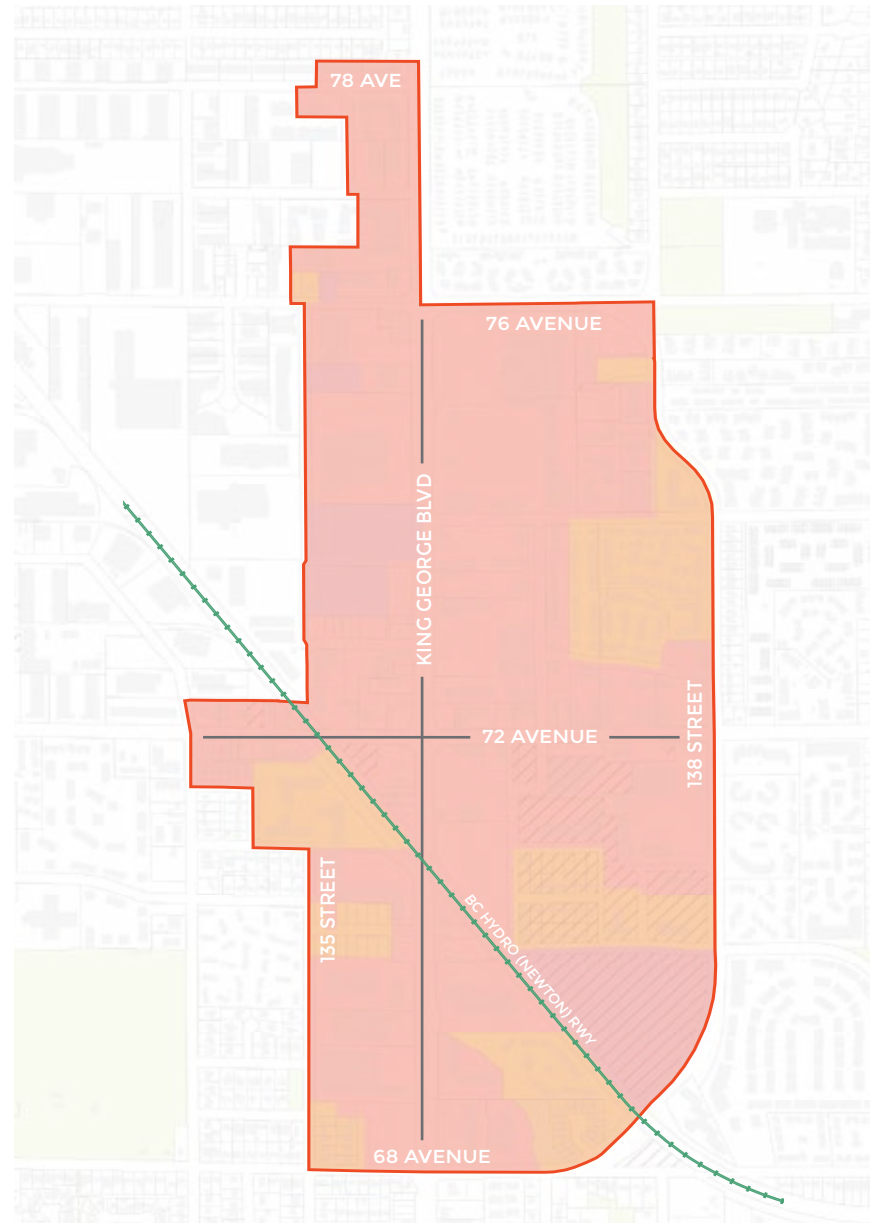
# ABOUT THE BIA

The Newton Business Improvement Association is a group of approximately 550 businesses and property owners who are passionate about improving the Newton Town Centre.

Located in the heart of Surrey on the cross roads of 72 Avenue and King George Boulevard. The Newton BIA was created in 2014, taking a leadership role to revitalize the area. The BIA brings business members, grassroots organizations, community stakeholders and government together with a focus on the four pillars of Safety, Area Enhancement, Marketing/Events and Government Relations.

The Newton BIA receives a \$400,000 levy from property taxes, which is collected by the City of Surrey. The BIA is governed by a volunteer Board of Directors, consisting of a diverse selection of businesses and property owners representing all regions of the boundary.

The ratification of the Newton BIA was implemented through business consultation and a plebiscite. Governance of the association is regulated by the constitution and a set of bylaws.



The Newton BIA Boundary

# LETTER FROM THE ED

2016 has been a roller coaster for Newton and crime has dominated the headlines as it has done for the past several years. At over 145,000 people, Newton is filled with an ever-growing multiculturalism that showcases the diversity of Canada. On top of that, 30% of the population is under the age of 25. Additionally, we must capitalize on the untapped potential of Newton's industrial core which provides 44% of the industrial employment in Surrey. In the Newton town center, government advocacy for a 20-year economic plan is linked to the future of Light Rapid Transit. Combined with one of the regions lowest tax rates, the future lives here.

We are building community. Residents and businesses are gathering, forcing change and increasing resiliency on a grass roots level. Small events are being organized by the zealous few and the transformation is beginning. Friends gather in the grove, sing, write poetry, draw, & share samosas filled with hope. Troubadours and community pianos have popped out on colorful patios to entice the

community to gather. A collection of stories documents history and personal lives and plot gardens feed the community. Volunteers band together to plant tulips and the Business Improvement Association continues to remove graffiti, clean up the street of garbage and install a variety of murals, dog parks and other beautification programs.

The Newton BIA is facing safety issues head on with a progressive prevention model. Focused on the collaboration of the Newton Safety Unit which brings various organization together and creates a community policing model. More and more new initiatives are being piloted today. This unique integration of resources has led to a massive 9% decrease in the 2016 Newton RCMP crime statistics.

The future could be bright for Newton. However, we must continue the momentum to promote and advocate for the Newton Town Center by building community, one relationship and project at a time.

A stylized red signature of Philip Aguirre.

Philip Aguirre, Executive Director  
Newton Business Improvement Association



01

Annual Report 2016

02

Annual Report 2016



# PRESIDENT'S NOTE

In keeping with our mandate, the focus of all Newton BIA activities for 2016 continued to be on improving Newton's Safety, Area Enhancement, Land Use and Government Relations.

Making Newton safe and welcoming is vital to creating a strong commercial core. Several new programs were developed in 2016 to enhance safety and security for our business members and their customers. Area enhancement and events have been a huge success and are predicted to grow in popularity.

Several long range government relation initiatives began to take shape in 2016 including

the development of a plan to revitalize Newton as a cultural entertainment district and looking into formalizing a Newton Manufacturing Association to encompass the manufacturing district into the BIA boundaries.

I want to thank Philip Aguirre and Nasrin Baji who make the Newton BIA run with heart and vision and hard work and the directors and committee members for giving so freely of their time and energies.

And finally, thanks to the City of Surrey Mayor and Council.

**Linda McCabe, President**  
Newton Business Improvement Association

## BOARD OF DIRECTORS 2016-2017

**Linda McCabe**  
*Value Property Group*

**Derek Ho**  
*Kings Cross*

**Harry Lamba**  
*The UPS Store*

**Angel Chan**  
*WINGS Restaurant*

**Jaspal Brar**  
*Co-Operators*

**Chandan Sabharwal**  
*Sabharwal Law Group*

**Jodi McDonald**  
*The Organic Grocer*

**Danny Hayre**  
*Vancity*

**Shannon Gnocato**  
*Gateway Casino*

**Suman Basynt**  
*S. Basynt & Co. Inc.*

**Mehran Kiai**  
*Newton Crossing*

## STAFF

**Philip Aguirre**  
*Executive Director*

**Nasrin Baji**  
*Creative Director*

**Harneet Gosal**  
*Communications Officer*

# NEWTON BIA PILLARS

## GOVERNMENT RELATIONS

### 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*



### NEWTON TALKS

Newton Talks is a monthly networking forum for Businesses and Community to establish a voice for Newton that improves business opportunities, revitalizes the area and creates a sustainable future for the community. Each month the discussion focuses on a different area of concern.

**Started:** November 29, 2016  
**Location:** Fays Family Restaurant  
**Planned for 2017:** 8

## AREA ENHANCEMENT

### TEAM TIDY

A clean streets team this is responsible for maintaining cleanliness of the streets within the Newton BIA boundary.

**Started:** June 30, 2015  
**# of Bags:** 742  
**2016 Tonnage:** 10495lbs

### 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.

**Started:** February 6, 2015  
**Number of walks:** 11  
**# of Bags:** 83  
**Volunteers:** 65  
**2016 Tonnage:** 1090lbs

### UNIVERSAL GRAFFITI REMOVAL

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

**Started:** June 3, 2015  
**Total Removed:** 884



03

Annual Report 2016

04

Annual Report 2016





COMMUNITY COFFEE

Community Coffee is a BIA initiative created to engage with the community here in Newton to discuss issues, ideas, thoughts, projects and everything in between. The second Wednesday of the month, everyone welcome!

Started: April 2, 2016  
# of Meetings: 9

MERCHANT SHOUT-OUT

Our community wouldn't be the same without the eclectic mix of local businesses, each with their own unique story. The Newton BIA showcases these stories with monthly Merchant Shout-outs to create a human connection between consumers and businesses.

Started: August, 2015  
Featured in 2016: 10

TULIP-BOMBING

A stealth 2016 area enhancement initiative that involved planting 1000 tulip bulbs in various locations to increase the beautification of the area. The added floral presence and colour will increase the resident's satisfaction levels and pride of their community.

Started: October, 2016  
# of Bulbs: 1000  
# of Locations: 3

MURALS

The Newton BIA is committed to increasing the beautification of the Newton Town Center. Murals are an excellent way to increase the colour and artistic flair of the community.

Started: July, 2016  
Completed: 1  
Planned: 3

SAFETY

COMMUNITY SAFETY PATROL

The Newton BIA works hard to maintain the safety of the Newton Town Centre and an integral part of this is the daily Community Safety Patrol conducted by the Commissionaires. The Commissionaires build relationships with, residents, local businesses and provide outreach to the vulnerable population.

Started: January, 2016  
# of Members: 6  
Schedule: 6 days a week | 8am-4pm  
Case Files: 2942

NEWTON SAFETY UNIT

The Newton Safety Unit (NSU) is comprised of Bylaw, RCMP, Commissionaires and local businesses that meets every Tuesday between 3-4pm at the Newton BIA office to discuss safety concerns and create weekly targets and initiatives.

Started: September 17, 2015  
Meetings: 48  
Guests invited: 26  
Initiatives: 19

USED NEEDLE DISPOSAL

The safety of our community members is one of the chief concerns of the Newton BIA. And as in many locations, patrols have found used needles. The BIA is taking a proactive approach to handle this by installing needle deposit boxes to decrease the potential risk.

Started: August, 2016  
Boxes: 7  
Needles: 180

SHOPPING CART RETRIEVAL

Abandoned shopping carts cost businesses between \$100 to \$300 per cart to replace them. By implementing a program to return shopping carts to businesses, at \$5 per cart, the Newton BIA provides a valuable cost saving program to its members. Additionally, the program improves overall public perception of safety and cleanliness.

Started: August 9, 2016  
# of Carts: 127

HOMELESS COUNT

The Homeless Count is an initiative inspired by the annual Homeless Count in Vancouver. Counting the homeless population serves primarily as a way to gauge how many people are homeless at a given point in time. This makes it possible to advocate.

Started: July & August, 2016  
Counts: 3  
Individuals Counted: 55

YOUTH SAFETY WALK

The walk consists of a tour of the Newton Town Centre starting and ending at Frank Hurt Secondary. The purpose of the safety walk is to engage youth in the area to discuss and debate the safety issues that are facing many town centers in the lower mainland.

Started: May 10, 2016  
Youth: 28  
# of Walks: 1

JOINT RCMP PATROLS

The joint RCMP patrol with the Community Safety Patrol and Bylaw is an integrated patrol program to increase the overall effectiveness of these patrols at a local level. The collaboration of the three teams ensures a consistent message to residents, the business community and the vulnerable population. The teams work together and have a unified outreach approach with inter-agency enforcement.

Started: August, 2016  
Patrols: 35

EVENTS

GROUNDHOG DAY	400 People
FRIENDS OF THE GROVE FUNDRAISER	85 People
NEWTON DAYS	27 Events
TROUBADOUR SATURDAYS	11 Saturdays
NOONER WEDNESDAYS	13 Wednesdays
POKEPARTIES	2 PokeParties
THE BRACKET: Basketball Tournament	8 Teams
SPOOKTACULAR NEWTON	3500 People
WE ARE NEWTON RECEPTION	70 People



GROUNDHOG DAY

The Newton BIA’s second annual Groundhog’s Day event with our own stuffed groundhog, Lou Jack. The fun, quaint family event included a free pancake breakfast, fun activities, crafts, music and a mini-theatre. We wrapped the day up with a special groundhog themed story-time and Lou Jack’s official announcement about an early spring.

**Date:** January 28, 2016  
**Time:** 12pm-2pm  
**Location:** Newton Rec Centre  
**# of Cupcakes:** 300  
**# of Pancakes:** 500

NEWTON DAYS

The Newton BIA brought back Newton Days this year, as a series of multi-day micro events. Newton Days consisted of Troubadour Saturdays, Nooner Wednesdays, PokeParties and The Bracket.

**Date:** June-August, 2016  
**Location:** 137th Street

**Troubadour Saturdays**, every Saturday on 137<sup>th</sup> Street. There was live music, giant chess and other programming.

**Nooner Wednesdays**, every Wednesday on 137<sup>th</sup> Street. It was bring your own lunch and live piano music.

**The Bracket**, was a charity basketball Tournament consisting of 8 teams, held in the WINGS parking lot. The Newton BIA made a \$500 donation to the Children’s Hospital on behalf of the winner.

SPOOKTACULAR NEWTON

The Newton BIA’s second annual halloween themed urban pumpkin patch. A spooky fun-filled family event featuring free pumpkins, dance performances, free BBQ, Spook theatre, a petting zoo and tons of crafts and games. Additionally, there were 4 candy stations along 137th Street, manned by our community partners.

**Date:** October 22, 2016  
**Time:** 12pm-5pm  
**Location:** 137th Street  
**# of Pumpkins:** 1000  
**Candy Tonnage:** 8kg

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.

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.

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.

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

## 2017 BUDGET FOR APPROVAL

### REVENUE

Levy	\$400,000
Event Income	\$2,000
Carryover from 2016 Projects	\$107,550
Grants & Contributions	\$13,000
Sponsorship	\$11,500
<b>Total Revenue</b>	<b>\$534,050</b>

### EXPENSES

#### ADMINISTRATION

Education/Conferences	\$1,500
Industry Memberships	\$500
Annual General Meeting	\$2,000
Bank Charges	\$200
Meetings	\$1,000
Insurance	\$3,500
Licenses & Membership	\$250
Office Supplies & Materials	\$4,000
Professional Fees	\$7,500
Rent - Office Space	\$27,000
Bookkeeping	\$800
Utilities	\$1,500
Travel	\$300
Wages & Benefits	\$138,000
Intern Payroll	\$26,000
WorkSafe BC	\$200

**Administration Total** **\$214,250**

#### SAFETY

Community Safety Patrol	\$180,000
Safety Projects & Initiatives	\$5,000
<b>Safety Total</b>	<b>\$185,000</b>

#### AREA ENHANCEMENT

Graffiti Program	\$41,000
Team Tidy	\$16,100
Area Enhancement Programs	\$11,000
<b>Area Enhancement Total</b>	<b>\$68,100</b>

#### EVENTS

Groundhog Day	\$5,500
Newton Days (x6)	\$25,000
Spooktacular Newton	\$25,000
<b>Events Total</b>	<b>\$55,500</b>

#### MARKETING

Website Development	\$2,000
Website Hosting	\$700
Merchant Shout-out	\$500
Marketing Kit	\$2,500
Advertising	\$2,000
<b>Marketing Total</b>	<b>\$7,700</b>

#### GOVERNMENT RELATIONS

Advocacy Initiatives & Outreach	\$3,500
<b>Government Relations Total</b>	<b>\$3,500</b>

**Total Expenses** **\$534,050**

**#305-7380 King George Blvd  
Surrey, BC V3W 5A5**

**604-593-2294**

**INFO@NEWTONBIA.COM**

**WWW.NEWTONBIA.COM**



**#MYNEWTON**



**09**

Annual Report 2016