



**NEWTON**

BUSINESS  
IMPROVEMENT  
ASSOCIATION

ANNUAL REPORT / 2017



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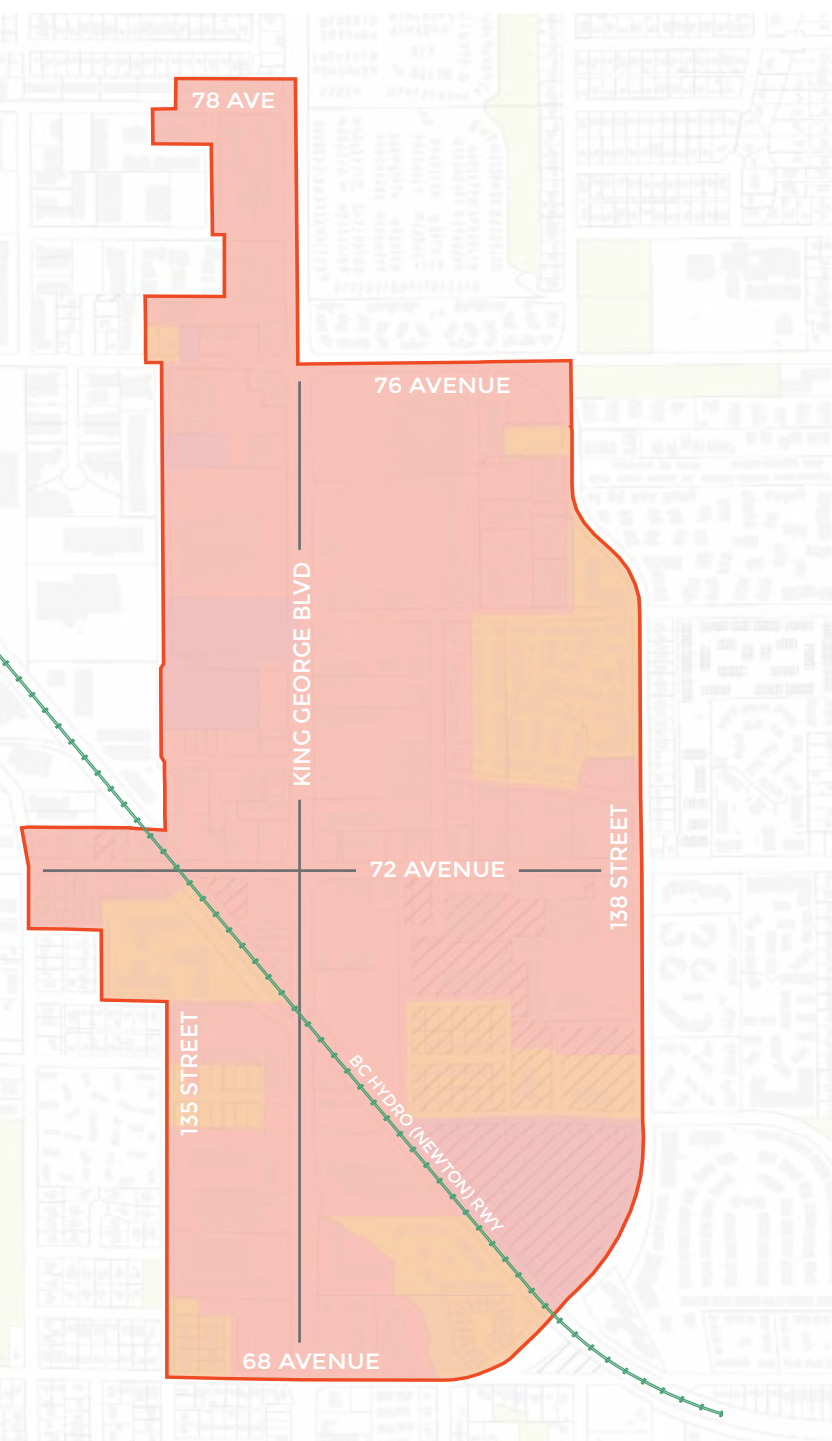
## ABOUT THE BIA

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 within 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

2017 marked the third year of the Newton BIA's existence. The organization is no longer the new kid on the block; the City of Surrey now has four BIA's. Expectations have shifted away from an efficient start-up organization to what are the measurable results that warrant the tax burden that has been placed upon the local business community.

Crime was down in Newton by 18% in 2017. This annual double digit decrease over the past three years is an excellent justification for why the Newton BIA was created in the first place. Safety has always been the main focus of the Newton BIA spearheaded by the proactive Community Safety Patrol and the relationships that we have developed with the RCMP, Bylaw, Surrey Crime Prevention, Outreach & the vulnerable community.

The Newton BIA has taken a leadership role within the community. "The State of Newton 2017" was a significant success and was only possible by creating partnerships with several different community groups to help create an advocacy movement that will shape Newton for years to come.

Keeping it weird in Newton is important. The Newton BIA wants to ensure that we continue to build community through inspiring place-making projects and events. 2017 saw murals, Big Bikes, thousands of tulips, the revitalization of Newton Days and the enigmatic Lou, our beloved groundhog, who predicted an early spring. Results that showcase the optimism has slowly crept into daily conversation.

Results matter! The Newton BIA will continue to build community by taking an active leadership role, producing significant results and passionately advocating for the Newton community.



Philip Aguirre, Executive Director

# PRESIDENT'S NOTE

In keeping with our mandate, the focus of all Newton BIA activities for 2017 continued to be on improving Newton's Safety, Area Enhancement, Land Use and Government Relations. I'd like to highlight a few of the new initiatives for 2017.

Under Area Enhancement, the first murals appeared in Newton. This project will continue to expand with further murals planned into 2018 and beyond and the eventual establishment of a Mural Festival to coincide with Surrey's "Art in the City" event.

A new event, "The State of Newton" launched in October 2017 to a capacity crowd, with the focus being the promotion of Newton as the place to do business. The event also provided vendor participation via a mini trade-show component and showcased some of the projects the BIA is undertaking.

Keeping Newton safe and welcoming is still the cornerstone of the Newton BIA.

The team is working to establish a universal security force. This long term vision will result in a coordinated and connected security presence throughout Newton, allowing for economies of scale to individual businesses and property owners who buy in and the ability of the BIA to measure and monitor results. Gathering and quantifying these results will provide the data needed when policing and security decisions are made by city council.

Philip Aguirre and Nasrin Baji run the Newton BIA with heart, vision and efficiency! Our directors and committee members continue to give their time and efforts freely. I want to thank them all for their ongoing commitment and involvement.

And finally, thanks to the City of Surrey Mayor and Council for their continued support and guidance.



Linda McCabe, President

## BOARD OF DIRECTORS 2017-2018

Linda McCabe  
Value Property Group

Derek Ho  
Kings Cross

Harry Lamba  
The UPS Store

Richard Janzen  
FastSigns

Jaspal Brar  
Co-Operators

Chandan Sabharwal  
Sabharwal Law Group

Angel Chan  
WINGS Restaurant

Susan Woronko  
DiverseCity

Shannon Gnocato  
Gateway Casino

Suman Basynt  
S. Basynt & Co. Inc.

Danny Hayre  
Vancity

John Podger  
Budget Brake & Muffler

## STAFF

Philip Aguirre  
Executive Director

Nasrin Baji  
Creative Director

Kenneth Green  
Team Tidy



# THE FOUR PILLARS

**SAFETY**

**AREA ENHANCEMENT**

**GOVERNMENT RELATIONS**

**MARKETING & EVENTS**

04

## GOVERNMENT RELATIONS

### NEWTON TALKS

Newton Talks is a monthly networking forum for businesses and the community to establish a voice for Newton that improves business opportunities, revitalizes the area, and creates a sustainable future for the community.

STARTED: **2017, Jan**  
HOSTED IN 2017: **7**

### STATE OF NEWTON

The State of Newton is an opportunity for the business community to engage in a dialogue that showcases the upcoming investment opportunities for Newton.

STARTED: **2017, Oct**  
TOTAL ATTENDEES: **145**

### 20-YEAR PLAN

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

CREATED: **2015, Sep**

### COMMUNITY COFFEE

Community Coffee is an initiative created to engage with the community here in Newton to discuss issues, ideas, thoughts, projects, and everything in between.

STARTED: **2016, Mar**  
LIFETIME TOTAL: **20**  
RETIRED: **2017, Oct**

## AREA ENHANCEMENT

### GRAFFITI

Graffiti removal program contract with Goodbye Graffiti. The contract removes all graffiti within the Newton BIA boundary ensuring that the area is a graffiti-free zone.

STARTED: **2015, May**  
TOTAL CLEANUPS: **870**

### COMMUNITY WALK

A movement to take back the streets and galvanize the community. The monthly cleanup brings together community, business & government to talk all things Newton.

STARTED: **2015, Feb**  
LIFETIME TOTAL: **28**  
RETIRED: **2017, Nov**

### TEAM TIDY

The clean streets team is responsible for maintaining the streets within the boundary on a daily basis. Decreases the janitorial cost to local businesses and provides a positive environment for consumers and residents in the area.

STARTED: **2015, Jun**  
TONNAGE: **8115 lbs**



## TULIP-BOMBING

As in 2016, we planted another thousand tulips throughout the Newton Town Center. The added floral presence and colour is just one more beautification project designed to increase the resident's pride in their community.

STARTED: **2016, Nov**  
PLANTED IN 2017: **1000**

## FRIENDS OF THE GROVE FUNDRAISER

A group of Newton neighbours rooted in the beautiful cluster of cedars beside the Newton Recreation Center known as "The Grove." The Newton BIA supports their mandate with an annual fundraiser.

STARTED: **2016, May**  
RAISED IN 2017: **\$690**

## TICKLE TRUNK

The goal of the Tickle Trunk is to provide a one stop shop for community engagement and to help facilitate events in the Newton area. Some items contained: Tents, Kid's Games, Garbage Cans, Recycling Bins

STARTED: **2017, Jul**  
UTILIZED IN 2017: **5**

## SHOPPING CART RETRIEVAL

Abandoned shopping carts cost businesses between \$100 to \$300 per cart to replace. By returning shopping carts to businesses, at \$5 per cart the Newton BIA provides a valuable cost saving program to its members.

STARTED: **2017, Aug**  
TOTAL: **390**

## SAFETY AUDIT

Each summer the Newton BIA surveys the business community to determine the level of satisfaction on a variety of issues and programs. The audit is used as a measurement tool to increase the overall effectiveness of all Newton BIA programs.

STARTED: **2017, Jun**  
BUSINESSES SURVEYED: **192**

## SAFE RIDE

Safe Ride is an outreach first model that provides taxi rides to the vulnerable population that are intoxicated. This program decreases the amount of negative occurrences in the town center and as a result increases consumer confidence.

STARTED: **2017, Sep**  
TOTAL: **27**

## PLACE-MAKING

The Newton BIA is committed to increasing the beautification of the Newton Town Center. We hope to accomplish this via several small-scale projects.

Murals  
137th Street Park-it  
Umbrellas & Chairs  
Chess Board

## SAFETY

## COMMUNITY SAFETY PATROL

The Community Safety Patrol (CSP) program consists of one daily eight-hour patrol to address safety priorities and support crime reduction initiatives.

STARTED: **2016, Jan**  
CRIME FILES IN 2017: **3929**

## MARKETING & EVENTS

## MERCHANT SHOUT-OUT

A business spotlight blog highlighting one business a month in the Newton Town Centre. Showcasing their products, history, and connection to Newton, whilst promoting shopping local.

STARTED: **2015, Aug**  
TOTAL: **6**

## OUTSIDE EVENTS PARK PLAY

7 free, family drop-in sessions at Unwin Park in partnership with City of Surrey.

## BIG BIKE

As first time participants, Newton BIA Tour de Friends with 25 riders raised a total of \$2257 for the Heart & Stroke Foundation.

## NEWTON SAFETY UNIT (NSU)

An integrated weekly safety initiative with the CSP, Bylaw, RCMP, Transit, OPTIONS, SOURCES and SCPS to create weekly targets and initiatives to increase communication, and effectiveness.

STARTED: **2015, Sep**  
MEETINGS: **41**

## USED NEEDLE REMOVAL

The program consists of 10 collection boxes placed in highly reported areas. The program relies on education by the Community Safety Patrol to inform the vulnerable population of the box locations.

STARTED: **2016, Mar**  
NEEDLES COLLECTED: **1592**

## HOMELESS COUNT

The Homeless Count is an initiative inspired by the annual Homeless Count in Vancouver. This informs, advocates and helps to fine-tune services in the area to target specific needs.

STARTED: **2016, Jun**  
INDIVIDUALS COUNTED: **41**

## GROUNDHOG DAY

The Newton BIA's yearly kick-off event celebrates with our own (stuffed) groundhog Lou Jack. The fun, quaint family event includes a live children's performer, a free pancake breakfast, kids crafts and face painting.

DATE: **JAN 28, 2017**  
# OF CUPCAKES: **300**  
# OF PANCAKES: **600**

## NEWTON DAYS

A mini multi-day community festival taking place during the summer, featuring farmer's and craft market, music, and activities featuring a theme for each day.

DATES: **JUL & AUG, 2017**  
TOTAL: **6 SATURDAYS**  
# OF ATTENDEES: **4500**  
# OF HOT DOGS: **3600**

## SPOOKTACULAR NEWTON

A spooky, fun-filled family event featuring an urban pumpkin patch, dance performances, free BBQ, free movies, a petting zoo, and tons of crafts and games.

DATE: **OCT 21, 2017**  
CANCELED DUE TO RAIN



# LOOKING AHEAD TO 2018

COMING UP

COMMUNITY PARTNERS

BUDGET



## COMING UP

### NEWTON TALKS / Second Thursday of every month The Greek Corner | 12pm

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. [Register: newtonbia.eventbrite.com](http://newtonbia.eventbrite.com)

### STATE OF NEWTON / September, 2018 Location & Time Pending

An opportunity for the business community to engage in a dialogue that showcases the upcoming investment opportunities in Newton. The presentation outlines the Newton BIA's proposals and policy directions for the upcoming year. [Register: newtonbia.eventbrite.com](http://newtonbia.eventbrite.com)

### NEWTON DAYS / Saturdays | July 7, 14, 21, 28, 2018 Newton Grove | 12pm

An exciting community opportunity that takes place over four weekends throughout July. This multi-day event features Surrey-based Zaklan Heritage Farm, and attractions such as face painting, henna, crafts and science demos. It aims to engage youth, families, and other community members.

### SPOOKTACULAR NEWTON / Saturday, October 20 Save-on-Foods Underground

Returns this year for another spook-filled day. Taking over the Save-on-Foods Underground, this event is an extravaganza of community engagement and children's activities. Featured attractions include crafts, games, Science World shows, live music, trick-or-treating, and free pumpkins by donation with all proceeds going to the Surrey Food Bank.

### RENEWAL & E(XTRAORDINARY)GM / September, 2018 Location & Time Pending

2018 marks the final year of the Newton BIA's first 5-year term. This year the BIA will be seeking renewal for it's second term, and part of that will involve an EGM that is similar in format to the AGM.

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV



# COMMUNITY PARTNERS

The strength of a community is its people. Newton must take ownership of its future and community buy-in is essential to ensure long term vibrancy and optimism. That is why the Newton BIA is committed to the revitalization of the Newton Town Centre and our programs and events are a large 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 our multicultural community. It is our time to show that the future lives in Newton, the heart of Surrey.

## BENEFITS

### MARKETING & PROMOTION

Community awareness will be developed through a comprehensive marketing program that includes, social media, the Newton BIA website, posters, and other advertisements.

### COMMUNITY GOODWILL

By sponsoring these high-profile community events and programs, partnership is your way to give back to the community as a supportive and caring corporate citizen. Partnership contributes 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 provides a fantastic opportunity for extensive promotion and brand exposure through an alliance with a high-profile community event or program. 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.

## LEVELS

GOLD	\$10,000	SILVER	\$5,000	BRONZE	\$2,500
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# BUDGET

FOR APPROVAL  
AT THE AGM

## REVENUE

Levy	\$400,000
Grants	\$9,000
Sponsorship	\$20,500
Carryover	\$92,950
Total Revenue	\$522,450

## EXPENSES

### ADMINISTRATION

Licenses & Membership	\$250
Bank Charges	\$200
Professional Fees	\$7,500
Insurance	\$3,500
Rent - Office Space	\$27,000
Utilities	\$1,500
Office Supplies & Materials	\$3,000
Education & Conferences	\$1,500
Travel	\$300
Bookkeeping	\$800
Annual General Meeting	\$2,000
Meetings	\$1,000
Industry Memberships	\$500
Wages & Benefits	\$119,000
Intern Payroll	\$19,000
WorkSafe BC	\$200
Administration Total	\$187,250

### GOVERNMENT RELATIONS

Advocacy Initiatives & Outreach	\$10,000
Newton Talks	\$4,000
Government Relations Total	\$14,000

## SAFETY

Community Safety Patrol	\$175,000
Safety Projects & Initiatives	\$2,000
Safety Total	\$177,000

## AREA ENHANCEMENT

Graffiti Program	\$41,000
Team Tidy	\$18,000
Area Enhancement Programs	\$12,000
Area Enhancement Total	\$71,000

## EVENTS

Groundhog Day	\$7,500
Newton Days (x4)	\$30,000
Spooktacular Newton	\$30,000
Events Total	\$67,500

## MARKETING

Website Development	\$2,000
Website Hosting	\$700
Marketing Kit	\$500
Advertising	\$2,000
Merchant Shout-out	\$500
Marketing Total	\$5,700

Total Expenses	\$522,450
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**#MYNEWTON**