



**TERM 2**  
**OUTLOOK**  
2019-2023

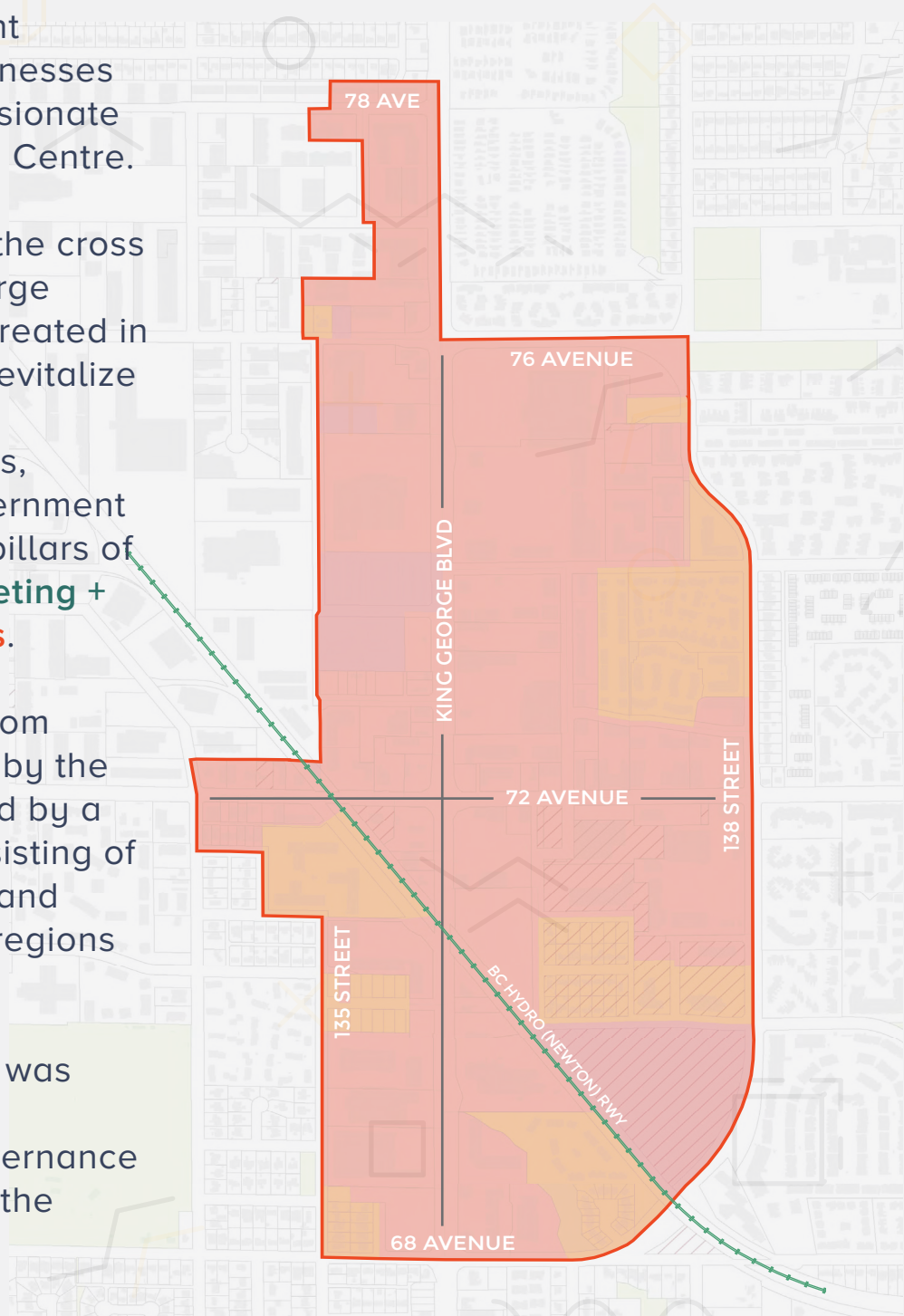
# ABOUT THE BIA

The Newton Business Improvement Association is a group of 533 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 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  
est. 2014

# LAST FIVE YEARS

## 2014-2018 / By the Numbers

### OVERALL

Total Programs **40**

Total Events **141**

Total Members **533**

### NEWTON TALKS

Monthly networking luncheon for businesses and the community to establish a voice for Newton.

—  
STATUS: **ONGOING**  
STARTED: **2017, Jan**  
TOTAL HOSTED: **18**  
MEALS SERVED: **289**

### STATE OF NEWTON

Annual dialogue that showcases the upcoming investment opportunities in Newton.

—  
STATUS: **ANNUAL**  
STARTED: **2017**  
TOTAL HOSTED: **2**  
ATTENDEES: **245**

### 20-YEAR PLAN

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

—  
STATUS: **ONGOING**  
CREATED: **2015, Sept**

### COMMUNITY COFFEE

Initiative to engage with the community here in Newton to discuss issues, ideas, thoughts, projects, and everything in between.

—  
STATUS: **RETIRED**  
STARTED: **2016, Mar**  
TOTAL HOSTED: **20**  
ENDED: **2017, Oct**

### GRAFFITI REMOVAL

Contract through Goodbye Graffiti, all graffiti is removed within the Newton BIA boundary ensuring that the area is graffiti-free.

—  
STATUS: **ONGOING**  
STARTED: **2015, May**  
CLEANUPS: **3,886**

## COMMUNITY WALK

Monthly cleanup bringing together community, business and government to talk all things Newton.

—  
STATUS: **RETIRED**  
STARTED: **2015, Feb**  
TOTAL HOSTED: **28**  
ENDED: **2017, Nov**

## FOG FUNDRAISER

An evening of art, music, canapés and wine in support of Friends of the Grove and their commitment to reclaiming the Grove.

—  
STATUS: **RETIRED**  
STARTED: **2016, May**  
RAISED: **\$2,690**

## MURAL LANE-WAY

The goal has been to activate public spaces, with the initial focus on the alley behind King George Blvd and 72.

—  
STATUS: **ONGOING**  
STARTED: **2016**  
COMPLETED: **4**  
PLANNED: **1**

## TEAM TIDY

Responsible for maintaining the cleanliness of the streets within the BIA boundary on a daily basis.

—  
STATUS: **ONGOING**  
STARTED: **2015, June**  
TONNAGE: **31,077lbs**

## 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.

—  
STATUS: **ONGOING**  
STARTED: **2017, Jul**

## COMMUNITY SAFETY PATROL

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

—  
STATUS: **ONGOING**  
STARTED: **2016, Jan**  
CRIME FILES: **11,102**

## TULIP BOMBING

Added presence of flowers and colour is just one more beautification project designed to increase community pride.

—  
STATUS: **ANNUAL**  
STARTED: **2016**  
TOTAL TULIPS: **1,500**

## PLACE-MAKING

The Newton BIA is committed to increasing the beautification of the Town Center. The hope is to accomplish this via small-scale projects, such as park-its and street furniture.

## NEWTON SAFETY UNIT

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

—  
STATUS: **ONGOING**  
STARTED: **2015, Sept**

## USED NEEDLE DISPOSAL

With aim of reducing improperly discarded needles, 10 collection boxes were placed in highly reported areas, and managed by Raincity.

—  
STATUS: **ONGOING**  
STARTED: **2016, Mar**  
TOTAL NEEDLES: **3,492**

## SAFE RIDE

To increase consumer confidence in the area, the initiative provides taxi rides to intoxicated vulnerable individuals to Quibble Creek.

—  
STATUS: **ONGOING**  
STARTED: **2017, Sept**  
TOTAL: **33**

## GROUNDHOG DAY

This quaint, fun family event is our yearly kick-off event celebrated with our own stuffed groundhog, Lou Jack.

—  
STATUS: **ANNUAL**  
STARTED: **2015**  
PANCAKES: **2,200**  
CUPCAKES: **1,000**

## 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.

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STATUS: **ANNUAL**  
STARTED: **2016**

## MERCHANT SHOUT-OUT

Monthly business spotlight, highlighting a business in the Newton Town Centre; focusing on history, and connection to Newton.

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STATUS: **ONGOING**  
STARTED: **2015, Aug**  
TOTAL: **30**

## NEWTON DAYS

Multi-day community festival during the summer, featuring farmer's and craft market, music, and activities.

—  
STATUS: **ANNUAL**  
STARTED: **2016**  
TOTAL DAYS: **37**  
HOT DOGS: **7,600**

## SHOPPING CART RETURN

Part of the effort to rid the area of the eyesore that abandoned shopping carts create and beautify the town centre.

—  
STATUS: **ONGOING**  
STARTED: **2017, Aug**  
TOTAL RETURNED: **736**

## OUTSIDE EVENTS

**BIG BIKE**  
Newton BIA Tour de Friends rides for the Heart & Stroke Foundation.

—  
**#PINKSHIRTDAY**  
Online awareness campaign against bullying.

## SPOOK TACULAR

A spooky, fun-filled family event featuring an urban pumpkin patch with over 1000 pumpkins.

—  
STATUS: **ANNUAL**  
STARTED: **2015**  
PUMPKINS: **3000**  
CANDY: **35lbs**

# RENEWAL PROCESS

The current By-Law of the Newton BIA end March 31, 2018. To continue operating, support for the organization by its Members and City Council must be expressed through the passage of new By-Laws of the City of Surrey. Planning for the next mandate period through analysis, consultation, and budgeting is the **Renewal Process**.

## NOV 2017–MAR 2018

- Developed Strategic Plan for five year renewal
- Developed questionnaire
- Planned outreach activities

## MAY–SEPT 2018

- Outreach activities
- Tabulate and analyze survey results
- Revise and finalize renewal proposal and budget based on Member input

## SEPT–OCT 2018

- Distribute renewal information to Property Owners and Businesses
- Extraordinary General Meeting: Members vote on motions to approve renewal budget as well as Year One Budget for new mandate

## OCTOBER 2018

- All materials to be sent to the City of Surrey BIA liaison within the Economic Development Office

## NOVEMBER 2018

- Economic Development Office prepares Council Report
- Council decides on whether to proceed
- Formal notifications from the City mailed to property owners

## JANUARY 2019

- 30 day notice period for objections

## MARCH 2019

- Council enacts re-designation (renewal By-law and new Granting By-Law)

## MARCH 31, 2019

- Old By-law expires

## APRIL 1, 2019

- If approved, new BIA term begins

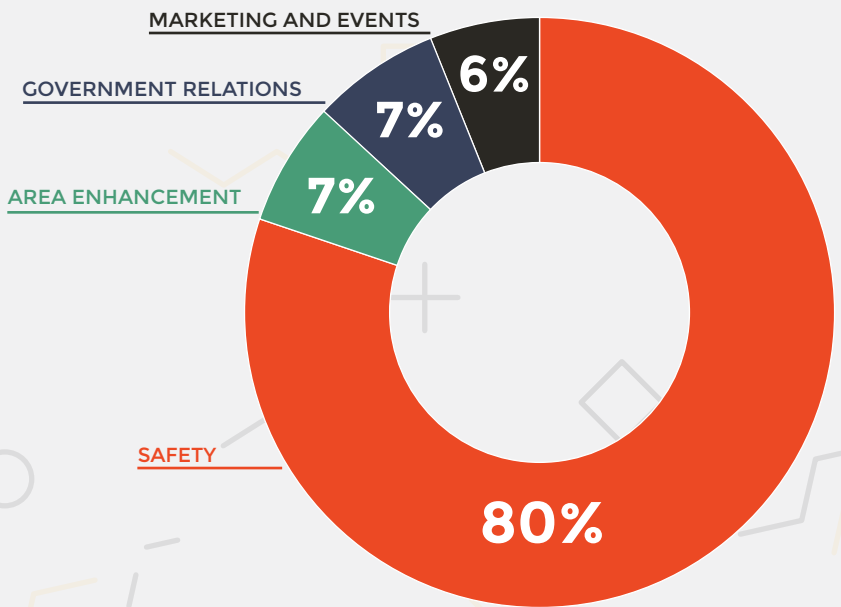
# SURVEY RESULTS

The Renewal survey was the first step in the Renewal Process and helped develop a renewal proposal and budget. The survey was available digitally and as a hard-copy. The summer interns visited BIA members between May and July of 2018; 121 businesses completed the survey.

## RANK THE PILLARS

Respondents were asked to rank the Newton BIA pillars in order of importance; 1: lowest, 4: highest)

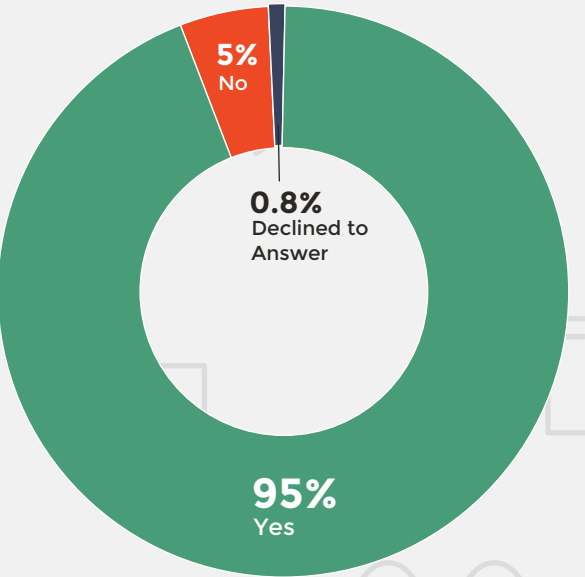
	1	2	3	4
Government Relations	60	32	19	9
Safety	7	7	13	93
Area Enhancement	11	32	63	13
Marketing & Events	44	49	22	6



## SUPPORT FOR RENEWAL

Respondents were asked if they supported the renewal of the Newton BIA for another 5-year term? Of the 121 completed surveys:

Yes	114
No	6
N/A	1



COMPLETE RENEWAL REPORT AVAILABLE ON OUR WEBSITE

# UPCOMING FOCUS



## PLACE-MAKING

Complete Newton Mural Lane-way  
Permanent Park-it on 137<sup>th</sup> Street  
Mural Festival  
Introduction of street furniture

## ECONEWTON

Focus on manufacturing advocacy  
Complete research report  
Community asset building



## GROWING

Move all BIA events to 137<sup>th</sup> Street  
Secure Title Sponsors for all events  
Multiply number of community partners  
Business to Business Engagement BBQs



# NEXT STEPS

The Members of the Newton BIA will be requested to vote on three motions at the Extraordinary General Meeting (EGM) at 12:00pm on October 18, 2018 at the Newton Cultural Centre.

Directors of the Newton BIA will be available prior to the meeting (11:30am-12:00pm) to answer questions. Questions prior to the EGM, call the BIA office at (604) 593-2294.

## MOTION 1

To renew the Newton Business Improvement Association for a five-year mandate

## MOTION 2

To adopt a levy strategy for the next five years as part of the BIA renewal process that provides for graduated increases to the following schedule:

2019	\$500,000
2020	\$515,000
2021	\$530,450
2022	\$546,364
2023	\$562,754

## MOTION 3

To adopt the below 2019 budget as presented by the Board of Directors

### REVENUE

Levy	\$500,000
Grants	\$8,000
Sponsorships	\$20,000
	<b>\$528,000</b>

### EXPENSES

Administration	\$48,050
Wages & Benefits	\$146,200
Marketing & Events	\$72,750
Safety	\$177,000
Area Enhancement	\$70,000
Government Relations	\$14,000
	<b>\$528,000</b>



# NEWTON

BUSINESS  
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ASSOCIATION

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#MYNEWTON