



# TWENTY EIGHTEEN

NEWTON BIA • ANNUAL REPORT



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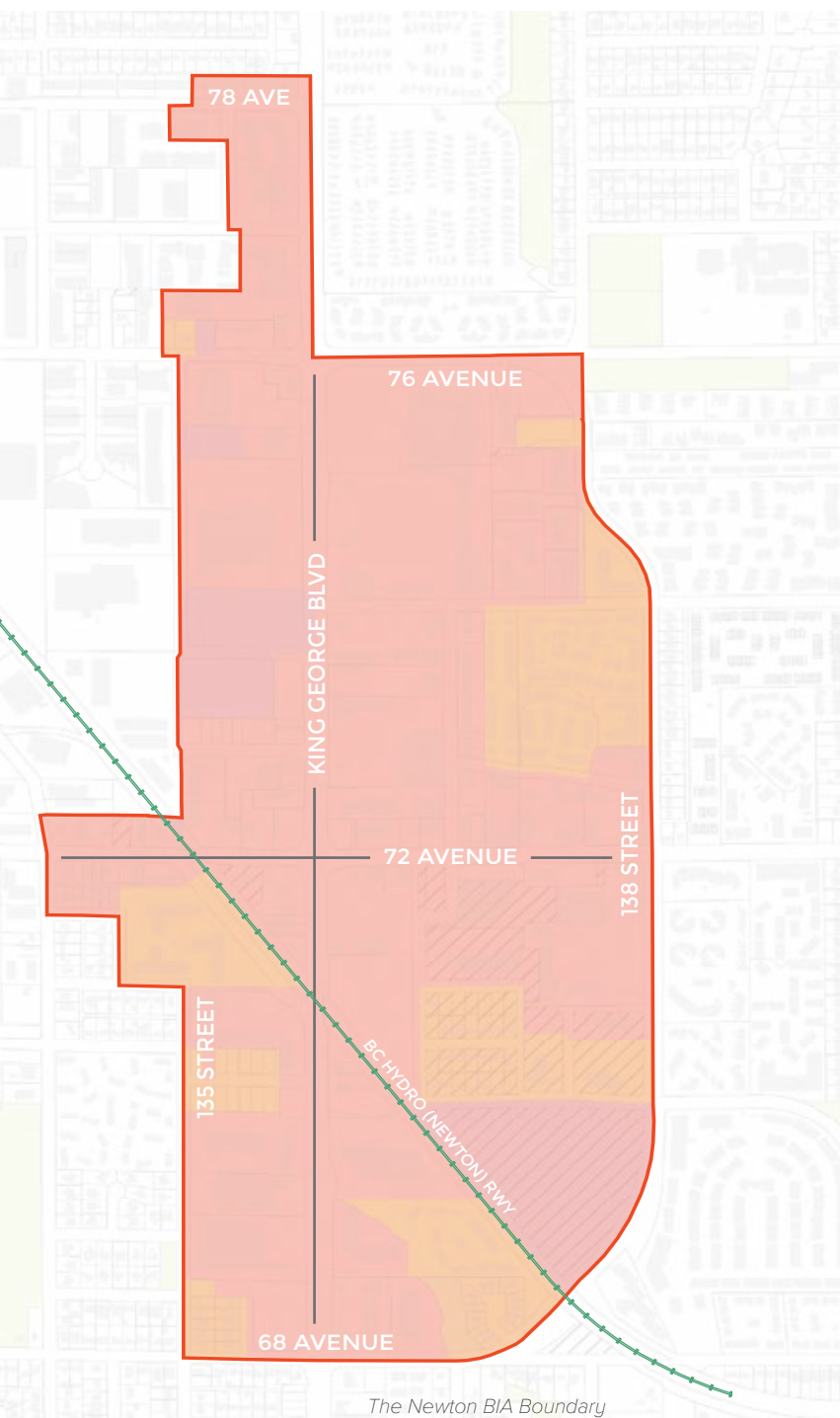
## ABOUT THE BIA

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 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.





# LETTER FROM THE ED

The years have flashed by in a second and the Newton BIA is well positioned for another successful five year term. By the numbers, we have implemented 40 programs and 141 events.

Looking back I can only thank our amazing team for their countless hours and dedication that they have invested. Building community is not easy, and we have taken major steps in revitalizing Newton. However, we must keep improving because results matter!

As the calendar year ends, the Newton BIA evaluates every program and event. This process means changes, tweaks and eliminations. To remain effective, we embrace the evolution of our platform otherwise we become stale and out-of-date. Striving for a new, more efficient approach will lead to a higher quality outcome.

2019 will mark the beginning of our second term. The Newton BIA can no longer operate on an isolated island. We must break through the many silo-ed barriers in our communities, businesses, associations, and levels of government.

The Newton BIA must take on a leadership role and drag everyone

to the table together to solve the many issues that we are facing in our community.

We must move past fear, mistrust, blame, and anger. We must talk to each other, discuss, debate, and disagree because this process will lead to better results.

We are all on the same team, fighting to improve our community. This will be the beginning of Newton 2.0.



Philip Aguirre, Executive Director

## STAFF 2018-2019

**Philip Aguirre**  
Executive Director

**Nasrin Baji**  
Creative Director

**Tori Artress**  
Community Safety Patrol

**Dominic Fricker**  
Community Safety Patrol

**Kenneth Green**  
Team Tidy

# PRESIDENT’S NOTE

Continuing with our mandate to focus all Newton BIA activities for 2018 on improving Newton’s Safety, Area Enhancement, Land Use and Government Relations, I’d like to highlight a few of the new initiatives for 2018.

Under Area Enhancement, more murals have been installed in Newton. This project continues to expand and the first Mural/Street Festival is being planned for Spring 2019...stayed tuned! The 2nd annual, “The State of Newton” event was held in September to another capacity crowd, with the focus being the promotion of Newton as the place to do business. Mayor Linda Hepner was the keynote speaker.

Spooktacular returned to huge crowds. It was once again held in the parkade below Save-On Foods. This temporary venue has worked well and moving forward a new weatherproof venue will be sought so we can continue this family-fun event in the town centre of Newton.

Maintaining and promoting safety is still the cornerstone of the Newton BIA. The work of the Commissionaires is paying off and our businesses are experiencing the benefits of having this 7 day a week safety and business outreach patrol service.

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 2018-2019

**Linda McCabe**  
Value Property Group

**Harry Lamba**  
The UPS Store

**Jaspal Brar**  
Co-Operators

**Richard Janzen**  
FastSigns

**Derek Ho**  
Kings Cross

**John Podger**  
Budget Brake & Muffler

**Chandan Sabharwal**  
Sabharwal Law Group

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



# FOUR PILLARS

GOVERNMENT RELATIONS

AREA ENHANCEMENT

SAFETY

MARKETING & EVENTS

04

## GOVERNMENT RELATIONS

### NEWTON TALKS

A monthly networking forum for the business 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 2018:** 8

### STATE OF NEWTON

An opportunity for the business community to engage in a dialogue that showcases the upcoming investment opportunities for Newton.

**STARTED:** 2017, Oct  
**TOTAL ATTENDEES:** 115

### NED: 20-YEAR PLAN

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

**CREATED:** 2015, Sep  
**ADDITION:** Mural Alley, 2016

### BUSINESS BBQs

A weekly summer business engagement series, focused on reconnecting with our members. Features a free BBQ, games and chit-chat.

**STARTED:** 2018, Jun  
**HOSTED IN 2018:** 6

## AREA ENHANCEMENT

### GRAFFITI REMOVAL

Contracted through Goodbye Graffiti; all graffiti within the Newton BIA boundary is pro-actively removed ensuring that the area remains graffiti-free.

**STARTED:** 2015, May  
**TOTAL CLEANUPS:** 1011

### TEAM TIDY

Made up of a team of one, Team Tidy is a daily, proactive approach to maintaining the cleanliness of the streets within the BIA boundary.

**STARTED:** 2015, Jun  
**TONNAGE:** 7970 lbs

### SHOPPING CART RETRIEVAL

In an effort to reduce the visual nuisance created by abandoned carts, Team Tidy returns carts to their homes as part of the daily patrol of the Newton Town Centre.

**STARTED:** 2017, Aug  
**TOTAL:** 254



TULIP-BOMBING

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

STARTED: 2016, Nov  
PLANTED IN 2018: Rest Year

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.

STARTED: 2017, Jul  
UTILIZED IN 2018: 7

PLACE-MAKING

A continued commitment to beautifying the Town Centre. The hope is to accomplish this via small-scale projects, such as park-its, and street furniture.

STARTED: 2016, Jul

SAFE RIDE

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

STARTED: 2017, Sep  
TOTAL RIDES IN 2018: 6

MARKETING  
& EVENTS

MERCHANT  
SHOUT-OUT

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

STARTED: 2015, Aug  
TOTAL IN 2018: 8

MURAL LANE-WAY

With the goal to activate public spaces, the Mural Lane-way on King George Blvd and 72 Avenue is a stepping stone to revitalizing the town centre and creating a cultural entertainment district for Newton.

STARTED: 2016  
COMPLETED: 4

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 2018: 4915

OUTSIDE EVENTS

BIG BIKE

Newton BIA Tour de Friends rode for the Heart & Stroke Foundation with 16 riders; raising \$1,595 for research.

#PINKSHIRTDAY

Online social media awareness campaign against bullying.

HOMELESS MARCH

To raise public awareness and rally local solutions for the widespread issue of homelessness.

STUDIO 73 OPEN HOUSE

Celebrated the 20<sup>th</sup> anniversary of Community Inclusion Month.

GROUNDHOG DAY

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

DATE: Feb 3, 2018  
ATTENDEES: 1500  
# OF PANCAKES: 1200  
# OF CUPCAKES: 600

NEWTON SAFETY  
UNIT (NSU)

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

STARTED: 2015, Sep  
MEETINGS IN 2018: 35

USED NEEDLE  
DISPOSAL

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

STARTED: 2016, Mar  
COLLECTED IN 2018: 1420

HOMELESS COUNT

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

STARTED: 2016, Jun  
INDIVIDUALS COUNTED: 22

NEWTON DAYS

A multi-day community festival taking place during the summer, featuring a farmers market, music, free BBQ, craft market, and family-fun.

DATES: July 2018  
TOTAL: 4 Saturdays  
ATTENDEES: 6000  
# OF HOT DOGS: 4000

SPOOKTACULAR  
NEWTON

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

DATE: Oct 27, 2018  
ATTENDEES: 5000  
# OF PUMPKINS: 1000  
CANDY TONNAGE: 10 KG



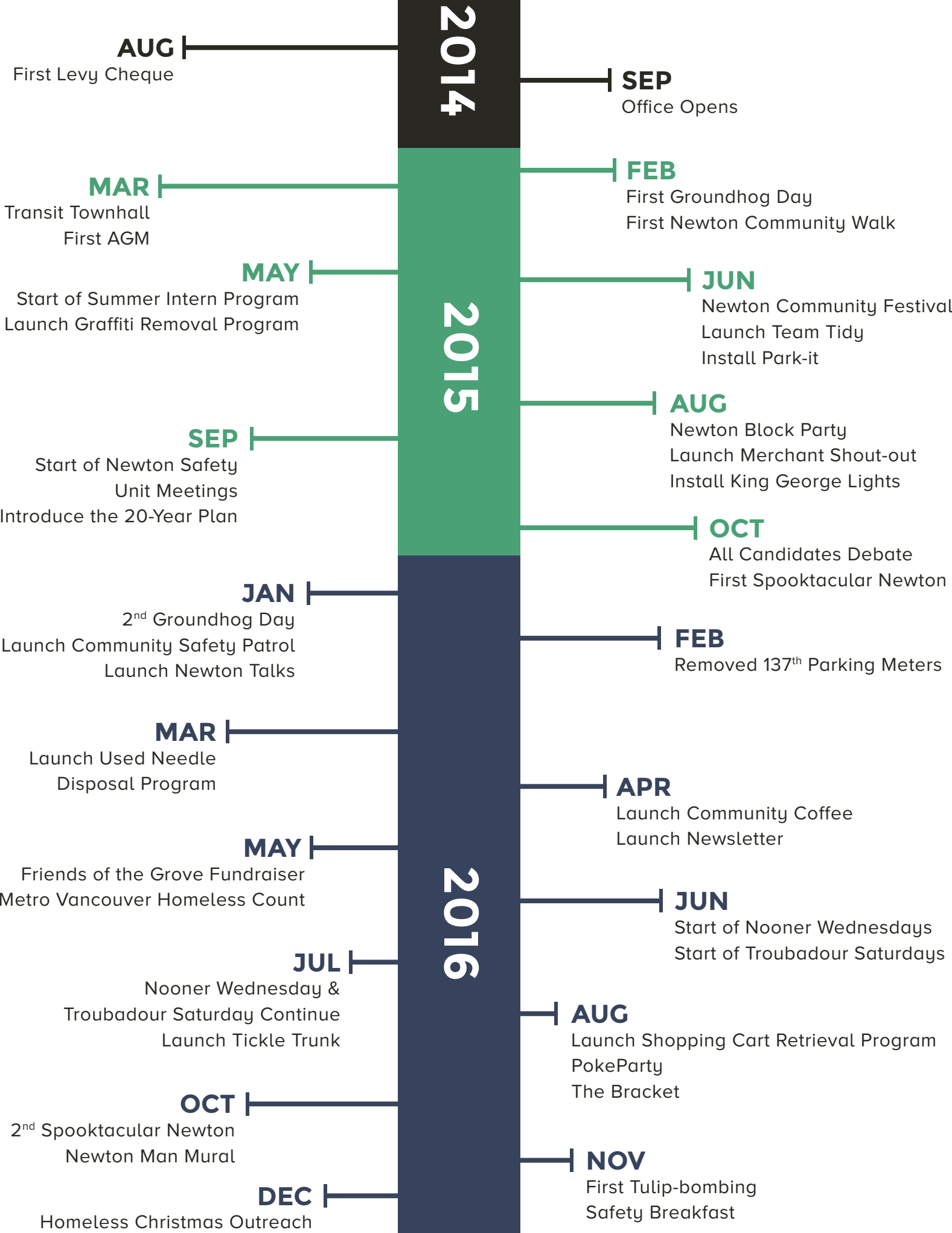
# LOOKING BACK & RENEWAL

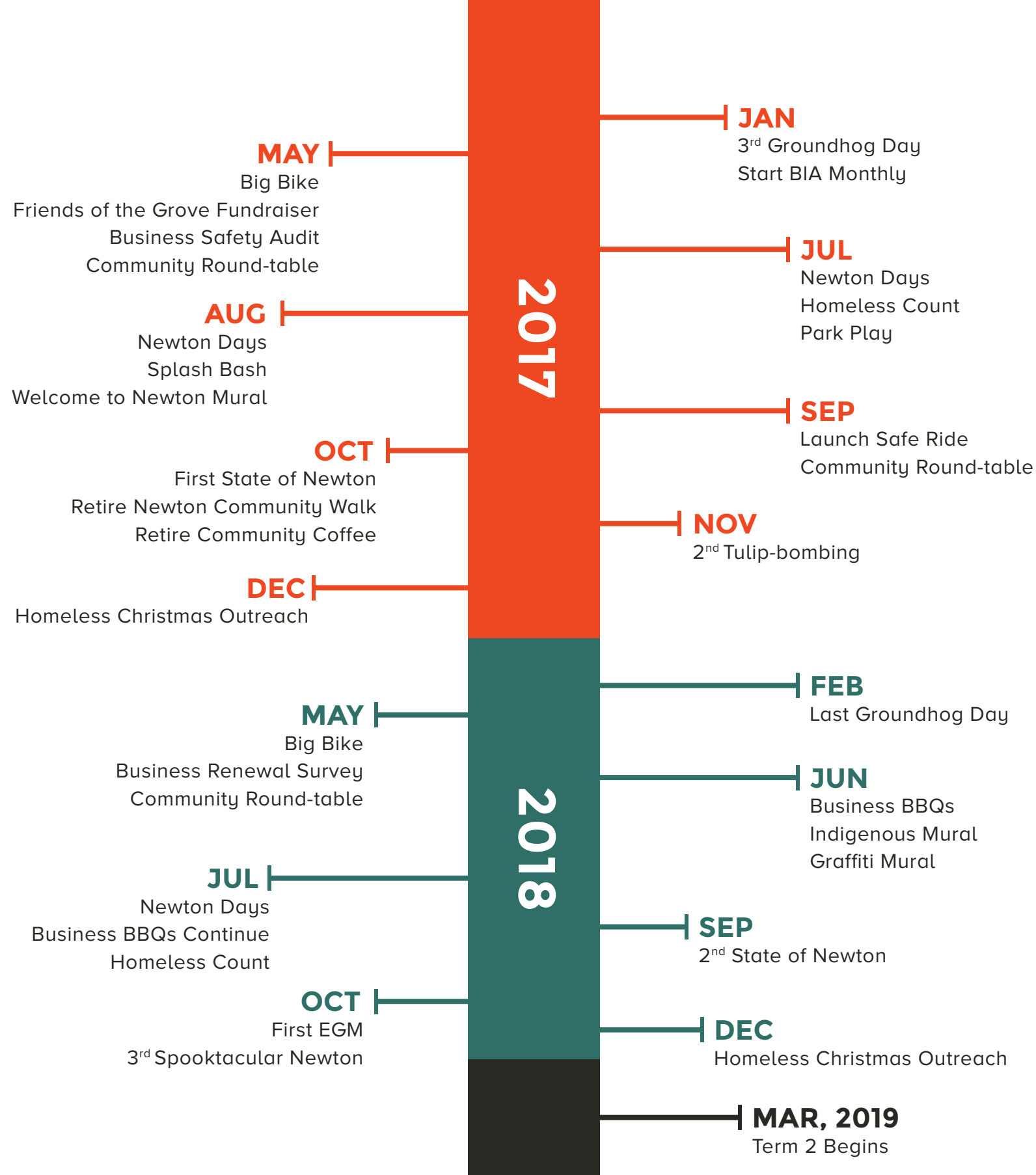
LAST FIVE YEARS

RENEWAL PROCESS

SURVEY RESULTS

EGM RESULTS





## LAST FIVE YEARS

|                               |                              |                 |
|-------------------------------|------------------------------|-----------------|
| Crime Files: 12,402           | Shopping Carts Returned: 789 | Events: 141     |
| Needles Disposed: 3,192       | Media Articles: 94           | Hot Dogs: 7,824 |
| Safe Rides: 33                | Murals Done: 4               | Pancakes: 2,700 |
| Graffiti Removed: 4,142       | Merchant Shout-outs: 25      | Cupcakes: 1,000 |
| Trash: 35,327lbs / 2,460 bags | Tulips Planted: 1,500        | Pumpkins: 3,000 |

## RENEWAL PROCESS

The current bylaw of the Newton BIA ends March 31, 2018. To continue operating, support for the organization by its Members and City Council must be expressed through the passage of new bylaws by 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

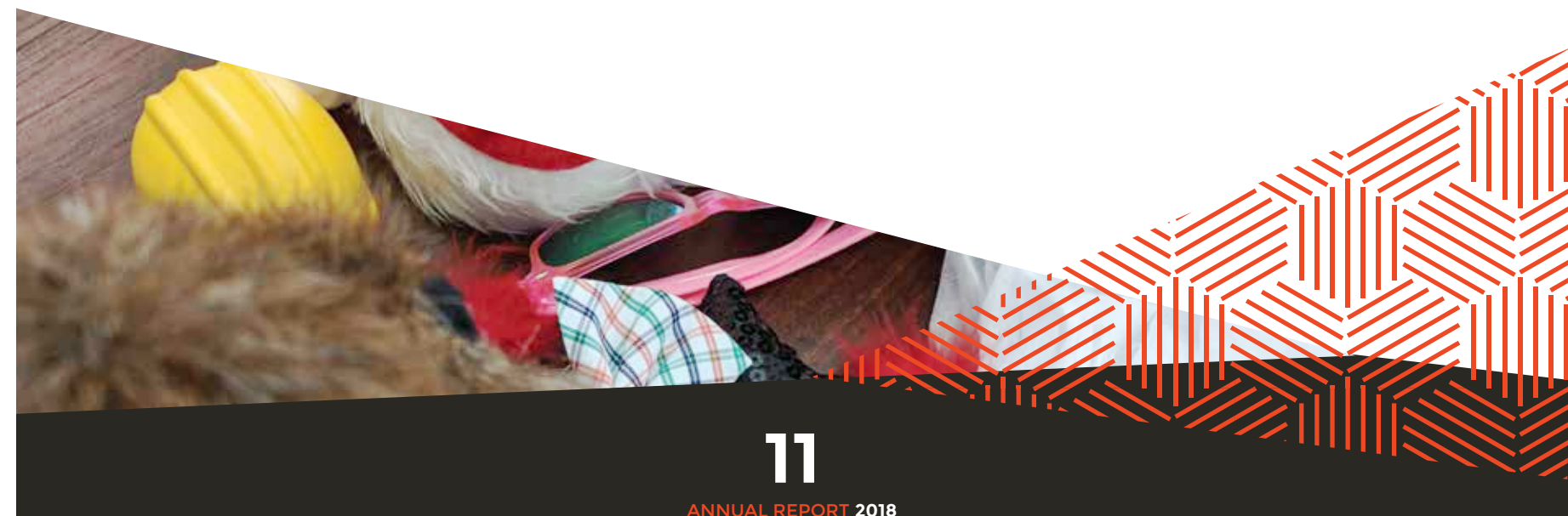
- Council enacts re-designation (renewal bylaw and new Granting bylaw)

### MARCH 31, 2019

- Old bylaws expires

### APRIL 1, 2019

- If approved, new BIA term begins





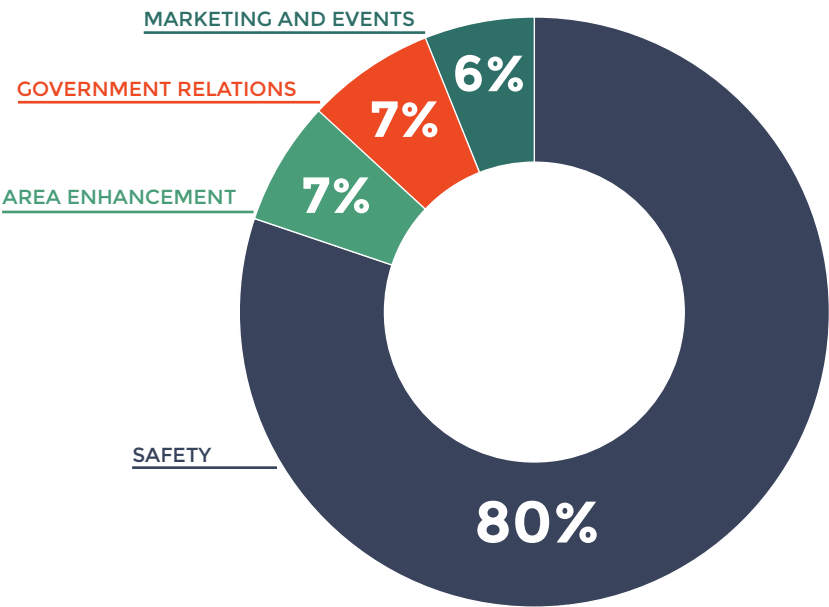
# SURVEY RESULTS

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)

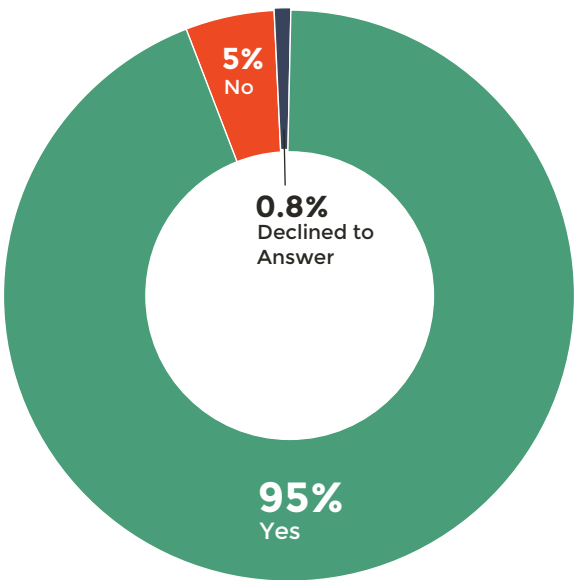
|                      | 1  | 2  | 3  | 4  |
|----------------------|----|----|----|----|
| Government Relations | 60 | 32 | 19 | 9  |
| Safety               | 7  | 7  | 13 | 93 |
| Area Enhancement     | 11 | 32 | 63 | 13 |
| Marketing & Events   | 44 | 49 | 22 | 6  |



## 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   |



# APPROVED AT THE EGM

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> |



# LOOKING AHEAD

UPCOMING IN 2019

2019 BUDGET

## COMING UP IN 2019

**NEWTON TALKS** / Second Wednesday of every month  
Various Locations | 6pm

A monthly networking forum for the business 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](https://newtonbia.eventbrite.com)

**STATE OF NEWTON** / September, 2019  
Location & Time Pending

An opportunity for the business community to engage in a dialogue that showcases the upcoming investment opportunities for Newton. **Register:** [newtonbia.eventbrite.com](https://newtonbia.eventbrite.com)

**NEWTON DAYS** / Saturdays | July 20, 27 & Aug 3, 10, 2019  
Newton Grove | 12pm

A multi-day community festival taking place during the summer, featuring a farmers market, music, free BBQ, craft market, and family-fun. **Info:** [newtonbia.com/newton-days](https://newtonbia.com/newton-days)

**SPOOKTACULAR NEWTON** / October 2019  
Location Pending | 12pm

A spooky, fun-filled family event featuring an urban pumpkin patch, dance performances, free BBQ, a petting zoo, and tons of crafts and games. **Info:** [newtonbia.com/spooktacular](https://newtonbia.com/spooktacular)

**MURAL LANE-WAY FESTIVAL** / June 8, 2019  
Mural Lane-way | Time Pending

A fun community event that gives local entrepreneurs, food vendors, designers, performers and place-makers an accessible platform to showcase their products, services and concepts to a broad audience. **Info:** [newtonbia.com](https://newtonbia.com)

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV



# 2019 BUDGET

## REVENUE

|                      |                  |
|----------------------|------------------|
| Levy                 | \$500,000        |
| Grants               | \$8,000          |
| Sponsorship          | \$20,000         |
| <b>Total Revenue</b> | <b>\$528,000</b> |

## 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 | \$2,000          |
| Education & Conferences     | \$1,500          |
| Travel                      | \$300            |
| Bookkeeping                 | \$800            |
| Annual General Meeting      | \$2,000          |
| Meetings                    | \$1,000          |
| Industry Memberships        | \$500            |
| Wages & Benefits            | \$131,000        |
| Intern Payroll              | \$15,000         |
| WorkSafe BC                 | \$200            |
| <b>Administration Total</b> | <b>\$194,250</b> |

### GOVERNMENT RELATIONS

|                                   |                 |
|-----------------------------------|-----------------|
| Advocacy Initiatives & Outreach   | \$10,000        |
| Newton Talks                      | \$4,000         |
| <b>Government Relations Total</b> | <b>\$14,000</b> |

### SAFETY

|                               |                  |
|-------------------------------|------------------|
| Community Safety Patrol       | \$175,000        |
| Safety Projects & Initiatives | \$2,000          |
| <b>Safety Total</b>           | <b>\$177,000</b> |

### AREA ENHANCEMENT

|                               |                 |
|-------------------------------|-----------------|
| Graffiti Program              | \$41,000        |
| Team Tidy                     | \$17,000        |
| Area Enhancement Programs     | \$12,000        |
| <b>Area Enhancement Total</b> | <b>\$70,000</b> |

### EVENTS

|                     |                 |
|---------------------|-----------------|
| Groundhog Day       | \$7,500         |
| Newton Days (x4)    | \$30,000        |
| Spooktacular Newton | \$30,000        |
| <b>Events Total</b> | <b>\$67,500</b> |

### MARKETING

|                        |                |
|------------------------|----------------|
| Website Development    | \$2,000        |
| Website Hosting        | \$700          |
| Marketing Kit          | \$500          |
| Advertising            | \$1,550        |
| Merchant Shout-out     | \$500          |
| <b>Marketing Total</b> | <b>\$5,250</b> |

|                       |                  |
|-----------------------|------------------|
| <b>Total Expenses</b> | <b>\$528,000</b> |
|-----------------------|------------------|



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**NEWTON** | BUSINESS  
IMPROVEMENT  
ASSOCIATION