



20 ANNUAL 20 REPORT

NEWTON
BUSINESS IMPROVEMENT
ASSOCIATION

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table of contents

01 about the bia

02 executive report

03 president's letter

04 programs

06 2021 budget

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.

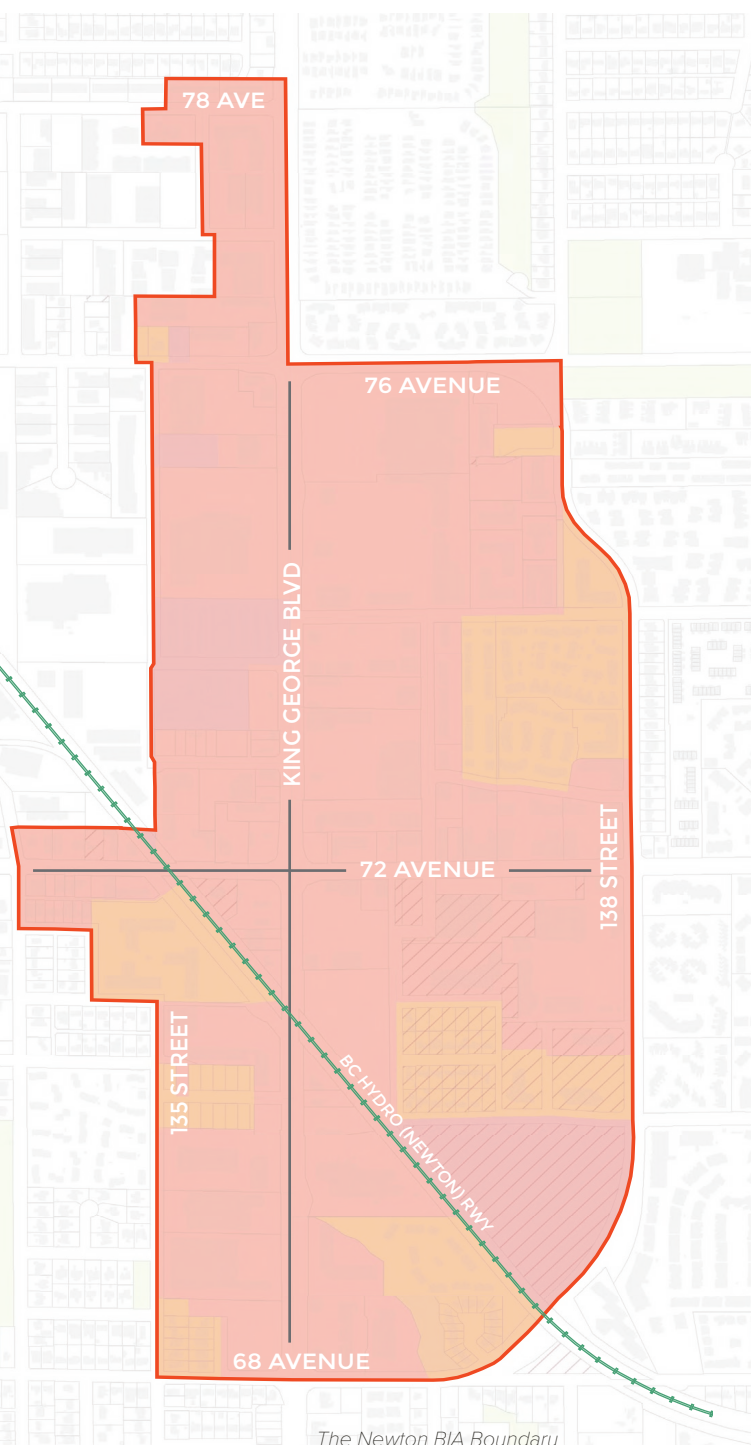
The approval of the Newton BIA was implemented through business consultation and a council initiative. Governance of the association is regulated by the constitution and a set of bylaws.

STAFF 2020-21

Philip Aguirre
Executive Director

Nasrin Baji
Creative Director

Kenneth Green
Team Tidy



The Newton BIA Boundary



executive report

2020 was a difficult year for businesses across the globe and Newton was no different. The virus reached every part of our community and had consequences for residents and businesses alike.

The Newton Business Improvement Association along with many other associations throughout the city of Surrey have been at the forefront of business recovery. The Open with Care campaign ran province wide encouraging residents to shop local and support the small business community. The research tells us for every \$100 you spend with a local business, \$46 is recirculated into the local economy compared to large chain stores.

The foundation of the association continued without disruption; **Community Safety Patrol**, **Graffiti removal** and **Team Tidy**. The programs ensured that the town center continued to be a clean and safe place to work, play, shop and live.

Due to health regulations all BIA events were cancelled. This meant that Car-free Day Surrey, State of Newton and Spooktacular were

postponed. We are hopeful they will make a strong return in the fall of 2021.

Two new initiatives were launched to help business with recovery: **Digital Mainstreet** and **Made in Newton**.

Digital Mainstreet is a program that helps association member businesses achieve digital transformation. The program is built around helping main street businesses grow and manage their business through the adoption of digital tools and technology.

Made in Newton is a project focused on creating dynamic marketing videos for the legacy members of the association. Spiro Creative has been commissioned to create content to be used across all platforms. We are promoting the Newton Town Center by sharing stories through video. These videos will provide an exciting marketing opportunity.

Stay safe Newton.



Philip Aguirre, Executive Director

president's letter

Activities in 2020 were drastically curtailed due to the emergence of COVID-19 as a Worldwide Pandemic. Our signature events were all cancelled due to Public Health Orders.

Safety & Area Enhancement: Our focus was on keeping our streets and business area clean, safe and welcoming for our struggling members. After a brief shut down, Kenneth from Team Tidy was back at work mid-March. The Commissionaires re-started patrols at the end of May. There was no disruption to services provided by Goodbye Graffiti. Safety remains the top concern and the largest part of our budget is still dedicated to this effort.

Government Relations & Marketing & Events: 2020 was the year of cancelled events! Spooktacular, Car-free Day Surrey, Newton Talks and State of Newton were all cancelled. New programs were developed to assist our business members by increasing their on-line presence. The **Made in Newton** program developed videos featuring member businesses and **Digital Mainstreet** is a program developed to enhance our business members' digital presence.

Philp maintained and developed new connections throughout the Surrey

Business Community by attending weekly meetings of the Covid Recovery Taskforce, City of Surrey Updates, Surrey Board of Trade, SMART Table, Surrey Coalition of BIAs, and BIABC; as well as maintaining memberships with Tourism Surrey and BIABC.

Philip Aguirre and Nasrin Baji have morphed into Zoom gurus and have stayed connected virtually with our business members and board alike.

The board thanks Philip and Nasrin for their continued efforts especially during the challenges prevented by COVID-19.

Thanks also go to the City of Surrey, Mayor and Council for their continued support and guidance.



Linda McCabe, President

BOARD OF DIRECTORS 2020-21

Linda McCabe
Value Property Group

Harry Lamba
The UPS Store

Jaspal Brar
Co-Operators

Jay Blaschuk
Sources

Derek Ho
Kings Cross

Kamil Lotfali
Newton Crossing

Suman Basynt
S. Basynt & Co. Inc.

active programs

GOVERNMENT RELATIONS

SAFETY

AREA ENHANCEMENT

MARKETING & EVENTS

DIGITAL MAIN STREET

The program is built around helping main street businesses grow and manage their business through the adoption of digital tools and technology.

STARTED: 2020, Nov

COALITION OF BIAs

Monthly meeting of the four BIAs in Surrey that focuses on advocating on behalf of small businesses and communities.

STARTED: 2017, Jan

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 GIVEN: 1

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: 3,424

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: 814

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
TOTAL MEETINGS: 35

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: 5,995 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: 229

NEWTON NEWS

The Newton News provides an opportunity for the Newton BIA to gain awareness in the community and promote local news, & BIA programs.

STARTED: 2020, Feb
EDITIONS: 11

MADE IN NEWTON

A project focused on creating dynamic marketing videos for the legacy members of the association.

STARTED: 2020, Nov

PAUSED PROGRAMS

due to covid-19

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.

STATE OF NEWTON

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

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.

BUSINESS BBQs

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

USED NEEDLE DISPOSAL

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

CAR-FREE DAY SURREY

A day-long community festival to promote active transportation, sustainability, and public spaces; car-free, family-friendly, free.

2021 budget

REVENUE

Levy	\$530,450
Grants	\$8,000

Total Revenue \$538,450

EXPENSES

ADMINISTRATION

Licenses & Membership	\$1,500
Bank Charges	\$100
Professional Fees	\$8,000
Insurance	\$3,500
Rent - Office Space	\$28,000
Utilities	\$2,000
Office Supplies & Materials	\$2,500
Education & Conferences	\$1,500
Travel	\$300
Bookkeeping	\$800
Annual General Meeting	\$1,500
Meetings	\$1,000
Industry Memberships	\$750
Wages & Benefits	\$139,000

Administration Total \$190,450

SAFETY

Community Safety Patrol	\$185,000
Safety Projects & Initiatives	\$1,000

Safety Total \$186,000

GOVERNMENT RELATIONS

Newton Talks	\$2,500
Business BBQs	\$1,600
State of Newton	\$10,000

Government Relations Total \$14,100

AREA ENHANCEMENT

Graffiti Program	\$45,000
Team Tidy	\$25,000
Area Enhancement Programs	\$15,000
Safe Ride	\$250

Area Enhancement Total \$85,250

EVENTS

Spooktacular Newton	\$41,000
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Events Total \$41,000

MARKETING

Website Development	\$1,000
Website Hosting	\$700
Marketing Kit	\$500
Advertising	\$2,000
Made in Newton	\$2,450
Newton News	\$15,000

Marketing Total \$21,650

Total Expenses \$538,450