

STRATEGIC PLAN 2021 & BEYOND

STATEMENT OF PURPOSE

The Downtown Surrey Business Improvement Association builds partnerships for a futuristic, diverse, safe and evolving Downtown that is **THE** place to invest, work, learn, live and play.



economic development

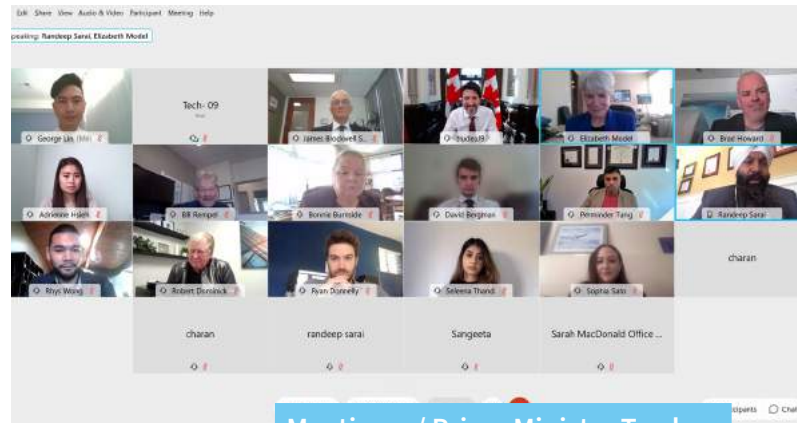
Downtown Surrey is identified as THE place to locate, invest, develop, support business, enhance our employment and residential base and overall economic well being.

- Profile and promote Downtown Surrey as the soon to be largest City in British Columbia and a Regional Business Centre
- Support the City and partners by strategically positioning Downtown Surrey as an appealing and welcoming location attracting local, regional, and national oriented companies
- Promote, liaise, and connect with government agencies, trade associations, development industry, business associations and leaders to educate, inform and create an awareness of assets and value for investment in Downtown
- Partner with existing businesses, universities and organizations for potential investors to profile successes in Downtown Surrey
- Identify, partner, promote and support the Health and Technology sectors by connections and liaisons within trade associations and industry associations
- Highlight the Health and Technology District as a location for business incubators and start-up companies
- Profile and promote Downtown for investment opportunities with a variety of options i.e., VIP receptions, tours, conferences, trade missions & speaking opportunities
- Partner, support and align with the curation of the tourism component for Downtown Surrey to celebrate the diverse ethnic, epicure adventure and cultural experiences
- Transportation and connectivity is a key element to the success of a growing and developing Downtown
 - Highlight the requirement for improved transit South of the Fraser
 - Emphasize and advocate for the importance of transportation connections to Downtown Surrey within the City from the six Town Centres
 - Advocate for improved transit service within the Districts of Downtown Surrey i.e. Health District to Shopping & University District
 - Highlight the connectivity for King George Boulevard as a walkable and cycling, commercial Downtown
 - Support the sustainability and transition to electric vehicles and advocate easy access to charging stations
- Partner and support the retail sector with activities and events aligning with their programs and features
- Recognize, support and cultivate the cultural industries and advance economic opportunities with placemaking, arts and culture
- Promote the development of amenities through private and public partnerships and involvement i.e., Performing Arts Centre, recreational & entertainment that provide unique experiences across all ages
- Identify, highlight and promote Downtown Surrey as a residential-friendly area for relocation to organizations and associations related to real estate

government relations

Advocate, partner and work with all levels of government, crown corporations, business, industry, sport expansion and cultural leaders to facilitate the opportunities with Downtown Surrey's growth and development for a diverse and inclusive City.

- Support, endorse and advocate government and community stakeholders on key initiatives that impact Downtown Surrey
- Educate and inform elected government leaders & support staff to the centralized location, economic and human capital opportunities available in Surrey
- Develop policy and positions on key issues of importance and relevance to the progress of growth and development in Downtown Surrey
- Highlight the City designated CBD (Central Business District) as an opportunity for head office and government office relocation and/or strategically a 2nd head office location
- Advise and advocate all levels of government in issues within development process in the build out of Downtown Surrey
 - Transit and Transportation
 - Within the Downtown
 - Internal connections within the City
 - Corridors externally to and from the Downtown
 - Accessibility to EV charging stations
 - Walking/cycling user-friendliness
 - Education
 - Support and advocate for expansion of post-secondary institutions (academic & vocational)
 - Identify school capacity limits and support expansion builds of K-12



Meeting w/ Prime Minister Trudeau

- Performing arts and cultural centre
- Sports and recreation Centre (economic & community)
 - Opportunities and programs to include: Youths and Seniors
- Social Issues – all levels of government
 - Housing, mental health and addictions – with complete wrap around services
 - Seniors – hard to house with limited income levels
 - Infrastructure projects that enhance safety & well being i.e. lighting & CTTC
- Workers/labour
 - Advocate for initiatives focused on needs of employers/employees (transportation, training, affordable housing, etc.)
 - Collaborate with organizations that provide assistance to potential employees



DSBIA Director David Pel & Randeep Sarai, MP

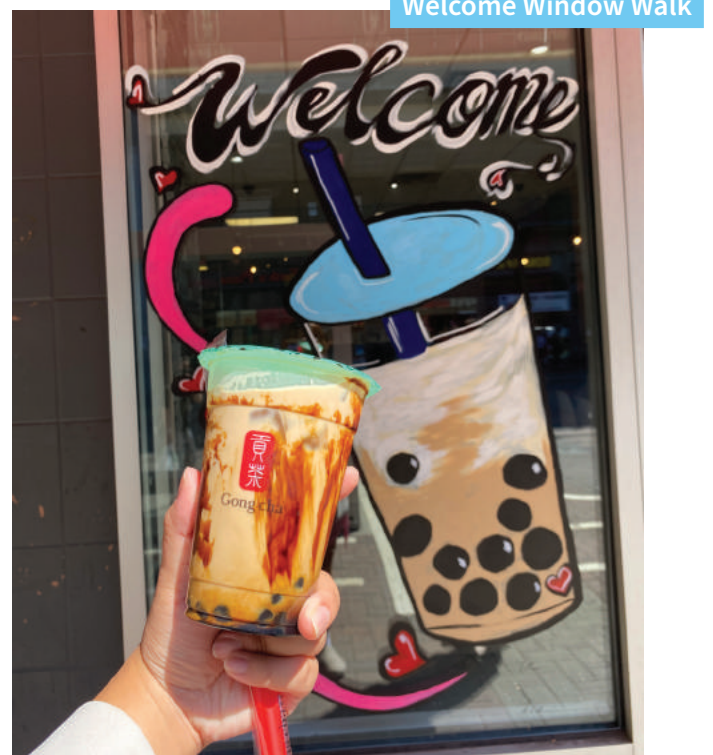
marketing

Strategize and identify opportunities to support, enhance and achieve the objectives, goals and work of the DSBI's Statement of Purpose and standing Committees.

- Target public relations opportunities supporting the Statement of Purpose of the DSBI
- Identify and promote opportunities to educate and inform interested sectors locally, nationally and internationally with the strategic benefits for growth, advancement and workforce of tomorrow
- Partner with universities, City, health and technology sector for opportunities and initiatives profiling and supporting the growth, development and advancement of Downtown Surrey as THE place to invest
- Showcase and highlight “Good news” stories to educate and inform locals
- Support and promote ongoing work, efforts and initiatives of all DSBI Committees
- Facilitate programs to support local businesses with:
 - Holiday & special event campaigns
 - Think, support and shop local - retail
 - Eat local – restaurants



Santa Window Walk



membership

Service the Membership according to the Bylaws and Constitution of the DSBIA.

- Provide information, education, service, and assistance to the DSBIA Membership.
 - Included information/meetings on changes to the City Bylaws
 - Assistance with marketing through the Click on Surrey Team
 - Safety Meetings
 - Information/toolkits on sustainability, disaster preparedness, Single Use Plastic ban, Business Connect Safety Program, etc.
 - Additional programs to benefit support and/or enhance business owners and operations
- Promote & encourage participation and involvement of businesses, organizations and property owners in the DSBIA Board of Directors, Standing & Ad Hoc Committees and other opportunities as they arise



Click On Surrey Interns working with businesses

- Educational opportunities (i.e., forums or town hall meetings, webinars, All Candidates meetings) for Members to provide information on relevant topics
- Communicate, inform, highlight and promote positive stories and events to Members through The New View and What's Up Downtown publications
- Offer opportunities for Members to participate in local marketing campaigns (i.e. "Explore the George" or "Welcome to Downtown Surrey", the Restaurant Guide)
- Update and inform Members on a continual "as needed" basis via electronic newsletter "It's News Downtown"

The Downtown Surrey Restaurant Guide



safety

Develop, support, promote and advocate for a safe, inclusive, healthy and liveable community for Downtown Surrey

- Identify and address safety concerns of DSBIA Members through programs (such as the DSBIA Bike Patrol, Business Connect)
- Advocate for supports, i.e. medical help, counselling, housing, for vulnerable populations.
- Participate in meetings focused on strengthening ties and co-operative efforts with stakeholder groups
- Encourage Membership to be proactive and adopt Community Safety Best Practices
 - Ongoing supply of updated brochures and support materials to Membership regarding Safety and other initiatives
 - Provide educational opportunities regarding business safety and crime prevention
- Positive activities in Downtown offers more “eyes on the street”, encourage and support a variety of events and placemaking activities throughout the DSBIA area



Business Connect Program

- Advocate for additional lighting for dark spots in the community and encourage up to date light features within new developments
- Promote & educate DSBIA Membership to register for Project IRIS (registration of cameras with the City of Surrey)
- Encourage programs and support for organizations providing positive programming for youth and youth-at-risk
- As Downtown grows, promote a diversity of hours businesses are open – provides positive activity in the area outside 9am-5pm
- Working with business and local enforcement and protection services to enhance all safety measures

DSBIA Bike Patrol



Social Distancing Chalk Art



area enhancement

Develop, support, promote and advocate for a safe, inclusive, healthy and liveable community for Downtown Surrey

- Address area enhancement through beautification initiatives (ie Graffiti Removal, Program and Clean Streets Program)
- Encourage environment at storefronts – new and different things to see or be engaged in
- Identify and support the City of Surrey’s Beautification initiatives beneficial to the DSBIA
- Encourage and support the City in beautification initiatives in the DSBIA area (i.e. Street Furniture, Landscaping, Public Art, etc.)
- Attract more entertainment and interactive businesses and/or facilities such as cinemas and children’s activities/museum.
- Promote gathering places in new developments (outdoor patios, seating, entertainment).
- Support more and varied street entertainment including free concerts such as rehearsals for bands, choirs and orchestras.
- Encourage businesses to be open longer hours (enhance area with extended business activation)
- Monitor infrastructure to ensure it meets the requirements of the area (i.e. upgraded lighting, safe sidewalks, landscaped medians and boulevards)
- Support the City on alternate forms of transportation requiring City infrastructure (i.e. bike lanes, secure bike parking, walking paths, etc.)
- Promote pop-up retail and pop-up art galleries in empty retail spaces.
- Attract a permanent indoor farmer’s market to the area.
- Support more unique interactive street art

Cigarette Receptacle Project



Community Clean Up

events

The DSBIA engages and encourages activities and events to build popularity and enliven public spaces and create a welcoming Downtown where people want to be: a here HERE.

- Create and leverage new opportunities in support of ongoing positive events that highlight media awareness and attract citizens and visitors to Downtown Surrey
- Produce a variety of events that are diverse and inclusive in a variation of venues within Downtown Surrey
- Promote placemaking events and activities, thus creating a more walkable, positive and interesting streetscape
- Promote and support City, community, and stakeholder events
- Encourage and support Member-related events
- Identify additional events or activities through strategic partnerships
- Encourage smaller indoor venues that can support events on a regular basis
- Encourage new developments to provide outdoor seating in a variety of formats



Surrey Voices



Gingerbread Village



Movie Under the Stars in Cars



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