

Downtown Surrey BIA



Looking Forward

We respectfully acknowledge that the Downtown Surrey BIA, and Downtown Surrey is located on the unceded traditional and ancestral lands of the Kwantlen, Musqueam, Katzie, Semiahmoo, Tsawwassen, Qayqayt and Kwikwetlem peoples.



business improvement association

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Looking Forward to 2024

In 2024, the Downtown Surrey BIA will continue the work of 2023; showcasing the many opportunities for investment in Downtown Surrey while supporting the current local businesses with area enhancement and proactive programs to aid their development and growth. New programs and changes to old programs are listed below.

Economic Development

In 2024, we have two events planned. A guest speaker, Andrew Ramlo of Rennie Group has been invited to speak as part of our AGM in February. Later in the year, we plan to host a guest speaker and a panel regarding the new SFU Medical School scheduled to open in Surrey.

Elizabeth will continue to promote Downtown Surrey at various trade shows, conferences, workshops, luncheons and dinners. In addition, Elizabeth will work with developers to assist with issues as they arise and continue to forward leads for potential tenants for their commercial properties. Finally, Elizabeth will continue to provide updated information on opportunities in Downtown Surrey to commercial and residential realtors as requested.



Government Relations



The DSBIA will continue to work with all levels of government on behalf of the membership to ensure a safe, vibrant community to do business in. With Elizabeth's appointment to IDA Canada, she will be connected to what is happening at the federal level with potential plans to visit Ottawa again to advocate for the needs of Downtown Surrey and small businesses throughout BC.

A provincial election will be called for sometime in October and we will host an all candidate's meeting where community members will have the opportunity to meet and question candidates running to represent the riding.

Marketing

We will continue to work with Laura Ballance to identify and spread good news stories on a variety of positive topics in Downtown Surrey throughout 2024. We will also continue promoting "Shop Local" throughout the year.

Our interns will continue to monitor and post on our various social media platforms highlighting special events, sales, and programs happening in the area.

During the summer, if we are able to continue to receive funding from Canada Summer Jobs, the Click on Surrey team will return from May through August to assist local businesses with website, social media, filming, photography and graphic design needs.

Safety

Our Bike patrol will continue to patrol Downtown Surrey Monday through Saturday from 9am-7pm. Additional patrols have been organized for Welfare week, February through November from Monday - Friday from 9:30am-5:30pm another team from 10:30am-6:30pm.

We are working with the Police as a member of their committee to fight retail theft. We will continue to work with the RCMP and SPS, Surrey Fire Services, Bylaws and Community Services to come up with solutions to mitigate fires in the area.

The DSBIA is also active on the advocacy committee for BIABC which has safety for small businesses as their top concern.

Watch for more community safety breakfasts and lunches over the next year.

Area Enhancement & Placemaking

Plans for this year include doing a scan on the accessibility in the area. We will continue to activate public spaces with music and activities like game nights and free Zumba classes.

During 2024, we hope to identify a large area enhancement project to take place in 2025 ... stay tuned!

Events

We are always looking for new events to incorporate into our schedule. What we have planned so far:



April 27

Party for the Planet at Civic Plaza

June 15

Surrey Fest Downtown to be held at Central City Plaza

June 22

Pride Festival at Civic Plaza

June 25

The Long, Long Table to be held at Civic Plaza

July 1

Canada Day in Cloverdale

July 20, 21

Fusion Fest at Holland Park

August 3, 10, 17

Movies Under the Stars at Holland Park

November 23, 24

Tree Lighting Festival at Civic Plaza

November 18 - December 15

Elf on the Shelf

November 30 - December 15

Gingerbread Village at Central City

Proposed Budget for 2024

To be voted on by DSBIA membership at AGM

Revenue

Levy	\$1,376,357
Event Sponsorships	\$66,000
Total Revenue	\$1,442,357

Expenses

Board of Directors	\$24,600
Finance & Audit	\$17,700
Government Relations	\$19,650
Marketing	\$110,800
Events	\$136,300
Safety	\$270,108
Member Services	\$43,250
Economic Development	\$57,100
Area Enhancement & Placemaking	\$132,700
Facilities/Office	\$189,000
Salaries/Wages/Benefits	\$441,149
Total Expenses	\$1,442,357

Downtown Surrey Stats

548 ha Area

825 Businesses in Downtown Surrey*

604 Commercial properties in Downtown Surrey

*based on information from Canada Post

