

Downtown M.R. Business Improvement Association

Presentation to:	Maple Ridge Economic Summit
Presenter:	Racine Barbour
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About Business Improvement Associations

- ❑ Non-profit organization representing businesses and property owners within a specific demographic area. Government legislation permits and guides the steps necessary for an area to become a BIA. Locally, its creation, operation, business plan and budget must be approved at the municipal level.
 - ❑ BIA's engage in matters such as promotion, festivals, crime prevention, security, cleanliness, transportation, parking, advocacy and succeed where voluntary business organizations often fail because the financial contribution of all properties and businesses is obligatory.
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About the Downtown Maple Ridge BIA

- ❑ The BIA was formed in late 2006 and officially launched in the Spring of 2007 with funding from property owners in the designated BIA area through a District tax levy. Funding allows the DMRBIA to hire management staff who support, initiate and fulfill the goals and objectives of the organization.
 - ❑ The BIA is committed to promote the downtown core as a safe and desirable place to conduct business, live, work and play through the cooperative efforts of its members and local government.
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About the Downtown Maple Ridge BIA

- ❑ Mandate to develop, encourage, promote business and to assist in the revitalization and improvement of the BIA.
 - ❑ With dedication and hard work the executive director, staff and volunteer board work with members to create and manage programs designed to improve the local business environment.
 - ❑ These cooperative projects include marketing initiatives, safety & security projects, festivals & events and beautification of the streetscape through murals, banners, and graffiti prevention.
 - ❑ The BIA functions as a conduit of valuable information through business seminars, newsletters, website and networking events. It is the voice of BIA members to local government and organizations.
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Safety and Security Committee

- ❑ Mission: To improve the level of safety by participating in social, security and policing efforts in the BIA with all stakeholders.
 - ❑ Working in conjunction with the RCMP and the Court system to create a "Safe Zone" Downtown M.R.
 - ❑ Created a "Good Neighbour Agreement" in partnership with RCMP, Salvation Army and the District of M.R.
 - ❑ Initiated communication with owners of inhabited and vacant properties to encourage pride of ownership.
 - ❑ Created a RCMP Satisfaction Survey.
 - ❑ Contracted Westridge Security to provide daily mobile security patrols of the downtown area.
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Beautification and Revitalization Committee

- ❑ Mission: To establish consistent and coordinated aesthetic improvements within the BIA. To develop coordinated efforts between merchants, property owners, other community groups and the municipality to improve the streetscape and property within the BIA.
 - ❑ Created initiatives for street banners; flower baskets; street furniture; general clean-up; graffiti; murals; lighting and related issues and products; parking; curb and light standard painting; façade programs; business signage and business related seminars.
 - ❑ Proposed a Façade Improvement and Gateway project for District approval.
 - ❑ Actively participating with and committed to completion of Spirit Square construction.
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Events and Marketing Committee

- Mission: To liaise and support existing events, create new events in the BIA and promote downtown businesses to residents and tourists alike.
 - Initiated the Shop Local Campaign; Festival of Trees in the Park Event; Scavenger Hunt; Window Display Contests; 5X5 Business to Business socials and Discover Maple Ridge in partnership with Tourism Maple Ridge Pitt Meadows and Economic Development Office.
 - Responsible for advertising; sponsorship requests and maintenance of BIA website.
 - Supported by all BIA committees is the CAP Team (Core Area Patrol) CAP cover the business improvement area dealing with front line issues as they arise including automobile and property crime; personal safety; hospitality and the social environment.
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Looking to the Future

- Upcoming and ongoing projects:
 - Gateways project
 - Façade program
 - Resource pamphlet
 - Continuation of mural program
 - Monthly Shop Local advertising campaign
 - Flower baskets
 - Christmas Shop Local campaign
 - Possible introduction of grants to property owners
 - Treasure Hunt
 - Fall/Halloween promotion
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Our plans

- ❑ **Enhance programs for economic development and business retention in the BIA.**
Initiated discussions with the Economic Development Office to streamline the process of business and tenant improvement applications in an effort to make it easier to set up a business.
 - ❑ **Gateway Project.**
Proposed partnership between District of MR and DMRBIA to enhance the Downtown by placing “Gateways” at the four designated entrances. Each Gateway to consist of three components: banners, light standards and identifiable paving.
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More Plans

□ Façade Improvement Program

Proposed grant partnership with District of MR to encourage Façade Improvements by property owners with focus on redesign, renovation or restoration resulting in visual improvements to streetscapes in BIA.

□ Safety & Security Trespassing Process

Partnership between RCMP, Westridge Security and BIA to simplify the process regarding removal of undesirable individuals from private properties in the BIA.

Additional information:

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