

# ANNUAL REPORT



Originally formed in 1989, the Downtown New West BIA provides many benefits for its members, enabling more than 650 property owners and businesses to work together on an ongoing basis to assist in the revitalization and promotion of Downtown New West.

## BIA STAFF



Kendra Johnston  
EXECUTIVE DIRECTOR

Angelene Prakash  
MEMBERSHIP ENGAGEMENT  
& EVENTS MANAGER

Umair Subhani  
DIGITAL MARKETING  
COORDINATOR

Melinda Michael  
BOOKKEEPER

## SUMMER STUDENTS

Zoe Chee  
Amani Koorji  
Ethan Mabunay  
Gerald Yang

## Hello Members,

As my term as BIA Board Member and President comes to an end, I would like to say thank you for entrusting me with this responsibility.

Since 2015, I have had the pleasure to learn from all of you, especially Kendra Johnston. This pride I feel for the Downtown New Westminster BIA and the members is immense and every opportunity I get, I talk about the area and everything that is happening.

The pandemic has definitely had an impact on all the members and it was heartwarming to see how much the community did to support us. The BIA pivoted as well to help bring people into the area and support our membership. It makes me sad to see businesses close but my hope is that as many new businesses open up, the community will continue to support all Downtown businesses.

I am proud of all the advocacy work that I have led in support of the membership. From making sure that construction companies disrupt the area as little as possible, working with Metro Vancouver on the impacts of their water/sewer main replacement, to advocating to the City of New Westminster for more garbage cans, public restrooms, and more police patrols to help with the safety in the area, etc.

I truly believe in Downtown New West and as I continue to run my business, I will still be a part of this incredible community. I will continue to advocate when I can, and will always be an ambassador for the BIA. I will also continue to support the new Executive Director and the new Board President in continuing the organization's strong work.

I am truly honoured and humbled to have been able to serve the membership.

Best wishes,

**Karima Jivraj**  
PRESIDENT, BOARD OF DIRECTORS



## Dear Members,

The Downtown New Westminster Business Improvement Association is undergoing a time of change. As we look to the future we can rely on the extraordinary foundational work that has been created by the incredible staff team at the BIA, Angelene Prakash, Umair Subhani and our former Executive Director, Kendra Johnston. Highlights of their dedication this past year include advocacy on the Metro Van sewer works on Columbia Street, bringing back Fridays on Front, introducing Car Free Day New West, and improvements to Hyack Square to make it a more vibrant and useable activation space. Like you, the board will miss Kendra and we wish her all the best in her future endeavors.

We continue to hear from businesses regarding challenges they are facing including a renewed call for more advocacy on safe and clean streets. The most frequent request identified is for beat patrol in the Downtown core. In Spring of 2022 the BIA participated in the New Westminster Police Operations review and raised this as the primary improvement that would make a significant impact to businesses. We've also advocated for better staffing of non-emergency lines. A highlight of 2022 is BC Business has named New Westminster as the second most economically resilient city in the province. We'll continue to keep our partnership with

## BOARD OF DIRECTORS

Karima Jivraj  
PRESIDENT  
Bosley's by Pet Valu

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Warrington PCI  
Management

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2nd VICE PRESIDENT  
CL Simplex

Brian Hughes  
SECRETARY  
Gamedeals Video Games

Anita Dunn  
TREASURER  
Mila + Paige

Jennifer Mackie  
Kelly O'Bryans &  
Carlos O'Bryans

David Sarraf  
Property owner

Stephanie Vu  
Moodswing  
Coffee + Bar

the City strong and build on our shared successes.

Looking ahead to next year and beyond, we can look forward to the completion of the Metro Vancouver sewer works on Columbia Street, continuing to produce our highly anticipated Fridays on Front events, Car Free Day New West, and working with partners to complete more activation of our streets and public spaces in Downtown. Interest levels have been high this year in businesses wanting to get involved and join the Board of Directors so expect some fresh faces and fresh ideas.

As we engage in hiring a new Executive Director we're being mindful of the feedback and challenges facing the community. We're also looking for someone who can build upon the fantastic work that Kendra has done and continue to make Downtown New Westminster the top destination for visitors in our city.

Lastly, I'd like to thank Anita Dunn, Stephanie Vu, and especially Karima Jivraj for their service on the Board. Without our volunteers' commitment and dedication, we wouldn't be able to accomplish the incredible work the BIA does.

**Alice Cavanagh**  
BOARD OF DIRECTORS, VICE-PRESIDENT

## LOOKING AHEAD...



Be the collective voice of Downtown New Westminster businesses on matters that will impact their businesses.

- Maintain and develop relationships with the City of New Westminster and any other governing agencies
- Petition government agencies for outcomes that benefit our members
- Advocate for solutions on behalf of the board and businesses regarding the issue of vacant properties
- Advocate for better communication and mitigation of challenges for businesses during construction
- Advocate for limiting concurrent construction

Attracting people to Downtown New Westminster in support of its members.

- Provide more opportunities for activation in Downtown by community groups and organizations
- Engage more members from different language/cultural groups
- Prioritize diversity among the BIA Board to ensure better representation

Make Downtown New Westminster a place where people want to spend time.

- Advocate for a safer and cleaner Downtown (restrooms, housing, safe spaces)
- Expand on placemaking and beautification strategies

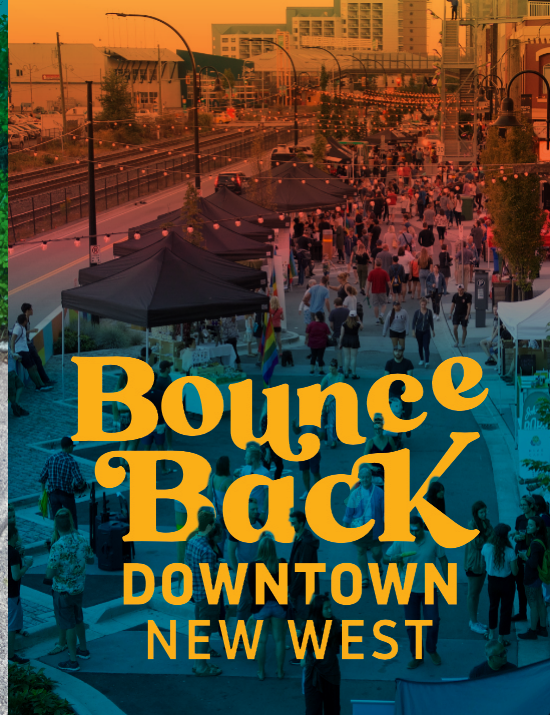
## SPONSORS







# Public Space Activation Program



# Bounce Back DOWNTOWN NEW WEST



# FRIDAYS ON FRONT IS BACK!



# REDISCOVER NEW WEST



# CAR FREE DAY



# Shine Bright DOWNTOWN

BROUGHT IN A TOTAL OF  
**\$55,600**  
SPONSORSHIPS

**\$75,850**  
GRANTS

to support events  
& initiatives

## ADVOCACY

BIA President, Board of Directors and Staff meet with various City of New Westminster departments, the New Westminster Police Department and local property developers regularly to advocate for a variety of member needs and overall benefit to our business district.

- Tourism New West Marketing Committee
- Economic Development Advisory Committee
- New West Business Coalition
- Homelessness Action Strategy Working Group
- New West Community Action Team (NWCAT)
- Monthly meetings with senior members of NWPD

## AWARDS

We received an A-List Award in the following categories:

- Instagrammer
- Twitter Feed
- Website
- Neighbourhood
- Community Service Organization



## Social Media & Website Stats

**179,497**  
Website Pageviews  
56.19% increase

**6,700**  
new social media followers  
388% increase

**246,485**  
Facebook reach  
49.4% increase

**167,479**  
Instagram reach  
15.8% increase

**205,091**  
impressions on Twitter

## WE SPONSORED

Sponsorship of other events, include any and all events we sponsored, supported, provided promotional support or guidance to:

- Easter in the City
- Westminster Pier Park 10 Year Anniversary
- Westminster House Downtown Cleanup Day
- New West Cultural Crawl
- Downtown & Quayside Mayoral Debate
- On Your Block Festival
- Chamber of Commerce Platinum Awards
- New West Pride Street Festival
- New West Craft Markets
- New West Stage Fest



**31** NEW **OPEN**  
BUSINESSES



## PUBLIC SPACE ACTIVATION PROGRAM

In partnership with the City of New Westminster, we invited individuals, businesses and not for profits to submit their proposals for unique and innovative activations in Downtown New West public spaces. In 2022 we were proud to support:

1. Fairy Doors - Ruby Campbell
2. Imaginary Chalk - Elizabeth Cartagena
3. Scotiabank building mural - Shanice McIntyre
4. Aziza Bouchioua - Multilingual Community Library