



Who are we?

We are the Downtown Langley Business Association (DLBA). The DLBA supports, promotes and represents the shared interests of 900+ businesses and property owners in the designated one square mile area that is part of Langley City's thriving business community.

What are some of the DLBA programs?

We are involved with many aspects that help make downtown Langley City more vibrant, livable and a place where retailers and restaurants want to open a business. Our programs include event sponsorship, both for large festivals (seven in total) and smaller community events hosted by the businesses themselves, working with the City with regards to placemaking (such as parklets, murals and McBurney Plaza), crime reduction through our work with the RCMP, advocacy, economic development and beautification. Our one-of-a-kind Start It Up Langley contest has drawn tremendous attention to Langley City from people across the province, all considering opening a business in our outstanding community. Most recently, we have been awarded the contract for managing Langley City's tourism organization, Discover Langley City. Within the first seven months of operation (including start-up), we have met five of the seven tactics outlined in the one-year plan, with strong concepts in place to expertly execute the remaining two.

What's the 2019 renewal all about?

The DLBA is developing outstanding plans for the renewal of our BIA in 2019. Over the course of the next few months we will consult with our members to help us set priorities for the future that will best serve the interests of area businesses and property owners.

Decades of Proven Success

We are asking Mayor and Council to once again recognize the importance of their Business Improvement Area (BIA) by supporting the proposal to renew the Downtown Langley Business Association's BIA for another ten years. Since 1994, our association has been supporting Downtown Langley businesses, and because we share a clear vision of the future, Langley City

and a large group of dedicated merchants are bringing forward a progressive renewal plan that will take us to December 31, 2029. Our hope is that the City will support this renewal based on a budget that will facilitate exciting and new programs for the benefit of every business and property owner in the BIA.

In 2009, the property owners in the BIA approved a ten-year levy rate, which will result in a \$465,398 annual operating budget for the BIA in 2019. This rate was based on a 5% increase per year since the last renewal in 2009. For this next renewal, with unanimous approval from the DLBA Board of Directors, we are asking Mayor and Council to support a 7% increase per year for the next ten years. You will find a supporting budget attached to this report.

This increase to our existing budget based on the 7% annual increase through to December 31, 2029 (with approval from the property owners), will enable us to actively continue promoting a downtown that is growing and diversifying and our vibrant business district will remain a destination that reflects who we are as a community.

The Continuation of a Successful History

Promoting Downtown

The DLBA sees events as an opportunity to bring new visitors to Langley as well as to enhance the lives of the families who live here. We are proud of the numerous annual events that we have initiated, expanded and continue to develop. There are seven large-scale annual events taking place throughout the summer months (see attached calendar of events):

- McBurney Plaza Summer series, which take place on five separate Saturdays throughout the summer months. Three are free daytime events designed to welcome the community and visitors with top-quality entertainment and family fun. Two are evening events (19+) that we have patterned after last year's highly successful "Dueling Pianos". Our marketing designs reflect both the day and evening events.
- Arts Alive, held on the third Saturday in August, is celebrating its 25th year, and we have allocated more funding to the budget to ensure this continues to be a signature event throughout the lower mainland. The entertainment is top notch and this year we have added a food truck court and a beer/wine garden in keeping with other events in Metro Vancouver and the Fraser Valley.
- The Fork & Finger event, originally designed to highlight the restaurants in our BIA, has now become an event for bloggers and foodies everywhere. This year we have secured the talents of Bob Blumer (bobbblumer.com), to not only entertain people in the Plaza all day, but also to endorse and promote the participating restaurants.

Our website has been redesigned and maintained in order to keep up with all that we have to offer , so please visit <https://www.downtownlangley.com/events-calendar> to see how we have professionally kept up with the caliber of our events.

We pride ourselves on coming up with new ideas and creative thinking, and as a result we have an exciting Christmas promotion coming in 2018, which has never been done in any other BIA. Our very successful “Win Your Wish List” has seen literally millions of dollars invested in local businesses over the past seven years, but this year we are asking the business community to give back. We will be conducting our entire Christmas campaign around giving to charities and the business community thanking patrons for their support over the years. More details will be coming soon as we develop this exciting new concept.

We promote the vision of Langley City’s future, which continues to grow, as we recognize that Langley City is always working on positioning itself as a leader in the region. By working together, we will continue to collaborate to work with our existing businesses through a development transition, as well as participating in the effort to locate additional quality businesses that will thrive in newly created commercial spaces. We currently have five quality retailers that are looking for space in the downtown core with no available space. Zero vacancy is very uncommon, and Langley City is experiencing this right now as people are seeking an affordable and sustainable place for their new business, or transitioning from an old location to a new, and more exciting place to succeed.

Bringing people to the downtown to enjoy and experience our dynamic Langley City requires planning, marketing and implementation. Advertising in numerous newspaper and community wide publications, as well as publishing our own professional communication pieces are all important marketing tools that encourage visitors to come see what we’re all about and residents to rediscover what’s in their own backyard. Our social media channels have very strong followings, and this avenue has proven to be very successful for us as an association.

Member Services and Communication

Business connectivity has resulted in a stronger, better informed membership. Bi-annual newsletters keep the membership informed on the relevant goings on in the downtown and the City as a whole, and our website offers free member advertising, business listings, information on programs, initiatives and who’s new in the business community. We also have approximately 85% of our members on our Constant Contact list, and we issue up to 10 e-blasts per month, informing them of everything from educational opportunities, to RCMP updates and relevant happenings in our business community. We pride ourselves on only sending out relevant information, and as a result we have an extremely high readership level and a very low delete rate. Our social media channels exceed 4,500 on Facebook, and over 2,500 followers on Twitter and Instagram. Many of these are business owners in Langley City, which acts as another avenue for information updates.

Research and Development Programs

We have started a trend across the Province with our “Start It Up Langley” contest. As the first of its kind in the Province and possibly the Country, this has provided us with a great deal of information as to who would like to relocate from other communities and some terrific retail

ideas. The winner will be announced on July 16th, 2018, and we believe it will provide us with an inventory of some viable and quality retail businesses going forward.

Testimonials

"At All of Oils, we were pleasantly surprised to find out that we belonged to a BIA at all when we opened our 2nd location in Downtown Langley. We didn't even know what they did. Now, though, we can't imagine having our Langley location anywhere where there wasn't a Downtown Langley BIA! The added value they bring to our area is immense and cannot be overstated".

Glenn Pineau & Kimm Brickman Pineau
All of Oils, Wholesome Oils & Vinegars
www.allofoils.com

"I have had a business in downtown Langley for the past 21 years. I am certain that a large part of Downtown Langley's success over these years has been due to the dedication and hard work of everyone involved in the BIA. I have relocated three times within Langley City to allow for the positive growth of my business. Everyone involved truly cares about one other and each other's success, and is very committed to making downtown Langley the place to be for business".

Sonya Perkins
Forever Yours Lingerie
www.foreveryourslingerie.ca

"From the moment we opened our store, the DLBA was there. Their support has been on going and we appreciate them. They work with the businesses and property owners to ensure the best possible outcome for business success".

Jens and Goldie Lundbek
Phoenix Rising Metaphorical Emporium
www.prme.ca

"The DLBA is an invaluable component to Langley City and its businesses. As a business owner and member of the board, I feel we have a voice for our future. The BIA is a partner to the city, its businesses and its community, focusing on growth and development. Seeing ideas come to life through the BIA's hard work and efforts is both motivating and encouraging. I am confident that our City and its businesses would not be as successful, confident and progressive if we did not have this devoted team".

Carrie Thachuk
The Passionate Home
www.thepassionatehome.com