

## **Attachment # 2**

*Fee for Service*

*Project List*

## **2025 PROJECT LIST: FEE FOR SERVICE – estimated at \$50k/year**

*Projects based on Council direction, Economic Development Plan and Retail Strategy. Determination of projects to be completed annually, with final consideration and approval by Council. Projects are listed in priority order under each theme, and may be complete concurrently with projects under different themes.*

### **1. Commercial Area Beautification**

*Programs that promote opportunities for businesses to contribute to the local community and sense of civic pride.*

- a. *Organize annual city-wide spring cleaning event in commercial areas - \$10k*
  - Collaborate with business associations, City departments, and other community partners on an initiative to build pride of place make our commercial areas look their best
  - Activities may include: pick up litter, report graffiti, window washing, awning cleaning, replacing lightbulbs, adding greenery, sweeping sidewalks, and other various cleanup efforts
  - Incorporate an education/awareness campaign around the benefits of regular maintenance of buildings and properties
  - Supports implementation of Retail Strategy
  - *Deliverables/Metrics:*
    - *Establishment of shared collateral material folder*
    - *10% participation rate of commercial-based licence holders*
    - *Establishment of a recurring, replicable event for future years*
  
- b. *Collaborate on an active street fronts/visibility campaign - \$5k*
  - Work with Economic Development division on an education campaign for enhanced awareness of window and signage requirements to increase transparency and visibility from sidewalks into storefronts
  - Develop material, assist with distribution and sharing of information (meetings, walkabouts)
  - Supports implementation of Retail Strategy, Sign Bylaw and Business Licence Bylaw
  - *Deliverables/Metrics:*
    - *Development of information sheet to hand out to businesses*
    - *Walkabout day for each commercial district*

### **2. Business Development**

*Activities that promote the local community as a place to do business and provide relevant resources/services that enable businesses to thrive in New Westminster.*

- a. *Develop commercial business curation program - \$15k*
  - Provide proactive commercial business identification (focus on retail) that would be a good fit to locate within commercial districts, using the sector targets outlined in the Retail Strategy.
  - Develop a Customer Relationship Management database, shared by the City, with a regularly updated list of proposed contacts

- Liaise with the BIA and other business related organizations as needed when conducting visits/calls
  - Supports implementation of Economic Development Plan and Retail Strategy
  - *Deliverables/Metrics:*
    - *Development of shared folder with assets for City*
    - *Provide regular updates to Economic Development Staff*
- b. *Develop newcomers to Canada business program/supports to inspire a welcoming and connected business community - \$5k*
- Identify City-related documents that would be helpful for business owners to have translated
  - Host meetings, determine how the City can best support businesses in setting up and growing in the local community
  - Collaborate with community organizations working in newcomer business services
  - Supports implementation of Economic Development Plan and Retail Strategy
  - *Deliverables/Metrics:*
    - *2 meetings with community organizations/partners*
    - *Development of mentorship network for newcomers to connect with businesses owners within the local business community*
- c. *Provide online business education series - \$5k*
- Currently provided by Economic Development staff, the Chamber would take on the lead role for this item
  - Ensure relevant and timely topics for the business community on a variety of issues
  - Recurring, free online event with guest speaker and moderator
  - Manage invites, event promotion, social media posts
  - Recordings posted to City's YouTube channel, website
  - Supports implementation of Economic Development Plan
  - *Deliverables/Metrics:*
    - *8 webinars held within the 2025 calendar year*

### **3. Business Advocacy & Promotion**

*Activities that highlight and promote New Westminster and local business successes. Proactively solicit and provide opportunities for business community input on issues relevant to the local business community.*

- a. *Facilitate sector advocacy opportunities- \$5k*
- Host business table talks for different sectors or geographic areas (industrial, home-based, retail, Queensborough, Braid, etc.)

- Provide an opportunity for businesses to connect on current issues, areas of concerns, areas of opportunity, and to initiate another forum for dialogue and feedback to City on current issues.
- Secure meeting location and logistics, develop agenda, send invites, chair meetings, provide meeting notes
- Partner with BIAs/interest groups as appropriate, Council/City staff may attend
- Supports implementation of Economic Development Plan
- *Deliverables/Metrics:*
  - *6 sessions held within the 2025 calendar year*

b. *Develop Small Business Week program - \$5k*

- Create a campaign for Small Business Week, held annually in October.
- Potential activities to include kick-off event with vendor marketplace, education, media campaign), in alignment with other City work with BC Buy Local
- Develop media posts, other collateral to be used
- Supports implementation of Economic Development Plan and Retail Strategy
- *Deliverables/Metrics:*
  - *Development of collateral material*
  - *Broad participation from businesses across the city*
  - *Hold local impact workshop for businesses*