



Attachment #1

*Downtown New Westminster BIA
Letter Dated September 19, 2025 -
Re: Downtown New West BIA
Renewal*



DOWNTOWN NEW WEST BIA

604-524-4996
SUITE 8-552 COLUMBIA ST
NEW WESTMINSTER BC V3L 1B1

SEPTEMBER 19, 2025

Mayor and Council
City of New Westminster
511 Royal Avenue
New Westminster, BC
V3L 1H9

Dear Mayor Johnstone and Members of Council,

Re: Downtown New West BIA Renewal

On behalf of the Board of Directors of the Downtown New Westminster Business Improvement Society, we respectfully submit this request to renew the BIA mandate.

Since 1989, and especially throughout our most recent term, we have achieved significant progress. As Downtown New West has developed, so too has the BIA, and we are proud of the many ways we have served our membership.

From the disruption of major construction projects to the ongoing strain caused by the three crises, our members have faced many challenges; factors that have left businesses in need of more support than ever before. From recent engagement with our members, partners, and stakeholders, it is clear that the role of the Downtown New West BIA is more essential than ever.

Accordingly, we ask that our BIA be renewed with an initial 39.23% increase followed by a 3% increase for the next four years as follows:

	Total	Primary	Secondary
2026	\$450,000.00	\$247,500.00	\$202,500.00
2027	\$463,500.00	\$254,925.00	\$208,575.00
2028	\$477,405.00	\$262,572.75	\$214,832.25
2029	\$491,727.15	\$270,449.93	\$221,277.22

Enclosed are our 2021–2025 strategic plan, the latest annual and event reports. We are currently working on a new three-year strategic plan (2026-2029) designed to address the challenges businesses are facing.

The additional resources will be invested in strengthening our human resources capacity and adjusting staff responsibilities to better align with the priorities outlined in the new strategic plan. This will allow us to dedicate greater focus to clean and safe initiatives and



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beautification efforts, ensuring that these high-priority areas receive the attention and investment our members and community have identified as essential.

Our Board and staff sincerely appreciate the City of New Westminister's ongoing support. We are eager to begin the work ahead and to strengthen our relationships across the City.

Sincerely,

Peter Jorgensen
President
Downtown New West BIA

cc: Carolyn Armanini, Manager, Economic Development
Blair Fryer, Director, Community Services



Background

The Downtown New West BIA (DNWBIA) is concluding its current strategic plan and preparing for the next three years (2026-2029). The 2022–2025 plan addressed core industry priorities: marketing, promotion, advocacy, and clean & safe programming, while navigating the impacts of the pandemic and the subsequent recovery phase. Over the course of the plan, the economy gradually returned to near pre-pandemic levels, only to be tempered by the more recent slowdown linked to political and financial uncertainty.

During this time, the DNWBIA also experienced transitions in staff and board leadership. Programs that no longer reflected downtown realities were phased out, while construction projects, infrastructure investments, social challenges, and shifts within partner organizations reshaped the community landscape. With stable leadership now in place, the DNWBIA is well-positioned to determine how best to engage its members and guide the evolution of downtown in the years ahead.

Engagement

Extensive input was collected through multiple avenues: meetings with the Executive Director, a staff workshop, two board workshops, an online survey, stakeholder questionnaires, and individual consultations. The survey was promoted broadly through DNWBIA e-newsletters and the City's *Invest New West* e-newsletter. BIA staff also conducted in-person outreach to street-level businesses in July and August. Feedback consistently highlighted the importance of enhanced safety and cleanliness. Other priority areas included downtown beautification, business advocacy, knowledge sharing, and public space activation.

SWOT

The SWOT analysis compiled feedback from board and staff workshops, surveys, questionnaires, and stakeholder interviews. This exercise highlighted internal and external factors likely to influence the BIA's work, while also identifying areas requiring strategic focus. The most frequently cited themes indicate where organizational resources and advocacy should be concentrated.



Mandate Areas

1. Activation

Downtown New West looks and feels like a place where people want to spend their time and money.

1. Increase cleanliness of the public realm.
2. Enhance existing public space aesthetics and infrastructure.
3. Develop strong relationships with police and social service providers to increase oversight and intervention with negative street activities.
4. Activate public spaces with initiatives that encourage public use.

2. Communication

DNWBIA members are aware of the critical information relevant to them, and the public is aware about our businesses and programming.

1. Promote member businesses and events.
2. Share news and updates with membership and stakeholders through communication channels.
3. Develop strong relationships with police and social service providers to increase oversight and intervention with negative street activities.
4. Activate public spaces with initiatives that encourage positive community use.

3. Representation

DNWBIA brings businesses and other organizations together to build and promote a thriving downtown district.

1. Improve awareness of organization with increased presence in the community to connect directly with members and stakeholders.
2. Participate in local and industry meetings to represent member interests and learn about opportunities to mitigate challenges.
3. Support local economic growth by contributing to business recruitment and retention efforts in the downtown district.
4. Provide clear resources for Board and Staff to review organizational governance and operational updates.

Downtown New Westminster Business Improvement Society
2022 - 2025 Strategic Plan
Final Report
Ruby Group Fundraising and Event Management

Introduction

This report is the result of work done between June and October 2021. The process was guided by a group comprised of board and staff and facilitator Jason Campbell. The process included an extensive external stakeholder consultation, member and customer survey, conversations with the Executive Director, and a planning day with board and staff.

Purpose of the New Westminster Business Improvement Society

- To develop, encourage and promote business in the Downtown New Westminster Business Improvement Areas;
- To conduct studies of, and advance projects, plans, or improvements designed to benefit the Downtown New Westminster Business Improvement Areas;
- To cooperate with and aid any person, body, group, or association in projects designed to benefit the Downtown New Westminster Business Improvement Areas;
- To raise revenue to carry out the purposes of the Society;
- To promote matters of common concern and interest to businesses and property owners in the Downtown New Westminster Business Improvement Areas, and to bring together businesses and property owners in the Downtown New Westminster Business Improvement Areas for fulfilling the purposes of the Society

History of the Downtown New Westminster BIA

1989 – BIA is proposed by merchants/property owners

City passes bylaw designating geographic boundary and levy is passed. Registered as a not-for-profit society, first AGM is held and election of first board of directors.

1990 –Netty Tam is hired as Executive Director.

Throughout the 90s, the focus of the BIA is on social issues, safety concerns, and launching events & initiatives

Columbia Streetscene & Fraserfest are launched in the early 90s followed by Dickens Days and an Easter Egg hunt event in the mid-90s.

The City of New Westminster and the BIA spend 3 years developing a vision for the downtown, finalizing it in 1996. The BIA office is transformed into a model of what the downtown could look like in the future. Focus on developing residential and upgrading commercial/retail spaces as part of the vision.

A Performing Arts Task Force is launched in 1996, with the aim that the old Columbia Theatre be redeveloped into a live performing arts centre, viewed as a catalyst to Downtown redevelopment.

Out of the Performing Arts Task Force a new separate society is registered called the “Raymond Burr Performing Arts Society” the BIA loans the new society \$10k to get started in 1997.

By 2000, The Burr Society has raised enough funds to approach the City who matches those funds and purchases the old Columbia Theatre. The Burr Society is tasked with running the theatre for the City, the BIA forgives the original \$10k loan made to the Society at the AGM.

The Riverboat casino was proposed in 1997 by Star of Fortune Gaming Company, lots of consultation by the City and the BIA, in the end the BIA supported the casino opening.

It opened in 1999, the casino pledged funds for a new conference centre in downtown New West (Anvil Centre opens 15 years later).

In 1998 most of the major banks leave downtown New Westminster, only Scotiabank remained. Crime, social issues & the beer parlours are blamed for public perception being at an all-time low. The BIA hired a PR person to combat the negative publicity.

In 1999 Netty Tam leaves the BIA and Jack Bass is hired as executive director.

The BIA believes that new events would bring people to downtown new west and show them how much it has changed – the first show & shine is launched and is considered a huge success.

In the early 2000s Columbia Street had many vacancies, the city works with the BIA to attract large tenants, West Coast College of Massage Therapy opens in 2001. Events are reassessed during this time and the BIA drops Easter, Dickens Days, passes Fraserfest on

to the Hyack Festival Association, and introduces the multicultural festival. The focus is on growing show & shine.

In 2004 Jack Bass leaves the BIA and the office goes without an executive director for almost a year. Events continue to be produced by support staff, and Brian Dodd is hired in July of 2005. Two new events are launched – Royal City Tea and Music in the Square. Royal City Tea only lasts a couple of years, music in square is eventually taken over by the City under Parks & Rec (programming Hyack square during the summer)

The first BIA website is launched in early 2007.

In 2008 Royal City Star Riverboat Casino closes (moves to a new facility in Queensborough).

The defunct Westminster Public Market is purchased by Mark Sheih and plans for a relaunch as River Market is announced. It takes them several years to get off the ground

In 2009 Brian Dodd leaves the BIA and Virginia Bremner is hired on contract as office manager.

The Burr Society officially folds and the city puts the Columbia Theatre up for sale.

The city celebrates its 150th birthday and the BIA is heavily involved in the yearlong series of celebrations.

The board starts discussing the city's plan to tear down the Parkade, this discussion starts in 1999 and continues until late 2013 when an official position is decided upon and communicated to mayor & council.

Virginia Bremner's contract ends in late 2010, the office is run by two admin assistants for the majority of 2011 until Kendra Johnston is hired in November.

In 2012 the BIA joins social media, launches a new website, and implements a weekly electronic newsletter to the membership. The show & shine is rebranded to the Key West Ford Show & Shine under a 3 year sponsorship deal. Maddison Mckitrick is hired as the programs & events coordinator in November of 2012.

As we move into 2013 the BIA starts sponsoring events to ensure their success in our downtown: New West Doc Fest, Pecha Kucha, and New West Pride for example.

The BIA launches Columbia StrEAT Food Truck Fest, a holiday tree lighting program, and decides to discontinue the multicultural festival. A new governance manual is adopted and new bylaws are passed at the AGM. In October a major fire destroys 3 buildings and affects dozens of businesses.

In 2014 the decision was made to no longer produce the show & shine after 15 years, after putting the word out, the Hyack Festival Association offers to continue on the show & shine's legacy.

The BIA moves to a new office, implements a new grant program for façade improvements and launches a monthly "VIP" e-newsletter to more than 2k people to promote our membership. Recently, the BIA launched the hugely successful Fridays on Front event. In 2017 the BIA area was expanded to include businesses in the lower 12th area.

The last two years have seen the BIA help downtown businesses deal with the difficulties brought on by Covid 19. One valuable support was the Covid 19 business grants that cover the cost of installations that support health orders. Other innovative initiatives included the #togethernewwest campaign and the Quest New West event.

Stakeholder Consultation

The following external individuals and groups were surveyed for information in person:

- Blair Fryer, City of New Westminster EDO
- Barb Fairbrother and Deb Yule, Tourism New West
- Councilor Mary Trentadue
- Mayor Jonathan Cote
- Jordan Foss, Steel and Oak
- Stephen O'Shea, Arts Council of New Westminster
- Tracy London, Douglas College Foundation
- Lisa Leblanc, Director of Engineering
- Erika Mashig, Manager Parks & Open Space Planning, Design and Construction

External Stakeholder Consultation Themes:

- Positive feedback toward the work of the Downton New Westminster BIA
- BIA is seen as a respected leader in the community providing a valuable service
- Although large live events have been cancelled, they continue to be well recognized and seen as a benefit to New Westminster as a whole
 - Fridays on Front was consistently noted
- Social media presence recognized and seen as a great marketing tool
- The BIA is seen as a great organization to partner with. Douglas College expressed a keen interest in partnering
- There continues to be a need to differentiate the role of the BIA, Tourism New West and New West Chamber. The BIA was also seen to have taken on some of the responsibilities of other organizations during Covid.

- The new Economic Development retail plan is being developed and will help guide the priorities of the City of New Westminster Economic Development Department.
 - There is an opportunity here for leadership from the New Westminster BIA.
- It was recognized that the BIA is a valuable advocate for businesses and has the capacity to take the lead with other organizations
- Hyack Square was repeatedly mentioned as an opportunity to be a focal point for downtown
- There was some agreement that the Downtown BIA should be a top priority for the City of New Westminster
- The downtown is very much seen to have lost momentum
- Social issues like homelessness was recognized as a growing issue
- Vacant buildings/lots consistently came up as an issue but with no real solutions
- City initiatives such as outside patios seen as a positive step and the process the city took to listen to businesses has potential for positive change

A detailed survey was sent to all BIA members. We received 79 responses and the survey results can be found in the survey results document. Survey summary:

- Facts and Figures
 - 36% of businesses less than 5 years' old
 - 44% with less than 5 employees. This is very similar to 2015 and 2018.
 - 48% of businesses were retail or professional service
- The top three rated Covid 19 specific programs:
 - Covid 19 business grants
 - #ReDiscoverNewWest initiative
 - Shine Bright New West
- The top three rated pre-pandemic initiatives or programs
 - Fridays on Front
 - Attracting/sponsoring events to Downtown
 - Columbia StrEAT Food Cart Festival
- Top three issues:
 - Construction fatigue (same as 2018)
 - Safety, Security and Social Concerns
 - Parking
- Construction was rated number one issue by far
- Acknowledgment that some issues (eg. construction) are not under the control of the BIA
- BIA continues to be a positive influence on downtown (events, social media, supportive of business)

Planning Day

The Downtown New Westminster BIA held a planning day on September 13, 2021 (in-person and via zoom) with board and staff to determine strategic goals for 2021-2024.

Through an exercise to identify values that best represent the work of the BIA the following were identified.

Values

*Inclusive
Respectful*

*Community
Pride*

*Positive
Support*

Through an exercise to identify a vision to best represent the work of the BIA the following was created:

Vision

Downtown New Westminster to be vibrant, inclusive, and welcoming to all to create a connected community.

A goal setting exercise was conducted to set broad three-year goals for the board and staff. Four major goals were identified:

Strategic Direction 1: Support Downtown New Westminster businesses through the pandemic

Priority Strategic Goals

- Provide timely updates, resources, and opportunities to all businesses
- Provide resources for better business preparedness

Strategic Direction 2: Be the collective voice of Downtown New Westminster businesses on matters that will impact their businesses

Priority Strategic Goals

- 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

Strategic Direction 3: Attracting people to Downtown New Westminster in support of its members.

Priority Strategic Goals

- Develop an overall marketing plan for the BIA and BIA initiatives
- Engage more members from different language/cultural groups
- Prioritize diversity among the BIA Board to ensure better representation

Strategic Direction 4: Make Downtown New Westminster a place where people want to spend time.

Priority Strategic Goals

- Advocate for a safer and cleaner downtown (restrooms, housing, safe spaces)
- Expand on placemaking and beautification strategies
- Continue to support the I's on the Street program

The Original
DOWNTOWN
NEW WESTMINSTER

2024



ANNUAL REPORT



The Original
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NEW WESTMINSTER

2024

ANNUAL REPORT

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ALICE CAVANAGH

BOARD PRESIDENT

Dear Members,

2024 has been a year of growth and renewal for the Downtown New Westminster Business Association. With new staff joining our team and a fresh perspective guiding our efforts, we're excited to embark on a year of strategic planning and meaningful engagement with all our members.

This past year brought both successes and challenges to Downtown New West. We welcomed over a dozen new businesses to our community, and we're thrilled to see their contributions to a vibrant and thriving downtown. At the same time, we've continued to hear from members about pressing issues such as street disorder, construction impacts, and other advocacy priorities. Throughout the fall, we've been actively meeting with City of New Westminster officials to advocate for solutions that deliver tangible, bottom-line improvements for our businesses.

I'd also like to take a moment to recognize the dedication of our 2024 Board of Directors. These individuals have volunteered countless hours to ensure that the voices of all businesses are heard by the City. Their hard work and commitment are instrumental in making Downtown New West an attractive and supportive place for the business community.

Thank you for your continued support as we work together to build a downtown that is not only vibrant but also resilient and forward-thinking.

Warm regards,

A handwritten signature in black ink that reads "Alice Cavanagh". The signature is fluid and cursive, written in a professional style.

ANGELENE PRAKASH

EXECUTIVE DIRECTOR



Dear Downtown New West,

As I reflect on my first year as Executive Director of the Downtown New West Business Improvement Association, I feel an overwhelming sense of gratitude for this community. Downtown New West is a place unlike any other—rich in history, resilience, and entrepreneurial spirit. It has been an absolute privilege to serve our businesses and work alongside so many dedicated individuals who care deeply about this district’s success.

This past year has been one of transition and perseverance. While the lingering impacts of the pandemic continue to shape our economic landscape, we have also witnessed incredible resilience. Our businesses navigate seasonal fluctuations, major construction projects, and evolving consumer trends, yet time and time again, they rise to the challenge. Through it all, our BIA remains steadfast in its mission to support and advocate for this community, ensuring that Downtown New West remains a vibrant and thriving hub.

The pages of this annual report speak to the successes we have achieved together over the past year. We have taken bold steps to enhance our branding, refine our marketing strategies, and elevate our profile among our members and beyond. We have strengthened our connections with businesses, fostered partnerships, and amplified the unique character that makes this district so special.

There is more change on the horizon as we enter a strategic planning year, but I am confident that, as a community, we will continue to adapt and thrive. The resilience, creativity, and dedication of our business owners, residents, and partners fuel the momentum that will carry us forward. Thank you for your unwavering support, your trust, and your commitment to Downtown New West. I look forward to another year of collaboration, innovation, and shared success.

With gratitude,

A handwritten signature in black ink, appearing to read 'Angeleene', written in a cursive style.



2024 BOARD



President

ALICE CAVANAGH

Warrington PCI Management



Vice President

PETER JORGENSEN

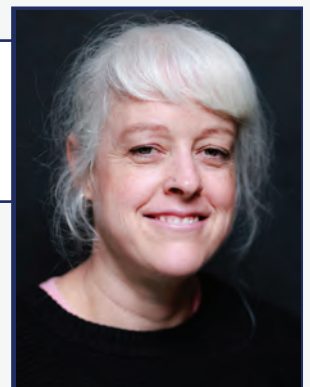
Owner Origins Chocolate bar



Treasurer

RYAN PAUL

Owner B-Bombshell Salon



Secretary

JESSICA BROWN

Owner The Refill Stop

2024 BOARD



Member
DAVID SARRAF
Property Owner



Member
JENNIFER MACKIE
Owner Kelly O'Bryan's



Member
BRIAN HUGHES
Owner Gamedeals



Member
MIKE WATERMAN
Owner Stick Premium Cigars

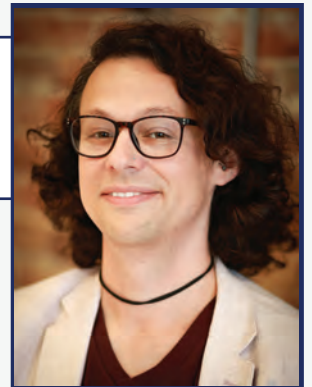




STAFF



ANGELEENE PRAKASH
Executive Director



JAYDEE DIMMER-DREW
Events & Marketing Manager



MARIA OMETTO
Digital Marketing Coordinator

CO-OP STAFF



JESSICA JIANG
UBC Social Science Student



SARA KOURKMAS
UBC Social Science Student



MARKETING

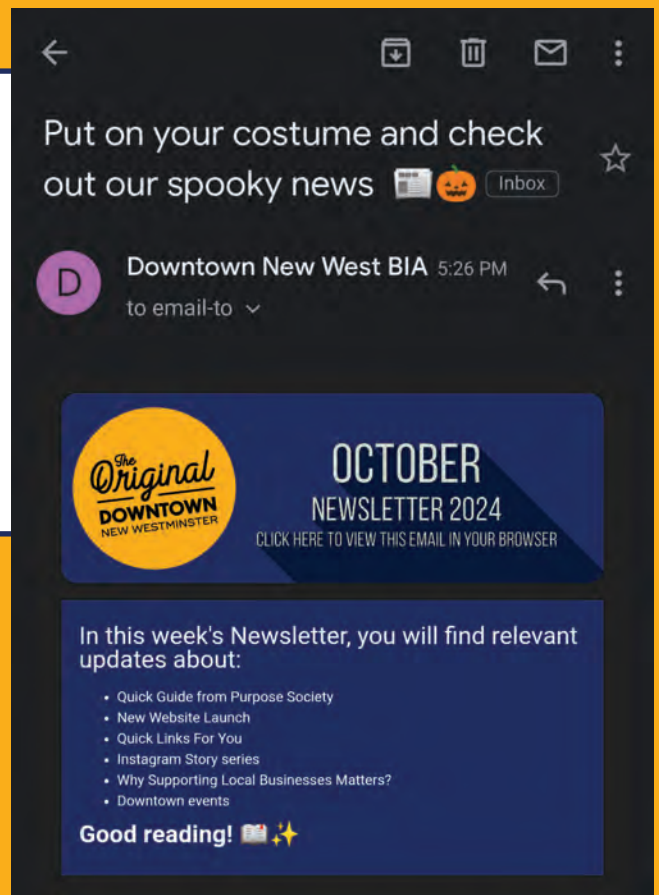
The Original
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NEW WESTMINSTER

A complete refresh on the brand voice using bold colours and fresh fonts. This refresh is more than just aesthetics—it's about refining our tone, messaging, and overall presence to be more engaging, relevant, and impactful. It's a strategic evolution that enhances how our audience perceives and interacts with our brand.

TITLE FONTS

Body
Fonts

A full newsletter remodel, streamlining content and introducing a more strategic delivery schedule to maximize reach and impact. The refreshed format has made it easier for businesses and the community to stay informed while ensuring our messaging is both timely and engaging.

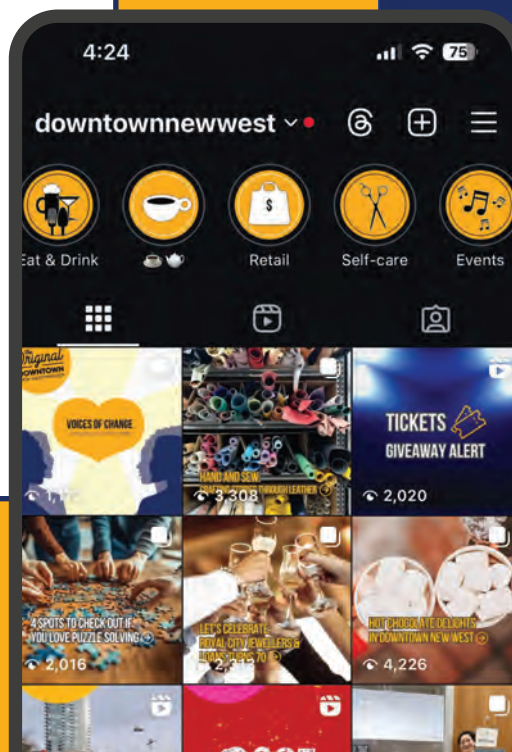


MARKETING

A complete website overhaul brought a fresh, modern look and a shift in content strategy. Moving beyond standard business listings, we focused on storytelling—highlighting the passionate entrepreneurs, unique experiences, and behind-the-scenes moments that make Downtown New West thrive. This human-centered approach has deepened connections and increased engagement across all platforms.



One of the most exciting additions this year was the Tastemaker Program, designed to leverage the BIA's audience to amplify the visibility of our businesses. We've extended the reach of business posts, driving more traffic and engagement while showcasing the diversity of our downtown district. We do this by story posting likeminded information on specific days of the week so the audience knows when to keep their eyes on our channel to see what our community has to offer.

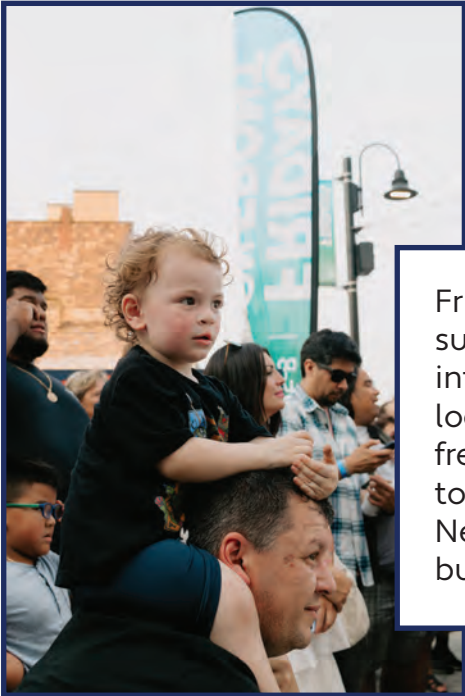


IN 1989, THE DOWNTOWN NEW WEST... S TOGETHER OVER 650 PROPERTY AND BUSINESSES TO ENERGIZE AND DOWNTOWN NEW WEST. THANKS TO US IMPROVEMENTS, THE AREA HAS IMED INTO A VIBRANT, TRENDY HOTSP WITH SOME OF THE MOST UNIQUE SHOPS AURANTS.



SUMMER EVENTS

EVENTS



Fridays on Front is Downtown New West's signature summer street festival, transforming Front Street Mews into a lively, pedestrian-only experience filled with local food vendors, live music, and craft beverages. This free, family-friendly event brings the community together every Friday night, showcasing the best of New West's vibrant culture while supporting small businesses and local talent.

FRIDAYS ON FRONT

\$385,000
ESTIMATED
ECONOMIC
IMPACT



KEY TAKEAWAYS

- 12 of the 15 performing artist or groups identified as BIPOC or Queer
- 97% of attendees would visit a business they discovered during the event at a later time
- 95% would be likely or very likely to return to downtown New West



WINTER EVENTS

EVENTS



Part of the Shine Bright Downtown holiday series, the Shine Bright Coffee Crawl and Shine Bright Antique Crawl reimaged our traditional Sip & Shop nights, offering a fresh way to explore New West's local businesses. Guided by host Jessica Jiang, these curated experiences invited residents and visitors to discover the city's vibrant coffee culture and hidden antique treasures. Beyond the shopping and sipping, these events helped foster real connections between businesses and customers, creating meaningful interactions that go beyond a simple transaction. The Coffee & Chocolate Crawl sold out, while the other proposed experiences struggled to find an audience. This learning experience has helped us better understand how to make these events successful, and we plan to try again on a more regular basis in the coming year.

Shine Bright
DOWNTOWN
2024



The Holiday Social was a fun and festive way to bring New West's business community together to celebrate the year. For the first time, all of New West's business groups—Uptown BIA, the New West Chamber of Commerce, Tourism New West, and more—joined in for a night of connection, good food, and great company. The event was so successful that we may need a larger venue next year to accommodate the growing number of attendees.



VISION AHEAD

As we move into 2025, Downtown New West is entering an exciting and pivotal year—one that will shape the future of our BIA and the district we serve. This year, we embark on both our strategic planning process and our BIA renewal, two critical initiatives that will define our direction and ensure we continue to meet the evolving needs of our business community.

Strategic planning is more than just setting goals; it's about charting a course for the future with a clear vision, informed by the voices of those who invest, and do business in this district. Likewise, our renewal process is an opportunity to reinforce our commitment to advocacy, marketing, and placemaking, ensuring our BIA remains a strong and effective champion for Downtown New West.



VISION AHEAD



But we cannot do this alone. Your insights, experiences, and perspectives are invaluable. Throughout the year, we will be reaching out through surveys, roundtables, and direct engagement to hear from you—our members. We encourage you to take part, to share your thoughts, and to help shape the future of Downtown New West. Your voice matters, and together, we will build a plan that reflects our shared aspirations and priorities.



This is a year of growth, revitalization, and collective action. We look forward to working with you to ensure Downtown New West continues to thrive for years to come.

ANNUAL REPORT



2024



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FRIDAYS ON FRONT



FRIDAYS ON FRONT

Fridays on Front, New Westminster's premier annual block party, had an exceptional season of community engagement and celebration. Our summer events began with a vibrant Bollywood Bash on July 12, followed by a nostalgic 80s & 90s Rewind on July 19. On July 26, we partnered with Translink for a successful Carfree Day takeover. The festivities continued with a spirited Fiesta Latina on August 9 and a colorful New West PRIDE celebration on August 16. We concluded with an exciting Video Games Night on August 23. Each event brought its own unique energy, showcasing our community's diversity and enthusiasm.

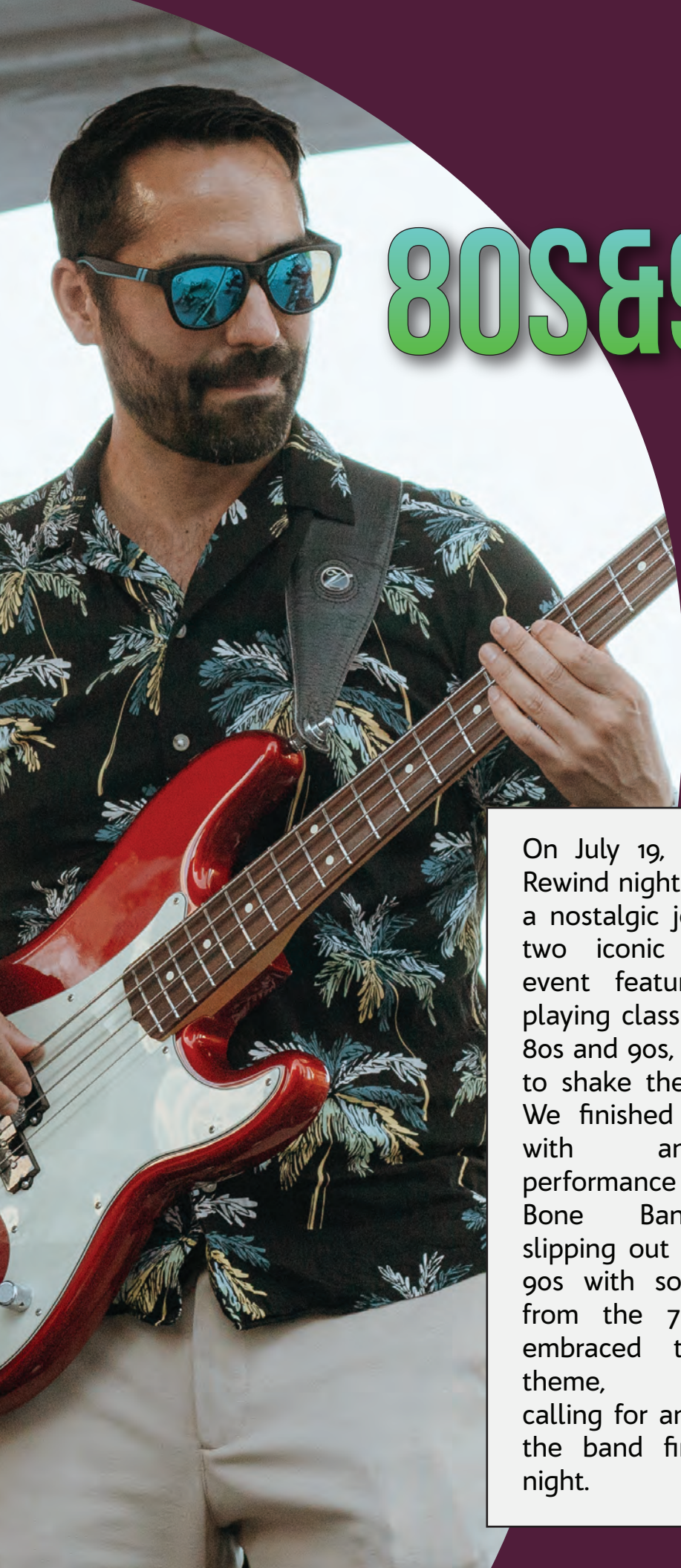
BOLLYWOOD BASH

A man in a black shirt is captured in a dynamic dance pose, leaning forward with his hands extended. He is the central focus of the image, set against a blurred background of other people at an outdoor event. The lighting is bright, suggesting a daytime setting.

PERFORMANCES BY:

- DJ WALIA
- DANCE WITH ME — KARTHIK NATS

Our season opener, Bollywood Bash, was a vibrant celebration of South Asian culture, featuring dance performance from Dance with Karthik, Bollywood DJ Sukhi Walia, and a dance competition with prizes generously provided by Bosleys. The event drew the largest crowd, creating a festive atmosphere with colorful decorations and interactive cultural booths.



80S & 90 RETRO REWIND

PERFORMANCES BY:

- DJ ICE B
- BIG BONE BRASS BAND

On July 19, the 80s & 90s Rewind night took guests on a nostalgic journey through two iconic decades. The event featured DJ ICE B playing classic hits from the 80s and 90s, getting dancers to shake their groove thang. We finished out the night with an amazing performance from Big Bone Brass Band. Although slipping out of the 80s and 90s with some hot tracks from the 70s, the crowd embraced the throwback theme, enthusiastically calling for an encore before the band finished for the night.



CAR FREE DAY

PERFORMANCES BY:

- DJ O SHOW
- BRAD BARKMAN & BEN PARKER
- STILTWALKING BY VSC

In collaboration with Translink, our Carfree Day Takeover on July 26 transformed Front Street into a pedestrian-friendly celebration. The event showcased sustainable transportation options with two buses and several interactive games. Our entertainment line-up started with DJ O Show, a local Afro-Indigenous female Hip Hop and R&B DJ, laying down the funk. Followed by the amazing voice of Bradley Barkman and unbelievable sounds of Ben Parker, these two performed songs ranging from vocal heights of Christina Aguilera to the finger twisting solos of Eric Clapton. Vancouver Circus School towered over the dance area with funky stilt walking performances. The event successfully highlighted the benefits of car-free transportation while providing some jaw dropping performances that drew serious community interest.

FIESTA LATINA

PERFORMANCES BY:

- DJ MIXXX
- ROOTS PERUVIAN DANCE GROUP
- SACRED SOL

The Fiesta Latina on August 9 brought the vibrant spirit of Latin American culture to the streets. The event featured the energetic performance by DJ MIXXX encouraging attendees to break out in a conga line. Keeping energy high we were treated to performances from ROOTS Peruvian Folk Dance. Finishing out the nights entertainment we were treat to sultry sounds of Sacred Sol who are a band all hailing from Mexico and now call New West home. Families and friends danced, dined, and celebrated, immersing themselves in a lively and colorful cultural experience.



NEW WEST PRIDE

PERFORMANCES BY:

- DRAG PERFORMANCES BY SKIM AND KARA JUKU
- SILENT ST JAY
- STILTWALKING BY VSC

New West PRIDE on August 16 was a powerful and joyous celebration of diversity and inclusion. Attendees were met with an amazing stilt walker from Vancouver Circus School sporting a fabulous feathered costume. The stage show included stories read by drag performers SKIM and Kara Juku, and a performance from Silent St. J that took us all on an emotional journey, all set against a backdrop of rainbow flags and PRIDE decorations. Attendees from all walks of life came together to support and celebrate the LGBTQ+ community, fostering a sense of unity and acceptance.



VIDEO GAMES

PERFORMANCES BY: COSPLAY BY:

- DJ JEWEL MAIDEN
- THE TROOPAS
- MASCOT BY HAPPYLAND EVENTS
- GIGI PIGGYSHIMA • WEENA BEANS
- AXCEL ROCKERSMITH • MATHUS
- GABERIEL • BRIGHTEST DAY
- GIA GERMILIN • KEVIN FREED

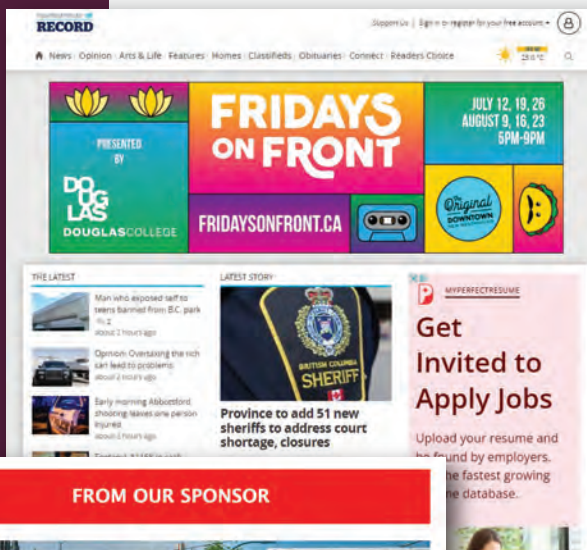
Our season finale, Video Games Night on August 23, was a tremendous success, drawing gamers of all ages. The event featured gaming stations courtesy of Gamedeals Video Games and Keywest Ford. The evening began with an electrifying performance by DJ Jewel Maiden and a roaming Mario mascot that had attendees capturing countless photos. The Cosplay Showcase stood out as a highlight, presenting a dazzling array of creative and impressive costumes. The night concluded on a high note with a performance by The Troopas, who brought to life some of the most iconic and beloved game music.

**FRIDAYS
ON FRONT**

**MARKETING
SUMMARY**



STRATEGIC PARTNERSHIP WITH GLACIER MEDIA



FROM OUR SPONSOR



Kick off the weekend right this summer at Fridays On Front

[SPONSORED] Fridays on Front is back for another summer of weekly block parties in New West along the Front Street Mews!

Get ready for six amazing nights on July 12, 19, 26, and Aug. 9, 16, and 23. Admission is FREE. Enjoy our delicious food trucks, shop from our incredible vendors, and dance to live music during this lively community celebration!

This year's themes include Bollywood Bash, Retro 80s and 90s rewind, Car Free Day, Fiesta Lantina, Pride and Video Games night.

Link: <https://www.fridaysonfront.ca/>

Our collaboration with Glacier Media was pivotal in expanding our reach and engaging our target audience. Through a comprehensive digital marketing package, our ads were featured across physical media, relevant websites, and newsletters of influential taste-maker sites. This broad exposure not only enhanced festival visibility but also provided our sponsors with targeted advertising opportunities, placing their brands in front of a highly engaged and relevant audience.

Metrics

COMMUNITY DISPLAY ADS

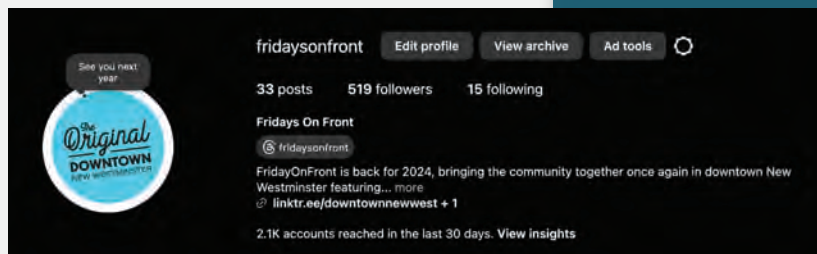
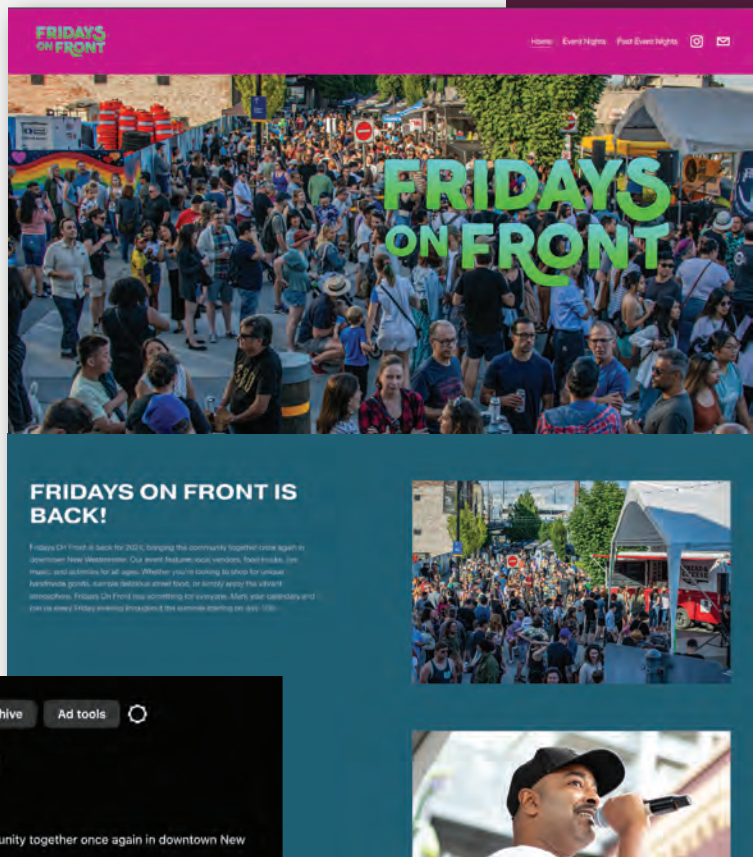
- 25,001 Impressions
- 0.38% Click through rate

DIGITAL OUT OF HOME ADS

- 50,965 Impressions

BRAND DISTINCTION AND DIGITAL PRESENCE

To strengthen the festival's identity and create a clear brand presence, we launched a dedicated Instagram account and a new website specifically for Fridays on Front Street. This separation from our main brand allowed for a more focused marketing approach and created a distinct platform for sponsor visibility. By differentiating the event brand, we ensured that sponsor messages were not diluted and received the attention they deserved.



Metrics

WEB/MEDIA PICKUP

- 8 Upaid web articles
- 2 Television news articles

DYNAMIC CONTENT STRATEGY

We implemented a strategic content plan involving regular website updates, engaging Instagram posts, and informative blog entries in the lead-up to each event night. This approach was designed to build anticipation and maintain high levels of engagement. For our sponsors, this meant their branding was consistently highlighted and integrated into our promotional content, enhancing their visibility and reinforcing their association with the festival's excitement and energy.

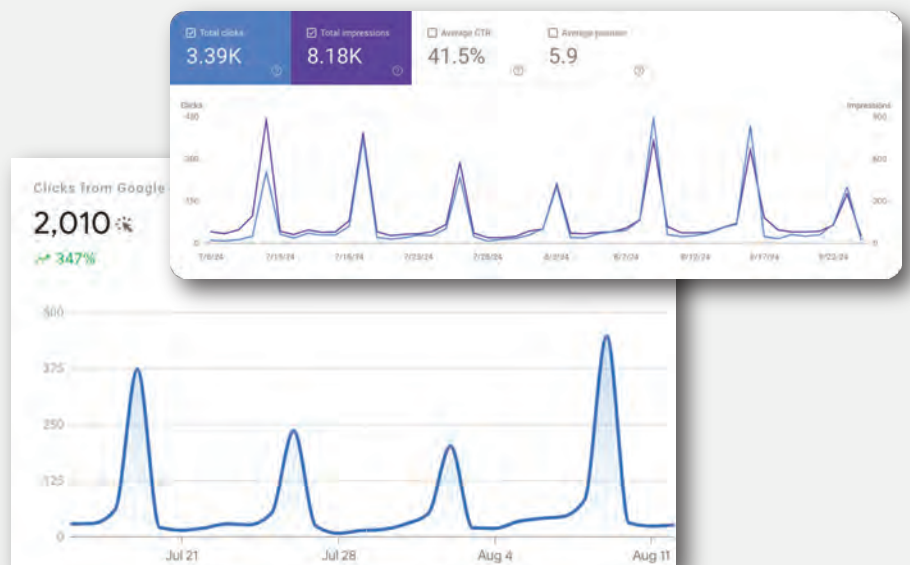
Metrics

WEB SEARCH

- 8,180 Impressions
- 3,390 Visits to site
- 41.5% Click through rate

SOCIAL MEDIA

- 56,451 Reach
- 87,575 Impressions
- 1,594 Interactions



SPONSORSHIP ENGAGEMENT BENEFITS



Our strategic approach led to increased engagement on social media, higher traffic to the festival website, and improved event attendance. For our sponsors, this translated into greater brand visibility and more effective audience reach. The dedicated channels and targeted marketing efforts ensured that sponsors were not only seen but resonated with a relevant and engaged audience as partners for the event.

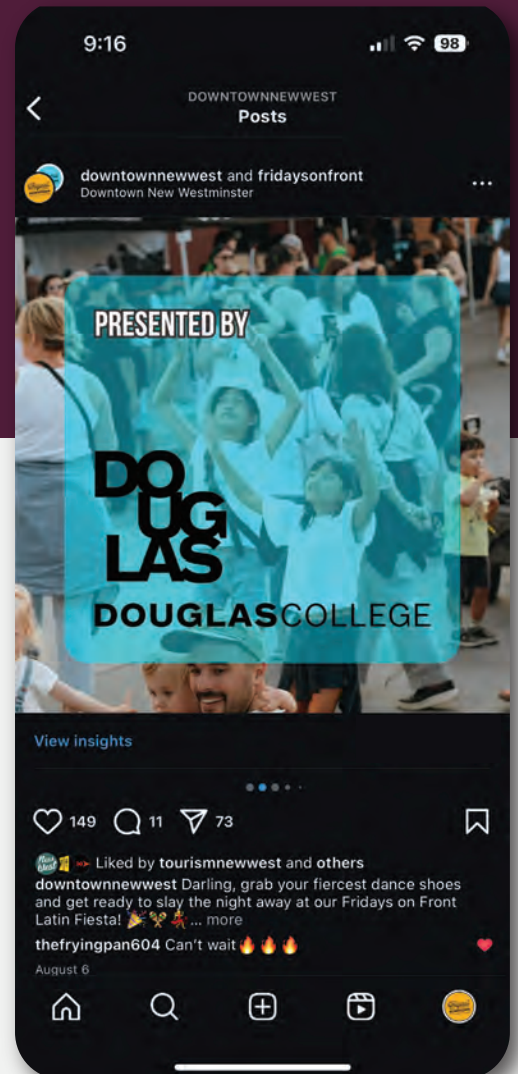
Key Success Drivers

- Enhanced Visibility
- Targeted Exposure
- Consistent Promotion



SPONSORSHIP ENGAGEMENT BENEFITS

In summary, the marketing strategies employed for Fridays on Front Street Festival not only elevated the festival's profile but also provided substantial benefits to our sponsors. By distinguishing the event brand, leveraging strategic media partnerships, and executing a dynamic content plan, we created a powerful platform for sponsor engagement and visibility. We look forward to building on these successes and exploring new opportunities for the upcoming season.



Performance Metrics

ATTENDANCE

- 4,200 average per day
- 25,000 total for the series

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**FRIDAYS
ON FRONT**

**ATTENDANCE
SURVEY**



ATTENDANCE SURVEY SUMMARY

Introduction

This report summarizes the findings from a survey conducted during the Fridays On Front Street festival. The survey aimed to gather metrics on attendees' perceptions of safety, their spending intentions, prior attendance, sources of event promotion, community impact, motivations for returning to downtown New West, and discovery of new businesses.

Method

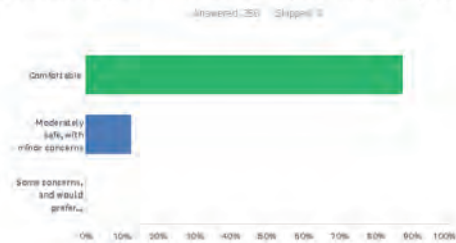
Volunteers canvassed attendees at the festival using a QR code link on the back of their name tag. A total of 256 responses were collected over the course of the event.



Key Findings

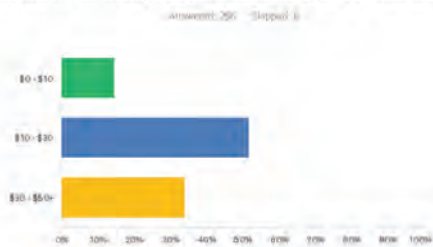
Perceived Safety: A significant majority of respondents 88% reported feeling safe during the festival.

Q7 How would you describe the safety levels at Fridays on Front?



ANSWER CHOICES	RESPONSES
Comfortable	87.50% 224
Moderately safe, with minor concerns	12.50% 30
Some concerns, and would prefer additional precautions	0.00% 0
TOTAL	254

Q3 How much money do you intend to spend at this festival?



ANSWER CHOICES	RESPONSES
\$0 - \$10	14.45%
\$10 - \$30	51.59%
\$30 - \$50+	33.96%
TOTAL	

Key Findings

Intended Spending: Attendees were given three ranges for their planned spending for the evening. Over 52% intended to spend \$10-\$30 and additionally 34% intended to spend \$30-\$50.



Key Findings

An overwhelming 82% of respondents agreed that events like Fridays On Front Street are very important for fostering a sense of community. Many expressed that such gatherings help strengthen local ties and encourage community engagement.

Q2 How important are these events for fostering a sense of community in New Westminster?



Q6 How likely would this event make you want to come back to downtown New Westminster?



Key Findings

A notable 73% stated that their experience at the festival was very likely to motivate them to return to downtown New West in the future.

Conclusion

The survey results demonstrate that the Fridays On Front Street festival is well-received, significantly contributing to community engagement and local economic activity. Attendees feel safe, are motivated to return, and value the opportunity to discover new businesses. The findings suggest that continued investment in such events can foster a stronger sense of community and drive future foot traffic to downtown New West.

Recommendations

Continue to grow social media promotion

Consider new activities and vendor opportunities to further promote businesses during winter fall seasons.

Build commitment to surveys to track changes in perceptions and community sentiments.



Survey Results

