



And The Winners Are....

For three lucky ladies, it paid to shop and dine in downtown Langley this Christmas!

Karen Goodman who shopped at C & R Hobbies won a "Mac Package" which includes a 15", 2.2 GHz, Intel Core i7 MacBook Pro, a 32 GB iPad 2 with Wi-Fi and a 32 GB iPod touch. This prize package is valued at \$3,200 and hooked Karen up with the latest and greatest in technology.

Karen Cochran shopped at Fraser Highway Brewmasters and won a "Ladies Package" which includes a custom designed lady's 14kt white gold ring set with 5 round brilliant cut diamonds, a pair of 10kt white gold hoop earrings with 32 diamonds, a Citizen Eco-Drive ladies watch and a sterling silver Pandora bracelet featuring Murano glass and silver charms. This \$3,400.00 prize package just made Karen's jewellery collection complete.



Bev Cobbaert dined at Choo Choo's Restaurant and won a "Travel Package" which includes a one week, all-inclusive trip for two at the five star Hotel Grand Palladium in Punta Cana, Dominican Republic. This prize package is valued at \$3,650 and includes air fare, all meals, drinks and entertainment at the resort and return transfers from airport to hotel.

Recreation, Culture and Public Arts



The City of Langley is looking for a DLBA member to sit on their Recreation, Culture and Public Arts Committee. This committee advises the long range planning, programming, development and promotion of community recreation, cultural and public arts activities and recreation facilities. If you are interested, please know that you will be assuming a leadership role on behalf of the business community in the promotion and implementation of arts and culture that enhance the City of Langley. Meetings are held at City Hall from 7 to 8 pm on the second Thursday of every month. Please email the office at info@downtownlangley.com for more information.

FOR FURTHER INFO CONTACT: Teri James, Executive Director
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info@downtownlangley.com
www.downtownlangley.com

WHAT'S UP DOWNTOWN

FEBRUARY 2012



Our Biggest Win This Window Ever!



Teri James, Downtown Langley Business Association Executive Director, is shown here with the 23,000+ receipts that were collected from the 60 Win This Window participating businesses.

Over \$850,000 spent at 60 businesses

In our most successful Win This Window Christmas promotion to date, 23,600 + people entered this contest at the 60 participating businesses (representing an overall average of 10 customers per business per day for 36 days). When tallying up the receipts we received, over \$850,000 was spent by customers between November 14th and December 24th (representing an average of \$395 spent in each business per day for the six weeks that the contest ran).

What's astonishing however, is that every business in our BIA with the ability to print a receipt (for the cost of \$25) could have been a part of this

contest and received well over \$40,000 in advertising, cross-promotion and possible repeat business due to the magnitude of the contest prizes.

This contest was easy for customers to enter (name, phone number and choice of prize on the back of the store receipt), and they had their choice of three fabulous prizes, all valued at over \$3,200. (Winners shown on page four).

Perhaps next year the idea of business participation will catch on even more and instead of 60 businesses (not to take away from the 60 that participated - you all rock!), we can advertise that we have hundreds of businesses involved.

Message From The Board

We have just finished running a Christmas promotion that saw your organization give away three amazing prize packages and generate sales for the downtown! If you participated, well done and thanks for your support. If you didn't, we're confused as to why not. What you missed was the opportunity to be part of the buzz that brought people to the downtown to shop. The other stores in your area couldn't help promote your business by telling their customers to visit your store for another chance to win. The contest was advertised in both local papers, on transit shelters and there was an online and social media component as well. It was basically free advertising for your store if you were part of it all. We mailed a brochure to 30,000 homes in Langley and Surrey to support the contest. Your business name wouldn't have been in this either. These promotions are for you, to help augment your own advertising initiatives. Help us to help you - participate!

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2012 Calendar of Important Events

Here's a list of festivals and events that take place in Langley City and Langley Township throughout the year. Each one is very well attended and presents an opportunity to showcase your business.

Wednesday, April 18th - Local Government Awareness Day (8 am to 1 pm) - contact tjames@langleycity.com

Over 200 children between the ages of ten and twelve visit City Hall for a fun tour designed for this age group. Each child receives a goody bag, so this is an opportune time to include a coupon or certificate for either the child or the parent(s) to redeem.

Saturday, June 16th - Community Day Parade (10 am) and Celebration (noon to 4 pm) - contact tedell@langleycity.com

The parade takes place on Fraser Highway between 203 and 207 Streets, so consider entering a float (cost \$20) to advertise your business to the 3,000+ spectators. Following the parade is Community Day, and businesses are encouraged to contribute prizes that are drawn at the end of the Celebration. Gift certificates are a great way to bring people to your store.

Saturday, June 30th and Sunday, July 1st - Langley Canada Day - contact info@langleycanadaday.ca

This event takes place at MacLeod Athletic Park (56 Avenue and 216 Street) and is the destination point for over 50,000 fellow Canadians to celebrate our nation's birthday each year. The cost for vendors is \$225 for the two days.

Saturday, August 18th - Arts Alive Festival (10 am to 5 pm) - contact reception@downtownlangley.com

Arts Alive is our event and takes place on Fraser Highway between 204th and 206th Street. This is an opportunity for every BIA merchant to showcase their business to 15,000+ people. The cost is minimal (\$25) and the benefits are huge. Please call the DLBA office for full details and a registration form.

Saturday, August 25th and Sunday, 26th - Langley International Festival - contact info@internationalfestival.ca

This two-day event takes place at Willoughby Community Park, located next to the Langley Events Centre at 7888 200 Street. Please email to find out how to showcase your business to the 7,000+ attendees. The cost for vendors is \$250 for the two days.

Saturday, September 8th - Langley Good Times Cruise In - contact via email through www.langleycruise-in.com

This event is attended by 50,000+ people and takes place in downtown Langley City. One of North America's largest car shows, this event draws in participants from all over the world. Sponsorship opportunities are available.

Sunday, September 16th - BBQ on the Bypass - contact angie@wellseasoned.ca

This event takes place at 20771 Langley By-Pass and is the most popular BBQ competition in the lower mainland. Teams from all over the Pacific Northwest are invited and there's lots to eat and do all day. Sponsorship opportunities are available.

Saturday, December 1st - Magic of Christmas Parade (6 pm) and Country Christmas - contact tedell@langleycity.com

The parade takes place on Fraser Highway between 203 and 207 Streets, and the cost of a float is \$20 to advertise your business to the 6,000+ spectators. The community will be invited to donate food items prior to the parade, so a good way to get involved is to be a "Food Bank Donation Drop Off" location. Country Christmas follows at the Douglas Recreation Centre with Mayor Fassbender kicking off the "tree lighting" ceremony.



What's Up Downtown?

Stickies Candy Store is coming to our downtown in March! Watch for this yummy addition located beside Forever Yours Lingerie on Fraser Highway. Visit their website at www.stickyscandy.com.

The Passionate Home was part of the *Million Dollar Neighborhood Project* being featured on the Oprah Winfrey Network. The series starts on Sunday, January 22nd. To watch the video trailer, visit <http://ownca.oprah.com/videos.aspx?vid=1295521018001&mid=54>.

You Gotta Have Friends is inviting everyone to join them at the Mocha Room on Fraser Highway beginning Monday, January 30th @ 1 :30 p.m. Come for lively conversation, great coffee and to meet new friends. For more info call 604-533-6546 or email yghf@telus.net.

Good Time Oldies is new to the City of Langley and renowned for their authentic retro accessories, car add-ons and old-time memorabilia. They are Langley's premier provider of '50s fun, so

pop in and say hi to them at 101-20350 Logan Avenue, call 604-510-5464 or visit www.goodtimeoldies.ca.

Shaw Sabey Insurance has put together a Comprehensive Business Insurance Package for our BIA. We recently changed insurance providers to Shaw Sabey and saved over \$900/year. For more information, contact Kevin McLean at kmclean@shawsabey.com or call him at 604-699-2240 .

Business Spotlight is located on the home page of our website. It costs BIA businesses nothing to be the feature business and it changes every month. This is just one of many opportunities to showcase your business on our website, so take five minutes and check it out at www.downtownlangley.com.

Our website averages over 3,100 unique visitors a month, views are an average of 5 pages per visit and stays are over 30 seconds. Most viewed are the Directory and What's up Downtown pages.

Let It Snow, Let It Snow, Let It Snow

Contrary to popular belief, the City does not remove the snow (as there is nowhere to remove it to), but actually moves it to different places to open up the roads. The roads are cleared in a priority sequence as follows:

200th and 208th Street, Arterial Roads/ Main Routes, Steep Hills, School Zones, Bus Routes, Collector Roads and finally Local and Residential.

Here's how to assist the City to keep the streets and sidewalks safe during snow events:

Park off the street if possible. Parked vehicles hamper the plow efficiency. When shovelling snow, try your best



to avoid putting the snow on the sidewalks.

Clear as much snow and ice away from catch basins as possible to allow the melted snow to enter the sewers.

It is your responsibility to shovel the sidewalks and surrounding areas in front of your business. Your customers will appreciate it too.

Who's New?

Bowtie Auto Part Sales & Restorations

20053 Industrial Avenue
604-539-0785
bow-tie@shaw.ca

Prowood Designs

105-20111 Industrial Avenue
604-551-3771
laurencwalker@telus.net

HSIS Security Services Inc

211-20120 56 Avenue
604-539-8189

The Right Fit Staffing

20185 56 Avenue
604-582-5627
apply@greatpeople.ca

Abundant Treasures

20201 56 Avenue
604-308-1288

Fraser Valley UV Optical

20231 Fraser Highway
604-533-1666

Cafeteria Oui

20477 Fraser Highway
604-551-7526

WOKing Chinese Restaurant

20531 Douglas Crescent
604-514-7888

Good Time Oldies

101-20350 Logan Avenue
604-510-5464
www.goodtimeoldies.ca