



Huge Crowds at Arts Alive



Thanks to the weather and the creative involvement of over 200 visual and performing artists, this year's Arts Alive drew bigger crowds than ever before.

This festival takes 10 months, countless hours and \$10,000 of the BIA budget to hold. The festival itself is a \$35,000 event, but the following generous sponsors defray that cost by \$25,000: Westminster Savings, the City of Langley, the Langley Advance and Cascades Casino, Coast Hotel and Convention Centre.

Despite crowds in excess of 18,000 people throughout the day, several restaurant businesses on the one-way had issues ranging from restaurants not located on the one-way being allowed to participate, to concerns with restroom facilities. Because every BIA business contributes to the cost of the festival, every BIA business is invited to participate. So here's what we're doing for next year.

In addition to increasing the number and locations of porta potties, we are going to provide every BIA restaurant/food and beverage business owner in the BIA who signs up for Arts Alive with information on what is required in the way of permits, wash stations etc. This will ensure that everyone must meet the same requirements in order to be an outside food vendor at Arts Alive. For those businesses already located in the festival area, you may have to get creative that day and bring samples or sell other food items outside, and of not, find unique ways to entice people into your business.

McBurney Lane Revitalization

The City of Langley is looking at the possible revitalization of McBurney Lane in 2012. Despite poor attendance from the business community at the public open house early this summer, many of you have signed a petition requesting that only the north end of McBurney Lane be revitalized (due to the loss of parking spots on the south end). City of Langley Mayor and Council need to hear from you in order to make an educated decision and it's vitally important that you know all of the facts. For full details call Francis Cheung, City of Langley CEO at 604-514-2805.



Video Conference Seminars Now Available



The Greater Langley Chamber of Commerce is now offering a wide variety of video conference business training seminars at their office located at 5761 Glover Road. For a full list of available seminars, please visit their website at <http://www.langleychamber.com/upcoming-video-conference-seminar-schedules/>.

In addition, for those businesses wishing to set up their own video conferencing, you can rent their boardroom and equipment at a very reasonable cost. This could allow you to host or participate in video conference calls, attend workshops, skills

or training development sessions and reduce travel/operational costs. For more information on how to organize your own video conference, you should visit <http://www.langleychamber.com/need-to-set-up-a-video-conference/>.

FOR MORE INFORMATION CONTACT: Suite 201 - 20559 Fraser Hwy P 604 539 0133
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WHAT'S UP

DOWNTOWN



October 2011

Exciting New Initiatives in 2011



This year presented exciting opportunities for the DLBA. We introduced a variety of programs, including a stellar website, social media initiatives, an advertising video and other unique marketing strategies.

We've Had A Very Productive Year

This year we have been able to start and complete some long awaited projects. The exciting launch of our new website in February 2011 marked the first of its kind in BIA history. Creating business profile pages for all 620 of our BIA businesses enabled us to provide people with the ability to search for any business, service or item in our downtown. This has resulted in an unprecedented 75,283 unique visitors, 242,430 total page hits and an average of 10,500 unique visitors per month to our website over the last seven months. The statistics confirm that the business profile pages are the most visited by 75%.

August of this year was very exciting as we were able to hire a professional videographer that captured all of the exciting aspects of our downtown in a 20 shot, 30 second video entitled "Downtown Awaits You". This video will be used on the homepage of our

website and we are looking into the possibility of also creating a television commercial using the same footage. Stay tuned for the launch of this video in November 2011.

In partnership with BC Hydro and the City of Langley, seventeen Hydro and traffic boxes in the downtown have been wrapped in colorful anti-graffiti material. If you haven't seen the amazing before and after pictures, check them out at <http://www.downtownlangley.com/Our-Initiatives.html>.

Through a Provincial grant, at no cost to our association, we were able to hire a young lady in September who will be visiting BIA business owners over the next four months. We have developed a short survey because we want to find out what you have to say. Please give her 15 minutes of your time as your input is valuable.

Message from the Board

Events. Some businesses love them, others not so much. The DLBA actually puts on just one event a year as an organization, although there are additional events downtown throughout the year.

Arts Alive has become a very popular event for the people that live in and travel to our downtown. The downtown is an important part of the overall community that we as business owners are a part of. Well attended events are a sign of a healthy, vibrant downtown. Not only are there business opportunities for our DLBA members on the day of the event, people who otherwise may never know your business exists, find you here on that day. It may be later before they actually come into your store or restaurant, but now they know where you are. Simple marketing, inexpensive exposure. The DLBA has a responsibility to make the downtown an inviting place for all our residents. Making people feel good about being downtown is just good for business period. So when you feel crowded in or inconvenienced on the day of an actual event, try to think long term, that's what we're doing.

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Find Us On Facebook!

On the heels of our very successful Arts Alive Facebook page, we have recently created a DLBA Facebook page that can be found at <http://www.facebook.com/downtownlangley>.

On it we talk about a wide variety of topics, including featuring a "Business of the Week" every Monday, advertise our events, post before and after pictures of downtown projects such as the wrapped Hydro boxes, describe our partnerships such as the "Clean Sidewalks Program" with Langley Association for Community Living, pictures and write-ups of our Ambassadors and business owners in the downtown, place job postings and our What's Up Downtown information we receive from our members, let people know about filming in the downtown, road closures, special events/sales/promotions happening at our BIA businesses, new businesses in the BIA, what we're doing to support and sponsor local events, tell people where to access our parking maps, ATM locations, who to call if they see something broken or hazardous in the downtown and let people know about our website and what it has to offer (just to name a few things). If you have a business or personal Facebook page, join ours, share with your friends and business associates and you will immediately start to receive important information and updates.

Facebook is a great way to get information out to a lot of people, so it's more important than ever that you let the office know if you have a special event or function coming up, a job listing or anything else you can think of that you'd like us to get the word out about. Even if you don't have a Facebook page or a website, email us your information and photos to the office at reception@downtownlangley.com. We'll take it from there!

Free Energy Efficiency Assessment



The DLBA office had a visit the other day from Maya and Pat from City Green Solutions. In less than 10 minutes they had assessed the numerous ways in which we could save energy in the office and we were left with the promise of a report in two week's time or less. Not only did we receive the report back less than a week later, but it clearly outlined the significant cost savings per year if we were to implement any or all of their recommendations.

Here's the good part. They provided us with a list of financial incentives from the BC Hydro Product Incentive Program (http://www.bchydro.com/rebates_savings/product_incentive_program.html?WT.mc_id=incentives) and then left us alone with our information and a handshake. Absolutely no strings attached and absolutely free!

We were so impressed that the decision to include this information in the newsletter was a no brainer. For more information, contact Maya Chorobik at 604-363-7791 or Pat Caraher at 604-360-8531, email them at solutions@citygreen.ca or visit their website at <http://www.citygreen.ca/free-energy-assessments-small-and-medium-businesses-lower-mainland>.

Maya and Pat will be contacting businesses in our BIA, so if you pay your own electrical bill and you're interested in a free assessment that could potentially save you hundreds of dollars per year, this is a good opportunity to do so.

Amazing Ambassadors are Done for This Year

Our 34 Ambassadors are done for another season as of the end of September. Despite inclement weather for the first few months, they still managed to put in over 1,358 hours doing everything from delivering posters to taking down unwanted signage. They continue to be an invaluable asset to our downtown community year after year, so if you see any of them in the off season, be sure to say thank you.



Best of the Best Awards

Congratulations to the following businesses in our BIA who won or came runner up in the 2011 *Langley Advance Best of the Best Awards!*

FIRST PLACE WINNERS:

- Best Bicycle Shop - Caps Bicycle Warehouse
- Best Camping/Outdoor Supplies - Army & Navy
- Best Car Wash/Detailing - Canada Washworld
- Best Chinese Food - Wong's Chinese Seafood Restaurant
- Best Cleaning Service - Mommy Maids
- Best Fine Dining - Sonoma Grill
- Best Fishing/Hunting Supplies - Army & Navy
- Best Fitness Facility - Fitness Unlimited
- Best Greek Restaurant - Kosta's Greek Restaurant
- Best Hearing Centre - Beltone Hearing Centre
- Best Indian Restaurant - Ashoka Indian Cuisine
- Best Lingerie Store - Forever Yours Lingerie
- Best Sushi Restaurant - Seh-Mi Japanese Restaurant
- Best Thai Restaurant - Ban Chok Dee Thai Restaurant

RUNNERS UP:

- Best Banquet Facility - Coast Hotel & Convention Centre
- Best Barbershop - Saltlane Barber Shoppe & Red Parlor Barber Shop
- Best Brew Your Own - Von Euv Brew
- Best Building Supplies - Windsor Plywood
- Best Chinese Food Restaurant - Flourishing Chinese Seafood Restaurant
- Best Clothing for Ladies - Auld Phillips
- Best Craft & Hobby Store - Opus Framing & Art Supplies
- Best Family Entertainment - Cascades Casino
- Best Fish & Chips - C-Lovers Fish & Chips and Captain's Galley Fish & Chips
- Best Furniture Store - Rob's Furniture
- Best Greek Restaurant - Poseidon Greek Restaurant
- Best Heating & Cooling Systems - Gandy Installations
- Best Hotel/Motel - Coast Hotel & Convention Centre
- Best Insurance Agency - Co-operator's Insurance
- Best Martial Arts - Pacific Coast Tae Kwon Do
- Best Nightclub - Gabby's Country Cabaret
- Best Optical Store - Debbie Mozelle Designer Optical
- Best Picture Framing - Opus Framing & Art Supplies
- Best Pizza - Me-n-Ed's Pizza Parlour
- Best Pub - Rendezvous Pub
- Best Recreation Centre - Timms Community Centre
- Best Seafood Market - 1 Fish 2 Fish
- Best Specialty Gift Store - Ten Thousand Villages
- Best Steak & Seafood Restaurant - Veneti's, Sonoma Grill & Andrea's Restaurant
- Best Swimming Pools - English & LePage
- Best Veterinarian Clinic - Langley Animal Clinic

What's Up?

During the month of October, **The Garden Spa** will be donating 10% of all waxing revenue to the Canadian Breast Cancer Foundation. For more info please call 604-530-3463.

The Scotiabank at 20555 56 Ave. has been hard at work with their October campaign in support of breast cancer research. Staff and clients have compiled an awesome array of gift baskets and everyone is encouraged to visit, purchase your raffle tickets and pick your favourites. The winners will be announced at 10 am on Oct. 28th.

This year **The Passionate Home** is hosting their first annual "CHAIRS FOR CHARITY" event. They are looking for donations of unwanted dining chairs; they must have a fabric seat, wood back and be good and solid. The Passionate Home will lovingly restyle these chairs into "Celebrity Themed" works of art and auction them off with all proceeds going to the Langley Christmas Bureau. Their live auction will take place at The Passionate Home the evening of October 27th.

Fraser Highway Brewmasters Annual Fall Wine Sale takes place from October 1st - 31st and includes 15% off all wines or 30% off with the purchase of three or more. For more info please call 604-530-2739.

During the month of October, any purchase at **Frosting Cupcakery** will give you an entry into their "Go See The Canucks On Us" contest. On November 1st, they will draw the lucky winner. For more information please call 778-278-8832.