



201 - 20559 Fraser Hwy
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Win Your Wish List the Best Yet!



Pictured above are the three very happy winners of the 2016 Win Your Wish List Contest alongside the business owners. The above ad ran in the Thursday, January 26, 2017 edition of the Langley Advance.

After seven strong years of building momentum, we experienced our best Win Your Wish List Christmas Contest and Shopping Guide season yet!

The DLBA office received calls well in advance of the Christmas shopping season, asking us when the contest was starting, when the publication was being sent out and, most importantly, which business were participating this year.

If you haven't had a chance to view the publication yet, check it out at www.winyourwishlist.ca.

An impressive 42 businesses took part, and with over 37,000 receipts collected (estimated at a conservative \$40/receipt), we know that over \$1,480,000 was spent in our participating stores over the six week span of the contest.

In addition to the 40,000 copies of

our gift guide that was delivered to homes throughout Langley, Maple Ridge and Cloverdale, we included print, web and social media campaign advertising. In addition, we created a Christmas Contest video that was viewed over an astounding 24,000 times. We also provided posters, counter cards and draw boxes to participating businesses at no additional cost.

A special thank you goes out to **Westminster Savings** for being a much valued sponsor of the 2016 Christmas Guide and contest. Thanks to their generous contribution, we were able to add some additional advertising perks to further get the word out.

For those businesses that missed out, you really should consider it for 2017. Your \$150 buy-in generates well over \$25,000 in advertising and business awareness.

Missing Out On DT Dollars?

In early 2013, we launched our Downtown Dollar program, which offered businesses an opportunity to be included in a list of businesses where our dollars can be spent.

To date, over 65 businesses have signed up and over \$38,000 worth of Downtown Dollars have been spent and reimbursed by our BIA. These dollars are given out as social media contest and Win Your Wish List prizes, and distributed at events such as the Arts Alive Festival, McBurney Plaza Summer Series and Fork and Finger.

A small one-time commitment fee of \$25 ensures that your business name, address and phone number are added to the list that is distributed with the Downtown Dollars. They are as good as CASH and your business will be reimbursed 100% by the BIA.

If you would like to be added to the list, please contact the office for a copy of the registration form. Simple as that!

You ARE a DLBA Member

If you have received this DLBA newsletter and were not aware that you are a part of the BIA, we would love to hear from you!

If we haven't already, just call or email the office and we will deliver a welcome package to you that's filled with information about programs, promotions, event opportunities and how to get a business listing on our website.

FOR MORE INFO CONTACT: Teri James, Executive Director info@downtownlangley.com
201-20559 Fraser Highway, Langley, BC V3A 4G3 **PHONE:** 604 539 0133 **FAX:** 604 539 0137

www.facebook.com/downtownlangleybusinessassociation

WHAT'S UP

DOWNTOWN



T 604.539.0133 | info@downtownlangley.com | downtownlangley.com | April 2017



Come & enjoy a light buffet & some good company! **FREE EVENT**

Thursday, May 18, 2017 | 6:00 pm to 9:00 pm

Downtown Langley Business Association/BIA Annual General Meeting
Thursday, May 18, 2017 | 6:00 pm to 9:00 pm

Coast Hotel & Convention Centre | Ballroom upstairs | 20393 Fraser Hwy.

For catering purposes, please RSVP by May 12, 2017, at 604.539.0133 or email reception@downtownlangley.com

This is your opportunity to socialize with your business neighbors, ask questions, and find out what the Downtown Langley Business Association has accomplished and has planned for the next term.

REGISTRATION AND LIGHT BUFFET | 6:00 PM TO 6:30 PM

RCMP PARTNERSHIP | 6:30 PM TO 6:45 PM

We are pleased to welcome the Langley RCMP to our AGM to briefly discuss with you the importance of how crime reduction needs to be a partnership in our community. This includes an invitation to attend an open Townhall Meeting, where a more in-depth discussion will take place on Thursday, May 25 from 6:30 pm to 8:30 pm at HD Stafford School.

A SUCCESS STORY | 6:45 PM TO 7:15 PM

Come hear the genuine success story from the owner of Forever Your Lingerie, Sonya Perkins. She will share the journey since opening her business in 1996, through relocations to upscale, the challenges she has encountered, the milestones experienced, and why she has become a retail powerhouse, complete with her own, and very successful charity organization.

ANNUAL GENERAL MEETING | 7:15 PM TO 9:00 PM

Thank you to our venue sponsor





Downtown Langley Business Association BIA



Who Should Attend

All property and business owners located within 200 Street and 208 Street (west to east) and between Duncan Way and Douglas Crescent (north to south) in the areas highlighted on the map.

Nominations for the Board of Directors for the 2017/2019 Term

I would like to nominate the following business/property owner to serve on the Downtown Langley Business Association/BIA Board of Directors:

NOMINEE: _____
 BUSINESS: _____
 Nominated by: _____
 Business: _____
 Phone #/email: _____

Please return all nomination forms to the DLBA office before noon on Monday, May 8, 2017 by:

Fax: 604.539.0137
 Mail: 201-20559 Fraser Highway, Langley, BC V3A 4G3
 Email: info@downtownlangley.com
 Or: drop-off at the address above



Events, Events, Events - All Summer Long!

McBurney Plaza Summer Series - Saturday's from noon to 3 pm - info@downtownlangley.com

June 24 - Science in the Plaza

Science World is back, by popular demand! From rubber chicken slingshots to hair raising electrical demonstrations, and even the occasional explosion - that's our idea of serious fun. Join us for spectacular and engaging live shows and first hand interactive activities.

July 15 - Jedis in the Plaza

Jedis from all areas of the galaxy are invited to join together for special Jedi training in McBurney Plaza. Jedi Master Obi-Kai Kenobi, teacher of the force and lightsaber, will share his skills and knowledge with the young Jedi students. But be warned - the Galactic Empire is aware of the strong presence of the force and you may be called to battle. May the force be with you!

July 29 - Sports in the Plaza

It's game time! Whether you enjoy being on the field, cheering from the sidelines, or collecting sport memorabilia this event is for you. Come down to McBurney Plaza for your chance to meet local sport celebrities and to take part in interactive activities. The BC Sports Hall of Fame will be on site with historical memorabilia. If you're lucky you may even snap a photo with a mascot!

August 12 - World Music in the Plaza

Nothing gets your toes tapping like amazing music. McBurney Plaza will be hopping as the sound of music from around the world fills the air. We are bringing culture, tradition and sounds from around the world together in high energy live performances which will include jaw dropping displays of music, dance and acrobatics. We guarantee you won't be able to stand still!

September 16 - Create it in the Plaza

Calling all DIY enthusiasts! If you are looking for inspiration for your fall projects, you've found it. Enjoy live demonstrations that will spark your creativity and test out your skills with hands on activities.

24th Annual Arts Alive - Sat., August 19, 2017 - 10 am to 5 pm - artsalive@downtownlangley.com

With over 200 visual and performing artists, this "must attend festival" has become a signature event in the lower mainland. This free, family event features live musical performances, artists and artisans show casing a myriad of mediums, live demonstrations, a children's venue and special performance surprises all day long!

Fork & Finger Foodie Event - Sat. August 26, 2017 - 11 am to 4 pm - info@downtownlangley.com

Gather with fellow foodies and come celebrate and sample the amazing food at our unique restaurants in downtown Langley. Stop by McBurney Plaza for exciting food demonstrations and live entertainment throughout the day!

For more details on these exciting summer events, or information on how you can be involved, please contact the DLBA office at 604-539-0133 or email info@downtownlangley.com.