



# BIA Connections

TEL: 604-943-0502

BIAOFFICE@SHOPTSAWWASSEN.COM

JANUARY 2007

## WELCOME NEW TSAWWASSEN BUSINESSES!

Welcome John Michael Menswear and new owner Susan Watson at 943-6354

Welcome Mary Seitz of Beach Grove Laser Clinic at 943-6922 or visit their website at [www.beachgrovelaser.com](http://www.beachgrovelaser.com)

## SOME CHANGES IN TOWN...

Mel Reeves is the new owner of Re/max Progroup Realty. Welcome!

Delta Bike Company new owner is Dave Enns. You can reach him at 943-5670

Lisa Farquharson is the new Publisher at the South Delta Leader. Welcome!

Wine Masters Wine Making on Premises has closed.

## OOPS!

We apologize... Last issue we mistakenly identified Kids In Paradise as a new pre-school. They are a Daycare Centre. For information - Tel: 948-5437 [www.kidsinparadise.ca](http://www.kidsinparadise.ca)

## ShopTsawwassen.com

Bookmark our new domain!!

We have recently upgraded all our information on the website. You will find information about upcoming promotions and events, newsletter issues, photos, general information about Tsawwassen and much more.

We encourage you to visit our upgraded website and check out our Business Directory. It includes **all commercial businesses in Tsawwassen**. You can search by name, category and subcategories. It is easy to search and has direct links to emails and websites

- Need any commercial business telephone number?
- Need a street or email address?
- Need to find a Restaurant in town?
- Need to refer a customer to another business?

If you find **any mistakes** with your name, contact information, or category placement please send me an email at our **new email address**: [biaoffice@shoptsaawwassen.com](mailto:biaoffice@shoptsaawwassen.com) or call 604-943-0502.



### Mark your Calendars:

Tuesday, February 20, 2007

7:00—9:00 p.m.

**Retail BC Talkabout Session**

**Coast Tsawwassen Inn**

**Cost: \$25 for Retail BC members (+GST)**

**More details will be forwarded soon**

Monday, April 16, 2007

6:30—9:00 p.m.

**BIA's Annual General Meeting**

**Illuminate Restorante**

**Cost: Free to Members**

**Includes appetizers and glass of wine or non-alcoholic beverage**

**Come for an evening of networking and a dynamic presentation by Liz Gage from Market Navigators**

**INTERESTED IN BECOMING A BOARD MEMBER? CALL US AT**

**943-0502 or email**

**[biaoffice@shoptsaawwassen.com](mailto:biaoffice@shoptsaawwassen.com)**

# Tsawwassen Happenings

Tod Lowe, owner and president of **Bayside Cabinets Ltd.** announced that they will soon be a licensed Nickels Custom Cabinets Dealer. This is very exciting news to any future renovator or contractor in the local community. This fine line of cabinets will allow Bayside to offer all of its customers 3 exclusive product lines to choose from. The Nickels line of cabinets is made in Richmond and is known for its superior quality and workmanship. Bayside

dealer territory is Ladner, Tsawwassen and South Richmond. Visit them at their showroom at 1340—56th Street.

**The Coast Tsawwassen Inn** has been named Best Managed Hotel of the Year for 2006 in the Coast Hotel chain based on gross operating profit, revenue per room available, satisfaction, intent to return and value as measured by guest comment cards. Congratulations to Greg Condon and his staff!!!

Congratulations to Nancy Friesen, co-owner of **The Run Inn** who recently completed her first marathon in Las Vegas. She placed third overall in her age category with a time of 3:54:59!! Join Nancy at her running clinics and maybe you could be next! Call 604-943-4661.

**One Love Skateboard Store** has expanded their floor space. They have doubled the size of their store, brought more selection of skating name brands, and have added a 12" by 23" ramp inside the store to keep her customers busy! To take a look visit them at 1344-56th Street or call Dallas at 943-9333.



## BIA Wraps The Season!

Since 1995, the BIA has been offering free gift wrapping during the busy Christmas season to all Tsawwassen shoppers. We offered the service from December 9 to 24 at the Town Centre Mall.

This is what we did:

- We offered the service for 10 days
- We were open a total of 45 hours
- We wrapped a total of 1,007 packages
- We collected a total of \$381.58 of cash donations for the Delta

Association for Child Development's Gift of Speech campaign.

- We collected one bag of food items and 7 bags of toys for Deltassist.

The BIA implements this community service to give an option to you, our commercial businesses, to focus on your sales without taking valuable staff time wrapping packages for your customers.

We appreciate your referrals and support in offering this service to our shoppers. The BIA would like to thank Century Group for providing the location free of charge.



February 22

7:00—10:00 p.m.

**Jazz Festival Free Show: Steve Maddock**  
Brought to you by South Delta Jazz Festival  
and Beaches Restaurant

**Concert is Free—dinner reservations at**  
Beaches required. Call 943-8221

**The Fourth Annual South Delta Jazz Festival**

July 1-8, 2007

South Delta Jazz Workshop

July 3-7, 2007

For more information visit:

[www.southdeltajazzfestival.com](http://www.southdeltajazzfestival.com)



*Carolyn Ford was one of our experienced "wrappers". She, along with 5 other ladies, wrapped a total of 1,007 packages in a 10 day period!*

### BIA Mission Statement:

*To maintain and enhance the commercial area in Tsawwassen as a place to live, work, shop and visit by developing and initiating innovative programs and promoting unique assets of the community.*

# A New Year, A Fresh Start

I am always energized by the "clean slate" feeling that arises with the annual changing of the calendar. January is the perfect time to stop, catch your breath, take a look ahead, and decide where you want the year to take you.

To define your destination, first ask yourself a couple of key questions:

## What do you want your marketing to accomplish this year?

What are your marketing goals? What is the overall outcome you are looking for with each activity you will engage in? To know if you are putting your money into effective marketing activities you must be able to tell which ones specifically align with your goals and have a high likelihood of giving you the expected results.

## What kind of return do you expect from each marketing investment you make this year?

Marketing is part artistry, part science. So often the science part seems boring or difficult so business owners skip it. The result is the all too common refrain, "I tried marketing and it didn't work." Marketing does work, but it needs a few metrics—the science part—to prove itself. Give it a chance to show you what it can do by building in some tracking mechanisms.

## Then begin the year with clear objectives:

1. Define a primary message that is compelling to your potential customers
2. Develop a consistent look and feel to represent your business (a.k.a. your brand)
3. Look for multiple ways your marketing can reach potential customers and cut through the clutter
4. Be consistent in all your marketing efforts, using the same primary message and the same consistent look

All the best on your marketing adventures in 2007!

**Feeling lost? Have questions? Contact Liz Gage from Market Navigators at 604-763-1475, email at [liz@marketnavigators.ca](mailto:liz@marketnavigators.ca) or visit her website at [www.marketnavigators.ca](http://www.marketnavigators.ca)**

## PARK THE TAX COALITION SHOULD I APPEAL MY 2007 PARKING SITE TAX NOTICE?

### **IMMEDIATE ACTION REQUIRED!**

The following steps should be taken:

- Find out what area on your property has been included as part of the Taxable Parking Site. Phone 1-877-544-6444 or contact [Translink@bcassessment.ca](mailto:Translink@bcassessment.ca). Ask for detailed information about how the final square metre area was arrived at. Aerial photographs of each property with taxable parking area outlined were made available last year. These are often referred to as "orthophotos".

- Document the physical condition of your property with photographs. Any area that you do not feel is used for parking should be photographed as close to the state and condition date of October 31st as possible.

- Your taxable parking area needs to be corrected or the measurement will be applied to the levy every year the tax exists.

- There is no cost to file an appeal on your 2007 Parking Site Assessment. The appeal deadline is January 31, 2007. The Parking Site Notices will be mailed in the last week of December, 2006.

- Anyone can appeal the assessment, owners, tenants or agents.

- Throughout 2006, Court challenges at the Assessment Appeal Board level have resulted in changes to what should be included as part of the taxable parking area (consult the Park The Tax website, Board Decisions or talk to an expert in the field to see whether these apply to your property).

- Major issues are scheduled to be heard by the Supreme Court, with decisions pending in the Spring of 2007. **Only property owners with their assessment under appeal by January 31st, 2007 will benefit from the outcome of a favourable decision from the Supreme Court.**

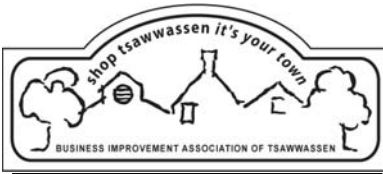
*The information in this piece was prepared by Paul Sullivan and John Ker, BCS Property TaxCo Ltd.*

**To read this complete document and grounds for appeal information, please visit our website at [www.shoptsawwassen.com](http://www.shoptsawwassen.com) and look under the Newsletters tab.**

**Have a story to tell? Expansions? New Managers? Open Houses and Events?**

**We would love to hear from you!**

**Send us an email at [biaoffice@shoptsawwassen.com](mailto:biaoffice@shoptsawwassen.com) with your story ideas and pictures.**



## **BIA Board of Directors**

**2006/07**

**President: Peter Sziklai,**

**Tsawwassen Collision**

**Vice President: Dave**

**Hamilton, The Delta**

**Optimist**

**Treasurer: Cindy Phillip,**

**IRIS Optometrist Opticians**

**Secretary: Tina Thygesen,**

**Century Group**

### **Directors:**

**Elisabeth Wagner, Wagner's**

**European Fabricare**

**Bob Tate, Beach Grove Golf**

**Club**

**Marianne Osborne, Delta**

**Printers**

**PJ Wren, Muscle Memory**

**Personal Training**

**Sarah Clark, Elite Repeat**

**Designer Consignment**

**Ruth Scowcroft, Albany Books**

### **Executive Director:**

**Ana Arciniega**

**1333—56th Street**

**Delta, BC V4L 2A6**

**604-943-0502**

**[biaoffice@shoptsawwassen.com](mailto:biaoffice@shoptsawwassen.com)**

**[www.shoptsawwassen.com](http://www.shoptsawwassen.com)**

# Is Southlands for you?

Century Group is looking for an interested Tsawwassen business representative to serve in the newly formed Southlands committee. The general purpose of the committee is to explore land use options on the Southlands.

The general work of the committee will revolve around these four questions (as defined thus far):

1. What is the future of agriculture in Tsawwassen?;
2. What amenities are missing in Tsawwassen and what could the Southlands provide of those amenities?;
3. If housing is considered part of an acceptable mix, what type, form, density and character of housing?;
4. How do we protect and enhance the quality of life when considering development on the Southlands—what are some important principles to follow.

Each question would be the subject of a set of defined work and/or a field trip to discover what has worked in other communities. We then plan to have a public discussion/

meeting as we go along to discuss the answer to each of these questions.

The work of the committee would begin in February, with a meeting every three or four weeks through the late winter and spring, break for summer and then reconvene and hopefully finish its work by the end of 2007. There may also be two Saturday field trips, as mentioned. While it is not expected that every member be at every meeting, members should be prepared to try to attend every meeting. It would be a significant time commitment but it should also be a lot of fun and interesting to participants.

**If this sounds like something you would like to take part of, please call or email Ana at the BIA office at 604-943-0502 or email [biaoffice@shoptsawwassen.com](mailto:biaoffice@shoptsawwassen.com)**

## I don't get it... BIA's FAQ



### **Do I have to pay a membership fee to be a BIA member?**

The simple answer is NO, there are no membership fees to be a member of the BIA. All commercial businesses within 56th Street (from Sunnyside Nurseries to Winskill), 12th Avenue (from Beach Grove Golf Club to 53A Street), and the Tsawwassen Golf & Country Club are members.

So, how does it work?

The Business Improvement Area is a specific geographic area in a municipality. All commercial property owners pay a specific levy on the properties located within the BIA's geographic area. The levy collected by the Corporation of Delta is given to the BIA to allow local businesses and property owners to carry out physical improvements and to promote economic development in the geographic area.

The BIA has a two-fold mandate: to improve, beautify and maintain public lands and buildings within the BIA beyond that which is provided by the municipality at large (hanging baskets, banners, Christmas lights, community directory, etc.) and to promote the area as a business and shopping area (website, promotions, advertising, etc.).