



SOUTH SURREY
WHITE ROCK
CHAMBER OF COMMERCE

WHITE
ROCK BIA

2020 Business Forum Meeting Notes & Recommendations

Date: March 3 2020

Location: White Rock Community Centre

Convened By: City of White Rock, South Surrey & White Rock Chamber of Commerce, White Rock BIA

Already In-Process:

- Bring filming to White Rock, make White Rock film and commercial “ready”- ie friendly- Arts Committee/BIA/City
- Businesses welcome new residents at current developments- BIA/City
- Communicate with other BIAs to see what they do- BIA
- Detailed signage to White Rock- BIA/Chamber/City/Province
- Welcome package to businesses- BIA/Chamber/City

Amenities:

- Need AED on East and West Beach
- Need dedicated art space
- Need washrooms on far east end of East Beach
- Need storage lockers on East and West Beach
- White rock Instagram frames

Business conditions

- Cannabis outlet on Marine Drive
- Clean up Marine Drive- sidewalks & storefronts- in early spring
- Insurance costs are skyrocketing
- More lights in businesses
- Need enclosed patios to provide all-season activations
- Review all bylaws, cut red tape

Communications/Marketing

- BIA radio ads
- Billboards!
- Historical signage
- Market uniqueness of white rock
- Promote parkade
- Tourism White Rock needs to be overhauled, have a paid ED again

Development:



- Diversify businesses along Marine Drive
- Have unified architectural themes to differentiate neighbourhoods
- More affordable housing
- Protect existing businesses if they need to relocate due to new developments
- Public marina on the pier
- Restaurant on the pier

Environment:

- Build sustainability to be known as an environmental leaders
- Love the lights on Johnston and Five Corners- more please!
- More art, turn stairs on Marine Drive into art, crosswalks into art
- More gardens!
- More sitting spaces along town
- Not enough public land uptown/five corners
- Pop up patios at Five Corners

Events:

- Car rally
- Fireworks or laser light competition
- More concerts!
- More fall/winter events
- More Uptown activities- most walkable area
- Uptown block party
- Vegan festival

Questions:

- Can we have a developer meeting?
- Can we have a business owner and property owner meeting?
- Can we meet with Semiahmoo First Nation to reopen park?
- How can we entice new businesses to White Rock?
- How to get people to visit, stay, and shop in White Rock?

Transportation:

- Enforce parking rules
- Funicular
- Have online parking maps and meter locations, plus wayfinding
- Have passenger trains stop in white rock again
- Need to promote/create alternative forms of transportation
- Need drop off spots for Uber and tour buses



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- Uptown and five corners parking issues- especially with construction

UNAPPROVED