

WHITE ROCK BIA

April 2021- March 2022 Fiscal Year Activities

Presentation Date: February 8 2021

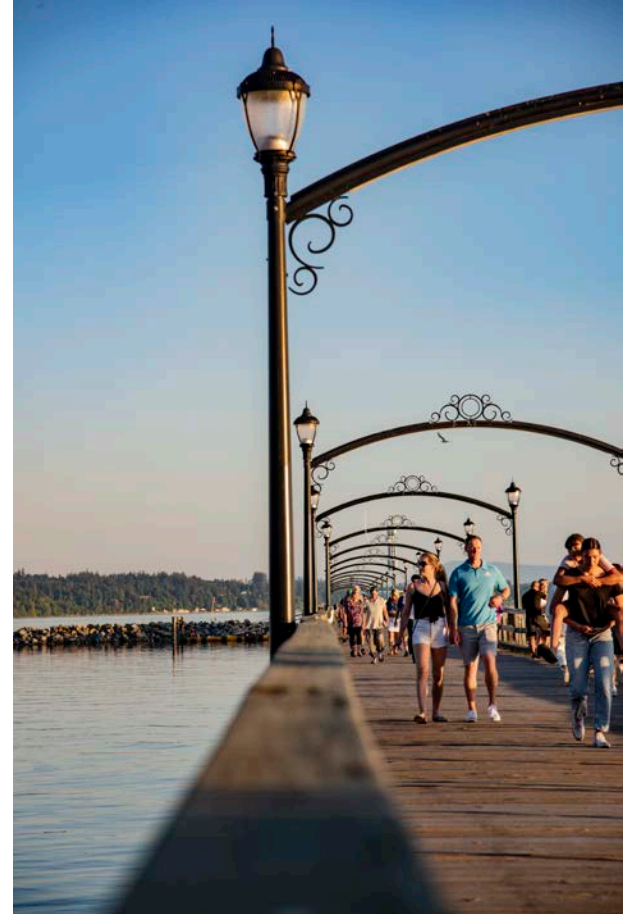
Presentation Overview

- Strategic Landscape
- White Rock BIA: Mandate & Metrics
- The Three Years of 2021
- Questions



White Rock Strategic Landscape

- Small community of ~20 000 residents
- Tourism economy on East & West Beach with small town economy Uptown & Five Corners- crucial to attract potential customers into our community
- Strong small local business presence brings opportunities (excellent community relations & support, high quality goods) and challenges (capacity)

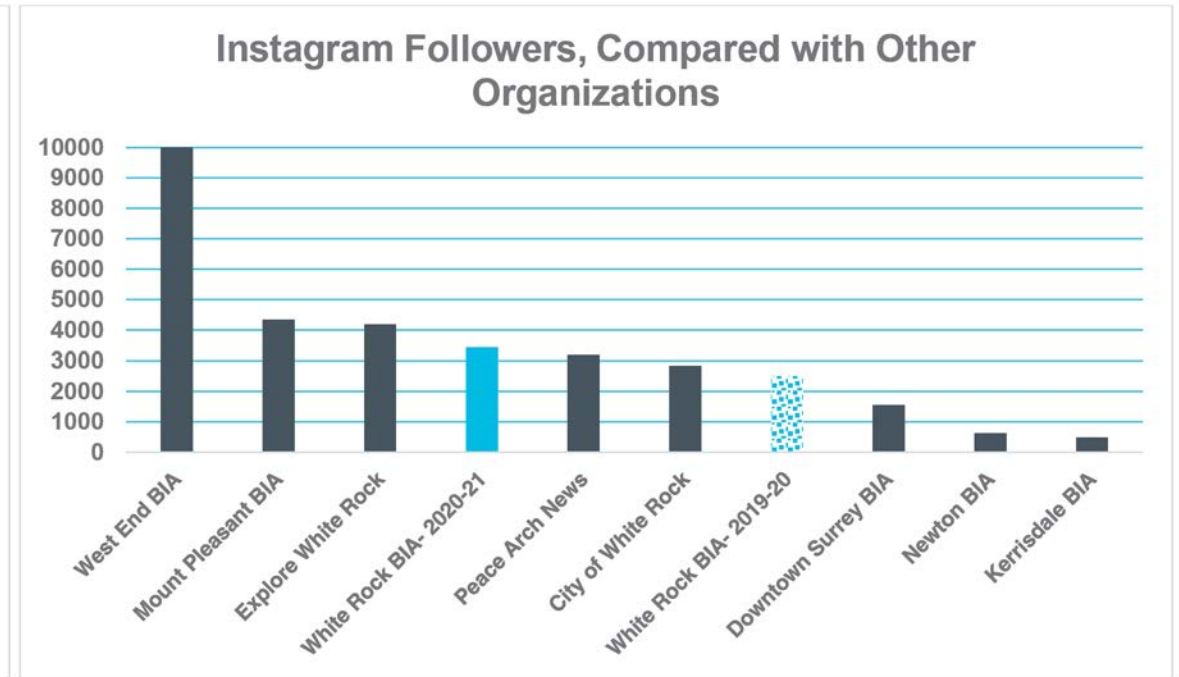
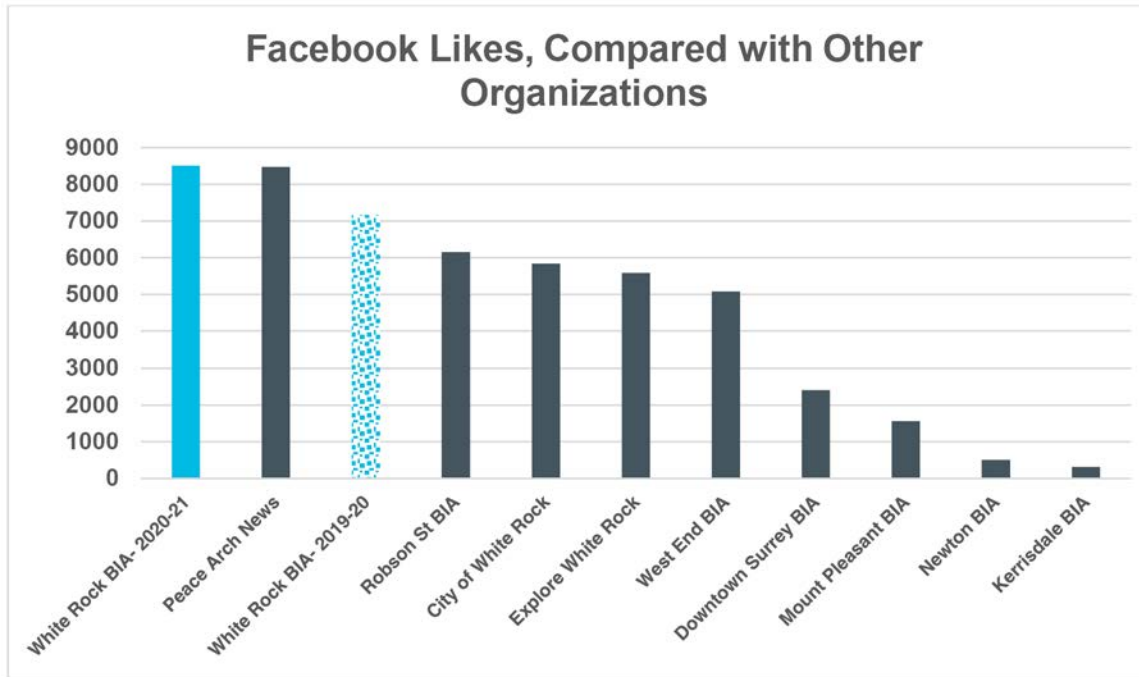


Our Mandate

From the City of White Rock Bylaw 2311, A Bylaw to establish and designate a Business Improvement Area in the City of White Rock:

1. Carrying out studies, preparing reports and undertaking projects or initiatives to encourage business and commerce in the Area;
2. Encouraging and promoting commercial business and encouraging entertainment, sports, and cultural activities within the Area;
3. Creating a pleasant physical environment;
4. Removing graffiti from buildings and other structures in the Area;
5. Improving, beautifying or maintaining streets, sidewalks, or municipally owned land, buildings, or other structures in the Area

Organizational Metrics



In 2020-2021, we have seen continued growth in our Social Media Metrics & Channels

Organizational Metrics

Member e-Newsletter:
43.9% Open Rate
4.5% Click Through Rate

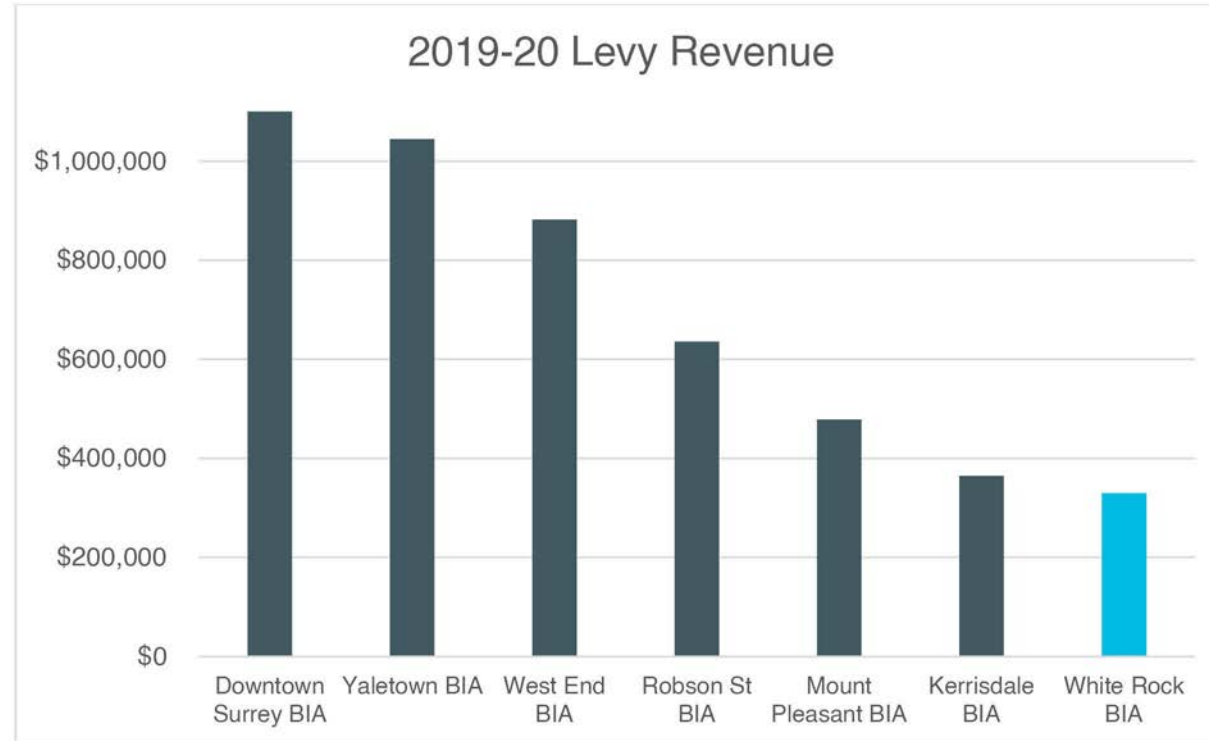
(Industry Average: 21.33% Open,
2.67% Click-Through)

Public e-Newsletter:
69% Open Rate
12% Click Through Rate

(Industry Average: 21.33% Open,
2.67% Click-Through)

And continued Strong Engagement on our other digital channels

Organizational Metrics



Despite a budget that is lower than comparable BIAs in the Metro Vancouver Area

2021-2022: The Three Years

- Changing COVID-19 PHO + Contracts for 2020 (Pushed to 2021 due to PHOs) = Great uncertainty around allowed programs
- The White Rock BIA is essentially program planning for three years: Normal, COVID-19, Hybrid

2021-2022: Marketing

Normal

- Google Ads
- Public e-Newsletter
- Social Channels
- Distinct Marketing Campaigns in Off-Season:
 - Taste White Rock
 - 12 Days of White Rock
 - New Year, New You
- Premium Website Listings
- Welcome Packages to Semiah
- Social Influencers in Distinct Marketing Campaigns as budget allows

COVID-19

- Google Ads
- Public e-Newsletter
- Social Channels
- Distinct Marketing Campaigns in Off-Season:
 - Taste WR/12 Days/NY NY
 - Summer in WR, Autumn on the Drive, Winter Storm Watching, Hot Chocolate on the Drive-Metro Van tourism campaigns
- Premium Website Listings
- Welcome Packages to Semiah, Foster Martin, Soliel
- Social Influencers all year
- Digital Video Advertising

Hybrid

- Google Ads
- Public e-Newsletter
- Social Channels
- Distinct Marketing Campaigns in Off-Season:
 - Taste White Rock
 - 12 Days of White Rock
 - New Year, New You
- Premium Website Listings
- Welcome Packages to Semiah, Foster Martin
- Social Influencers in off-season
- Digital Video Advertising (Budget permitting)

2021-2022: Member Services

Normal	COVID-19	Hybrid
<ul style="list-style-type: none">• Advocacy• Member e-Newsletters• Toolkits<ul style="list-style-type: none">• Consumer Market Research• Economic Development Business Assistant• Social Media Best Practices	<ul style="list-style-type: none">• Advocacy• Member e-Newsletters• Toolkits<ul style="list-style-type: none">• Consumer Market Research• Economic Development Business Assistant• Social Media Best Practices• Networking (in place of Vitality: Health & Wellness)• Workshop Subsidies	<ul style="list-style-type: none">• Advocacy• Member e-Newsletters• Toolkits<ul style="list-style-type: none">• Consumer Market Research• Economic Development Business Assistant• Social Media Best Practices• Networking (in place of Vitality: Health & Wellness)

2021-2022: Beautification

Normal	COVID-19	Hybrid
<ul style="list-style-type: none">• Projects that provide direct benefit for members<ul style="list-style-type: none">• Wayfinders• Street Planters• Graffiti Removal	<ul style="list-style-type: none">• Projects that provide direct benefit for members<ul style="list-style-type: none">• Wayfinders• Street Planters• Graffiti Removal• Identify potential additional projects that provide direct benefits to members	<ul style="list-style-type: none">• Projects that provide direct benefit for members<ul style="list-style-type: none">• Wayfinders• Street Planters• Graffiti Removal

2021-2022: Street Activations

Normal	COVID-19	Hybrid
<ul style="list-style-type: none">• None- budget goes to events	<ul style="list-style-type: none">• Depends on PHOs• Chalk Art Festival• Buskers at multiple locations around White Rock from mid-May to mid-September	<ul style="list-style-type: none">• Depends on PHOs• Chalk Art Festival• Buskers at multiple locations around White Rock from mid-May to mid-September• Return to events as soon as they are allowed- more bang for the buck

2021-2022: Events

Normal	COVID-19	Hybrid
<ul style="list-style-type: none">• Vitality: Health & Wellness Expo• 5 Corners Buskers & Comedy Festival• White Rock Summer Movie Nights• TD Concerts FOR the Pier• White Rock Craft Beer Festival• Holiday Events at Saltaire	<ul style="list-style-type: none">• None due to PHOs	<ul style="list-style-type: none">• Depends on when PHOs allow-possibly starting in October 2021• Holiday Events at Saltaire-Halloween & Christmas• Plan Potential November/December Events in Uptown White Rock• Pilot Events Ideas: Jazz & Blues Festival, Literary Festival, Business Shop Crawl

Any Questions or Feedback?

alex@whiterockbia.com

604-536-4958

Facebook: @whiterockbia

Instagram: @whiterock_bia