



## White Rock Business Improvement Area Members Survey



In support of the renewal of the White Rock BIA Bylaw, the City of White <sup>Rock</sup> is surveying BIA members on your experiences with the BIA and its mandate.

Your input is valuable whether as a business owner/operator and/or commercial property owner. We also encourage you to ask your fellow business neighbours and property owners to complete this survey.

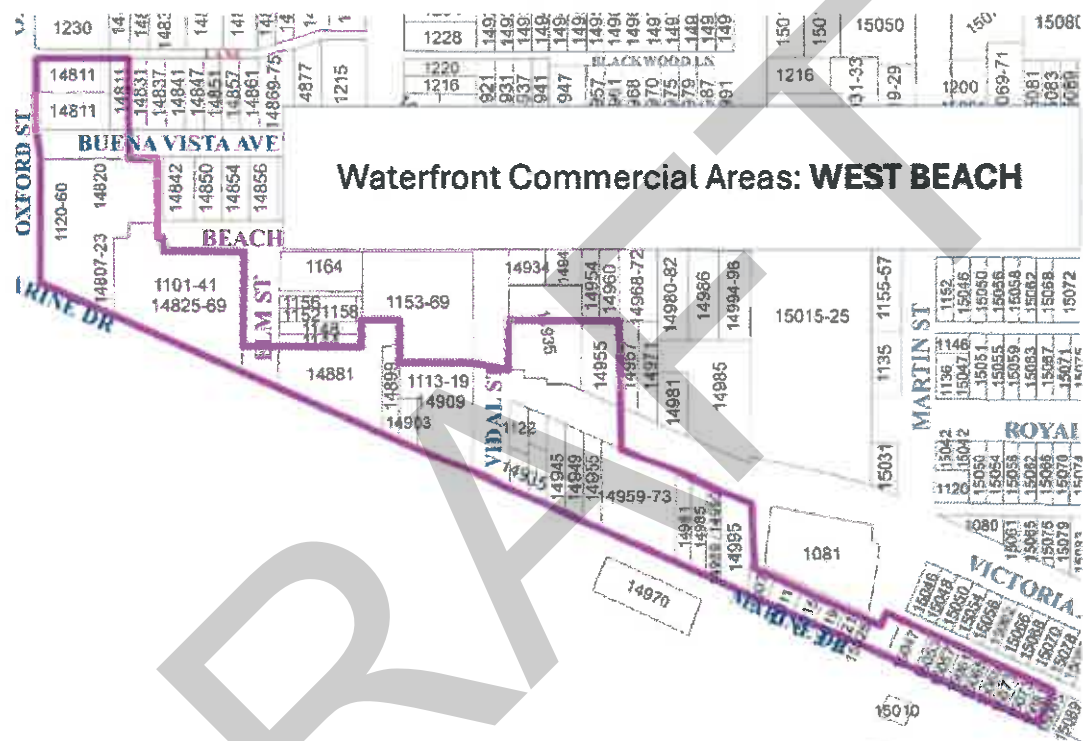
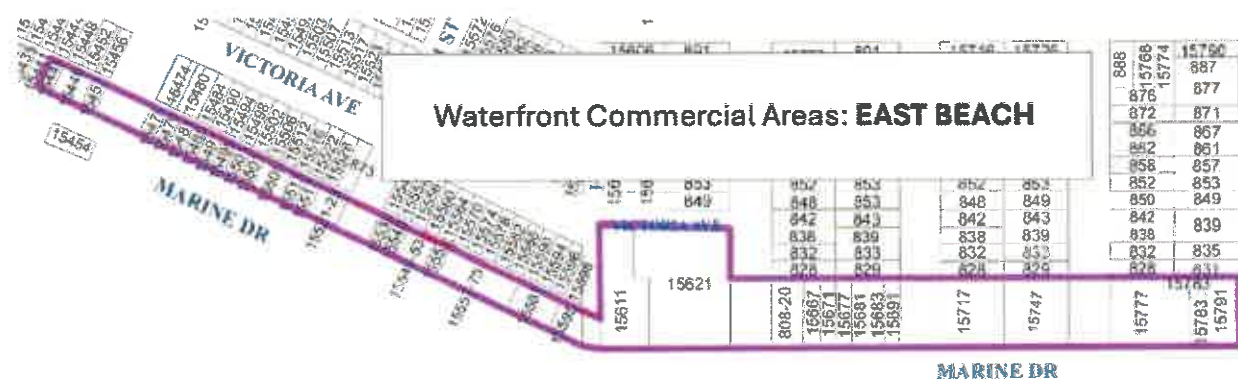
The results are being collected anonymously and will be presented to the White Rock BIA and its membership. For this survey, we are looking to **survey only business owners/operators OR commercial property owners located within one of the 5 Business Improvement Areas established by the City of White Rock.**

About You

Which one of the following areas is your business and/or commercial property located? \*

- Uptown - North of Thrift Ave
- Uptown - South of Thrift Ave
- 5 Corners
- East Beach
- West Beach
- Unsure





Do you represent a business or commercial property located within the noted White Rock BIA boundaries? \*

- Business Owner
- Commercial Property Owner
- Both
- Neither

Which of the following business categories best describes your business? \*

- Retail Store
-

Food Services

- Personal Services
- Professional Services
- Other

Please describe (optional)

How many years have you operated this **business** in the White Rock BIA? \*

- Less than 1 year
- 1 to 5 years
- 6 to 10 years
- More than 10 years

How many years have you owned this **commercial property** in the White Rock BIA? \*

- Less than 1 year
- 1 to 5 years
- 6 to 10 years
- More than 10 years

\*Thank you for your interest in this survey however we are only gathering feedback from either business or commercial property owners. **You may now close this window.**

\* **this note is only displayed to respondents who have selected Neither to the question whether they own a business or commercial property**

## **White Rock Business Improvement Area Members Survey**

### The BIA's Mandate

The BIA has specified mandated activities with the City bylaw. These activities are presented below. Based on your perspective, please rate your level of satisfaction with how well the BIA delivered on these activities: \*

**Carrying out studies, preparing reports and undertaking projects or initiatives to encourage business and commerce in the BIA area;**

- No Opinion
- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

**Encouraging and promoting commercial business and encouraging entertainment, sports, and cultural activities within the BIA area;**

- No Opinion
- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

**Creating a pleasant physical environment;**

- No Opinion
- Very Dissatisfied

Dissatisfied

- Neutral
- Satisfied
- Very Satisfied

**Removing graffiti from buildings and other structures in the BIA area**

- No Opinion
- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

**Improving, beautifying or maintaining streets, sidewalks or municipally owned land, buildings or other structures in the BIA area**

- No Opinion
- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

Please provide any comments you have regarding any of the activities above, and please note the activity to which you are referring. *(Optional)*

Within its existing mandate, what specific ways can the BIA better support local businesses like yours? *(Optional)*

## White Rock Business Improvement Area Members Survey

### BIA Led Events

One of the key activities the BIA uses to support/promote its local businesses is hosting community events. Of course, the impact of these events can be felt by the area businesses immediately, within a few months or over a longer period.

How would you rate the overall effectiveness of the following events in terms of help to your business?

**The White Rock Jazz & Blues Festival (May- Uptown and Five Corners)**

- Very Ineffective
- Ineffective
- Neutral
- Effective
- Very Effective
- N/A

**The White Rock Buskers & Comedy Festival (June- Uptown and Five Corners)**

- Very Ineffective
- Ineffective
- Neutral
- Effective
- Very Effective
- N/A

**The Concerts at the Pier, Presented by TD Ready Commitment (July & August- East and West Beach)**

- Very Ineffective

- Ineffective
- Neutral
- Effective
- Very Effective
- N/A

**White Rock Craft Beer Festival (September- West Beach)**

- Very Ineffective
- Ineffective
- Neutral
- Effective
- Very Effective
- N/A

Did your business notice an increase in visitors:

Keep in mind that due to location you may not experience an increase in visitors.

**The White Rock Jazz & Blues Festival (May- Uptown and Five Corners)**

- No Increase Noticed
- Over a Longer Period
- Within A Few Months
- Immediately
- N/A Due to Location

**The White Rock Buskers & Comedy Festival (June- Uptown and Five Corners)**

- No Increase Noticed
- Over a Longer Period
- Within A Few Months
- Immediately
- N/A Due to Location

**The Concerts at the Pier, Presented by TD Ready Commitment (July & August- East and West Beach)**

- No Increase Noticed
- Over a Longer Period
- Within A Few Months



- Immediately
- N/A Due to Location

**White Rock Craft Beer Festival (September- West Beach)**

- No Increase Noticed
- Over a Longer Period
- Within A Few Months
- Immediately
- N/A Due to Location

Do you have any additional comments or concerns regarding the events and how they specifically impacted your business? *(Optional)*

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## **White Rock Business Improvement Area Members Survey**

### Expanded Mandate

Whenever an organization such as the City of White Rock BIA is being renewed, it is always important to revisit its entire mandate. To see what's working well and what could be working better. As well as, what new actions/activities the organization could take to support the success of its member businesses and property owners.

With this in mind please provide your thoughts/suggestions on what more the BIA could be doing for its members. *(Optional)*

### Additional Thoughts

What is the best way for the BIA to communicate with you? *(Select all that apply) \**

- Email
- Phone (some additional costs from the budget)
- Mail / letter (some additional costs from the budget)
- In person (significant additional costs from the budget)

Other

Other, please describe...

Do you have any other comments about the White Rock BIA or the services it provides? *(Optional)*

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