

TDIA Strategic Plan and Budget
Presentation to City Council, June 10, 2019

Vision:

A beautiful, vibrant and safe downtown. A must visit destination in BC.

Approach

This document outlines a strategic plan for the Terrace Downtown Improvement Area Society (TDIA) to maximize the value of their annual budget of approximately \$110,000.

The TDIA will be greatly strengthened through collaboration with Community Partners. Community partnership will leverage grant funding, municipal spending and corporate donations. Community Partners will lead projects approved by the TDIA.

TDIA's Community Partners are those organizations that have an interest in, and ability to contribute to creating a beautiful, vibrant and safe downtown area. These partners include, but are not limited to:

- City of Terrace
 - Leisure Services
 - Development Services
 - Public Works
 - City Hall
 - Terrace Public Library
 - Mayor and Council
- Greater Terrace Beautification Society
- Kermodei Tourism
- Riverboat Days Committee
- Skeena Salmon Art Fest Society
- Terrace and District Arts Council
- Terrace Art Gallery
- George Little House
- Heritage Park/Terrace Museum Society
- Service groups: Rotary Clubs
- Volunteer Terrace
- RCMP
- Chamber of Commerce
- Farmer's Market
- Love Terrace
- Skeena Diversity

Priorities

The TDIA's Priorities will be:

1. Beautification of the Downtown Area, with a focus on projects that leave a long term legacy.

2. Downtown Safety and Security
3. Downtown Events
4. Marketing Downtown

Our priorities will be flexible and adapt as our downtown requires. Each of these areas are further discussed below:

Beautification

Public Art:

The TDIA will make significant and ongoing investments in public art for the downtown area. The Skeena Salmon Art Fest is prepared to administer and manage this investment for the TDIA, in partnership with business and building owners.

In 2019 our focus will be:

- Downtown murals: Painted by the best professional artists available from Terrace and our regional communities. Funded by the TDIA, business owners, grants and the City of Terrace. Administered by the Skeena Salmon Art Fest Society. Proposed \$37,500 investment
- Art Banners on light standards, 10 to be installed on Greig Avenue this summer. Funded by the Skeena Salmon Art Fest Society, the City of Terrace and the TDIA. Proposed \$2500 investment

Future years will also include investments in Downtown Sculptures.

A 2019 TDIA spend of \$40,000 is proposed, which when matched by businesses and grants could result in an investments of >\$80,000. This scale of ongoing investment in public art in Terrace will transform the downtown area, creating world-class destination tourism.

This spend would be entirely administered by the Skeena Salmon Art Fest Society, pending approval of a formal workplan submitted to the TDIA.

Downtown Landscaping

Beautiful and well maintained downtown landscaping adds immeasurably to the aesthetics of the downtown area. However, businesses lack expertise and resources to design, install and maintain downtown landscaping.

The TDIA will support beautification of the downtown area by supporting businesses that wish to create or improve their landscaping, and who need landscaping support. In addition, the TDIA will support the Beautification Society in landscaping the new Search and Rescue building on Greig.

A 2019 TDIA spend of \$8,000 is proposed, to be matched by businesses or community partners, for an annual potential spend of \$>16,000. The Greater Terrace Beautification Society will manage this program in collaboration with the TDIA.

Façade Grant

The Façade Grant operates with a \$20,000 grant from Northern Development Initiative Trust (NDIT). This money has been granted to businesses and has resulted in many improvements in the downtown area.

A 2019 TDIA spend of \$10,000 is planned, creating a fund of \$30,000 which would be (at minimum) matched by business owners.

This program will be operated by a volunteer TDIA committee.

Hanging Baskets

The Hanging Basket program has been partially funded by TDIA, and will continue in its current format in 2019 with no changes.

An annual TDIA spend of \$7,000 is budgeted, with an additional \$3,000 paid by business.

Street Trees and Street Cleanliness

Development and maintenance of our downtown trees has been a longstanding request by TDIA membership. The City of Terrace has been active in recent years in planting downtown trees.

The TDIA will support the downtown tree program by funding maintenance (pruning, BTK spraying for web worms) for private property trees in the TDIA, and technical support (ie Vac truck) for City led tree planting (if required).

A 2019 TDIA spend of \$1500 is budgeted. Greater Terrace Beautification Society will coordinate this spend (and potentially contribute to it as well).

Downtown Terrace suffers with excessive litter and garbage. The TDIA and GTBS have lobbied the City for additional street sweeping and will continue to do so.

Downtown Terrace also suffers from derelict buildings and buildings in poor repair, with broken windows, poorly boarded up windows, un swept store fronts etc. We will liaise with building owners and tenants to clean up their premises, and also liaise with City by-law to enforce an appropriate standard of cleanliness.

Safety and Security:

Issues associated with addiction in our downtown area continue to grow, and detract from our downtown area. The TDIA does not have the expertise to lead solutions to these extraordinary challenges. However, we must advocate for positive change that improves downtown safety.

The TDIA will support an evidence based approach to this issue in our downtown, as led by qualified professionals. We will advocate for leadership from the City of Terrace to

seek stable funding for qualified and capable organizations (such as Northern Health, Kermode Friendship Society, TDCSS etc) in addressing this issue.

The TDIA security grant fund of \$10,000 will be spent down on an as and when requested basis, and administered by a TDIA committee.

In addition, the TDIA will advocate for continued presence of security professionals in the downtown core. A 2 month pilot program led by the TDIA was well received by downtown business, the City Bylaw Officer and the RCMP. A key aspect of success for this was that the security firm are First Nations from the Nass Valley and undertook social outreach work in addition to security services.

The TDIA has and will continue to advocate for a city led security service patrolling the downtown, with an equal focus on social outreach to gather information about, and distribute support information to the people suffering addiction in the downtown area. A \$10,000 additional investment for 2019 is budgeted, which combined with an earlier spend of \$20,000 amounts to a \$30,000 spend for the 2019 calendar year.

Celebration Events

The TDIA will establish a fund for businesses and organizations that may wish to hold events in downtown Terrace. Applicants would have to demonstrate community support and have a viable plan for hosting an event. TDIA's support would be solely financial. A 2019 investment of \$6,000 is proposed.

Christmas Light-up and Storefront Decoration.

Previously, downtown Christmas lights have been focused on a single downtown block. The TDIA plans to support a Christmas event that lights up a much broader area of the downtown and promotes decoration, such as store window painting, that reduces the cost of putting up and taking down lights. TDIA will hire a Christmas light coordinator that would work with business owners to add electrical outlets to support outdoor lights, to assist volunteers in putting up and taking down lights and liaise with business owners regarding store window decoration. An annual TDIA spend of \$4000 is proposed, with approximately \$1,500 to the coordinator and \$2,500 to new lights, as required.

Marketing

The TDIA will generally not be involved in retail marketing for specific businesses in the downtown, but rather will support broader marketing initiatives that market Terrace as a whole, and the downtown as a destination.

An annual \$5000 TDIA spend is planned. NDIT offers a \$20,000 marketing grant which requires a 50% fund matching by the community. TDIA funds should be allocated to Kermodei Tourism to support this NDIT granting opportunity.

Communications

The TDIA will communicate its vision and plan to its members, partners and stakeholders, and the general public. Our current member database is outdated and incomplete. Collaboration with City staff will be requested to develop a full membership database. In the interim, the TDIA will reach out to the following organizations:

- Terrace Standard
- City Council:
- Rotary Clubs: presentation at monthly meetings
- Chamber of Commerce: Presentation at monthly meeting

Administration

The TDIA will minimize its administrative overhead such that most of its funding directly reaches the downtown area. The TDIA board will direct its funding to the various community partners noted above, presuming those partners will:

1. Create a plan with a budget, scope and schedule to be approved by the TDIA in the early spring of each year.
2. Document their spending with receipts, photos and descriptions of work completed.

The TDIA will maximize its relationship with the City of Terrace and other Community Partners such as the Chamber of Commerce, by requesting no charge for meeting spaces, staff time to collaborate on grant applications, collaborating with the City Gardener and Leisure services for downtown trees and public space landscaping. City support for grant writing has potential to vastly increase investments in the downtown.

As well, the TDIA expects that businesses that want to see positive change in the downtown area should be prepared to step up with direct expenditures and direct efforts to make that change happen. We can achieve a spectacular downtown through a common vision, collaboration and personal investment.

Budget Summary

The following table outlines the spending described above.

TDIA Budget 2020, Updated to reflect COVID changes in downtown Terrace

Updated April 28, 2020

Created by: Dave Gordon

2020 Budget for March 31 board review

Spending Area:	TDIA Budget	Notes
Hanging Basket Program	\$12,500	Partner with Terrace Beautification
Street Trees, planting and maintenance	\$2,000	
Public Art Program	\$40,000	Murals, Banners
Façade Grant (NDIT funds)	\$20,000	NDIT program
Event Grant Program	\$5,000	Hold for downtown marketing
Security Grant Program	\$5,000	Matching for property owners
Downtown Marketing grant Program	\$5,000	Hold for downtown marketing
Christmas Lights - purchases	\$3,000	light replacements, additions
Contractor lights up and down	\$1,000	
Membership Database	\$1,000	contractor to update.
Downtown Security	\$20,000	To be evaluated this summer.
Downtown Marketing Spend	\$5,000	Hold for downtown marketing
Administration		
Insurance	\$3,000	
Storage	\$2,400	
Book Keeping, Year end review engagement		In-kind from Carlyle Sheppard
Meetings - room rentals	\$500	
Website/Facebook/Instagram	\$2,800	
Totals:	\$128,200	
TOTAL TDIA Budget 2020	\$130,000	Includes NDIT \$20k grant
Surplus from previous years	\$52,500	
Downtown Sculpture program	\$20,000	
Mainstreet Canopy Improvements	\$5,000	
Façade Grant (TDIA funds)	\$20,000	
	\$45,000	
Total Budget 2020	\$182,500	
Total budget allocated	\$173,200	
Unbudgeted funds	\$9,300	