

White Rock BIA Alex

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Marketing Welcome to White Rock

October 2020 to March 2021 The Welcome to White Rock project is a welcome package to the new residents of the seven condo towers in White Rock that will increase the population of our community by 15%. The Welcome Package include a glossy, oversized brochure highlighting our business districts, promotional items, discounts to our members' businesses, and a dedicated website highlighting ongoing offerings in our community.

"The White Rock BIA is responsible for supporting over 350 businesses in four districts around White Rock- Uptown, Five Corners, East Beach, and West Beach. We have a total annual levy of \$343K, while being responsible for businesses across over 4 KM.

Our main strategic priority is to increase the potential customer base for our members. We primarily achieve this by holding special events throughout the year to attract visitors into our community and encourage White Rock residents to get out and enjoy our community.

The construction of seven condo towers- ranging from 14 to 26 stories, with an expected total occupancy of over 3000 people (roughly an additional 15% to White Rock's population)- presents an opportunity from now until 2023 to increase our members' customer base.

The primary competition for our members' businesses is found in South Surrey. To divert these potential customers from Grandview Corners & Southpoint Centre, we need to immediately connect them with our community and the businesses that call White Rock home.

To that end, we developed a Welcome Package that included community information, promotional items from our members, discounts for our members' businesses, and (thanks to prudent budget management) a dedicated website. The centre piece of this package is a Welcome to White Rock brochure- a glossy, oversized magazine that outlines the charms of each of our four districts and highlights White Rock's anchor businesses.

This project was started late in 2020, with completion of the Welcome Package at the end of March 2021. It will be delivered to new residents as the condo tower projects are completed." "Our Goal: To connect the new residents to our community and encourage them to shop local through a high-quality Welcome Package.

Measurable Objectives include:

- Quality of the overall package, especially the Welcome to White Rock brochure;
- Usage of the discounts and promotional items;
- Increase of purchases/sales in business.

While the first objective will be measured qualitatively, the other two objectives will be measured by surveying participating businesses and our membership as a whole." "The main audience of this project is the new residents occupying the Miramar Village, Semiah, Foster Martin, and Soleil condo tower projects.

Given the marketing, pricing, and design of the buildings, we knew that the residents will likely be higher-income households, likely with disposable income to spend in retail, service, and restaurant businesses. We also knew that the residents would primarily come from outside of White Rock, given the geographical targeting of each project's marketing campaigns.

While the new residents are our primary audience, we knew that there would be interest from other audiences. Additional audiences for this project include the White Rock City Council, City of White Rock Staff, our community partner organizations, our members, current White Rock residents, and tourists.

Each of those additional audiences play an important role in the continued success of our organization, and it was crucial that we were responsive to their needs and desires with the project while simultaneously ensuring that the integrity of the project was maintained. Reactions to the project and its results have been enormously popular with all of our additional audiences, in particular with White Rock Council & Staff and our members." "We developed the project as part of a team of contributors, with input from organizations across our community. While we completed the bulk of the work in-house (particularly the Welcome to White Rock brochure copy), we relied on contributions from the City of White Rock, our members, the Semiahmoo First Nation, the White Rock Museum, the South Surrey & White Rock Chamber of Commerce, and the Peninsula Arts & Culture Alliance.

We felt that it was particularly crucial to engage the Semiahmoo First Nation with this project, given the history of our region and the importance of reconciliation. In particular, we wanted to encourage new residents to be welcomed to engage with Semiahmoo First Nation and to ensure that the project was culturally sensitive. Thankfully, our relationships with Semiahmoo First Nation's representatives enabled us to secure their participation in this project.

We have a tight overall budget- compared to similarly sized BIAs in the Metro Vancouver area, we have a budget that is \$30K to \$160K smaller than others. Accordingly, we had a relatively small budget of \$3K for this project.

Given the relatively modest amount of monetary resources we could devote to this project, we knew we had to invest staff time and engage our community partners, including the City of White Rock, to ensure that we produced a high-quality project.

While our partners weren't able to provide funds (they too have relatively modest budgets), they were able to provide in-kind support. The City of White Rock provided in-kind graphic design support, served as a sounding board for ideas, and connected us with the developers to minimize delivery costs. Their support enabled us to preserve our budget for printing the document.

We also knew we wouldn't be able to purchase the promotional items nor reimburse our members for discounts they offered. To maximize the robustness of the Welcome Package, we sold our members on the value of this to them. We were pleasantly surprised at how many members are participating (it currently rivals our Taste White Rock restaurant promotion, a much more mature program), and will likely see the participation of our members grow as additional condo towers open.

The biggest challenge was navigating our project partners' desires and needs while simultaneously ensuring that the overall product stayed true to our objectives. This required discussion, diplomacy, and honesty- the hallmarks of our relationships with these partners.

Overall, our management of this project ensured that it will come under budget- total expenditures are in the ~\$2500 range, which allowed us to include a website component to the Welcome Package."

"The immediate objective of the project is the Welcome Package itself- containing the eight-page brochure, promotional items, and discounts. This is a high-quality introduction to the White Rock community and the amazing local small businesses that call it home. It connects new White Rock residents to our members, giving them a reason to shop in our community (rather than travelling outside of our districts) and increasing our members' customer base. It is a product that paints our community in a flattering light.

The Welcome Package has also earned plaudits from White Rock Council & Staff, as well as our members, who see this project as an exciting opportunity for them as well as a promotional tool that represents them well.

The other major objectives- use of the discounts promotional items and increased purchases/sales for our members- will be evaluated over the longer term as the new towers- Semiah (late 2021), Foster Martin (in 2022), and Soliel (in 2023)- open." "The success of this project is thanks to the team effort- including our partners the City of White Rock, Semiahmoo First Nation, the South Surrey & White Rock Chamber of Commerce, and the Peninsula Arts & Culture Alliance.

We are so grateful for their support, ideas, and enthusiasm- together, we're welcome White Rock's newest residents and bringing our community closer together."