

SURREY BUSINESS NEWS

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SURREY LABOUR AND WORKFORCE STRATEGY RELEASED



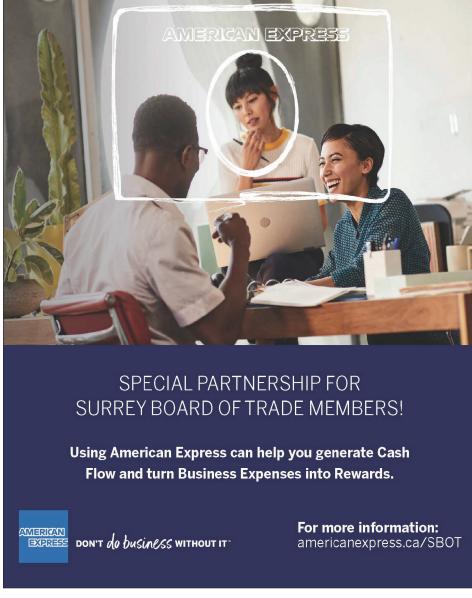
SURREY BUDGET NEEDED ECONOMIC FOCUS



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Surrey Budget Needed an Economic Development Focus

Observations and recommendations in general:

Increased business taxes, cancel RCMP transition, improve development approvals, focus on economic development assets, art and culture investments, increase transparency, housing and transportation strategies and municipal spending.

The Surrey Board of Trade presented their observations and recommendations to the City of Surrey Finance Committee on the 2020 Surrey budget and their 5 year financial plan on

December. The Surrey Board of Trade monitors public sector spending to maximize productivity in the economy and encourage growth in the private sector and for Surrey. The City Budget is important to the Surrey Board of Trade, evaluating whether Surrey's tax rates are conducive for business growth, retention and infrastructure investments. The Surrey budget (now approved) needed to have a sustained economic development focus, needed to cancel the RCMP transition and invest in infrastructure assets throughout Surrey to ensure Surrey is an opportunity city.

SURREY BOARD OF TRADE REVIEW:

1. BUSINESS TAX INCREASE

Business will be facing a significant, unexpected tax increase (major industry to \$24.00 per \$1,000 assessment; and class 6 business property tax increase of 5.5%.

2. PUBLIC SAFETY INFRASTRUCTURE

The City of Surrey should cancel the transition from the RCMP to a municipal police force.

3. DEVELOPMENT AND PERMIT APPLICATION APPROVAL DELAYS

Investments for staff support are needed to attract and support a thriving development industry.

4. ECONOMIC DEVELOPMENT

This budget needed to have a people-centric economic development lens for housing, place-based economic strategies to support investment and employment, student housing, and labour attraction. Investments in rebranding the City are needed. The slogan 'The Future Lives Here" is outdated. Surrey is

an 'Opportunity City' now. The future is already here.

5. ART & CULTURE INVESTMENTS:

The opportunity to invest in additional arts infrastructure (Performing Arts Centre) is missed.

6. MUNICIPAL SPENDING PER PERSON

Surrey's spending is low per resident. However, developer fees to the City are on the rise.

7. DOWNLOADING OF COSTS TO SURREY

Need to know the downloading of costs to the

City by different levels of government.

8. HOUSING & WORKFORCE DEVELOPMENT

Need innovative protection and investment into rental housing stock.

9. RIVER INVESTMENTS

Opportunity to further invest in the Fraser River riverfront.

10. TRANSPORTATION

We need creative microtransit within Surrey to connect and develop our town centres.

Full presentation: businessinsurrey.com/policy/ finance-tax



Steve Forbes in Surrey

The legendary Steve Forbes, Forbes Media and former US Presidential Candidate, arrived in Surrey on November 20 to speak at the Surrey Innovation Awards, hosted by the Surrey Board of Trade. A powerful, no-nonsense speech focused on the economy, finance, infrastructure, taxes, and global economy relationships.





A. Rocha Canada Wins 2019 Surrey Agriculture Leadership Award

On November 21, 2019, the Surrey Board of Trade recognized the outstanding achievements of a Surrey business that has made a positive impact to Surrey's agriculture industry at the 4th Surrey Agriculture Industry Reception, with Supporting Sponsors the Canadian Association of Petroleum Producers and Fraser Grain Terminal, Award Sponsor Kwantlen Polytechnic University, and Media Sponsors 107.7 Pulse FM and the Surrey NOW-Leader. Congratulations to A. Rocha Canada as the winner of the 2019 Surrey Agriculture Leadership Award.

Agriculture Speakers





Thank you to City of Surrey Councillor and Chair of the Surrey Agriculture Advisory Committee, Jack Hundial and BC Deputy Minister of Agriculture Wes Shoemaker for speaking.

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A Rose by Any Other Name



Robert Levy

Following 40 plus years of Progressive Conservative governments in Alberta, and the election of the Rachel Notley led NDP in 2015, the appropriate (and summarized) quote from Jimmy Dean aptly described the situation. In that energy dependent province, although they might be able to "adjust [the] sails... [they] can't change the direction of the wind." That very useful quote could be used and applied several ways to discuss the outcome of the most recent federal election. I'll attempt one way. In a campaign that left too much to the imagination in terms of a focus on the Canadian economy, we're left in a political environment that will seem somewhat like the previous four years. Although the immediate headline reaction seemed more focused on the fragility of a federal minority government than history might suggest, Trudeau's opportunity in dealing with a depleted federal

NDP or a reinvigorated Bloc-Quebecois content with their seat count may prove more stable than what the election night reaction might have been.

Unfortunately, what has not wavered are the global forces impacting the Canadian economy from the trend of deglobalization to heightened levels of geopolitical uncertainty, which have led to trade flows to business investment being disrupted and decisions being postponed. In a concerted effort, the world's central banks, with the exception of the Bank of Canada, have collectively cut interest rates and adjusted to more accommodative monetary policy to tackle this global growth slowdown. Ultimately, the Bank of Canada will likely follow

suit the beginning of next year as the Canadian dollar being the best performing G10 currency through 2019 comes at the cost of economic competitiveness and productivity advances.

Still, as we re-embark on a period of accommodative monetary policy, the debate seems to have shifted from the merits of ultra-low interest rates to the efficacy of the policy, and especially 10-plus-years post-crisis, what the medium and now long-term consequences may be. The global economy is challenged by policy induced frictions in addition to scenarios where corporate and consumer debts could both pose challenges to growth, hence the elevated talk of risks of a looming recession.

With the few weeks left of 2019 and into January 2020, the financial media will entertain analyst and economist forecasts for the year ahead as they outline risks and opportunities for the global economy. We can also add in the mix the forecasts for the new Liberal government and their fiscal stimulus plans as a new government. Ultimately, and perhaps unfortunately, what seems likely is another year of muted growth with headwinds from geopolitical uncertainties as the impact of more accommodative monetary policy wanes and the ongoing propensity to deficit spend may yield little in the way of positive results.

Robert Levy, Managing Director of Surrey-based Border Gold Corp.

Metro Vancouver Launches New Regional Economic Prosperity Service



A new regional economic prosperity service is on its way. This new Metro Vancouver service will complement and amplify the existing economic development efforts of member jurisdictions and stakeholders. With a focus on promoting strategic investment in the region, and on

regional collaboration to advance shared economic, livability and sustainability goals in Canada's Pacific gateway, it will work closely with public and private sector stakeholders to identify investment priorities and to collect and analyze relevant data, while leveraging

the regional district's considerable resources and positive reputation. The business plan was developed under the guidance of a steering committee and advisory group comprised of representatives from public and private sectors, including the Port of Vancouver, the Surrey Board of Trade, the Motion Picture Industry Association of BC, Telus, the University of British Columbia, the Greater Vancouver Board of Trade, Simon Fraser University, Seaspan,

the BC Chamber of Commerce,
Mustel Group and others.
As a next step, Metro Vancouver
will appoint a Management Board to
provide oversight in the development
of the marketing strategy and will
begin recruitment for an executive
director and resources for the new
function.

Metro Vancouver is a federation of 21 municipalities, one Electoral Area and one Treaty First Nation that collaboratively plans for and delivers regional-scale services. Its core services are drinking water, wastewater treatment and solid waste management. Metro Vancouver also regulates air quality, plans for urban growth, manages a regional parks system and provides affordable housing. The regional district is governed by a Board of Directors of elected officials from each local authority.

Key Construction Sector Indicators

The BC Construction Association (BCCA) released its latest construction sector statistics in late October 2019 which shows a booming construction sector (\$115 billion in projects underway and another \$206 billion in proposed projects on the horizon) meeting the challenges of continued growth with an increase in construction companies and rising average wages for a workforce that is 85 per cent non-union.

KEY BC CONSTRUCTION INDUSTRY STATISTICS:

- Construction is the number 1 employer in BC's goods sector.
- Value of proposed construction projects in British Columbia: \$206 billion
- Value of current construction projects underway in BC: \$115 billion
- BC's construction industry accounts for 8.6% of the province's GDP
- More than 236,000 people rely directly on BC's Construction industry for a paycheque.
- Number of construction trades workers in BC's labour force: 180,300 (BC Stats: Spring 2019)
- Number of construction companies in BC: 25,736
- The average yearly wage of BC construction employees: \$61,784
- Number of construction jobs in BC that will be unfilled due to labour shortages by 2028: 7,900
- Percentage of construction workforce that is unionized: 15%

Real Estate Rebound Continues for Fraser Valley

The demand for Fraser Valley real estate is the strongest it's been since the spring of 2018. The Fraser Valley Real Estate Board processed 1,592 sales of all property types on its Multiple Listing Service® (MLS®) in October, an 18.5 per cent increase

compared to sales in September 2019, and a 37.8 per cent increase compared to the 1,155 sales in October of last year.

Surrey Board of Trade Says BC's Accessibility Legislation Needs to Work with Business

The Surrey Board of Trade provided input by the BC Government's November 29th deadline into a new framework for accessibility legislation. Currently, BC does not have comprehensive legislation to help identify, remove, and prevent barriers experienced by persons with disabilities. Nearly every Canadian will face a challenge to their accessibility at some point in their lifetime.

"There is overwhelming support for the proposed accessibility framework," said Anita Huberman, CEO, Surrey Board of Trade. "The accessibility framework would be beneficial to the economy in the long run by allowing full employment

and improving standards across the board. Not only can there be solutions to help minimize skills shortage, but there will be increased economic activity, making Canadian businesses architecturally, physically, technologically and attitudinally accessible. After making reasonable accommodations, business owners will also find that they can recruit from a new pool of highly skilled workers."

Adults at the age of 65 and older outnumbered children in Canada for the first time in 2018, a clear illustration of our country's aging population. Statistics Canada further predicts that by the

year 2031, one in every four Canadians will fall into the 65-plus demographic. Although their mobility may be limited, seniors want to stay active and engaged in their golden years and they often have monetary resources to spend on these endeavours.

"Consider the lucrative small-business opportunities this could present for savvy entrepreneurs. Simply integrating accessibility into a business plan could help engage a loyal customer base."

Full report: businessinsurrey.com/policy/social-policy



Red Tape Reduction Report Indicates Continued Compliance Cost to Business

The Surrey Board of Trade advocates for red tape reduction, which is excessive bureaucracy, routines, rules and complexity at all levels of government causing delays or unreasonable costs to businesses. "Filing forms and applying for licenses are a part of doing business, however, the Surrey Board of Trade wants to ensure that it isn't onerous on our business community," said Anita Huberman, CEO, Surrey Board of Trade.

Over 67% of respondents to the Surrey Board of Trade's annual survey indicated that the overall costs of compliance with regulations have increased over the past two years at all levels of government. "An increasing number of our respondents are finding regulatory

compliance to compromise innovation and growth," said Anita Huberman. "Red tape reduction is a low-cost way to stimulate the economy and boost productivity."

Summary of Survey Responses:

- Impact of compliance: 71.8% reported moderate to major impact for business to comply.
- 2. Financial costs of compliance: 67% of respondents determined that overall costs have increased in the last 2 years.
- Time taken to fill out forms: 64% of respondents found the time taken to comply has increased in the last 2 years, up 8% from last year.
- 4. Filing taxes: 28% found paying taxes to be a moderate to high

- cost of doing business with over 25% now outsourcing income tax return filing.
- 5. Agencies with the most red tape: 44.7% identified Canada Revenue Agency to have moderate to high levels of red tape. Over 30% rated the PST with moderate to high levels of red tape with 29.4% finding that WorkSafeBC has moderate to high levels of red tape.
- Impediment to innovation:
 71% of respondents reported that compliance is somewhat to definitely an impediment to growth and innovation, a substantial jump from 51% in 2018
- 7. Measures that would reduce red tape: 86% wanted a reduction in

- the frequency of reporting to a minimum, a significant jump up from 74% in 2018.
- 8. All levels of government rated low for communication. However, there was a moderate shift indicating improvement for both the Federal and Provincial governments, with the Federal government showing the greatest improvement. Provincially, there is a strong trend towards inadequate. While there is no clear connection, the introduction of new taxes for development speculation and the employer health tax may have had an impact.

To this end, the Surrey Board of Trade recommends:

- That governments reduce, where possible, the number of times businesses must report the same information;
- 2. That all levels of government improve their online service portals and call centre services, using clear language for instructions and ensuring relevant links are up to date and working. There is an opportunity to improve the coordination of compliance and enforcement activities; and,
- That governments streamline and/or share their information gathering technology to minimize duplication.

REPORT: businessinsurrey.com/ policy/international-trade



3rd Surrey Development Industry Forum

The Surrey Board of Trade hosted the 3rd Surrey Development Industry Forum in October to present perspectives on place making and economic development to ensure Surrey is an Opportunity City. Thank you to our speakers:

- **1. Michael Geller** Vancouver-based Architect, Real Estate Consultant and Property Developer
- **2. Ozzie Jurock** Author, Chairman of Real Estate Action Group and Jurock Case Investment Realty Inc., and President of Jurock Publishing Ltd.

Thank you to our supporting sponsors: Aplin & Martin Consultants and Harper Grey LLP

New BC Government Legislation Supposed to Bring Transparency to Gas Prices



Bruce Ralston

Oil and gas companies in British Columbia will be forced to reveal to consumers how gas prices are set, as a result of new legislation that was introduced on November 18, 2019.

The Fuel Price Transparency Act will allow the BC Utilities Commission (BCUC) to collect information from oil and gas companies on the market conditions involved in setting gasoline prices. This information will be made available to the public, as well as consumer and watchdog groups.

"It's incredibly frustrating to watch the price of gas shoot up for no reason, and British Columbians are tired of feeling ripped off whenever they fill up their vehicles," said Bruce Ralston, Minister of Jobs, Trade and Technology. "This legislation sends a message to oil and gas companies: the days of setting your prices in total secrecy have come to an end."

The Act was developed in response to the BCUC

investigation that found a lack of competition and substantial markups in the province's gasoline market, including a 10- to 13-cent-perlitre premium being charged to drivers that industry was unable to explain during the BCUC inquiry. This unexplained premium results in British Columbians paying an extra \$490 million every year.

This act will require companies to share data on refined fuel imports and exports, fuel volumes at refineries and terminals, as well as wholesale and retail prices. It also has safeguards in place to ensure that the information provided by the companies is complete, accurate and reported regularly.

Global Entrepreneurship Celebrated



Global Entrepreneurship Week was celebrated in November by the Surrey Board of Trade. This week brings awareness to the millions of leaders, innovators and dreamers across the world to celebrate the contributions of entrepreneurs to our economy.

There are nearly 95,000 new small and medium sized businesses created every year in Canada, which is why the Surrey Board of Trade continues to commemorate

the entrepreneurs who start them through various award programs throughout the year, which included most recently the Surrey Business Excellence Awards, the Surrey Innovation Awards Lunch featuring Global Media Giant Steve Forbes, and the Surrey Agriculture Awards Reception.

Here are the top 3 ways that entrepreneurs are enriching our lives:

1. Entrepreneurs create new business. Their new

- ventures often times stimulate growth for related businesses or sectors who support them.
- 2. Entrepreneurs add to our GDP. Beyond the new wealth generated from their product or services, the increased employment and higher earnings contribute to our GDP.
- 3. Entrepreneurs help community development. Often times their money goes back into the local economy, whether it is supporting local charities, education or helping other like-minded ventures.

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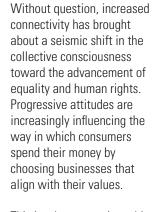
SURREY – WHERE ENTREPRENEURSHIP HAPPENS

Supporting the LGBTQ2+ Community in Surrey Provides Business Opportunity



Grant Minish Regional Manager – LGBTQ2+ Business Development

Alex Sangha



This is why companies – big and small - are focusing their efforts around how they position themselves in these important and ongoing conversations. More and more, businesses are publicly championing the LGBTQ2+ community in various ways and such support is seen as a contributing factor in their success. Simply put, showing support for the local LGBTQ2+ community is good for business because it is the right thing to do. Companies

that don't may risk being left behind.

In Surrey, a rapidly increasing population also means a growing LGBTQ2+ community. Alex Sangha, an activist and founder of Surrey-based Sher Vancouver, estimates there are up to 50,000 members of the LGBTQ2+ community in the city.

"Surrey is a city in transition." said Sangha. "Many who are LGBTQ2+ include those who are recent immigrants or are the children of established immigrants who struggle to find support systems within their more traditional communities despite shifting attitudes overall."

Sangha said that a large segment of the LGBTQ2+ population in Surrey do not visibly see themselves represented in the local mainstream, nor do they feel that they are accepted with open arms. This is a missed opportunity for businesses to attract new clients.

"It is a significant market for any Surrey-based business and showing your support is sure to yield benefits for everyone," he said.

There are many ways to help establish a LGBTQ2+ friendly brand with small but significant changes, both internally (e.g. progressive policies and training, creating inclusive diverse environments for employees and customers) and externally by supporting local LGBTQ2+ organizations. Many of these organizations are grassroots operating on a shoe-string budget while offering life-saving programs and services.

"They play a big role in helping people, often our youth, who are in crisis," Sangha said.

These organizations are critical to maintaining healthy communities and neighbourhoods for everyone."

With Surrey's population increasing, Surrey businesses are in the perfect position to step-up and become leaders by embracing the LGBTQ2+ community.

"The more that business promotes inclusion and diversity and signals their love for the queer community. the stronger our city will be."

Contact TD Bank for your business support needs. grantminish@td.com 604-805-5884



Surrey Board of Trade Becomes an Official PowerPlay Ambassador





PowerPlay Young Entrepreneurs unveiled the PowerPlay Ambassador Program at a Surrey Board of Trade Business Pitch evening on November 28th featuring Grade 5-7 students. PowerPlay Young Entrepreneurs is a Canadian charity that has a mandate to help young Canadians prepare for the future of work. They often collaborate with entrepreneurs, business professionals and other community leaders that share their passion for supporting education and empowering youth. This year they have officially developed the

PowerPlay Ambassador Program to foster this community connection at the grassroots level, by having business volunteers directly interact with students that participate in their elementary school program and at subsequent extracurricular events. This feature adds educational value and excitement to the program as students can further connect their learning to the real world. "The Surrey Board of Trade itself creates entrepreneurship pathways and believes in the importance of connecting students with employers and business representatives

in their community," said Anita Huberman, CEO, Surrey Board of Trade. "It isn't only about building a career, it is about creating innovative skill sets and building the jobs of tomorrow. The Surrey Board of Trade believes that empowering young people with an entrepreneurial mindset is the key to developing more entrepreneurial behaviour and preparing youth to flourish in our emerging economy." Given persistently high rates of youth unemployment in British Columbia—at 13.6%, more than double the national average—preparing youth to follow an entrepreneurial



path is not only an acceptable choice, but a strategic decision. The Surrey Board of Trade Youth Entrepreneurship Program focuses on events, connections and advocacy. It is enhancing the focus on youth entrepreneurship by supporting the current workforce as well as future business owners. Nurturing entrepreneurial skills in elementary students is a key part of the strategy. PowerPlay Young Entrepreneurs accelerates positive social change by helping young people develop an entrepreneurial mindset. They provide turnkey solutions for the classroom

including curriculum-based resources and teacher training. PowerPlay Young Entrepreneurs also works with school districts and business leaders to create community partnerships that are scalable an-d impactful.

The Surrey Board of Trade is a not-for-profit city building business organization that supports business and attracts business. The organization is comprised of 6,000 member contacts and over 3,000 member businesses, representing over 60,000 employees.

Thank you to the Sponsors of the Young Entrepreneurs' Pitch event:

- **Silver Sponsor Century** Group
- **Bronze Sponsor PW Trenchless Construction**
- **Venue Sponsor Simon Fraser University Chang Institute for Entrepreneurship**

Community Sponsors:

- **Basant Motors Ltd.**
- **Murray Latta Progressive Machine**
- **Tien Sher Group of** Companies Inc.



Small business tax planning in the 2020's

Where nothing is certain except uncertainty

Another federal election season is over, leaving the Liberal party in power with a minority government. Small businesses may be rightfully concerned about how this result will affect their bottom line, and what they can do to deal with a shifting tax landscape.

Though the Liberals may be expected to hold the course, the nature of governing with a minority does lead to some inherent uncertainty, including from a small business tax perspective. However, as the world becomes more complex and inter-connected, social and economic factors may be more likely drivers for tax change than the political dynamics of the day.

FASKEN

Certain current or emerging issues are of particular concern:

- The growth of the online marketplace and sharing economy
- Increasing concern regarding climate change
- Tax competitiveness with other nations
- Changes in Canadian demographics
- The lack of affordable housing

This is all to say that small businesses may be faced with an unprecedented level of tax uncertainty from many different sources. However, even in this challenging environment, there are a number of strategies that could potentially save businesses some money.

Potential strategies

- Keep current on proposed tax legislation that could affect your business. Often changes are proposed but not enacted as law until later, giving businesses a limited time to reorder their affairs.
- Rely on transitional tax provisions where available. New tax legislation often contains rules allowing affected businesses to gradually be subject to the new tax regime. It is important to obey applicable time limits since these provisions are often temporary.
- Consider the "simple" option when implementing a tax-driven reorganization if available. Time and again, we have seen complex tax reorganizations designed to achieve a particular objective which can also be met in a more straightforward manner. The "simple" option may not have all the bells and whistles but may be more adaptable in the future and at less cost.
- Think carefully before implementing tax-driven reorganizations on the basis of rumour. Before every budget, rumours fly (in the tax world) as to what changes are coming. If these rumours are unsubstantiated, a business could be left with an otherwise undesirable tax position and hefty fees payable to implement it. A helpful rule of thumb is to implement those transactions which anticipate likely changes, but move your business in the direction you wish anyways.

In the end, the best strategy for small businesses might be to maintain a heightened awareness of potential changes to tax laws and to be ready to react quickly if necessary.

In doing this, chances are that it will be worthwhile for business owners to reach out periodically to qualified tax advisors to get their thoughts on the latest tax developments.

Contact Fasken to discuss tax planning for your business



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Message from Surrey Board of Trade CEO – Anita Huberman



In November, I was honoured to win the Surrey Community Builder of the Year Award, as well as an Honourable Mention Recognition as Surrey's Community Leader of the Year, at the 17th Community Leader Awards hosted by the Surrey-Now Leader Media Group. The recognition reinforces the value of the Surrey Board of Trade's city-building work.



I thank you for your ongoing support and membership in Surrey's city-building business organization. My amazing staff are here for you, to help you in supporting business and attracting business to Surrey. Congratulations to all of the Community Leader Award Winners. It takes all of us to make

Surrey an Opportunity City.

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Last Saturday of the Month 2:45-4pm Pantry Rest. Guildford Mall

Dave Hayer served as MLA for Surrey for 12 years

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SURREY - WHERE TOURISM, ARTS & CULTURE HAPPEN

Surrey Board of Trade Wants More Strategic Focus for Tourism, Arts and Culture in Surrey's **Economic Development Strategy**

The Surrey Board of Trade has released its Tourism, Arts and Culture Recommendations to the City of Surrey, asking for a focus on a progressive, strategic tourism, arts and culture infrastructure strategy. "To ensure Surrey continues to be an opportunity city, an economic development focus on tourism, arts and culture, with a commitment to building or working on needed assets in collaboration with the private sector, is essential to supporting and attracting business and ensuring a sustainable workforce," said Anita Huberman, CEO, Surrey Board of Trade.

The Surrey Board of Trade's Recommendation Paper explores the following areas:

- Surrey as an arts capital
- Surrey as a destination
- Marketing/branding to businesses/residents
- Supporting local artists
- Surrey's music city

6. Capital assets that are needed such as a Performing Arts Centre "We are building a city of great cultural spaces, but there is still so much more work to do. The creation of new arts and culture infrastructure continues to lag behind population growth. For the next 10 years, it is vitally important that we focus on activating arts and culture infrastructure in all areas of Surrey."

The Surrey Board of Trade is focusing on building momentum.

The Surrey Board of Trade indicates that municipal investment in arts and culture infrastructure unlocks and leverages much bigger dollars, resulting in the development of anchor spaces, major community arts centres, and incubator spaces.

"We are at a pivotal moment

in our history to unleash the power of arts and culture in diversifying our economy and shaping our city's identity." In summary, the recommendations are to:

- 1. Ensure arts and culture infrastructure reflects demographic changes and population growth.
- Infuse neighbourhoods throughout the city with creativity through accessible and vibrant spaces.
- 3. Protect and sustain our current arts and culture infrastructure.
- 4. Continue to invest in the creation of new tourism, arts and culture infrastructure, building on what we've learned over the past 10 years.

Full Report:

businessinsurrey.com/ policy/tac

Surrey Music City Centre at Surrey Board of Trade



The Surrey Board of Trade and FUSION presents work together to support musicians and those that support musicians through the Surrey Music City Centre Office. FUSIONpresents is a quality music services provider, specializing in live music entertainment, artist development and creative music services. As a sector that is traditionally not engaged with its local

board of trade or chamber of commerce, music represents a potential growth area for business support, economic development and membership. This also represents an opportunity for musical entrepreneurs to learn and network with others in the business community.

The Surrey Music City Centre Office does the following:

1. Advocates for music and

- musician friendly policies
- 2. Helps musicians and music businesses navigate government policies and regulations
- 3. Creates outreach strategies to the musical community
- 4. Builds and promotes access to spaces
- 5. Develops the musical audience
- Develops music tourism in Surrey

The Surrey Board of Trade has made a commitment to foster, enhance, and expand the development of the rich human, cultural, and natural resources of Surrey, resulting in a more competitive economy in what is one of Canada's most livable communities.

Want to help? Please contact Anita Huberman at anita@ businesinsurrey.com.

Check out: businessinsurrey. com/policy/music-city-surrey/



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SURREY - WHERE WORKPLACE LEADERSHIP HAPPENS

Surrey Board of Trade Releases First Surrey Labour Market Study and Workforce Strategy 2029 to Make Surrey an Opportunity City

The Surrey Board of Trade, with funding from the BC Government and the Government of Canada, has undertaken the research and development of Surrey's first comprehensive Labour Market Study and Surrey Workforce Strategy to determine Surrey's current and anticipated labour market data demand and supply, and to enact solutions for the next ten years.

"This unprecedented cross-industry-led initiative culminated in a report that identified key trends, needs, and an action plan to address priority labour market needs," said Anita Huberman, Surrey Board of Trade CEO. "The vision is to ensure Surrey is an Opportunity City, a

leader in embracing the new economy and a new future of work to produce great outcomes.'

'A Made in Surrey Workforce Strategy' report was released at the Surrey Board of Trade's 7th Manufacturing Industry Reception on October 17,

Actions for the Workforce Strategy:

- 1. A Surrey Workforce **Development Council**
- A Surrey Employer Talent Innovation Lab
- A Surrey Attraction and Retention Strategy
- A Surrey HR Consultancy
- New K-12 and postsecondary education initiatives
- 6. Expanded and new

job-specific training for employers in high demand skillsets

- 7. Increased participation in employment by those underrepresented in the Surrey workforce
- 8. Better connections, enhanced collaboration and coordination in the Surrey workforce development ecosystem

REPORT: businessinsurrey. com/business/surrey-labourmarket-priorities

The Surrey Board of Trade retained PEERs Consulting to manage this project and created a Steering Committee to advise on the strategy development. It also retained **Human Capital Strategies**



to conduct the research, engagement, strategy development and business implementation planning on the Surrey Board of Trade's behalf.

From the Board Chair – Doug Tennant



Doug Tennant

To move forward and accomplish its mission, an organization needs board members who know their role and are engaged in their work. The Surrey Board of Trade (SBOT) directors take their job seriously and engage in education and consultation that helps them develop their governing acumen and the Ends of the organization. The Ends of an organization are what the organization exists to achieve. The Ends are

created through consultation with the 'owners' of SBOT, whom the board has defined as "its business members." Consultations happen in the daily interactions board members have with members and also at specific consultations, such as the Business in Surrey Breakfast held on November 5, 2019, at the Sheraton Vancouver Guildford Hotel. At this breakfast, new and existing members where asked the

following four questions:

- 1. What are the challenges that you believe Surrey businesses face, and what kinds of resources are needed to overcome them?
- 2. If the Surrey Board of Trade could meet one need that would best assist Surrey businesses, what would it be?
- What do you believe is important for the Surrey Board of Trade of achieve?
- Which of the Surrey Board of Trade's Ends do you value most?

The responses from this consultation will be tabulated and a report created for board directors, who will use the information they learn to help them review and revise the Ends of the organization.

The SBOT board is also responsible for ensuring that risks to the organization are mitigated. We do this through a set of Executive Limitations that our CEO, Anita, must live by. These limitations enforce everything from treatment of staff, to financial activities,

to ethical behaviour. In short, they dictate what the CEO cannot do in regards to any organizational practice or activity that might be unlawful, imprudent, or a violation of commonly accepted business ethics. The CEO reports on compliance with these limitations at every board meeting.

There are two other sets of policies that the board owns: Governance Process and Board-Management Delegation. The latter describes how the board interacts with the CEO and the former describes the fiduciary duties of the board, as well as how it must behave. In September of this year, the board spent a full day reviewing these policies and ensuring that we understand and follow them.

The board has made great strides in adopting Policy Governance practices that will ensure strong governance now and in the future for the SBOT. I'm grateful for Dr. Greg Thomas for getting the ball rolling on this project and to my fellow board members

for allowing me to talk about policy so much as we get familiar with this style of governance.

On the bright side, policy governance does create board meetings that are engagingwith a focus on education, ownership consultation, and monitoring, that will make our work as board members more interesting and purposeful as we move forward.

The following Ends were approved at our Board/Staff retreat in September. Please don't hesitate to contact me if you have any questions about the role of the board at the SBOT.

d.tennant@shsbc.ca

GLOBAL END

1. The Surrey Board of Trade exists so that its members and the wider community have a business climate conducive to their success at a cost that validates business members' fees.

Sub-Ends

1.1. Businesses in and associated with Surrey have opportunities and supports to succeed

- 1.1.1. Businesses have the tools, connections, and resources they need domestically and internationally.
- 1.1.2. Businesses outside of Surrey are aware of business opportunities in Surrey 1.1.3. Surrey supports innovation
- 1.1.4. Business to business connections thrive in Surrey 1.1.5. Surrey supports a thriving regional and international business climate

1.2. Government decisionmakers have information on current and emerging issues and how their decisions impact business

1.2.1. Business has a definitive voice in Surrey

1.3. Surrey is attractive to **business**

1.3.1. Businesses, community organizations, and government have the opportunity to collaborate to make Surrey safe, inclusive, and affordable

1.3.2. Businesses have access to a diverse workforce with relevant skills

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SURREY BOARD OF TRADE - AROUND THE CITY & REGION



SURREY – WHERE FIJI CONNECTIONS HAPPEN

Surrey Board of Trade speaking at the Fiji Canada Business Association Dinner. A celebration of two countries and our entrepreneur success together. Great to see our friends from the Surrey Hospital Foundation too!



SURREY – WHERE BUSINESS CONNECTIONS HAPPENSurrey Board of Trade Chief Operations Officer Indra Bhan at the Hamilton Duncan Law Firm Christmas Party.



SURREY - WHERE INDIA CONNECTIONS HAPPEN

Surrey Board of Trade's Melissa Peel, Business and International Trade Centre Manager, spoke about the entrepreneurial ecosystem in BC to a group of 10 companies from India in the Canada-India Bilateral Entrepreneur Program, 'The Next Big Idea' program in connection with SFU Venture Labs.



SURREY – WHERE BUSINESS SUPPORT HAPPENS

Surrey Board of Trade at the Surrey Small Business Expo supporting small business owners. Getting your small business off the ground is one of the most rewarding experiences.



SURREY – WHERE HOUSING INVESTMENTS HAPPEN

Surrey Board of Trade Policy Coordinator Jasroop Gosal at the groundbreaking announcement for new supportive housing at 14150 Green Timbers Way. The Green Timbers Supportive Housing project will provide 100 supportive homes and 30 transitional accommodation spaces for those experiencing or at risk of homelessness.



SURREY – WHERE THE DEVELOPMENT INDUSTRY MATTERSSurrey Board of Trade at the Urban Development Institute Lunch,

with Gordon Price leading an important economic development dialogue on smart growth and smart development.



SURREY – WHERE CONNECTIONS HAPPEN
Surrey Board of Trade at the Drishti Magazine Awards with
Wally Oppal.



SURREY – WHERE THE FILM INDUSTRY MATTERS

Great to see Surrey's own film production company, Dunya Media, at VISAFF - Vancouver International South Asian Film Festival at SFU Surrey focusing on supporting independent film producers.



BC Labour Minister & Surrey-Newton MLA Harry Bains speaking at NewtonTalks at the Newton Cultural Centre, hosted by Newton BIA and Surrey Board of Trade.



SURREY – WHERE EDUCATION MATTERS

Surrey Board of Trade's Rhona Doria at the Employer Appreciation Lunch hosted by the Vancouver Community College. They discussed a number of financial supports available to BC employers through the BC Government to help with training and hiring needs including the BC Employer Training Grant, Wage Subsidy and Opportunities Fund.



SURREY – WHERE MEDIA PERSONALITIES HAPPENSurrey Board of Trade welcomed CTV's Keri Adams at the sold-out

21st Surrey Business Excellence Awards Dinner.



SURREY - WHERE BUSINESS HAPPENS

Surrey Board of Trade congratulates Puneet Agrawal and the team at Canadian Western Bank - Greater Vancouver Real Estate Group on the opening of their new office at #100, 5455 -152 Street, Surrey.

SURREY BOARD OF TRADE - AROUND THE CITY & REGION



SURREY – WHERE THE RAILWAY INDUSTRY MATTERS

Surrey Board of Trade at the CN Rail media event in Surrey featuring the Centurion tank from the Korean War. The tank was lifted from the train onto a truck for transfer to the Western Museum of Armed Forces in Aldergrove, BC. CN's amazing support made it all happen.



SURREY – WHERE THE FIRE SERVICES MATTER

Surrey Board of Trade at the Surrey Fire Fighters' Charitable Society
Donor Reception at Central City Brew Pub. Surrey's Fire Fighters give
back to Surrey's community organizations.



SURREY – WHERE THE DEVELOPMENT INDUSTRY HAPPENS

Doug Tennant at the Surrey Board of Trade Business to Business Networking Reception hosted by Platinum Project Marketing.



SURREY – WHERE COMMUNITY SUPPORT HAPPENS

Surrey Board of Trade's Doug Tennant, Indra Bhan, Mandie La Montagne and Baljit Dhaliwal at the UNITI Bollywood Fundraiser.



SURREY – WHERE THE AUTOMATIVE INDUSTRY MATTERS

Participating in the North American Automobile Trading Association's International Automotive Conference where Greg Henderson from Channelspark presented in partnership with the Surrey Board of Trade.



SURREY – WHERE ACTION ON WASTE TAKES PLACE

Jay Rao, Environment Team Chair of the Surrey Board of Trade at the Metro Vancouver Zero Waste Conference with Harald Friedel, CEO, Circle Economy-Netherlands and Brendan Egerton, Director, Circular Economy World Business Council for Sustainable Development.



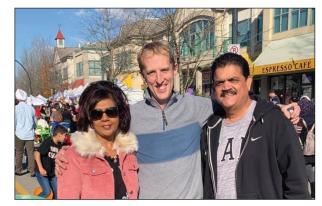
SURREY – WHERE COMMUNITY SUPPORT HAPPENS

Surrey Board of Trade at the Umoja Operation Compassion Society of BC fundraising gala at Civic Hotel. The focus was on creating community supports for newcomers. An amazing speech by a Congo refugee, African cultural performances, and a message about the economic importance of newcomers for businesses.



SURREY – WHERE BUSINESS CONNECTIONS HAPPEN

Surrey Board of Trade at the Umoja Fundraiser with Likky Lavji of the Dante Group and Minister of Jobs, Trade and Technology and Surrey-Whalley MLA Bruce Ralston.



SURREY – WHERE COMMUNITY EVENTS HAPPEN

Surrey Board of Trade at SpookTacular Newton presented by the Newton BIA.



SURREY – WHERE EDUCATION AND BUSINESS INNOVATION HAPPEN

Surrey Board of Trade Business to Business Networking Reception at the Downtown Surrey campus of KPU - Kwantlen Polytechnic University where a showcase of education innovation in Surrey took place.



SURREY – WHERE NEWCOMER ENTREPRENEURS HAPPEN
Surrey Board of Trade at the DIVERSEcity

Surrey Board of Trade at the DIVERSEcity Entrepreneur Small Business Fair at Surrey City Hall.



SURREY – WHERE CONNECTIONS WITH THE TAXI INDUSTRY MATTER

Thank you to Gurminder Singh of Newton Whalley Hi-Way Taxi and your Board Directors for inviting the Surrey Board of Trade to your Christmas party at the Taj Park Convention Centre. The Surrey Board of Trade wants a level playing field for a successful taxi industry too.

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SURREY BOARD OF TRADE - AROUND THE CITY & REGION



SURREY – WHERE CONNECTIONS HAPPEN

Surrey Board of Trade at the Small Business Week lunch hosted by BDC with inspiring celebrity entrepreneur Manjit Minhas, Dragon's Den judge and founder of Minhas Breweries (the 10th largest brewery in the world). Also pictured with Amrita Bhogal of Sunrise Kitchens.



SURREY – WHERE MEDIA CONNECTIONS HAPPEN

Surrey Board of Trade was pleased to see these two ladies at the Kidney Foundation Fundraising Gala in Surrey: Global TV's Sonia Deol and OMNI TV's Tarannum Thind



SURREY – WHERE MEDIA CONNECTIONS HAPPENSurrey Board of Trade with the legendary Shushma Datt.

SURREY – WHERE COMMUNITY SUPPORT HAPPENS

Surrey Board of Trade was the marketing sponsor of the Kidney Foundation's Inaugural South Asian Starry Night event to convey much needed awareness surrounding kidney disease, risk factors and organ donation. Pictured here also with Surrey's 2019 Business Person of the Year, Charan Sethi.



SURREY – WHERE BOLLYWOOD HAPPENS

A beautiful evening at the Bollywood Diwali Charity event hosted by Aamar Dhillon of DreamZZ Media Group. Surrey Board of Trade again a proud sponsor of this event. It was a pleasure to meet with Bollywood Actress Poonam Dhillon and Bollywood Singer Shabbir Kumar.



SURREY – WHERE COMMUNITY SUPPORT HAPPENS

Surrey Board of Trade at the 11th Annual Night of Miracles Gala. An amazing fundraiser for BC Children's Hospital. Thank you to Coast Capital Savings for the invitation.



SURREY – WHERE SPORTS AND CULTURE HAPPEN

Thank you to the Vancouver Canucks for inviting the Surrey Board of Trade for the Diwali VIP Experience.



SURREY – WHERE COMMUNITY SUPPORT HAPPENS

Surrey Board of Trade proud to sponsor the Times of Canada Diwali Gala.



SURREY – WHERE DIWALI HAPPENS

Surrey Board of Trade at the BC-India Business Network Diwali Gala at the Fairmont Waterfront. Diwali is known as the festival of lights, an ancient Hindu festival signifying the victory of light over darkness, knowledge over ignorance, good over evil, and hope over despair.



SURREY – WHERE CELEBRATIONS HAPPEN

Elements Casino and the Great Canadian Gaming Corporation team at the Surrey Business Excellence Awards.



SURREY – WHERE PARTNERSHIPS HAPPEN

Surrey Board of Trade's Melissa Peel with Nicola Jones-Crossley of Futurepreneur, showcasing the work of StartUp Surrey.



SURREY – WHERE INTERNATIONAL CONNECTIONS HAPPEN!

Dr. Greg Thomas and Melissa Peel met with Consul General Taylan
Tokmak of the Republic of Turkey at the Surrey Board of Trade
International Trade Centre. Many exciting economic developments to
come including Turkish Airlines launching flights between Istanbul and
Vancouver in 2020.



The Surrey Board of Trade's 21st Annual Event

2019 Winners

PRESENTING SPONSORS

VIP RECEPTION SPONSOR









1-10 Employees Winner Beta Collective Inc. Sponsored by Kwantlen Polytechnic University



11-40 Employees Winner Zenterra Developments Ltd. Sponsored by Abbotsford International Airport



41+ Employees Winner **Cloverdale Paint Inc.** Sponsored by MNP



New Business of the Year Winner Arcade Party Truck Ltd. Sponsored by Civic Hotel



Not-for-Profit of the Year Winner **Kids Play Youth Foundation** Sponsored by Copytek Print Centres



Business Person of the Year Winner **Charan Sethi** Sponsored by Hamilton Duncan



ENTERTAINMENT SPONSOR



ASSOCIATE **SPONSORS**





MEDIA SPONSORS







AWARD **SPONSORS**





















Young Entrepreneur of the Year Hassib Sarwari, Afghan Kitchen Sponsored by SFU Beedie School of Business



Corporate Social Responsibility Winner **Safer Schools Together** Sponsored by Manco HR, A BM Group Company

COMMUNITY SPONSORS: Elements Casino | LIVE WELL Exercise Clinic

EVENT SUPPORTERS: Glen Chua Media | Showtime Event & Display | Wiggle Booth

.....

Further information on the winners and photos is available at businessinsurrey.com

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PRESENTING SPONSOR



SUPPORTING **SPONSOR**

Tim Hortons.





Arnold Silzer Community Policing Initiative **Surrey Gang Enforcement Team** Sponsored by Cactus Club Cafe



Volunteer of the Year **Steve Gyorgy** Sponsored by ICBC



Police Officer of the Year - Nominated by Peers Constable Karen Baker Sponsored by Central City/ Blackwood Partners



Police and Business Partnership Save On Foods, Store #2207 Sponsored by Surrey NOW-Leader



Auxiliary of the Year **Auxiliary Kim Treider** Sponsored by BSL Security Services



Police Officer of the Year - Nominated by Community **Constable Richard Wright** Sponsored by Fraser Valley Real Estate Board



Municipal Employee of the Year **Marnie Neal** Sponsored by Copytek Print Centres



Police Team of the Year E-Watch Sponsored by Guildford Town Centre

ICE SCULPTURE. **SPONSOR**





ASSOCIATE

MEDIA SPONSORS



NOW·Leader

SPONSORS TTY CACTUS CLUB CAFE CENTRAL MICHTY

GUILDFORD



blackwood

COMMUNITY SPONSORS
7-Eleven Canada | Berezan Management Ltd.
Lyft | Odlum Brown Limited and Shelly Appleton-Benko

In memory of Tara Singh Hayer

SURREY – WHERE PUBLIC SAFETY INFRASTRUCTURE MATTERS TO BUSINESS

Why I Wear Red



Dwayne McDonald

I could have chosen to join any police force but I chose the RCMP – I chose to wear Red. When you put on the

RCMP's scarlet tunic, you wrap yourself in the very fabric of Canadian identity; we are the Red thread interlacing the tapestry of public safety in this country.

Wearing Red makes you stand out, and it transforms people's expectations of you. It's easy to wear Red when things are going well, it's quite the opposite when they're not. But none of us signed up because we thought this job would be

Now, what you may not realize is that you wear Red too. In Canada, we police by

consent – public consent. It is one of the first principles of modern policing, outlined by Sir Robert Peel in 1829. This is an implicit contract with you, the public, that says you trust in our ability to objectively and professionally maintain the rule of law. You support us. You criticize us. You challenge us. And when you do, it makes us better. It keeps us accountable. Together, we have a partnership in public safety, and thus, you wear Red.

At the Surrey Board of Trade Police Officer of the Year Awards, you honoured us

by validating the work and dedication of our members. It was a night where we reaffirmed our implicit contract with you and celebrated all that we've accomplished together to enhance public safety in this city.

I offer my sincere thanks to everyone who was a part of the 2019 Police Officer of the Year Awards. On behalf of all of us at the Surrey RCMP, it is truly an honour and a privilege to serve you in Red.

Assistant Commissioner Dwayne McDonald, Surrey RCMP Officer in Charge

Surrey Board of Trade Congratulates Surrey RCMP Top Cop Dwayne McDonald on New Position

The Surrey Board of Trade congratulates Assistant Commissioner and Surrey RCMP Officer in Charge, Dwayne McDonald, on his new position as Criminal Operations Officer in charge of Federal Investigative Services and Organized Crime for the province of British Columbia.

"The Surrey Board of Trade will continue to have a collaborative working partnership with our public safety infrastructure in our city because public safety matters to businesses and to our economy," said Anita Huberman, CEO, Surrey Board of Trade.

"The Surrey Board of Trade looks forward to working with the new Surrey RCMP Officer in Charge."



Great to have the CBC News Team with the fabulous Mike Killeen as the MC for the **23rd Surrey Board of Trade Surrey Police Officer of the Year** Awards, celebrating the Surrey RCMP.

Surrey Board of Trade Wants Immediate **BC** Government Action to Ensure Adequate Police and Fire Human Resources in Surrey

On December 2, 2019 the City of Surrey approved the 2020 City Budget and 5 Year Financial Plan.

The Surrey Board of Trade issued a formal response to the budget by the November 28th deadline and presented to the City of Surrey Finance Committee at the Public Hearing on December 2nd. "The message to the City of Surrey Finance Committee (Mayor and Council) was that the City Budget needed to have an economic development focus, which includes investments in Surrey's public safety infrastructure - police and fire services," said Anita Huberman, CEO, Surrey Board of Trade.

The Surrey Board of Trade will be issuing a formal letter to both sides of the BC Government (Minister of Public Safety and Solicitor General Mike Farnworth and the BC Liberal Solicitor General and Public Safety Critic, Mike Morris) to immediately assess the Surrey situation which again results in no human capital investments to police and fire services in the short term. "This is important to Surrey's city-building business organization because a continued lack of investments in police and fire services compromises businesses - and the expedient and efficient delivery of these services when needed."

In 2020, and in the short-term, there will be no police or fire service personnel additions, despite Surrey's growing population of 800-1000, per month.

"Surrey needs to continue to be an opportunity city this includes an effective delivery of its public safety infrastructure.

"The Minister of Public Safety and Solicitor General must ensure that an adequate and effective level of policing and law enforcement is maintained throughout British Columbia as per the Police Act of BC. The Policing and Security Branch has been tasked with maintaining policing in municipalities.

New BC Government Rules Crack Down on **Criminal Activity**

The Province is taking the next step in its fight against money laundering and tax evasion by requiring private BC businesses to keep transparency records of beneficial owners.

"Hidden ownership is distorting our economy and driving up our real estate market," said Carole James, Minister of Finance. "Right now, businesses operating in our province can hide their ownership behind numbered companies and offshore and domestic trusts. This is hurting communities throughout our province that are dealing with the consequences of criminal activity and high home prices, and it needs to stop."

Effective May 1, 2020, amendments to the Business Corporations Act will require private businesses in BC to keep and maintain transparency records of beneficial owners, including individuals who have direct or indirect control of the company or its shares. Information collected includes full legal name, date of birth, citizenship and last known address. The amendments, it was noted by the BC Government, will help end hidden ownership, which can be used to avoid taxes and launder money, by requiring private companies to hold accurate and up-to-date information about the true owners of a company.

Quick Facts:

- 1. BC's Expert Panel on Money Laundering in Real Estate report identified disclosure of beneficial ownership as the single most important measure that can be taken to combat money laundering.
- 2. The panel's report estimated that \$7.4 billion was laundered through BC in 2018, \$5 billion of which is estimated to have been laundered through real estate.
- 3. Announced earlier in 2019, the Land Owner Transparency Act will create Canada's first beneficial land ownership registry for real estate.

Learn More: news.gov. bc.ca/20858

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Old Trends or New Norms? What Can Retailers Expect this Holiday Season



Remember back when Boxing Day was a holiday highlight for Canadian retailers and shoppers— and Black Friday was an event exclusively held in the US?

If you're my age or older, the answer is definitely yes. But now, with the emergence of digital shopping, it's a different ballgame. Bargains that were once geographically specific have become universal, younger generations are embracing a new retail landscape and Canadian businesses are working hard to adapt.

These are just some of the trends that are impacting the retail industry this year—but to call them "trends" might be misleading. Instead, I think these changes are indicators of a new normal in Canadian retail.

1. Shopping is techenabled, but it's not techexclusive

We might be in the digital age, but that doesn't mean we've abandoned brick and mortar stores. PwC's 2019 Canadian holiday outlook—which surveyed more than 1,300 people across different generational groups—shows that consumers prefer mixing online and in-store experiences.

The number of consumers who are only shopping on one channel is falling: just 22% of shoppers buy products solely in-store and 7% of buyers operate exclusively online. Meanwhile, the remaining 71% of consumers use both digital and in-person touchpoints, spending more on average than their single-channel counterparts. During the busy holiday

season, a seamless multichannel shopping experience makes a huge differencesomething that I've come to rely on when we head off on our annual cottage vacation. On our way up, we catch a water taxi in Campbell River, a town on the east coast of Vancouver Island that has two Canadian staples: Canadian Tire and Save-On-Foods. During the dash to the boat, we appreciate the chance to pre-order groceries and hardware via our mobile devices, and then using the "click and collect" feature, shaving critical time off our commute

These two homegrown retailers show us how welldesigned, user-friendly mobile apps can make a huge impact on the busy lives of young families seeking to maximize their time together. Knowing we can rely on both retailers to provide seamless service especially when time is of the essence—has secured our brand loyalty time and time again and these retailers are top of mind for me especially for the holiday season. These examples remind me how companies who invest in innovative ways of guiding shoppers through their multichannel retail journeys can differentiate themselves from the competition.

2. Younger consumers are redefining retail trends

redefining retail trends
This year, Canadians are going to spend about 41% of their holiday shopping time on digital channels, which is 4% higher than last year—and the younger generations will drive these numbers higher still.
Millennials will spend 55% of their shopping time on their

devices, while Gen Z are doing half their shopping online while also returning to more traditional retail.

This is a great opportunity for brands to double down on digital—especially since these younger generations could be 2019's biggest spenders, with 35% of millennials and 42% of Gen Zs planning to spend more money on holiday gifts and self-pampering than they did last year.

In what might seem like a paradoxical twist, younger shoppers are also driving the demand for meaningful brand experiences, expecting to be both entertained and mesmerized by their brick and mortar shopping trips. And increasingly, stores are responding by becoming experience centres for their customers.

The spending habits of millennials and Gen Z are a good sign for businesses, because globally, these are the generational groups that identify with Canadian brands. According to our Made in Canada report, which surveys consumers in the seven CETA and CPTPP countries, 88% of millennials have a strong interest in Canadian culture and 78% have bought Canadian-made goods. To capitalize on this interest, companies should consider expanding into overseas markets with a digital sales strategy that tests for demand for their brand before they establish a more permanent presence.

3. Brands can benefit from collaborations to enhance the customer experience

Customer-focused partnerships are another trend redefining retail. Take Tru Kids Brands—the parent company of Toys R Us—and their recent announcement that they would be teaming up with Target to revamp their ecommerce strategy. It might seem an unorthodox choice, considering the two businesses have always been direct competitors, but it's another sign that brands are increasingly willing to work

together to co-create solutions for their customers. As we see the rise of experience centres in the retail environment, there's room for more collaborations. Whether it's the coffee bar opening in the high-end fashion boutique, or the showroom for audiovisual systems that also markets furniture on display, brick and mortar stores have the potential to evolve into places where customers can engage in-person with many of their favourite brands. Companies can join forces in other ways as well—whether it's sharing distribution channels and delivery services or investing in shared technology and digital platforms. Big box retailers have the funds to develop powerful apps in house, which means that smalland medium-sized players need to be more creative in forming partnerships that will allow them to innovate their processes and offerings On a related note, companies should consider partnering with local and national retailers in other markets so that they can sell their products in-store overseas. Our research shows that globally, consumers want to buy more Canadian brands, but they also want to shop in local stores. Brands looking to expand overseas should also consider partnerships with retailers in their target markets so that they can sell their products instore. This would also remedy

the biggest barrier to Canada-

made goods, which is lack of

availability.

4. The shift from Boxing Day to Black Friday is real

The age of ecommerce has altered our holiday shopping culture in a big way because of Black Friday—and I meant it. Originally, Canada's major discount day took place right after Christmas, and it was a practical opportunity for retailers to offload their overstock. It still is, but to a lesser degree.

Now the retail event of the

year is in November, at the height of the holiday shopping season, and retailers need to plan in advance so that they have enough product available. This is the season when brands leave a lasting impression with buyers—and that impression depends significantly on whether they can address people's timesensitive requests. The same goes for shipping deliveries, where companies are under pressure to keep up with the one- and two-day shipping standards of Amazon Prime. Retailers also need to remember that the ads consumers are getting on their phones aren't always tailored to specific geographic areas; people follow their favourite brands globally, not regionally. If you're going to sell worldwide, you should be ready to honour your brand promises to customers from all locations.

5. Consumers want to give gifts that do good in the world

Canadian brands and products have a positive reputation worldwide. 96% of respondents to PwC's Made

in Canada have a favourable perception of the country overall. In six of the seven nations surveyed, the first word people associated with Canada was "friendly"; other leading adjectives included "clean", "trustworthy", "reliable" and "sustainable". Those are traits that retailers should take pride in—and capitalize on.

should take pride in-and capitalize on. The holidays present a prime time to do just that—and retailers that create magic moments with their customers stand to get ahead. More and more, people are seeking gifts that have a positive impact on society, and corporate social responsibility goes a long way towards helping consumers feel good about their purchases. As an added bonus, they're also willing to spend more on sustainable brands, according to our 2019 Consumer Insights Survey. Sometimes we complain about how the holidays are stressful and hectic for retail companies and consumers alike. But they're also fun, fulfilling and abounding with opportunity. How can your retail company make the most of this unique time of year? As you brace for the magic of the holidays, reach out-I'd love to continue this conversation with you. By: Robert Coard Partner | BC Region Industries Leader | Technology and Consumer Markets Leader for Western Canada at PwC Canada

For local questions: Miranda Hardy - PwC Private Company Services - 604-495-8960 -miranda.e.hardy@pwc.com



BUSINESS ADVICE CENTRE

Learning Lessons From the 4-day Work Week



Kevin Diakiw

New evidence is emerging regarding the benefits of downtime

In August, employees at Microsoft Japan moved to a trial four-day work week. Microsoft saw a 40% increase in production, with huge savings, including a 23%decrease in electricity use and a 58 per cent decrease in office printing costs.

This isn't the first time such an experiment has taken place,

with similar results.

In 2018, Perpetual Guardian, a New Zealand finance company, tested the model and found a 20% increase in productivity and a 27% decrease in workplace stress.

So, what's happening here?

At least in part, these small breaks are allowing for a mental sigh, a quick reset from hyper-concentration and fatigue. This is a huge boon

to creatives, which should include all management. This mental sigh, or micro-break, is the "aha" experience, where epiphanies occur. This is abundantly clear in the experience of Google and its "20 per cent" time. In 2004, Google asked its employees to abandon their regular duties for one-fifth of the time. It was instead to be used to dream up things for the benefit of the company. This down time was home to game-changing innovations including Gmail,

Google News and AdSense.

Making these breaks available does a lot for a workforce.

Ask Marc Benioff, the CEO of Salesforce (a \$135 billion company) which now has "mindfulness zones" on half the floors of its San Francisco tower. These big companies are making huge steps in this area. But that doesn't preclude medium or even small businesses to make moves in these directions too.

As Google execs point out. it's the "idea" of a flexible workplace that counts. And that can start simply by encouraging staff to take a walk away from their desks at lunch. That reset will pay dividends for both the employee and the company.

Kevin Diakiw is a teacher of MBSR through UMass Medical School, and CMO of Still Here, a mindfulness firm based in Surrey. kevin@still-here.ca

Three Self-Care Hacks for Solopreneurs



Margaret Page

You had big dreams when you started your business: You'd never have to ask the boss for a day off again. You could work four-day weeks or finalize that new marketing presentation from a beachside cabana

Reality is a bit different, isn't

If you've managed to conquer your schedule and make your work-life balance dreams come true, feel free to stop

reading. But if you find your schedule and your sanity slipping away, it's time to reevaluate your approach.

Know your boundaries. Email, text, and instant messaging make it difficult to ever be truly offline. But there's a problem with instantly answering every client message: It sets the expectation that you will be available 24/7/365. Establish your communication ground rules up front by presenting

them as part of your contract. Will you be available at any time? Only during weekdays? Only during certain times? Put your boundaries in writing.

Plan for your life. What are the activities that make you feel good? Maybe you have to hit the pavement for an early morning run three days a week. Maybe a weekly manicure or monthly massage is the key to your sanity. It's important to find the self-care practices that work for you

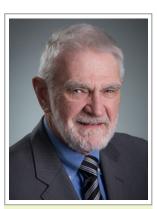
and then stick to them.

Learn how to disconnect. The Canadian Internet Registration Authority (CIRA) reports that nearly three in four Canadians spend at least three to four hours online every day. Imagine having even one or two of those hours back! If you're not ready to lock the phone away, start slowly by disabling the constant phone notifications that trap you into the scrolling cycle.

Remember: You're in charge of your time and how you use it. Taking time for yourself isn't selfish; as a solopreneur, you are your business. Invest in yourself and you'll reap dividends in your relationships, your mental health, and your productivity.

Margaret Page has founded several specialized companies, including Bevond the Page Coaching, Etiquette Page and Page the Coach. margaret@margaretpage.com

Use These Proven Strategies to Sell a Book From Your Website and Put Money in the Bank



Bob Milliken

Selling an eBook or eCourse is one of the best ways to put money in the bank. A huge number of websites rely on Google Ads as their main way to convert traffic into income, and while this can make you a small profit per click, it usually means that they are the main benefactor of any transaction, not you.

Re-thinking this process and instead selling your book yourself is a much better way to convert your traffic into your cash. Now, when someone clicks to buy, you will be making a much larger amount of profit, and you'll be keeping them on your site.

And in fact, if you use your book or course to promote some of your other ideas, it is likely these visitors will keep returning to your site.

eBooks are a perfect fit because they don't cost anything to produce, they don't require storage, and they don't require delivery. Likewise, an eCourse is a perfect fit with the added bonus your visitors will become committed followers.

If you are thinking this is a great 'get rich quick scheme', think again. Selling eBooks is hard, and you need to know precisely what you are doing

to be successful with it. From our eBook workshop, here's the scoop.

First, you need to make sure you have a website with a strong brand, with real engagement from your followers and be about something. For example, creating a website with a name "fitness tips," is too vague and broad a topic, and will not likely earn you many followers. Instead, consider using a name like "fitness for a healthy lifestyle."

It's elementary marketing Watson, know your audience. Choose a name that focuses

on your audience such as hardcore bodybuilding, paleo fitness, or fitness for nerds. From there, you need to create genuinely unique and interesting content, and you need to post regularly. This will build your following and create "engagement."

Next, create the eBook. With your target audience in mind, it should be easy for you to focus on the needs or "pain points" and speak to them on their "emotional" wave length.

Announce your book through social media, and when you do be sure to include some

time for pre-orders. My advice here is to use a separate page for the pre-launch. If you are tired of trying to find a way to get your story out there that does not take up all your time and cost you a small fortune, try these ideas and your eBook could potentially earn your that extra cash you need for the fantastic vacation you have been putting off for years.

Bob Milliken is a master marketer specializing in helping businesses achieve outrageous levels of success. bob@rfmholdings.com

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Surrey Board of Trade Calls for Federal Government Action After Throne Speech

On December 5, 2019, the Governor General of Canada, Julie Payette, delivered the Federal Government's Throne Speech. The speech communicated the Federal Government's priorities. The Surrey Board of Trade advocates, evaluates and monitors the priorities and actions of local, regional, provincial, and federal governments to ensure meaningful investments that will enhance opportunities for businesses.

"The Throne Speech sets the tone of the new Canadian Government; however, we won't know what economic actions will actually happen until the federal budget is released," said Anita Huberman, CEO, Surrey Board

The Surrey Board of Trade wants to see the following actions:

1. National Unity: The Surrey Board of Trade calls that the Federal Government tear down inter-provincial barriers to trade. Effective movement of products and people across our provincial and territorial borders needs to be resolved. Working with the Premiers and business stakeholders are a necessary part of greater fluidity of inter-provincial trade. **2. Taxes:** The Surrey Board

of Trade applauds the Federal Government's intent to cut taxes but notes that this

can't come at the expense

of businesses. Canada's tax regime is no longer competitive with the United States. The Surrey Board of Trade calls for a comprehensive re-haul and simplification of the current tax system. Additionally, the Government of Canada should look to diversified revenue streams to enhance the Federal

3. Climate Action: The call for a net-zero Canada is ambitious. Any plan for this must include stakeholder consultation, including business. The call to end single-use plastic has been announced for almost a year without a reasonable plan. Many municipalities were waiting for federal guidance before implementing a plan but have now decided to initiate an action plan on their own. The Federal Government must work with provincial, regional and municipal governments when creating a ban on single-use plastic. Additionally, there needs to be a balanced approach that will see new emerging technologies flourish.

4. Indigenous

Reconciliation: Surrey has the largest urban Indigenous population in British Columbia. We require governments to work concurrently in an effort to ensure full economic participation in the economy. The BC Government has already passed their own UNDRIP legislation - we ask that the Federal Government works with the

Provincial Government in their development of UNDRIP legislation to ensure that they are aligned.

5. Transportation and Infrastructure Investments:

Surrey needs a comprehensive and long-term transportation plan. The current initiative to build a SkyTrain to Fleetwood is insufficient to move people throughout Surrey. The Federal Government must engage stakeholders and the City of Surrey to provide funding for a comprehensive transportation plan to serve our local economy, not only between Langley to Vancouver, but also within Surrey connecting and revitalizing all of our town centres.

6. Childcare: The Surrey Board of Trade applauds the Federal plan to improve access to childcare. The Surrey Board of Trade will monitor this in the next federal budget.

7. Red Tape Reduction:

The Surrey Board of Trade has released Red Tape Reports over the last 3 years, which highlights the main issues businesses face that undermine bottom line productivity.

- **8. Pharmacare:** The Surrey Board of Trade calls for universal pharmacare.
- 9. Technology: Canada needs to become competitive in various new emerging transactional technologies such as blockchain and cryptocurrency.

Port Land Use Plan Necessary for Local and Global Economic Success

The Canada Marine Act requires that all port authorities have a land use plan. The Port of Vancouver land use plan outlines their long-term land use policy directions and their commitment to accommodate future trade growth in a socially, environmentally and economically responsible way. Their current plan provides a framework to guide existing and future development of the lands and waters that they manage for the next 15 to 20 years.

The Port of Vancouver is engaging with the public, including the Surrey Board of Trade, to ensure the

plan remains current and reflects future market trends, emerging issues critical to accommodate Canada's growing trade and continues to support communities and Indigenous groups, generating benefits for all Canadians. The vision is to

- Communicate their long-term land use policy directions
- Guide land use and future growth opportunities
- Help current and future port tenants and customers identify areas to invest in new or expanded operations
- Facilitate coordination of land use and transportation planning

with neighbouring communities and government agencies

Provide neighbouring residents and communities with greater clarity about activities and uses that may occur on port lands, and how community interests will be considered

Specific engagement topics:

- Protection and intensification of tradeenabling industrial land
- Cargo, traffic and
- passenger movement Maintaining a healthy environment
- Working together for continued success

Province Seeks Input on Modernizing **Emergency Program Act**

To gather input on proposed legislative changes, the Province is releasing a discussion paper for comment, outlining the proposed direction for modernized emergency management legislation. Individuals or organizations can provide their feedback (the Surrey Board of Trade will be submitting a response paper) until January 31, 2020, on proposed legislative changes that would:

1. Encompass all stages of

- emergency management — mitigation, preparedness, response and recovery
- 2. Reflect a shift from disaster response to managing and reducing disaster risk
- 3. Include an all-ofsociety approach where emergency management is a shared responsibility of individuals, governments, communities and private and non-profit sectors
- Further reconciliation efforts by recognizing First

- Nations as partners in emergency management
- 5. Put safety first, with the protection of life, health and safety being paramount
- 6. Make sure decisions made under the act and its regulations are transparent
- 7. Include a funding mechanism that is responsive, flexible and disciplined
- Ensure the act is inclusive and considers the needs of vulnerable citizens

Surrey Board of Trade Congratulates BC Government on LNG Ship-Refueling Facility

In November, the BC Government announced a LNG initiative with the Vancouver Fraser Port Authority and FortisBC to establish the first ship-to-ship LNG marine refueling — or bunkering service on the west coast of North America. The use of LNG to power the world's ocean-going vessels is

forecast to expand and BC is well positioned to benefit from this growth.

"We need LNG infrastructure in BC to drive our provincial economy locally and globally," said Anita Huberman, CEO, Surrey Board of Trade. "The Surrey Board of Trade is pleased that the BC

Government is focusing on

industry growth." The use of LNG fuel, as opposed to diesel fuel, is already implemented in five BC Ferries vessels, and many private sector vessels are being built to use LNG. Many other countries across the world are building LNG marine refueling services.

Surrey Board of Trade Applauds BC **Government Legislation to Make Daylight Saving Time Permanent**

On October 31, the BC Government introduced legislation to make Daylight Saving Time (DST) permanent in BC, calling the new time zone Pacific Time. "Currently, 78% of the

world does not change time. In North America, only Saskatchewan, northeast BC, and Arizona do not change

times," said Anita Huberman, CEO of the Surrey Board of Trade

"In an increasingly digitized economy, it is important that we minimize delays as much as possible and adjusting to outdated time changes is a hinderance that we are glad the BC Government is doing away with. Additionally,

Washington and Oregon are in support of permanent DST but they need the support of the US Congress, which is currently tied up with impeachment proceedings and will be entering an election cycle in 2020.



Surrey Board of Trade Meets with BC Liberal Party Ministerial Critics



The BC Government's Official Opposition, specifically the BC Liberal Party Ministerial Critics, dialogued with the Surrey Board of Trade at 3 two—hour roundtables in a race to discuss the most urgent issues facing businesses, economic investments and the livability of Surrey. Discussion and action topics included public safety, transportation, recession, skills, business support ecosystems, international trade, agriculture, WorkSafeBC, taxes, arts and culture, lobbying rules, education, insurance, oil and gas, natural resources, forestry, mental health and labour. We were pleased to see the Leader of the



Opposition, Andrew Wilkinson, as well. In addition, those that participated in active dialogue with the Surrey Board of Trade, with additional follow up are:
Todd Stone, Municipal Affairs, Housing, TransLink Critic lan Paton, Agriculture Critic
Steve Thomson, Citizens' Services Critic

Jordan Sturdy, Jobs, Trade & Technology Critic
Jas Johal, ICBC Critic
Coralee Oakes, Small Business Critic

Mike Morris, Public Safety & Solicitor General & Emergency BC



C-:+:-

Marvin Hunt, Social Development & Poverty Reduction Critic Michelle Stilwell, Tourism, Arts & Culture Critic Michael Lee, Attorney General Critic Peter Milobar, Environment & Climate Change Strategy Critic Stephanie Cadieux, Finance Critic Shirley Bond, Finance Critic Mike Bernier, Oil & Gas Critic John Rusted, Forests, Lands, Natural Resources Critic Norm Letnick, Health Critic

Surrey Board of Trade Meets with BC Government Deputy Ministers



Surrey Board of Trade met all day with 25 BC Government deputy ministers, ministerial executive directors or

ministerial representatives to dialogue on provincial government policy. Organized by the BC Chamber of

Commerce, the meeting took place at the Terminal City

Surrey Board of Trade Applauds City of Surrey on Bill 21 Rejection

Inclusive Workplaces are the Strength for Businesses

In November, Surrey City Council unanimously supported a motion that supports, in principle, the legal challenge against the discrimination of freedom of religion as set out in Quebec's Bill 21. Bill 21 was introduced in Quebec last June that prevents public sector workers from wearing religious symbols in the

workplace. The ban includes employees at public schools (teachers), judges, police officers, and government lawyers.

"One of the three Surrey Board of Trade values are inclusion – that means valuing each and every person, and their backgrounds – in our workplaces," said Anita

Huberman, CEO, Surrey Board of Trade.

Surrey's business community needs to continue to have thoughtful and deliberate discussions and actions to cultivate inclusive workplace environments — this will make diversity work to bring us together, not to separate us.

Accessibility News



The Applied Science Technologists and Technicians of BC (ASTTBC) and the Surrey Board of Trade partnered together to focus on how hiring persons of all abilities brings productivity to a workplace. A sold-out employer audience at the KPU Civic Plaza campus was informed of the advantages of participating in the TechAbility research project, funded by the Government of Canada and the Province of British Columbia. The keynote was by the amazing Marco Pasqua, an award-winning Entrepreneur, Accessibility Consultant and Inspirational Speaker.

After graduating from the

Art Institute of Vancouver, he spent 5 years in the video game industry. During the recession of 2010, he lost his job, which turned out to be the biggest blessing in disguise. Marco decided it was time to use his voice to make a positive impact on the world, so he built his own brand as a professional speaker and entrepreneur. As an entrepreneur, he has remained focused on social impact, keeping a philanthropic approach to the work that he does. Some of his most memorable talks include TEDxStanleyPark, The United Way as an impact speaker and The Duke of Edinburgh Awards

We also heard from: Diversity and Inclusion Vancouver Airport Authority (YVR): Gwen Dimen, Employment Advisor, Human Resources and Amelia Cooper, GIS Specialist with Vancouver Airport Authority (YVR); Implementing Diversity and inclusion at Technical Safety BC: Teresa Bissenden, Leader, Culture and Learning at Technical Safety BC; Jacqueline de Raadt, Project Manager TechAbility; and Rob Proctor, Managing **Director Vancouver** HandyDART, First Transit Canada.

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SURREY – WHERE THE MINING INDUSTRY HAPPENS

All BC Communities are Mining Communities

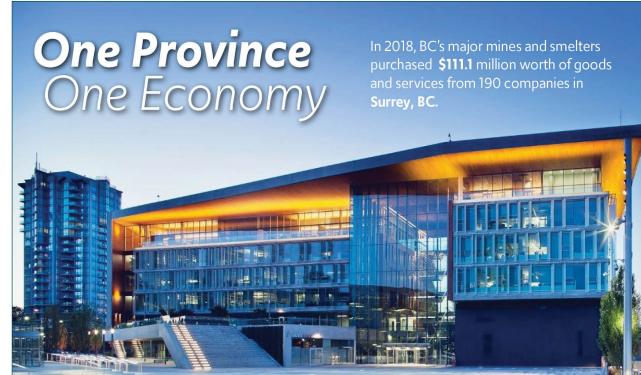
Mining helped build British Columbia into the province it is today. For generations, mining has been a critical source of jobs, community development and prosperity in every region of our province. What is the benefit to the City of Surrey? In 2018 alone, 190 companies sold more than \$111 million in goods and services to the mining industry. Surrey is, in fact, one of the biggest benefactors of BC's mining industry.

The benefits of mining continue across the province. The industry generates:

- \$12.3 billion in economic activity;
- 33,000 + direct and indirect jobs; and
- \$1 billion in direct

payments to government to support healthcare, education and public services.

The gains can be seen in both urban as well as rural communities. In fact, 34% of the 3,730 BC-based businesses that supply materials, goods and services to the mining industry are in Metro Vancouver. These BCbased companies generated nearly \$1 billion in economic activity for the Lower Mainland, supporting jobs and families throughout the region, including Surrey. Today, the mining industry, and the local businesses that support it, continue to be foundational to our province's economy while providing



the minerals and metals we all depend on - essential products that are integral to the global transition to a lower carbon economy. It's an industry that British Columbians can be proud of.

To find out more, visit mining.bc.ca

By Michael Goehring, President & CEO, Mining Association of British Columbia







SURREY – WHERE TRANSPORTATION INVESTMENTS ARE NEEDED

Surrey Board of Trade to Continue Advocating for Bridge Option for Massey Replacement

On November 1st, the Surrey Board of Trade presented to the Metro Vancouver Mayors' Council in favour of a new eightlane bridge with a multi-use pathway for the Massey Tunnel Replacement Project.

"The Surrey Board of Trade's original position on this was to have a bridge with 10 lanes," said Anita Huberman, CEO, Surrey **Board of Trade**

"With the choices presented though, the Surrey Board of Trade supports the building of a new eight-lane bridge with a multi-

We must plan for transportation needs for the future – for the 1.3 million people that are expected to move into Metro Vancouver by 2050. And yes, we can't just build this in isolation, it has to have a robust rapid transit system. There are no price estimates on any of the options."

A bridge could be built faster — two years for environmental assessment and five for construction. Much of the work to build a bridge has already been done.

The Surrey Board of Trade is not supportive of the Metro Vancouver Task Force recommendation of an eight-lane tunnel. A new tunnel would be an immersed tube, like the existing four-lane Massey Tunnel, which means it would be constructed in pieces that are sunk into a river bottom trench and joined together. The proposal by the Metro Vancouver Mayors' Council is to have six lanes for regular traffic and two dedicated to transit, plus a multi-use path.

It's expected to take three years for an environmental assessment and five years for construction. Deep-bored tunnels are considered high risk and would require one of the largest tunnel-boring machines in the world. There is a risk of multiple sinkholes during construction, interchanges would have to be reconfigured, ground densification would be needed on both sides of the river, and it would take the longest to build. "The structural integrity of the current tunnel could be

disastrous especially if an earthquake happens."

The Surrey Board of Trade will continue its advocacy to the Provincial Government.

The Province of British Columbia developed six recommendations on how to improve transportation infrastructure along the Massey Corridor. They include:

- 1. New eight-lane immersed-tube tunnel with multi-use
- New eight-lane bridge with multi-use pathway.
- 3. New eight-lane deep-bored tunnel plus use of the existing tunnel for a multi-use pathway.
- 4. New six-lane immersed-tube tunnel plus use of the existing tunnel to provide two dedicated lanes for transit.
- 5. New six-lane bridge plus use of the existing tunnel to provide two dedicated lanes for transit.
- New six-lane deep-bored tunnel plus use of the existing tunnel to provide two dedicated lanes for transit.

Ridesharing Could be Further Delayed in BC

The Passenger Transportation Board (PTB) has sent a letter to ridesharing applicants warning them to expect delays in their application being processed. The delays are happening because of a judicial review launched by the taxi industry. The PTB has also modified the application process to give further disclosure to applicants in order to provide transparency.

Part of the process will now include applicants receiving redacted versions of all the application packages minus sensitive, competitive information. This is an example of the Passenger Transportation Board moving the goal posts after applications were already submitted by companies like Uber and Lyft.

PLUS

Surrey Board of Trade Calls on Metro Vancouver Mayors' Council to Guarantee a Regional Business License for Ridesharing Services The Passenger Transportation Board is in the midst of reviewing ridesharing applications. The Province has promised to have

ridesharing on the road before Christmas. This seems unlikely with continued layered costs and red tape at each municipality in Metro Vancouver.

"The Surrey Board of Trade calls on the Metro Vancouver Mayors' Council to implement a single ridesharing industry licence — an intermunicipal business license model," said Anita Huberman, CEO, Surrey Board of Trade. "This will remove red tape and unnecessary procurement of separate business licenses for every municipality in Metro Vancouver."

The Surrey Board of Trade asks Metro Vancouver municipalities to work together to:

- 1. Develop and implement a Regional Intermunicipal Business Licence program for Metro Vancouver; and
- 2. Develop education and awareness strategies to ensure that ridesharing businesses members are able to take advantage of the opportunities of such a program to ensure compliance.

"The Surrey Board of Trade believes it is of great importance to have business at the table when business bylaws are developed and improved upon," said Anita Huberman. "Together we can ensure that the needs of Surrey and our business community are met while minimizing red tape and keeping fees reasonable."

CONCLUSION ON RIDESHARING

"Surrey needs ridesharing," stressed Anita Huberman. "Surrey needs transportation options in the face of continued delays for transit infrastructure."

"Further, the Surrey Board of Trade has also advocated for a level playing field for the taxi industry. Both industries can thrive together. Why must the implementation of ridesharing be so difficult? We've been waiting for the past 10 years. How can we attract business to Surrey, to our region, when we are the last urban jurisdiction that is without ridesharing as a transportation option?"

Surrey-Langley SkyTrain



Surrey Board of Trade Policy Coordinator Jasroop Gosal at the Surrey-Langley SkyTrain Information Session.

Surrey Roads Take a Technology Leap



The City of Surrey announced its Advanced Traveller Information System (ATIS), dynamic messaging signs, to make traffic safer, improve flow, and reduce environmental impact. Three overhead, full color LED, Dynamic Messaging Signs are situated to provide alternate adjacent route choices for City Centre-bound drivers arriving from Highway 1 in the north and Highway 99 in the south. surrey.ca/TMC

UDI and TransLink



Surrey Board of Trade was pleased to sponsor the UDI (Urban Development Institute) event on October 8 with Kevin Desmond, TransLink CEO, at the Pan Pacific Vancouver.

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SBOT MEMBER ANNOUNCEMENTS, AWARDS AND EVENTS



Progressive Intercultural Community Services (PICS)

Golden Glam-Ma Pageant 2019 raised funds for the PICS Diversity Village project. Contestants were grandmas showcasing their beauty and talent. There were 14 contestants. A very entertaining event raising funds for seniors who need personalized attention.



Surrey Hospital Foundation launched their Surgical Centre Renewal Campaign to raise \$10 million toward the renovation and upgrading of 10 operating rooms at the Surrey Hospital. Their goal is to bring the most innovative

medical technologies and equipment to Surrey, which will assist with recruitment and retention of top surgical talent. Surrey Memorial Hospital is in the Fraser Health region and serves more than 1.8 million residents



Fountana has grown and has moved to a new location. Unit 400-3820 Cessna Drive, Richmond. Fountana owns and is renovating Surrey's Pacific Inn.

The Alexandra Retreat & Events Centre is a non-profit organization located in the heart of Crescent Beach. The Society is pleased to announce the re-opening of Beecher Place which was closed over the summer due to a fire. rentals@alexhouse.net. Jason Meyer, Facility Bookings & Special Events 2916 McBride Avenue, Surrey.

At Chartwell Imperial Place Retirement Residence, one of their dear residents, Jack Hille was a recognized through the BC Seniors Living Association as a nominee for the 2019 LEAP Award. nromaniuk@chartwell.com.



Reviving 5,000 Years of Civilization Society announces that Shen Yun Performing Arts is returning to the Queen Elizabeth Theatre March 13-22, 2020. New York-based Shen Yun brings the glory of China's ancient culture to life onstage through live orchestral music and classical Chinese dance. Purchase tickets shenyun.com/vancouver

Chanchal Jaura along with **Foresters** Insurance is proud to award Aleksa Flores with an \$8,000 scholarship towards her next 4 years of education. Her family trusted in Chanchal to set up a built-in benefit policy that included an education scholarship for Aleksa.



SANGHATTONE CHARTERED PROFESSIONAL ACCOUNTANTS

Sangha Tone CPAs was ranked number 85 by Canadian Business and Maclean's Growth 500 as one of Canada's fastestgrowing companies! Sanghatone.com

Congratulations to Just Cakes Bakeshop on winning the Food Network's 'The Big Bake' Competition. justcakesbc.

Community involved Inn at the Quay in New Westminster followed their October "Thanksgiving" campaign (in support of Royal Columbian Hospital Foundation), with a "Movember" social media movement benefitting the Prostate Cancer Foundation BC. In December, hotel staff will shop for, wrap and hand deliver Christmas hampers to local families on behalf of the Purpose Society. Innatthequay.com



On November 12th, from 6am - 10pm, members of the Lower Mainland's Sikh community donated over \$790,000 during the 13th Annual Gurpurab Radiothon hosted by RED FM. 100% of the donations were made to the Surrey Hospital Foundation, in support of the Mata Tripta Family Birthing Unit.

The **Back in Motion** 'Career Paths for Skilled Immigrants' program has 200+ highly skilled English-speaking candidates available to work. Connect with them to access their talent pool for free! Regina.Sun@backinmotion.com

HAVAN's 8th Annual Legends of Housing event takes place on February 5, 2020 featuring 3 of the construction industry's top influencers who have helped shape Metro Vancouver's housing market havan.ca/event/legends-of-housing-2



Jellybean AutoCrafters is proud to announce that the 1967 Camaro convertible went an additional 11,054 trouble free miles (17790 kms) this year, bringing its total mileage to just over 80,000

(128,747 kms). Trusting their workmanship, the car was driven 3,954 miles (6,363 kms) on one trip with ambient temperatures reaching 119 degrees Fahrenheit to the Grand Canyon and surrounding areas, then up the coast without bringing any tools along. JellybeanAutoCrafters.com

Delta Community Living Society is looking for employers to provide part-time and temporary summer jobs in 2020 for youth with developmental disabilities. Emily Wheatley ewheatley@dcls.ca

Special 'Thank You' to everyone who supported **The Lark** Angels Foundation this past year. larkangelsfoundation.org

Retirement Concepts invites you to an Aging Well Education Series Open House January 22 and 29 from 2pm to 3:30pm. sbarr@retirementconcepts.com



SAVE THE DATE: Blues for the Bank is

January 25, 2020 with Agent C and Top Secret. The annual fundraiser for the Surrey Food Bank returns to the Sheraton Hotel in Surrey. Further details to come!



Dan's Legacy thanks its donors and supporters who raised \$42,755 towards its trauma-informed counselling programs for at-risk youth at the 6th Annual Chefs' Charity Dinner gala held at Surrey City Hall on November 2.



Magik Moments Photo Booth is MAGIK MOMENTS celebrating their 1-year anniversary! magikmoments.ca



360 Collision Centre is proud to celebrate its 1-year anniversary at their newest location at 175A Street in South Surrey.

At their annual Fundraising Gala on October 26, Umoja raised \$25,000 towards the support of immigrant services which are offered free of charge to newcomers in Surrey. Please donate at umojaoperation.ca/donate



The SFU Sustainable Energy Engineering Building received seven Vancouver Regional Construction Association Awards of Excellence for their parts in the Simon Fraser University (SFU) Sustainable Energy Engineering Building (SE3P).

Write swrchurchbook@gmail.com to receive your organization's complimentary copy of 'The Church in Surrey & White Rock: The Untold Story.'

Consider giving to **BC Children Hospital** as they reach across the province with specialized care for children. 2sharecaregive.ca



FEDERAL GOVERNMENT NEWS

Surrey Board of Trade Congratulates Justin Trudeau on Re-Election

Action Needs to be on Fiscal Prudence, Taxation, Economic and Business Growth, and Innovation



On October 21, 2019, Trudeau's Liberal Party of Canada was elected by Canadians. With a win of 157 seats they were able to form a minority government. The official opposition will be the Conservative Party of Canada.

"The Surrey Board of Trade will remain steadfast and resolute on economic policies that will support and attract business," said Anita Huberman, CEO of the Surrey Board of Trade.

"Our hope and our continued ask is that all Canadian political parties will put politics aside and focus on economic growth for small, medium and large businesses."

Riding results for Surrey:

- South Surrey-White Rock
 Kerry-Lynne Findlay
 (Conservative)
- Cloverdale-Langley City – Tamara Jansen (Conservative)

- Fleetwood-Port Kells
 Ken Hardie (Liberal Incumbent)
- Surrey-Newton Sukh Dhaliwal (Liberal Incumbent)
- Surrey-Centre Randeep Sarai (Liberal Incumbent)

"The Surrey Board of Trade will continue to instigate change through federal government advocacy because Surrey matters!"

Surrey Board of Trade Delivered First Internationally Recognized Incoterms® 2020 Training

New Rules for Importers/Exporters Starting January 2020 – Next Session February 20



The Surrey Board of Trade partnered with the Canadian Chamber of Commerce and the Forum for International Trade Training (FITT) to deliver the Incoterms® 2020 in-person training to businesses in advance of the new import/export standards coming into effect in January 2020. The first sold-out training session took place on December 5, 2019. Next Session February 20, 2020

What are Incoterms® rules?

Revised by the International Chamber of Commerce every 10 years. Incoterms® are an essential part of the language used by buyers and sellers in international trade. These trade terms are incorporated in contracts for the sale of goods worldwide and define the costs, risks and obligations in international trade transactions to importers, exporters, transporters, customs brokers, lawyers and students of international trade. An improper use of Incoterms® can be costly to businesses.

Companies should consider participating in this training in 2020 if they are from the following industries:

- Import / Export
- Legal
- International Trade Consulting
- Banking
- Financial Services
- Accounting
- Freight Forwarding

In partnership with: Global Affairs Canada, Trade Commissioner Service, and Export Development Canada (EDC)

MORE FEDERAL ELECTION PERSPECTIVES



Surrey Board of Trade with PICS and youth representation

speaking on affordability issues in this election at SFU

Surrey for CBC's Current, a national radio program.

TRADE TALKS



Surrey Board of Trade and the Abbotsford Chamber of Commerce at the BC Chamber of Commerce Trade Talks Forum at Microsoft Vancouver. Always creating global business connections for local businesses.

SBOT SURREY BUSINESS NEWS

DECEMBER 2019 - JANUARY 2020

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