



# **D O W N T O W N M A P L E R I D G E**

*2026 - 2031  
Strategic Plan*



# What's Inside

- 03 A Message from the ED
- 04 About the DMRBIA
- 05 Our Achievements
- 06 Our Future 2026 - 2031
- 07 DMRBIA's Guiding Statements
- 08 Business Strategy
- 09 Operational Strategy
- 10 Market Analysis
- 11 Financial Strategy
- 12 Goals & Strategies
- 16 Summary and Conclusion



# A Message from our ED.

For nearly 20 years, the DMRBIA has worked alongside businesses and property owners to build a safe, vibrant, opportunity-filled downtown. Our next five-year vision strengthens that commitment.

Through our pillars—Safety & Security, Promotions & Events, Beautification and Revitalization and Advocacy—we deliver the programs and partnerships that elevate our downtown.

As we develop our 2026–2031 Strategic Plan, we’re expanding safety, beautification, events, and initiatives like the CCTV program. To support this growth, we’ll seek renewal and an updated levy in 2027.

Your engagement powers what comes next. When members step in and lend their voices, real change happens.

***Let’s build the downtown our community deserves—together.***

*Nicole Archer*

Nicole Archer, Executive Director

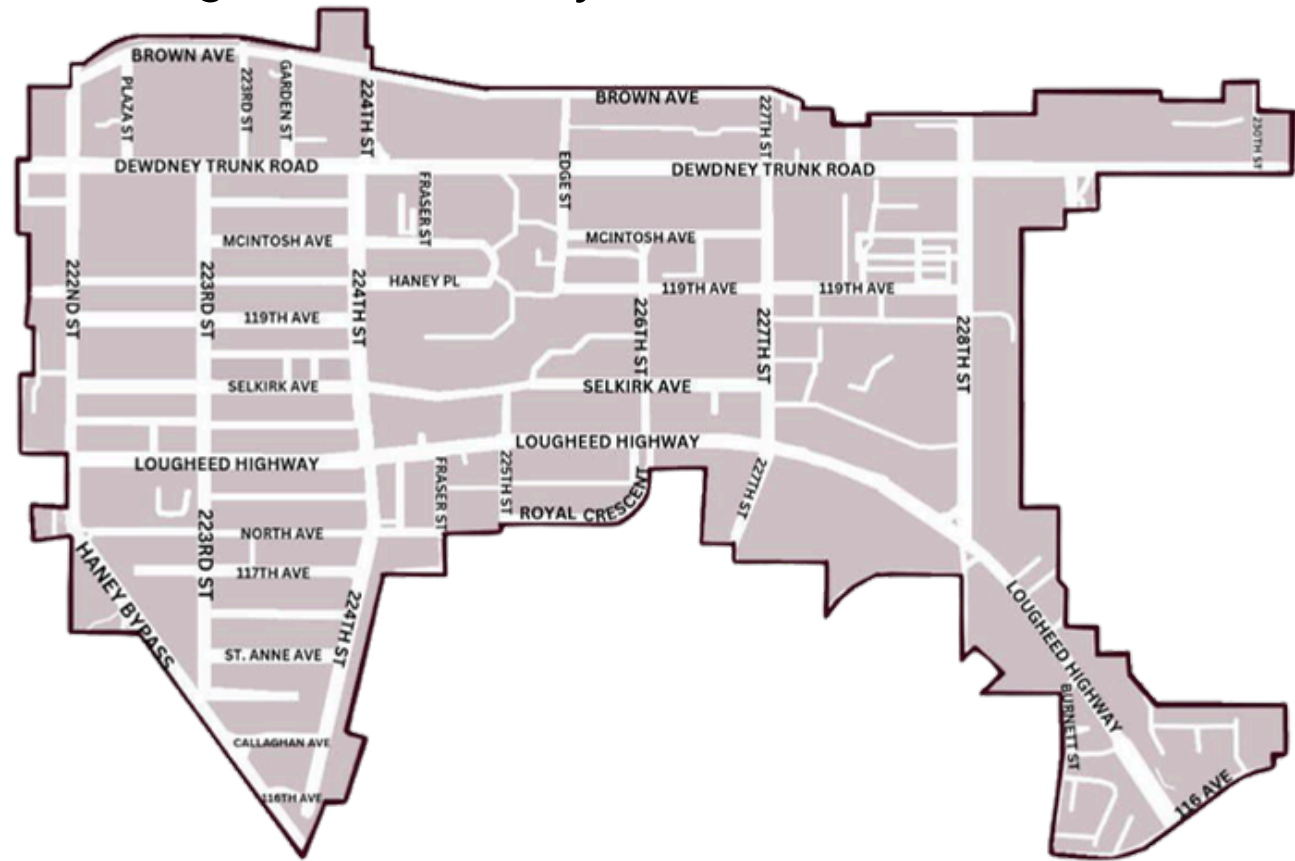


[Read on for details >>>](#)

# About the DMRBIA

## Who we are...

For 19 years, the DMRBIA has brought downtown Maple Ridge to life. Funded through a member levy and serving a district that spans 222nd to 230th Street and now extends east along Lougheed Highway, we partner with local businesses and organizations to enhance visibility, strengthen safety, enrich beautification, and build meaningful community connections.



## Our Team

**Employees** – A small but mighty team—an Executive Director, Events and Marketing Manager and Core Area Patrol. Our action-oriented staff keep the DMRBIA moving forward.



**Board of Directors** – Dedicated Business Owners volunteer expertise and leadership, with Directors serving up to three consecutive two-year terms. *Ready to become a BIA leader?*

**Committees** – Members collaborate through advisory committees focused on beautification, marketing, safety, and nominations. *Become part of the local solution!*

**Membership** – The DMRBIA thrives on member participation. Their time, creativity, and contributions enhance programs and benefit the entire district. *Together we can create change!*

# Our Achievements

We are proud of our accomplishments ....

- Invested \$608,000 in **storefront façade improvement grants** for 132 members.
- Removed 686 graffiti spots from Member property through our **free graffiti removal program** in the last 3 years.
- Provided and advocated for **24-7 Security to 700+ businesses** in our catchment area.
- **Promoted the downtown core** through campaigns, events, and markets, bringing thousands of people to the downtown core for shopping and enjoyment
- **Advocated for change** with the City of Maple Ridge, Economic Development, Bylaws & Licensing, Tourism, Arts and Culture by attending and hosting meetings and ensuring our members' voices are represented at planning tables.



[Read on for details >>>](#)

# Our View for the Future 2026-2031

Investing in Safety, Beauty and Connection – for a Thriving Downtown.

6



The 2026–2031 Strategic Plan doubles down on core priorities: safety, beautification, and events that elevate our downtown.

With renewal, we're advocating for the downtown CCTV program to strengthen security and confidence.

We're boosting investment in corridor revitalization—improved design, more beautification, and better storefront support—while creating events and marketing that truly connect with members.

To support a growing city, we are expanding to include Class 5 along with Class 6 businesses and prepare for new commercial developments in our area.

***Your engagement makes it all possible. Let's build a thriving downtown together.***

[Read on for details >>>](#)

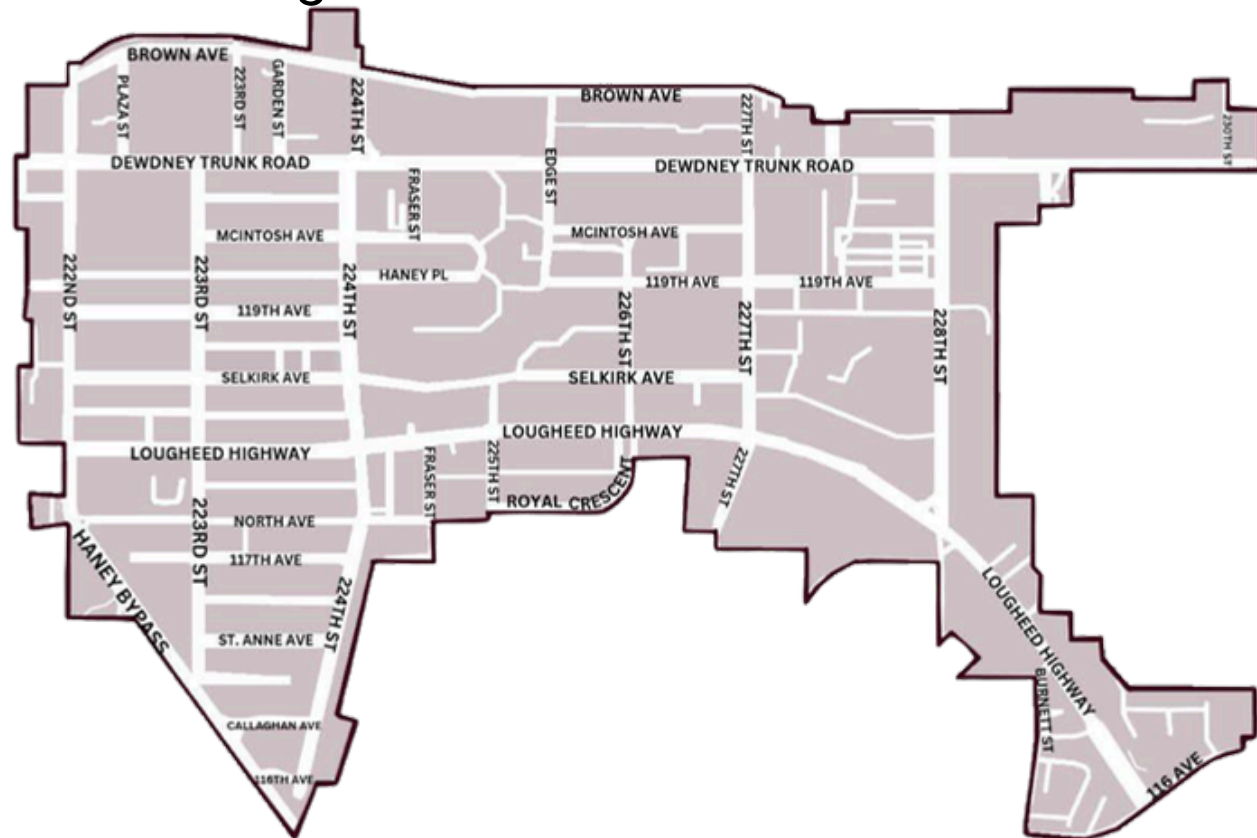
# DMRBIA Guiding Statements

## Our Vision

A place where local businesses thrive, and the community comes alive.

## Our Mission

We cultivate and advocate for a resilient downtown business community through collaboration, leadership, revitalization, and meaningful connections.



## Our Values

- **Integrity:** We make decisions with transparency, professionalism, and respect for the trust our members and partners place in us.
- **Collaboration:** We are stronger together with unified efforts to support our membership.
- **Leadership & Advocacy:** We represent our members – including property owners – in partner conversations to influence community initiatives.
- **Future-focused:** We lead with vision and purpose, keeping our attention on the long-term success and sustainability of downtown Maple Ridge.
- **Innovate and Adapt:** We strive to evolve, pivot, and flex to membership needs and the economic environment.

# DMRBIA Business Strategy

## Committing to Change | Future-focused:

Our 2026-2031 planning review highlights a substantial shift toward revitalization and beautification as catalysts for a safer, more vibrant downtown—activating safety and security through improvements that enhance the physical environment and elevate community perception. We lead with vision and purpose, keeping our attention on the long-term success and sustainability of downtown Maple Ridge.

### Short-Term Initiatives (1-2 years)

- **Programs** that evolve safety, beautification, and revitalization programs to better meet member needs.
- **Marketing & Promotion** that builds on what works while adding new member initiatives, such as spotlights and tours.
- **Expanded Safety & Security initiatives**, including 24-hour security, safety kits, resource directory, clean-street tools, and Emergency and Locked grants.
- **Engage Members** to boost engagement, build stronger relationships, better communication, and provide complete program access for all members.

### Long-Term Initiatives (3 -5 years)

- **CCTV public camera initiative** in Downtown high-crime areas
- **Enhance Streetscape and Storefront facades** with new design criteria and increased grants to support revitalization in key downtown corridors.
- **Retain existing and attract new**, interesting and diverse businesses to strengthen the uniqueness of downtown.
- Encourage and invest in **public art installations** (murals)
- **Change the perception of Downtown Maple Ridge** with a targeted long-term campaign to drive more business and businesses to downtown

# DMRBIA Operational Strategy

## Together we Achieve!

The DMRBIA champions downtown businesses and property owners through bold promotion, dynamic events, strong security partnerships, and community-focused advocacy. Our new five-year plan blends proven strengths with forward-looking initiatives designed to move our district ahead with purpose. And we're all in—staff, board, businesses, property owners, and community partners—because real transformation happens when we show up together and take action.

## Property Owners: Shape Change

- **Partner with property owners** on safety, security, and revitalization efforts that enhance property and downtown value.
- **Support property upgrades**—façade improvements, safety initiatives, and beautification—through **grants and local improvements**.
- Work with the City to **improve bylaws and programs that boost property value**.

## Business Owners: Lead Now

- Work with Members and the City to **strengthen safety, security, and bylaw enforcement** that supports a cleaner downtown.
- Partner with Economic Development and local businesses to support and attract a **unique mix of businesses** through programs that help owners thrive.
- **Inspire business owners to actively support, connect, and lead** in creating a vibrant downtown through DMRBIA involvement.

# DMRBIA Market Analysis

## Building on Strengths. Seizing Opportunities.

- Maple Ridge has a wealthy population with a median household income of \$105K
- Highest retail spending compared to surrounding trade areas (MR Retail Market Analysis)
- One of the fastest growing Lower Mainland communities with a notable increase in age range between 25-49
- 600,000 visitors each year to Golden Ears Park

## Change the Story

- Develop a cohesive downtown aesthetic to give the Maple Ridge Business District a clear, recognizable identity. Create a clearly defined downtown.
- Use strong signage and vibrant events to draw tourists and day-trippers into the downtown core rather than them bypassing it.
- Implement cohesive design standards and major grant incentives to update and modernize aging downtown buildings.
- Strengthen safety by advancing the CCTV program and collaborating with community organizations to address unhoused-related concerns.

## Mix of Business

- Develop a targeted recruitment package—including a list of desirable businesses and a strong business case—to position downtown Maple Ridge as the ideal place to set up shop.
- Strengthen business diversity by setting limits on oversaturated business types and guiding property owners to recruit tenants that fill retail gaps.

# DMRBIA Financial Strategy

## Building Forward: Updates to Our Levy, Bylaws, and Boundaries

The BIA levy that supports our downtown programs renews in 2027. We'll be asking for an updated levy that reflects our growing work and aligns with BIA standards across BC. We also plan to request bylaw updates to include Class 5 along with Class 6 businesses

### Property Tax Levy

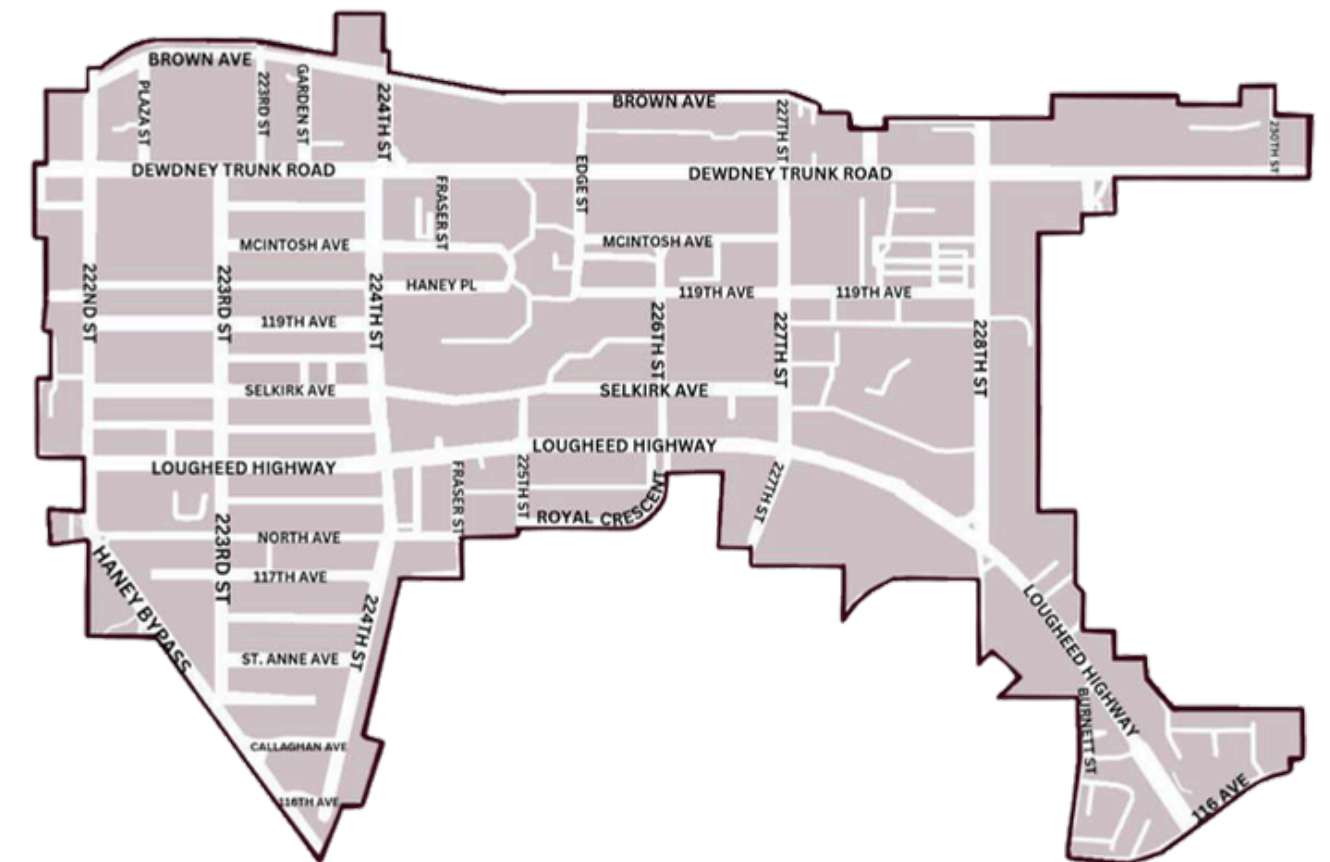
Based on a survey of other BC BIA's the average levy rate is \$0.62 per \$1000 of assessed value. The current DMRBIA rate is at \$0.43 per \$1000.

We proposed a levy rate of \$0.55 in 2027. Consulting with property owners It was agreed that the increase to \$0.62 could be achieved through increases over the six year period.

### Levy Application

Our levy application in 2027 will reflect incremental increases over a period of 6 years to get us closer to the average rates of other BIA's across BC. It will include the request to add Class 5 properties, along with Class 6 designations.

We will include all commercial properties in the boundaries as per the attached map.



# DMRBIA Goals & Strategies

## Revitalization and Beautification

Focus beautification projects on 2 visible areas in the downtown core to improve first impressions, attract 30% more shoppers, and increase downtown business diversity (attraction and retention) by 10% by the end of 2031.

## Strategies

- Advocate for bylaw enforcement and change as required to achieve beautification and revitalization of downtown.
- Advocate for increased property owner funding to incrementally achieve average levy rates as compared to other operating BIA's in BC by 2032.
- Continue to work with Members to promote member-driven beautification projects.
- Work on a marketing campaign to change the story of downtown Maple Ridge to attract shoppers and businesses.

### Metrics:



20% Improvement of first impressions



30% Increase in downtown shoppers



10% increase in diverse businesses

# DMRBIA Goals & Strategies

## Member Engagement

By the end of 2026, 25% or more of BIA members feel confident, connected, and engaged with BIA leadership and programs.

By the end of 2031, 50% or more of BIA members feel confident, connected, and engaged with BIA leadership and programs.

## Strategies

- Work on a marketing campaign to change the story of downtown Maple Ridge to attract shoppers and businesses.
- Develop and implement a BIA Ambassador program that recognizes and rewards Ambassadors for getting involved.
- Engage members actively and authentically by addressing and responding to the unique needs of property and business owners.

### Metrics:



25% Improvement of Member Satisfaction



25% Members actively engaged in BIA by 2026



50% Members actively engaged in BIA by 2031

# DMRBIA Goals & Strategies

## Change the Story

Improve perceptions of downtown Maple Ridge as a place to shop, visit, and live, reflected in a 30% increase in downtown shoppers by 2028 and 35% by 2031.

## Strategies

- Develop Pride in our Downtown Community.
- Advocate for focused safety initiatives in top four areas of concern based on RCMP, City of Maple Ridge, and BIA input.
- Actively engage Members in programs and services that address their concerns.

## Metrics:



20% Improvement of first impressions



30% Increase in downtown shoppers



10% increase in diverse businesses

# DMRBIA Goals & Strategies

## Board Governance

Invest in Board Governance Training annually after the AGM to increase Board confidence and effectiveness.

## Strategies

- Grow Board capacity in terms of self-management, accountability, and responsiveness to membership needs.

### Metrics:



Training completed annually by Board



50% Increase in Board performance



75% Increase in active Board Engagement

# Summary & Conclusion

For nearly 20 years, the Downtown Maple Ridge Business Improvement Association (DMRBIA) has served and supported the local business community. This strategic plan, alongside the upcoming levy renewal in 2027, reaffirms our commitment to providing property owners and businesses with the programs, services, and advocacy they need to succeed.

Guided by a clear vision for a revitalized downtown, DMRBIA will advance initiatives that strengthen safety, cleanliness, and vibrancy—including progress toward CCTV in higher-crime areas. Our marketing, events, and placemaking efforts will champion local businesses through shop-local campaigns, business spotlights, and well-attended events and tours that encourage residents and visitors to explore downtown while engaging with local tourism assets.

DMRBIA will continue to serve as a strong advocate at all levels of government, ensuring member voices are heard and key issues are addressed. Grounded in collaboration and strengthened by our members and partners, this plan sets a clear path forward for long-term impact. We enter this next chapter with optimism, purpose, and a shared commitment to advancing a thriving downtown that benefits our business community now and into the future.

*The future of our downtown is built through collective action. BIA members are invited to lead, participate, and partner with us to grow a vibrant local economy.*



# Contact Us.

We'd Love to Connect!

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