

**COUNCIL WORKSHOP AGENDA**

**February 5, 2019**

**3:00 PM or**

**Immediately following the close of the Committee of the Whole  
Meeting starting at 1:30 PM**

**Blaney Room, 1<sup>st</sup> Floor, City Hall**

*The purpose of the Council Workshop is to review and discuss policies and other items of interest to Council. Although resolutions may be passed at this meeting, the intent is to make a consensus decision to send an item to Council for debate and vote or refer the item back to staff for more information or clarification. The meeting is live streamed and recorded by the City of Maple Ridge.*

**1. APPROVAL OF THE AGENDA**

**2. ADOPTION OF MINUTES**

**2.1 Minutes of the January 22, 2019 Council Workshop Meeting**

**3. PRESENTATIONS AT THE REQUEST OF COUNCIL**

**4. UNFINISHED AND NEW BUSINESS**

**4.1 Culture Plan Implementation Framework**

Staff report dated February 5, 2019 recommending that the Maple Ridge Culture Plan Implementation Framework be endorsed.

**4.2 Downtown Maple Ridge Business Improvement Association request to continue the Façade Improvement Program for three years commencing 2019**

Staff report dated February 5, 2019 recommending that \$25,000 be allocated to the Downtown Maple Ridge Façade Improvement Program for 2019 and that staff engage in consultation with stakeholders in the town centre and bring a report to Council to identify new partnership initiatives to continue to enhance downtown.

#### 4.3 2019 Community to Community Forum

Staff report dated February 5, 2019 recommending that the City of Maple Ridge host a Community to Community Forum with Katzie First Nation and Kwantlen First Nation.

#### 4.4 Leisure Centre Renovation Update (and Tour)

- Michael Millward, Facilities Operations Manager

### 5. *CORRESPONDENCE*

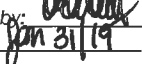
#### 5.1 Upcoming Events

January 31, 2019 11:30 am – 2:00 pm	UDI Fraser Valley Mayors' Panel & Municipal Expo Langley Events Centre
February 9, 2019 11:00 am – 2:00 pm	Repair Café Maple Ridge Public Library
February 9, 2019 6:00 – 8:00 pm	Afro Gala St. Luke's Roman Catholic Church
February 9, 2019 6:30 – 9:30 pm	For the Love of Youth SKY Hangar, Pitt Meadows
February 10, 2019 5:30 – 8:30 pm	Farmers Helping Senior Pub Night The Haney Public House

### 6. *BRIEFING ON OTHER ITEMS OF INTEREST/QUESTIONS FROM COUNCIL*

### 7. *MATTERS DEEMED EXPEDIENT*

### 8. *ADJOURNMENT*

Checked by:   
Date: Jan 31/19

2.0 Minutes

**2.0**

City of Maple Ridge

**COUNCIL WORKSHOP MINUTES**

January 22, 2019

The Minutes of the City Council Workshop held on January 22, 2019 at 3:28 p.m. in the Blaney Room at City Hall, 11995 Haney Place, Maple Ridge, British Columbia for the purpose of transacting regular City business.

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**PRESENT**

*Elected Officials*

Mayor M. Morden  
Councillor J. Dueck  
Councillor Duncan  
Councillor C. Meadus  
Councillor G. Robson  
Councillor R. Svendsen  
Councillor A. Yousef

*Appointed Staff*

P. Gill, Chief Administrative Officer  
K. Swift, General Manager of Parks, Recreation & Culture  
F. Quinn, General Manager Public Works & Development Services  
L. Benson, Director of Corporate Administration

*Other Staff as Required*

L. Siracusa, Director of Economic Development & Civic Properties  
D. Pollock, Municipal Engineer  
B. Elliott, Manager of Community Planning

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Note: These Minutes are posted on the City Web Site at [www.mapleridge.ca](http://www.mapleridge.ca)

**1. APPROVAL OF THE AGENDA**

R/2019-015

It was moved and seconded

That the January 22, 2019 Council Workshop meeting be amended with the addition of Item 5.2 Nomination for Membership on Metro Vancouver's Agricultural Advisory Committee; and,

That the agenda as amended be adopted.

CARRIED

**2. ADOPTION OF MINUTES - Nil**

**3. PRESENTATIONS AT THE REQUEST OF COUNCIL- Nil**

#### 4. **UNFINISHED AND NEW BUSINESS**

##### 4.1 **Albion Flats Area Planning Process Background and Next Steps**

Staff report dated January 22, 2019 providing information on the Albion Flats Area Planning Process Background and Next Steps.

The Manager of Community Planning gave a PowerPoint presentation including the following information:

- introduction
- Albion Flats Background
- Albion Flats Characteristics
- ALR and City land designations
- OCP special study area – 2006
- recent Council directions
- history of Land Use Concepts and Facilities Plans from 1999 - 2002
- 2010 Albion Flats Charrette Concepts and 2011 Concept Plan
- previous ALC decisions and discussions
- drainage and stream flow review, rainwater considerations, agricultural drainage criteria and environmental considerations
- tasks in progress and next steps

The Municipal Engineer spoke to the drainage challenges in the area. He spoke to some of the strategies that have and could be done to improve agricultural productivity and fish habitat.

Mayor and Council provided feedback, input and direction with regard to the next steps.

R/2019-016

It was moved and seconded

That the report titled Albion Flats Area Planning Process Background and Next Steps and dated January 22, 2018, be received for information.

CARRIED

#### 5. **CORRESPONDENCE- Nil**

##### 5.1 **Upcoming Events**

January 23, 2019	Hometown Heroes Night, MRSS (21911 122 Ave)
5:00 p.m. - 8:00 p.m.	Meadowridge Sports Heroes Society
January 24, 2019	Fraser River All Nations Aboriginal Society Open House
4:00 p.m. - 7:00 p.m.	#202 - 19141 Ford Road, Pitt Meadows

5.2 Nomination for Membership on Metro Vancouver's Agricultural Advisory Committee

R/2019-017

It was moved and seconded

That the Agricultural Advisory Committee be authorized to select a non-Council committee member to sit on Metro Vancouver Regional District's Agricultural Advisory Committee for a four-year term starting in 2019.

CARRIED

6. *BRIEFING ON OTHER ITEMS OF INTEREST/QUESTIONS FROM COUNCIL*- Nil

7. *MATTERS DEEMED EXPEDIENT*- Nil

8. *ADJOURNMENT* - 4:42 pm

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M. Morden, Mayor

Certified Correct

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L. Benson, Corporate Officer

## City of Maple Ridge

**TO:** His Worship Mayor Michael Morden  
and Members of Council  
**MEETING DATE:** February 5, 2019  
**FILE NO:** 2140415  
**FROM:** Chief Administrative Officer  
**MEETING:** Council Workshop  
**SUBJECT:** Culture Plan Implementation Framework

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### EXECUTIVE SUMMARY:

Further to Council's endorsement of the "Walking Together: Maple Ridge Culture Plan" (Attachment A) on April 24, 2018, the Cultural Plan Task Group (Task Group), City staff, facilitator and community members developed an Implementation Framework (Attachment B) that addresses timelines, potential partners and funders, and specific measures to achieve the actions within the Culture Plan. With Council's endorsement of the Implementation Framework, City staff will work with our network of cultural partners to fulfill the goals and actions in the Culture Plan to enhance the cultural vibrancy of Maple Ridge.

### RECOMMENDATION:

**That the Maple Ridge Culture Plan Implementation Framework be endorsed.**

### DISCUSSION:

#### a) Background Context:

The Maple Ridge Culture Plan is a ten-year (2017 to 2027) strategy to guide cultural development, cultural leadership and a healthy creative ecosystem in our community. It was developed over a year-long planning process that engaged a variety of cultural partners including Katzie First Nation, Kwantlen First Nation, residents, businesses and visitors. The process was led by Patricia Huntsman, an expert in the cultural planning field, and supported by the Task Group which represents a broad and diverse group including the business community, tourism industry, developers, educators, heritage advocates and the arts community.

The Culture Plan Implementation Framework was developed through ongoing collaboration between Ms. Huntsman, the Task Group and City staff to engage the community through meetings held with stakeholders and the public. Separate focus group meetings were held with Kwantlen First Nation and Katzie First Nation to invite their feedback. The Framework outlines a phased approach over ten years, organized into short term (1-3 years), medium term (4-6 years), long term (7-10 years) and ongoing actions. It identifies potential partners and specific measures to achieve the Culture Plan actions, with scheduled progress reports to Council on key initiatives. The Framework is also flexible, recognizing that priorities may shift based on new opportunities. It further recognizes the need for continued dialogue, listening and relationship-building with Kwantlen First Nation, Katzie First Nation and other

indigenous groups including Métis to determine appropriate implementation priorities and timelines.

While the purpose of the Task Group will be achieved upon the endorsement of the Culture Plan Implementation Framework, its members will continue to be involved as part of a larger network of community and cultural partners working with the City to implement the Culture Plan. As part of this Cultural Roundtable, the City's network of community partners can support actions in the Plan through collaboration, information sharing, and coordination of activities. As action items are considered and incorporated into the City's annual business planning process, the Cultural Roundtable will be a strong resource to assist with implementation.

**b) Desired Outcome:**

The desired outcome is to put in place an Implementation Framework to achieve the goals in the Maple Ridge Culture Plan towards a healthy, creative and inclusive arts and cultural community in Maple Ridge.

**c) Strategic Alignment:**

The Culture Plan Implementation Framework will help to strengthen, harmonize and raise the profile of cultural endeavours through systematic planning and identification of opportunities that are in alignment with the Council Strategic Plan and Parks, Recreation & Culture Master Plan. The Implementation Framework is also informed by other plans such as the Youth Strategy, Tourism Plan and other key planning documents.

**d) Citizen/Customer Implications:**

The Maple Ridge Culture Plan encourages positive recreational and cultural opportunities, education and citizen engagement in arts, culture and heritage, as well as the development of a safe, affordable, vibrant, and livable community for all ages and abilities. Establishing an Implementation Framework for the Culture Plan will ensure we deliver these benefits to Maple Ridge citizens in a timely manner.

**e) Interdepartmental Implications:**

Implementation of the Maple Ridge Culture Plan will require interdepartmental collaboration between Recreation & Community Engagement, Parks & Facilities, Economic Development, Planning, Engineering and Communications.

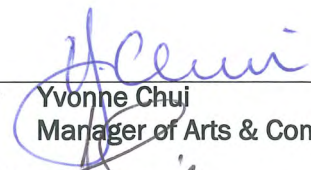
**f) Business Plan/Financial Implications:**

The Business Plan and Financial Plan implications resulting from the Culture Plan Implementation Framework will be phased over ten years. The short term actions are achievable with existing resources and align with current work plans. As implementation progresses over the ten-year timeline, any financial implications outside of existing budgets will be brought forward for Council's consideration as part of the business planning process. City staff will also seek out grant opportunities throughout the implementation timeline.

## **CONCLUSIONS:**

The Implementation Framework organizes the Culture Plan actions into phases to guide the development of arts, culture and heritage in Maple Ridge. The framework is flexible and inclusive, with a focus on building partnerships between the City and many community partners to facilitate collaboration with other sectors to foster a healthy community, civic pride and a strong sense of identity, inclusion and diversity.



  
Prepared by: **Yvonne Chui**  
**Manager of Arts & Community Connections**

  
Reviewed by: **Lino Siracusa**  
**Director of Economic Development & Civic Properties**

  
Reviewed by: **Danielle Pope**  
**Director of Recreation & Community Engagement**

  
Approved by: **Kelly Swift, MBA**  
**General Manager Parks, Recreation & Culture**

  
Concurrence: **Paul Gill, BBA, CPA, CGA**  
**Chief Administrative Officer**

Attachments:

- (A) Maple Ridge Culture Plan (online)  
<http://www.mapleridge.ca/DocumentCenter/View/16527/Maple-Ridge-Culture-Plan?bidId=>
- (B) Culture Plan Implementation Framework - Summary

# MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK

January 2019

## STRATEGIC PRIORITY 1: CONNECTION, CAPACITY AND COLLABORATION

**GOAL: Community connections are strengthened through capacity-building and collaboration.**

**Objective 1.1: Enhanced capacity building is fostered in the community through the role of the City—its strategic direction, departments, bylaws, policies and programs.**

<i>Supporting Actions</i>		<i>Timeline (Short: Years 1-3 Medium: Years 4-6 Long: Years 7-10 and Ongoing)</i>	<i>Potential Partners</i>	<i>Measurables</i>
1.1.A	Continue to fund and support grant programs and operating agreements, and provide program funding to local arts, culture and heritage organizations that meet grant program criteria.	Ongoing	Grant programs and recipients. City/community partners/foundations and other levels of government	Total annual arts and culture grants budget/expenditures including operating agreements including in-kind.
1.1.C	Continue to foster a cultural development lens across City departments. Make sure 'culture, including heritage is at the table' in City planning.	Ongoing	PRC/EDC & Tourism/Planning	# meetings/presentations # of collaborative projects
1.1.D	The City acts as a community connector by bringing people together to listen and identify opportunities for collaboration and solution-finding. It works to address areas where 'red tape' is preventing cultural advancement.	Ongoing	PRC/EDC & Tourism/Bylaws Engineering/RCMP/Fire	# of workshops # of attendees at committee meetings Evaluation forms / satisfaction survey from participants at info sessions.
1.1.F	Align and update OCP policies and Corporate Strategic Plan to integrate and include cultural planning goals identified herein. Ensure cultural planning directions are reflected in City policies and plans.	Ongoing	PRC/EDC & Tourism/Planning	# policies/plans that include cultural goals and priorities.
1.1.G	Continue to encourage using cross-departmental teams in cultural development.	Ongoing	Arts Council/PRC/EDC & Tourism/Bylaws/Engineering/RCMP/Fire	#meetings # collaborative projects
1.1.H	Regularly review partnership agreements to ensure compliance and relevancy with Indigenous and youth focused/initiatives.	Short - Ongoing	PRC/SD 42	# new or expanded indigenous and youth initiatives # of connections with Kwantlen and Katzie, Metis and urban indigenous artists.
1.1.I	Explore the potential for a cultural scorecard process as a measurement for cultural development.	Short	PRC	Measurables for supporting environments, capacity and connecting people to nature: - # of community partners - # programs and event attendance - \$ amount of cultural grants available - # of volunteers/hours
1.1.E	Where possible, social innovation (e.g. tool libraries and cultural hubs) and social procurement (also known as social purchasing) is encouraged to effect solutions for cultural development.	Short - Ongoing	PRC/EDC & Tourism/Planning/IT /Communications	# of tool libraries/cultural hubs and use of libraries/cultural hubs.

# MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK

January 2019

<i>Supporting Actions</i>		<i>Timeline (Short: Years 1-3 Medium: Years 4-6 Long: Years 7-10 and Ongoing)</i>	<i>Potential Partners</i>	<i>Measurables</i>
1.1.K	Develop a Cultural Spaces and Facilities Framework to serve as a guide for phased investment and planning, extending beyond City-owned facilities and spaces, that includes but is not limited to: <ul style="list-style-type: none"> <li>• Examine current real estate inventory for arts, culture and heritage uses;</li> <li>• Identify and collate the mapping and listing of all City-owned spaces, City-leased spaces, and emerging spaces with potential for re-purposing such as industrial zones, and/or renovated spaces as well as purpose-built venues;</li> <li>• Maintain active dialogue with cultural community to stay current on space needs (including performing arts and museum discussions);</li> <li>• Seize opportunities to work with other levels of government towards securing funding for identified new or renovated cultural spaces and facilities, and related planning (e.g. feasibility studies/needs assessments; and capital infrastructure).</li> <li>• Facilitate agreements and address insurance issues with local realtors and developers to utilize existing venues, unrented or vacated spaces for cultural uses, for a possible tax deduction or other incentive.</li> <li>• Look to the City of Vancouver's Cultural Facilities Priorities Plan' Self-Assessment Checklist for user groups of existing or proposed cultural facilities and spaces.</li> <li>• Look at regulatory measures which may be preventing the use and development of artist and creative production spaces (including co-op models) and develop guidelines to</li> </ul>	Short - Medium	PRC/EDC/Planning/DMRBIA/Arts Council	# and distribution of cultural facilities and spaces across the city including commercial/private. # of area plans to include cultural development and infrastructure.
1.1.L	Determine City-identified spaces for temporary cultural activity (e.g. lobbies) and provide community spaces for artists (temporary or permanent), to introduce artists in residence program in higher traffic areas.	Short Medium	PRC/PASC/Arts Council/DMRBIA/MRHS and CHC	# temporary/permanent spaces # artists and projects/partners % increase in pedestrian traffic % decrease in vandalism
1.1.M	Support community-led efforts to share space and services; and explore the opportunity to create a centralized arts and culture 'hub'.	Ongoing	Arts Council/Community groups/EDC Support from PRC	% increased collaboration; efficiencies; improved capacity
1.1.B	Review the City's grant programs every five years; and explore the possibility of offering microloans for temporary art and heritage intervention projects that respond to a community need.	Medium	PRC/EDC & Tourism	Review process completed and grant program revised/updated Total \$ of microloans provided to artists and organizations
1.1.J	Make heritage and historical information available to new residents, addressing the diversity of cultures that make up Maple Ridge's history.	Medium - Long	CHC/MRHS/ISSBC/Family Education and Support Centre/LIPS/Planning/EDC	# new heritage resources for new residents and immigrants

# MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK

January 2019

Supporting Actions		Timeline (Short: Years 1-3 Medium: Years 4-6 Long: Years 7-10 and Ongoing)	Potential Partners	Measurables
<b>Objective 1.2: Invest in capacity-building and foster collaborations through knowledge-sharing, gatherings, and skills development opportunities for volunteers and administrators.</b>				
1.2.A	Convene Cultural Roundtable meetings that encourage a healthy creative ecosystem and provide opportunities for collaboration, information-sharing, event coordination/scheduling, and connection points (exchange, learning, and sharing).	Short - Ongoing	PRC/EDC/Planning/Cultural Roundtable/Neighbourhood Champions	% increased collaboration; efficiencies; improved capacity
1.2.B	Through Arts and Cultural Service organizations, hold an annual Cultural Forum focused on skills development in the areas of, but not limited to: • Board governance and development • Succession planning • Arts and cultural administration • Volunteer management • Communications and marketing • City processes and roles	Short - Ongoing	Arts Service Organizations including: Arts BC/Arts Council/Alliance for Arts/BCTC/Metro Vancouver	Increased capacity within community groups; knowledge sharing; strong boards and leaders at governance and staff levels.
1.2.C	Post volunteer needs through the Cultural Portal and share via Cultural Roundtable and social media.	Medium	PRC/IT	Increased volunteerism.
1.2.D	Link strategic planning and community initiatives to the Cultural Plan directions.	Ongoing	Cultural Roundtable	References/links in strategic plans; # initiatives that arise from the plan.
1.2.E	Through community partners, identify ways to engage newcomers.	Ongoing	Family Education/ISSBC/LIPS/ACT	% increase in newcomers participation in community life # new collaborative initiative with newcomer groups Reports of less social isolation Community wellness
1.2.F	Foster heritage conservation of City-owned properties.	Ongoing	PRC/Planning/CHC/MRHS/EDC	Increased conservation of heritage properties, placemaking and pride of place.
<b>Objective 1.3: Work with neighbourhoods to encourage a distributed model of arts, culture and heritage activity and connection points.</b>				
1.3.A	Through collaboration and consultation, use neighbourhoods as creative nodes or cultural junctions.	Medium	Neighbourhood Champions/Arts Council	# of creative or cultural projects developed in neighbourhoods Increased social inclusion Community wellness
1.3.B	Support community arts and culture based initiatives that promote inclusivity and build neighbourhood or community connections, including events.	Ongoing	Arts Council/Neighbourhood Champions	# of initiatives created
1.3.C	Expand 'neighbourhood champions circles' or teams and existing networks as contact points to foster social leadership.	Medium	Neighbourhood Champions	# of contacts increased



# MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK

January 2019

STRATEGIC PRIORITY 2: AWARENESS AND VISIBILITY				
GOAL: Arts and culture are valued, celebrated and integrated into community life.				
Supporting Actions	Timeline (Short: Years 1-3 Medium: Years 4-6 Long: Years 7-10 and Ongoing)	Potential Partners	Measurables	
Objective 2.1: Develop and implement a comprehensive arts and culture communications strategy to build audiences and awareness.				
2.1.A	Create a centralized portal to feature and promote arts, culture and events; programs; shared resources; etc.	Short	PRC/IT/Arts Council/Cultural Roundtable/regional child programming orgs/CHC/Post Secondary Institutions including urban desk @SFU/DMRBIA	Audience development Broadened awareness Support and increased participation Web user hits / stats
2.1.B	As part of the communications strategy, continue to build a 'culture for culture' within City Hall, by identifying internal communication and engagement actions;	Ongoing	Communications/PRC/Barber Center UBC/municipal advisory committees including CHC	Increased integration of arts and culture into other City initiatives and advisory committees Arts bingo
2.1.C	As part of the communications strategy to support the implementation of the plan, create an awareness campaign surrounding the value, benefits and impact of arts and culture;	Short - Medium	Communications/PRC/Cultural Roundtable/Arts Council/all advisory committees	Communications metrics such as reach (dashboard details), impressions, # of posts created.
2.1.D	Explore the possibility of centralized communication support/ resource for Maple Ridge's arts, culture and heritage scene.	Medium	PRC/IT/Arts Council	Increased efficiencies and reach.
2.1.E	Use local transportation networks as channels to communicate awareness of events and programs (e.g. buses, bus shelter ads, West Coast Express etc.);	Medium - Long	Engineering/Planning/Translink/MACA/ATAC/Operations	Audience development Broadened awareness Support and increased participation # of ads
Objective 2.2: Celebrate a sense of place and share Maple Ridge's story.				
2.2.C	Where possible, identify opportunities for interpreting heritage and animating neighbourhoods in Maple Ridge through artist and community-led place-making activities.	Short	EDC/PRC/Planning/Neighbourhood Champions and organizers/DMRBIA/Post Secondary Institutions	# of initiatives created Increased visibility of neighbourhood activities
2.2.D	Explore expanding the Public Art Program to include ways to animate the interpretation and awareness of public art, places and intangible cultural assets through tours, workshops, story-telling and other engagement pieces.	Short - Medium	PASC/PRC/Planning/Arts Council/local businesses/DMRBIA/library/MRH S/CHC/SD 42/Kwantlen & Katzie and indigenous arts groups/Eco-tourism; Post Secondary	Increased pride of place, placemaking, sense of place Increased social inclusion, community wellness Decreased vandalism Job creation Engaged youth (18-24 yrs)

# MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK

January 2019

<i>Supporting Actions</i>		<i>Timeline (Short: Years 1-3 Medium: Years 4-6 Long: Years 7-10 and Ongoing)</i>	<i>Potential Partners</i>	<i>Measurables</i>
2.2.G	Implement recommendations of the Developer Public Art Program to encourage beautification and an enhanced sense of place in urbanization.	Short	Planning/Engineering/PASC /EDC	# of contributions to public art fund # of developer public art projects # of partners for placemaking projects
2.2.A	Encourage arts and heritage-based creative solutions for empty storefronts and animating spaces. /	Medium - Long	Bylaws/Licensing/DMRBIA and business groups/Arts Council/heritage groups/EDC/HUB Cycling /Cycle BC	Increased animated spaces Reduction in vandalism More pedestrian traffic Property owner buy in
2.2.B	Use local transportation networks and public spaces as channels to communicate heritage facts and interesting local histories.	Medium	CMR/Translink/Ministry of Transportation/CHC/Destination BC/HUB Cycling/Cycling groups	Audience development Broadened awareness, support and increased participation Property owner buy-in Grants
2.2.H	Improve wayfinding in Maple Ridge and enhance 'sense of place' at neighbourhood levels through place naming and public works. Integrate with Indigenous cultural heritage initiatives.	Medium - Long	PRC/Engineering/Planning/CHC/EAC/PASC/Kwantlen & Katzie and indigenous arts groups/EDC/Tourism/Post Secondary Institutions	Ease of navigation Defined place Enhanced perception of Maple Ridge
2.2.I	Ensure signage bylaws relate to form and character guidelines for the enhancement of place; explore signage needs for events and festivals.	Ongoing	Events Festival Network/EDC/DMRBIA/Planning /Engineering/Bylaws/Arts Council	Increased impressions Consistency Beautification Enhanced perception of Maple Ridge
2.2.J	Design a sustainable mapping process to capture emerging cultural and historical stories and places.;	Medium - Long	IT/PRC/Library/LIPS/MRHS/CHC/Kwantlen & Katzie and indigenous arts groups	Sense of place, pride of place, social cohesion Enhanced perception of Maple Ridge

**MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK**  
January 2019

STRATEGIC PRIORITY 3: CULTURAL TOURISM AND CREATIVE ENTREPRENEURSHIP				
GOAL: Maple Ridge is recognized as an all-season cultural tourism destination and home to thriving creative entrepreneurs.				
Supporting Actions	Timeline (Short: Years 1-3 Medium: Years 4-6 Long: Years 7-10 and Ongoing)	Potential Partners	Measurables	
<b>Objective 3.1: Continue to enhance understanding amongst stakeholders and decision makers the value of arts, culture, heritage and creative community as part of Maple Ridge's tourism attraction mix (e.g. festivals, events, agri-tours, cultural tours, open studios etc.) and destination branding.</b>				
3.1.A	Enhance the strategic positioning of Festivals and Events to align with any tourism strategy development planning.	Ongoing	Community Festivals Network/DMRBIA/Chamber of Commerce/Arts Council/EDC/HFM	Increased presence and marketing of festivals and events Increased tourism
3.1.B	Consider conducting an economic impact study of the local cultural sector.	Medium	EDC/PRC/Arts Council/Post Secondary Institutions/Creative City Network of Canada/Creative BC	Increased understanding of labour market impacts of cultural workers and the direct, indirect and induced economic contributions to the local economy.
3.1.C	Ensure tourism and economic development representation on the Cultural Roundtable, and cultural representation in the Economic Development and Culture Advisory Group and other economic development bodies, as appropriate.	Ongoing	Cultural Roundtable	Reflection of local creative ecosystem (broader representation than arts and culture community)
3.1.D	Work towards enhancing cultural tourism marketing of a broader range of cultural attractions.	Short - Ongoing	EDC/Cultural Roundtable	Increased representation of cultural asset mix
<b>Objective 3.2: Leverage local cultural resources and assets to distinguish Maple Ridge as a cultural destination. "Collaborations"</b>				
3.2.A	Link to Strategic Priority 2 awareness and visibility initiatives, including a cultural portal where residents and visitors can learn comprehensive information about arts and cultural resources, events, festivals, venues, concerts, etc.	Short	PRC/IT//Arts Council/SD 42/Post Secondary Institutions	Audience development; increased attendance and participation; increased resources and assets; youth
3.2.B	Identify 'pairings' of cultural tourism and niche culinary and agri-tourism initiatives (e.g. Haney Farmers' Market; cheesemakers; wineries).	Short - Ongoing	Chamber of Commerce/DMRBIA/HFM/EDC/B C Ale Trail/Post Secondary Institutions	Increased cultural/agri tourism
3.2.C	Encourage participation in the BC Économusée Program ( <a href="http://bc.economusee.com">http://bc.economusee.com</a> ).	Medium	EDC/BC Economusee	
3.2.D	Ensure consistent annual baseline data collection amongst local cultural resources and assets and encourage tourism leads to share relevant visitor profile data to encourage audience development.	Short - Ongoing	EDC/DMRBIA/Cultural Roundtable/Post Secondary Institutions	Increased data inputs that are more complete
3.2.E	Ensure destination branding reflects local community cultural identity inputs, diversity, and local cultural resources and assets.	Short	EDC/DMRBIA/Cultural Roundtable/Post Secondary Institutions	Increased pride of place, sense of place; audience development and tourist attraction



# MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK

January 2019

<i>Supporting Actions</i>		<i>Timeline (Short: Years 1-3 Medium: Years 4-6 Long: Years 7-10)</i>	<i>Potential Partners</i>	<i>Measurables</i>
<b>Objective 3.3: Further integrate creative economy strategies into economic development planning.</b>				
3.3.A	With identified partners (e.g. Downtown Maple Ridge Business Improvement Association) promote Arts and Business partnerships and generate spin-off cultural economic activity to raise the profile of culture as an economic generator.	Short	EDC/DMRBIA/Chamber of Commerce/Arts Council	Number of activities and initiatives; increased level of awareness
3.3.B	Encourage involvement of cultural and creative businesses and arts groups in downtown business networking activities to stimulate collaboration and partnerships.	Medium	Cultural Roundtable/Arts Council	Increased participation by artists and creatives
3.3.C	Continue to encourage film industry activity in the City to attract spending, create employment and raise the profile of Maple Ridge.	Short - Ongoing	EDC/Arts Council/Post Secondary Institutions	Increased contribution of film to local economy
<b>Objective 3.4: Work with creative entrepreneurs on skills development.</b>				
3.4.A	Offer small business training and link to Etsy Markets and other creative entrepreneurs' initiatives, such as the creation of cooperatives.	Medium	Chamber of Commerce/Etsy network/Small Business BC/Community Futures	Number of activities and initiatives; increased level of marketing and production
3.4.B	Through the Business Hub, develop a toolkit for managing creative entrepreneur businesses, and encourage buy local campaigns, and the use of local creations in City ceremonies and gifts.	Short - Medium	DMRBIA/Chamber of Commerce/IT	Increased representation of the work of creative entrepreneurs and number of creative entrepreneurs
3.4.C	Share new models in social enterprise and earned revenue streams with arts and culture organizations.	Medium	Arts Service Organizations including Arts BC/Arts Council/Alliance for Arts/BCTC/Metro	Diversified base of revenue streams amongst arts and culture orgs; increased learning and capacity building; sustainable organizations and programs
3.4.D	Through the Business Hub, help to reduce red tape and provide further support in collaboration with the creative entrepreneur community.	Medium - Ongoing	IT/EDC/Bylaws/DMRBIA	Increase in creative entrepreneurship activity; # creative start ups



# MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK

January 2019

STRATEGIC PRIORITY 4: YOUTH AND FAMILY ARTS				
GOAL: Youth are active and involved in the arts in Maple Ridge, as participants and producers and family arts opportunities abound.				
Supporting Actions		Timeline (Short: Years 1-3 Medium: Years 4-6 Long: Years 7-10 and Ongoing)	Potential Partners	Measurables
Objective 4.1: To address barriers and develop mechanisms which will allow access for youth and children, and encourage family participation.				
4.1.A	Establish a local young people's arts and culture advisory group to advise on the implementation and development of this Strategic Priority.	Short - Ongoing	Youth Planning Table/PRC/SD 42/SDAC "Student Voice"/Rotary Club "Youth Summit"/Faith Youth Groups/ISSBC/youth advisory groups/ Scouts and Guides/Library youth group	Barrier reduction; increased participation; audience development; # of projects or initiatives / # of posts / communications
4.1.B	Explore the possibilities of establishing a sustained and funded local program for arts engagement for young people across all art forms.	Medium	SD 42, Arts Council / Provincial BCAC / Library	Audience development, increased participation of youth and families; number of projects or initiative created; greater awareness and valuing of arts, building capacity in arts administration, creative workers, cultural producers in local economy; track programs after seed grant.
4.1.C	Work collaboratively with organizations in the area who provide services and programs to children and young people.	Ongoing	Arts Council, Arts Umbrella, Library, SD 42, PRC, Youth Planning Table, for profits, internships, PLAY Society, music + dance schools, Katzie Literacy, Family Services, yoga + fitness businesses, MRPM Katzie Literacy Committee	# of new initiatives; increased engagement; audience development; increased awareness, youth appreciation, social inclusion, community wellness
4.1.D	Align with and take direction from the Provincial Government's Youth Engagement Toolkit, and explore models of engagement for young people in challenging and complex situations.	Medium	Cultural Roundtable/Youth Planning Table/MLAs	
4.1.E	Work with local School District partners to deliver arts and creative opportunities.	Ongoing	SD 42; Arts Council; student voice	

# MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK

January 2019

Supporting Actions		Timeline (Short: Years 1-3 Medium: Years 4-6 Long: Years 7-10 and Ongoing)	Potential Partners	Measurables
4.1.F	Expand arts, culture and heritage organizations to include, youth and family arts policies, programs and directions as part of their operating agreements with the City and through other mechanisms such as strategic plans. / still not clear what city means by "culture"	Ongoing	PRC, Cultural Roundtable	# of new initiatives; increased engagement; audience development; increased awareness, youth appreciation, social inclusion, community wellness
4.1.G	Encourage local partners such as the Downtown Maple Ridge Business Improvement Association and others to create a youth-friendly atmosphere through services, events and businesses.	Ongoing	DMRBIA, businesses, Arts Council, Community Festivals Network, event and neighbourhood organizers; <del>SCOPES Live 5.3.10</del>	
4.1.H	Support Youth in navigating policies and liability issues associated with youth-led arts and culture initiatives.	Ongoing	PRC, Community Festivals Network, Youth Planning Table, Artists in Residence	Increase in # of queries; initiatives
<b>Objective 4.2: To create and develop ways to nurture and celebrate the ambition, enthusiasm and talent of local children and youth in the arts.</b>				
4.2.A	Establish a cohort of "arts champions": established artists, industry experts and 'household names/influencers' to promote the value of youth arts in the community.	Short - Ongoing	Cultural Roundtable, Youth Planning table, SD 42	Increase number of self-identified champions; enhanced perception of the city as a youth and family arts community.
4.2.B	With identified partners, explore the possibility of developing a youth employment and/or volunteering initiative to increase opportunities for young people to gain employment experience in the arts and creative industries.	Short - Ongoing	Cultural Roundtable, DMRBIA, SD 42, EDC, Arts Council, PRC, MRHS	Audience development, increased participation of youth and families; number of projects or initiative created; greater awareness and valuing of arts, # increased future arts administrators, creative workers, cultural producers in local economy
4.2.C	Establish and promote a calendar of young people's and family arts events to celebrate and showcase talent and encourage family and community support and engagement.	Short - Ongoing	Cultural Roundtable, IT, PRC, Youth Planning table, SD 42	
4.2.D	Explore the possibilities for establishing a City's arts awards program for young people across all art forms.	Medium - Ongoing	Arts Council, SD 42, Artists in Residence, Youth Planning table, SD 42	

# MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK

January 2019

<i>Supporting Actions</i>		<i>Timeline (Short: Years 1-3 Medium: Years 4-6 Long: Years 7-10 and Ongoing)</i>	<i>Potential Partners</i>	<i>Measurables</i>
4.2.E	Establish a Local Children and Young People's arts conference every two years to share good practice with the arts and other related sectors.	Medium - Long	PRC, Arts Council, SD 42, Youth Planning Table / Post Secondary Institutions orgs	Audience development, increased participation of youth and families; number of projects or initiative created; greater awareness and valuing of arts, # increased future arts administrators, creative workers, cultural producers in local economy
4.2.F	Explore the feasibility of creating a mechanism for financial support to ensure that talented young artists can achieve regardless of financial status.	Long	KidSport/Arts Umbrella/provincial partners/local businesses/provincial government/BC Arts Council /SD 42/local craft groups	
4.2.G	Work with potential partners such as key arts and culture organizations; youth and children's organizations, and the local School District; to develop and implement a Young Arts Ambassador's scheme to challenge perceptions of the arts and encourage peer engagement.	Medium	Library, Arts Council, Youth Planning Table, PRC	
<i>Supporting Actions</i>		<i>Timeline (Short: Years 1-3 Medium: Years 4-6 Long: Years 7-10 and Ongoing)</i>	<i>Potential Partners</i>	<i>Measurables</i>
<b>Objective 4.3: Increase Family Arts opportunities City-wide.</b>				
4.3.A	Increase family arts and cultural programming at existing cultural venues and under-utilized venues – The ACT Arts Centre, Maple Ridge Museum, Library and Youth Centre.	Short - Ongoing	Arts Council, MRHS, Library, PRC / SD 42 for space	Audience development, increased participation of youth and families; number of projects or initiative created; greater awareness and valuing of arts
4.3.B	Support the development of existing and new family events and programs in arts and culture, and sites and spaces such as: The Haney Farmers' Market Museum of Now and a Children's Museum	Ongoing and increase	Cultural Roundtable, Arts Council, MRHS, Library, Youth Planning Table, PRC	
4.3.C	Facilitate youth and families in capturing and expressing local storytelling and historical events.	Medium	MRHS, CHC	

# MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK

January 2019

<i>Supporting Actions</i>		<i>Timeline (Short: Years 1-3 Medium: Years 4-6 Long: Years 7-10 and Ongoing)</i>	<i>Potential Partners</i>	<i>Measurables</i>
<b>Objective 4.4: Sustain a youth and family arts sector and initiatives by developing capacity in the community.</b>				
4.4.A	Identify ways of financially supporting youth and family arts programming and development, and involve local cultural leaders and businesses in funding opportunities.	Short	Cultural Roundtable, PASC, HFM, Arts Council, Prov. Govt BC Arts Council, endowments	Increase in support for youth and family initiatives, # of new initiatives; increased engagement; audience development; increased awareness, youth appreciation, social inclusion, community wellness
4.4.B	Follow best practice and success models for youth and family arts initiatives and link with Youth Strategy implementation.	Short	PRC/DMRBIA/Arts Council	Improved metrics and evaluation, and outcomes
4.4.C	Increase digital literacy among arts and culture groups to explore how technology is being used and could be used to increase young people's engagement with the arts.	Medium - Long	IT, Library, Youth Planning Table, PRC	# of digitally-based initiatives
4.4.D	Share self evaluation frameworks for those delivering arts programs to youth and offering family arts programs.	Medium - Long	Cultural Roundtable	Improved metrics and evaluation, and outcomes
4.4.E	Develop an evaluation framework to assess progress and inform future development of this Strategic Direction and ensure that all art forms and heritage are included and represented in the implementation and development of this Strategic Direction.	Medium - Long	PRC	Improved metrics and evaluation, and outcomes



MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK  
January 2019

STRATEGIC PRIORITY 5: INDIGENOUS CULTURAL HERITAGE AND ARTS				
GOAL: There is an increased understanding of the rich cultural heritage of the Katzie and Kwantlen peoples, and opportunities for indigenous contemporary arts practice.				
Supporting Actions	Timeline (Short: Years 1-3 Medium: Years 4-6 Long: Years 7-10 and Ongoing)	Potential Partners	Measurables	
Objective 5.1: Ensure that Indigenous voices and stories are reflected in ongoing cultural planning.				
5.1.A	Support the participation of Kwantlen and Katzie representatives in cultural and heritage development on an annual basis.	Ongoing	Kwantlen and Katzie First Nations, FRANAS	Ongoing collaboration and relationship building with Kwantlen and Katzie and other indigenous groups including Metis to determine priority and implementation through a commitment to listening and learning.
5.1.B	Working in partnership, establish protocols between local First Nations and the City of Maple Ridge.	Ongoing	CMR/Kwantlen and Katzie First Nations/FRANAS/SD 42 Aboriginal Ed. Committee	
5.1.C	Ensure Indigenous representation in the Cultural Roundtable forum.	Ongoing	Kwantlen and Katzie First Nations, FRANAS	
5.1.D	Consider appointing an Indigenous Engagement liaison role within the City.	Ongoing	CMR	

# MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK

January 2019

<i>Supporting Actions</i>		<i>Timeline (Short: Years 1-3 Medium: Years 4-6 Long: Years 7-10 and Ongoing)</i>	<i>Potential Partners</i>	<i>Measurables</i>
5.1.E	Identify ways to welcome urban Indigenous and Metis Peoples to community dialogues.	Ongoing	CMR, Kwantlen and Katzie First Nations, FRANAS	
<b>Objective 5.2: 'Share and teach, and learn to walk together as one'. Build connections between the local Indigenous communities and the broader Maple Ridge community through art and heritage / stories of places.</b>				
5.2.A	Support efforts to feature Indigenous artists to practice and sell their artwork; and provide arts and craft workshops (link to Creative Entrepreneurship), in partnership with organizations such as the Coast Salish Arts and Cultural Society.	Ongoing	EDC, Arts Council, PRC, Kwantlen and Katzie First Nations	Ongoing collaboration and relationship building with Kwantlen and Katzie and other indigenous groups including Metis to determine priority and implementation through a commitment to listening and learning.
5.2.B	Working with the Public Art Steering Committee, identify public art opportunities to illustrate traditional and contemporary connections, where appropriate.	Ongoing	PASC, Kwantlen and Katzie First Nations, FRANAS	
5.2.C	Provide opportunities for the public to learn about reconciliation and the shared history of Indigenous Peoples through inclusive dialogue, celebration and performance, as well as creative placemaking installations and permanent displays in City Hall. Ensure grant-receiving organizations have identified ways to integrate Indigenous arts practice or cultural heritage into programming or project-based initiatives.	Ongoing	PASC, Kwantlen and Katzie First Nations, FRANAS, EDC, Planning, Arts Council	
5.2.D	Link traditional ecological knowledge/Natural Heritage Keepers with community groups to foster a deeper understanding of place, the natural environment, flora and fauna.	Ongoing	Environmental Advisory Committee, PRC, EDC, PASC, Environmental School, provincial and federal governments, Translink	
5.2.E	Encourage connections to share knowledge of land and food (possibly tie to multicultural food/fusion festival).	Ongoing	ISSBC, LIPS, multicultural groups, Community Festivals Network, Cultural Roundtable, Kwantlen and Katzie First Nations	
5.2.F	Build ways to interact less formally and on a regular bases where possible and appropriate.	Ongoing	CMR, Kwantlen and Katzie First Nations	

# MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK

January 2019

<i>Supporting Actions</i>		<i>Timeline</i> <i>(Short: Years 1-3</i> <i>Medium: Years 4-6</i> <i>Long: Years 7-10</i> <i>and Ongoing)</i>	<i>Potential Partners</i>	<i>Measurables</i>
<b>Objective 5.3: Support efforts to reconnect and preserve language and place names.</b>				
5.3.A	Identify opportunities to integrate traditional and contemporary Indigenous culture, identity and language in community programming and planning.	Ongoing	SD 42, Environmental school, PRC, EDC/tourism	Ongoing collaboration and relationship building with Kwantlen and Katzie and other indigenous groups including Metis to determine priority and implementation through a commitment to listening and learning.
5.3.B	Incorporate Indigenous Cultural, Intangible and Natural Heritage into cultural tourism planning and the animation of spaces and places.	Ongoing	EDC, Planning, MRHS	
5.3.C	Acknowledge heritage and significant sites. Reflect traditional place names, symbols and references to the Halkomelem language (and where appropriate, the North and South River Dialects) in signage in parks, trails and waterways.	Ongoing	Kwantlen and Katzie First Nations, FRANAS	
5.3.D	Consider exploring a community mapping exercise or app development to record stories and share them with the broader community.	Ongoing	EDC, IT, Planning, MRHS, Arts Council	
5.3.E	Collaborate with Indigenous artists on wayfinding (Link to Strategic Priority 2).	Ongoing	PRC, Planning, EDC, Environmental Advisory Committee	

**MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK**  
January 2019

**STRATEGIC PRIORITY 6: MULTICULTURALISM AND SOCIAL INCLUSION**

**GOAL: Everyone feels they can participate in the cultural life of our City where diversity is welcomed.**

<i>Supporting Actions</i>		<i>Timeline (Short: Years 1-3 Medium: Years 4-6 Long: Years 7-10 and Ongoing)</i>	<i>Potential Partners</i>	<i>Measurable</i>
<b>Objective 6.1: Foster an understanding that community identity and wellness are enhanced and strengthened by diversity and inclusive participation.</b>				
6.1.A	Facilitate continuing engagement and dialogue with the multicultural community; youth, seniors, new residents, immigrants, people with disabilities and the LGBTQ2S and gender diverse community.	Short - Ongoing	PRC/Seniors Network/RMCCT/Fraser Health/Arts Council/ISSBC/LIPS/Library/SD 42/Interfaith and Church groups/MRHS/HFM/DMRBIA/RM Association for Community Living/high school LGBT groups/outreach to identify other partners	Increased participation; social inclusion, safety, community wellness, audience development, enhanced perception of Maple Ridge as an inclusive city
6.1.B	Link to, and promote other initiatives, plans and programs both within the City and out in the community that share these objectives.	Short Ongoing	PRC, SD 42, RMMS, LIPS, Library / look outside city for inspiration	Increased participation; social inclusion, safety, community wellness, audience development, enhanced perception of Maple Ridge as an inclusive city
6.1.C	Use culture as a tool for community wellness and for opening up dialogue and opportunities for marginalized communities through inclusivity initiatives (e.g. ticket access; free events and programs) with identified partners.	Ongoing	Arts Council, Library, PRC, Advisory Committees, SPAC, service clubs, HFM, Community Network	
6.1.D	Work in partnership with relevant community organizations to create an accessibility checklist to minimize barriers to audiences and explore the possibility of a community Arts Cultural Accessibility Fund.	Medium	Social planning, Community Network, MACAI, seniors network	
6.1.E	Encourage access and participation to arts and culture through transportation planning. / cyclist joggers / pedestrians	Medium	Translink, Engineering, Planning, community service groups, HUB Cycling, MACAI, ATAC	



# MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK

January 2019

Supporting Actions		Timeline (Short: Years 1-3 Medium: Years 4-6 Long: Years 7-10 and Ongoing)	Potential Partners	Measurable
Objective 6.2: Promote social change arts practices, and arts-based strategies for addressing matters of civic importance.				
6.2.A	Promote and/or fund workshops that help with training, advocacy and education in these areas.	Medium - Long	SD 42, PRC / Prov BC - Feds / Kwantlen + Katzie	Increased participation; social inclusion, safety, community wellness, audience developmen, enhanced perception of Maple Ridge as an inclusive city
6.2.B	Identify opportunities to address the community needs of equity, diversity, accessibility and social inclusion.	Medium - Long	PRC, Cultural Roundtable	
Objective 6.3: Celebrate Maple Ridge’s rich ethnic and cultural diversity, and heritage legacy through culinary-arts and music based festivals and events.				
6.3.A	Provide funding and support for multicultural events such as Cultural Days and Fusion-like events.	Medium - Long	ISSBC/Arts Council/provincial/national partners/PRC/DMRBIA/Rotary/H FM/Service Clubs/Chamber/South Asian Society/SD 42/ Chamber of Commerce	Increased participation; social inclusion, safety, community wellness, audience development, enhanced perception of Maple Ridge as an inclusive city
6.3.B	Support and host events that use music and food to connect and promote social inclusion and diversity.	Short - Ongoing	ISSBC/Library/LIPS/RM Islamic Society/RM South Asia Cultural Society/Rotary Club/SD 42/Family Education and Support Centre/Arts Council/HFM/DMRBIA/Chamber of Commerce/other funders/business community	Increased participation; social inclusion, safety, community wellness, audience development, enhanced perception of Maple Ridge as an inclusive city
6.3.C	Encourage newcomers to learn about the cultural diversity of Maple Ridge and the City’s unique heritage.	Short - Ongoing	ISSBC, Community Network, DMRBIA, Chamber of Commerce, realty board, Arts Council; library	

## MAPLE RIDGE CULTURE PLAN IMPLEMENTATION FRAMEWORK

January 2019

### ACRONYMS LIST:

ACT – The ACT Arts Centre	LIPS - Local Immigration Partnerships Society
ADP - Advisory Design Panel	MACAI - Municipal Advisory Committee on Accessibility and Inclusivity
BCTC – BC Treaty Commission	MLA – Member of the Legislative Assembly (provincial government)
CHC - Community Heritage Commission	MRHS - Maple Ridge Historical Society
CMR – City of Maple Ridge	PASC – Public Art Steering Committee
DMRBIA/BIA - Downtown Maple Ridge Business Improvement Association	PRC - Parks, Recreation & Culture
HFM - Haney Farmers Market & Society	RMCTT – Ridge Meadows Community Children’s Table
IT – Information Technology, CMR	SDAC – School District Advisory Committee
EAC – Environmental Advisory Committee	SCOPE - Sustainable Childhood Obesity Prevention through Community Engagement
EDC - Economic Development and Civic Property (includes Tourism)	SD 42 – School District 42
FRANAS – Fraser River All Nations Aboriginal Society	SFU – Simon Fraser University
ISSBC - Immigrant Services Society of BC	RCMP – Ridge Meadows RCMP

## City of Maple Ridge

**TO:** His Worship Mayor Michael Morden  
and Members of Council  
**FROM:** Chief Administrative Officer  
**SUBJECT:** Downtown Maple Ridge Business Improvement Association request to continue the Façade Improvement Program for three years commencing 2019

**MEETING DATE:** Feb. 5, 2019  
**FILE NO:** Doc #2144100  
**MEETING:** Council Workshop

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### EXECUTIVE SUMMARY:

The Downtown Maple Ridge Business Improvement Association (DMRBIA) has requested Council extend the City's contribution to the Façade Improvement Program (FIP) for a further three years from 2019 to 2021 (see Appendix 1). The DMRBIA administers this program in partnership with the City. The purpose of FIP is to encourage property and business owners to upgrade the appearance of their buildings thereby creating a more pleasant and inviting building and street-scape. In 2015, the City extended its participation in the FIP for three years, which came to an end in 2018. During the last three year period, the City allocated \$25,000 per year to match the DMRBIA funding, offering up to \$50,000 annually for façade improvement projects. The City has contributed financially to the FIP for ten years. Currently, \$38,600 allocated to the FIP remain unspent due to lack of suitable project applications or incomplete projects. These funds can be reallocated to the FIP should Council wish to renew the City's participation in the FIP, or can be used in any other manner that Council decides.

This report provides Council a summary of the results of the FIP. It also suggests additional public consultation to explore other downtown initiatives that the City and the DMRBIA may wish to explore for future funding. Some project ideas have already been identified and are listed to provide greater context.

Given the overall success of the FIP in improving the façades of 92 buildings during the program's inception, staff recommend allocating a \$25,000 contribution for one additional year to the 2019 FIP program. During this year, staff can consult with the DMRBIA, the Economic Development Committee and other stakeholders on other potential partnership projects to continue to improve the downtown.

### RECOMMENDATION:

That \$25,000 be allocated to the Downtown Maple Ridge Façade Improvement Program for 2019, and further,  
That staff engage in consultation with stakeholders in the town centre and bring a report to Council to identify new partnership initiatives to continue to enhance the downtown.

### DISCUSSION:

#### a) Background Context:

In their letter dated December 10, 2018, the DMRBIA requested that the City continue to contribute \$25,000 annually to partner in funding the FIP for another three years. During its ten year life, the FIP supported improvement of 92 buildings. Appendix 2 provided by the DMRBIA, offers details of the projects funded in 2018, a three year review of the FIP and before and after pictures. For 2018, thirteen properties received funding for the following types of projects: new signs, 7 properties; cleaning and painting, 6 properties; a new patio, 1

property; and exterior renovations, 2 properties. The type of façade improvement is consistent with past years; projects, which generally do not require development permits and can be achieved with modest investment by the owner of the building or business.

Staff recommend continuation of the City FIP program for only 2019 for the following reasons:

- ✓ The FIP program aligns with the town centre enhancement initiatives and the goals to encourage development in the town centre;
- ✓ It demonstrates Council's continued support of business;
- ✓ City funds help to leverage investment by property owners to improve their buildings which supports higher property valuations;
- ✓ A one year extension by the City supports the DMRBIA, while offering an opportunity to explore other partnership projects for the enhancement of the town centre.

Council may also wish to consider that the FIP has been supported by the City for 10 years, and has provided financial assistance to many businesses already. Since its inception in 2009, the City has contributed \$185,600 to the FIP. Accordingly, Council may wish to consider letting the City's contribution to the FIP end. Council may want to explore the FIP along with other projects which can also support the goal of enhancing the town centre and encouraging development.

The following project ideas have been brought to staff's attention by the DMRBIA and others but have no associated funding:

- Town centre entrance signage at Lougheed Hwy and Dewdney Truck Road and 222 and 228 streets;
- Town centre pedestrian oriented directional signage;
- Place making initiatives to enhance specific areas where lighting, street furniture and programming space can be added (e.g. laneway between Leisure Centre and Haney Place Mall);
- Free Wi-Fi extending service from Memorial Peace Park to 224 Street from Lougheed to Dewdney Truck Road.;
- Installing speakers to play music in the park and along 224 street to support events and festivals;
- Creating a new signature event for the town centre which may include multiple street closures;
- Continuation of the façade improvement program for a further 3 year term.

The ideas presented above are only a starting point. A robust public consultation process which brings together stakeholders from diverse groups will result in new ideas for enhancing the town centre area. All ideas can then be assessed with regard to Council's objectives for the town centre, anticipated benefits and budgetary implications. Staff can then present a report to Council offering recommendations for project funding and implementation.

**b) Business Plan/Financial Implications:**

The Façade Improvement Program is not specifically included in the 2019 Business Plan, though the broader objective of supporting town centre beautification and development is a key objective. Over the ten years that the FIP has been in place, the City has budgeted \$224,000 as its share of the matching funding for the program, however, take up has been \$185,600 leaving a balance of \$38,400 unspent City funds. These funds have not been allocated and can be made available for the FIP program or other initiatives.

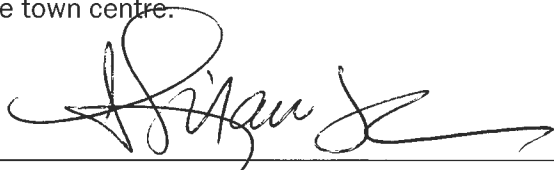
Should Council endorse the recommendation, then FIP will be included in the 2019 Business Plan and funding of \$25,000 will be included in the operating budget.

**c) Alternatives:**

1. Council may wish to let the City's contribution to the DMRBIA FIP end and no longer contribute to this. This would free the funds that have been unspent to be used for other priority areas. It is likely the DMRBIA would continue with the FIP, albeit, the program would be much smaller.
2. Council may wish to support the continuation of the FIP for three more years as requested by the DMRBIA. In this case, matching funding in the amount of \$25,000 for each of the next three years will need to be added to the operating budgets for 2019 - 2021.

**CONCLUSION:**

The DMRBIA has requested a three year continuation of the City's contribution of \$25,000 to the FIP. The City has spent \$185,600 over ten years to the FIP supporting 92 properties. As there are many other potential worthy projects for enhancement of the town centre, Council may wish to consult with the community to identify other projects that would enhance the town centre and would require City funding. As the FIP has been beneficial, staff recommend continuing with the City providing matching funding for one year only and proceeding with consultation to explore the need for other projects for the town centre.



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**Prepared by:** Lino Siracusa BA, MBA  
Director Economic Development and Civic Property



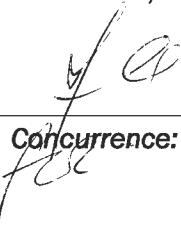
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**Reviewed by:** Trevor Thompson, BBA, CPA, CGA  
Chief Financial Officer



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**Approved by:** Frank Quinn, MBA, P.Eng  
General Manager, Public Works & Development Services



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**Concurrence:** Paul Gill, BBA, CPA, CGA  
Chief Administrative Officer

**Attachments:**

- (1) Letter from BIA requesting extension of FIP
- (2) Façade improvement projects and report





**DOWNTOWN  
MAPLE RIDGE**  
Business Improvement Association

*Ours to Share!*

#34 - 22374 Lougheed Highway, Maple Ridge B.C. V2X 2T5  
Phone 604-467-2420 / Fax 604-467-2421

To: City of Maple Ridge Mayor & Council  
Re: Façade Improvement Program Grant

Maple Ridge, December 10, 2018

Congratulations Mayor and Council members on your recent election victories!  
The Downtown Maple Ridge Business Improvement Association(DMRBIA) member businesses and commercial property owners are looking forward to work with all of you!

At the November DMRBIA Board Meeting, Board members expressed their concern about the possible ending of City of Maple Ridge(CMR) support towards the very successful DMRBIA Façade Improvement Program(FIP). The Board feels this has been and continues to be an excellent partnership program with CMR, resulting in a huge impact at a nominal cost.

We are convinced FIP's ultimate purpose of enhancing/improving our downtown streetscape is steadily being accomplished by encouraging property/business owners annually to clean up and improve their facades. This was always one of the major goals of the Economic Development Office, the City together with the BIA. DMRBIA is hereby kindly requesting Mayor & Council to reconsider halting CMR financial support towards FIP. There have been many excellent projects completed over the last 10 years.

Following are some of the stats covering the 10 year period:

- 100 applications received
- 92 completed projects
- Individual Grants between \$1,250.00 and \$10,000.00 – up to 50% of actual cost, \$10,000.00 max.
- Approx. \$6,000,000.00 in streetscape improvements in the BIA area finalized through this program.
- FIP grants awarded over last 10 years totaled approx \$375,000.

The 50/50 agreement with CMR made it possible to offer a maximum of \$50,000 in Façade Improvement grants annually (50% DMRBIA + 50% CMR).

DMRBIA did not use all funding available; in some cases projects didn't complete, sometimes number of applications didn't add up to \$50,000, or final cost of improvements was lower than anticipated. We are very careful with the grant funding available to us, therefore not always accessing the maximum amount of \$50,000.00. Over the last 3 years approx \$23,000.00 accumulated in "unused funding" for this reason, which means CMR was never requested to pay it out and this funding should still be available to us?

DMRBIA would hereby like to request Mayor and Council to reconsider and extend the FIP Grant for another 3 years, starting January 1, 2019 and ending December 31, 2021(expiry date of the present DMRBIA Bylaw)

We would be happy to answer any questions or address any concerns at your earliest convenience.  
Thank You so much for your attention to this matter,

Kind regards,

Ineke Boekhorst,  
Executive Director Downtown Maple Ridge Business Improvement Association

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Mailing address: PO Box 530, Maple Ridge, BC, V2X 3P2  
Email: [ExecutiveDirector@DowntownMapleRidge.ca](mailto:ExecutiveDirector@DowntownMapleRidge.ca)  
Website: [www.DowntownMapleRidge.ca](http://www.DowntownMapleRidge.ca)

DMRBIA Facade Improvement Program 2018, Final Report

Prepared by: Ineke Boekhorst, Dec. 19, 2018

In no particular order:

1. **Rainland Investments Ltd – Stuart Insole – 604-562-4806**  
**Purpose:** pressure wash exterior, paint, labour and materials and minor repairs  
**Location:** 22932 Lougheed Hwy (Frogstone Mall)  
**Cost of project:** \$ \$18,586.00 - **Amount requested:** \$9,293.00; **approved \$9,293.00**  
Project Completed. Paid July 2018, cheque # 3163, **\$9293.00**
2. **Big Feet – Haiming Zhu (Alex)**  
**Purpose:** Fabrication and Installation of Composite hanging sign  
**Location:** Unit 103 22347 Lougheed Hwy  
**Cost of project:** \$1,018.00 - **Amount requested:** \$509.00; **approved \$509.00 pending receiving City of MR permit**  
**This project did not complete**
3. **Hagens Travel – Deddy Geese**  
**Purpose:** Clean and Painting trim and wood panel of Upper area where business is located  
**Location:** 11958 224<sup>th</sup> Street  
**Cost of project:** \$1,288.34 - **Amount requested:** \$644.17 ; **approved \$645.00**  
Project completed. Paid May 2018, cheque # 3107, **\$644.17**
4. **Big Feast Bistro – Mike Mulcahy**  
**Purpose:** create new patio with railing, awning, audio system, paint for brickwork, lights,  
**Location:** 11920 227<sup>th</sup> Street  
**Cost of project:** \$17,090 - **Amount requested:** \$8,545.00; **approved \$8,545.00**  
Project completed. Paid November 2018, cheque #3272; **\$8545.00**
5. **Harris & Leib Insurance – Clay Germain**  
**Purpose:** Signage for west facing wall including light boxes  
**Location:** 22303 Lougheed Hwy  
**Cost of project:** \$ 2,626.53 - **Amount requested:** \$ 1,000.00; **approved \$1,000.00**  
Project completed. Paid September 2018, cheque # 3201; **\$1,000.00**
6. **Wicked Tattoo & Piercing – Vanessa McNaughton**  
**Purpose:** design, produce and install signage  
**Location:** #1 22335 Lougheed Hwy  
**Cost of project:** \$ 3251.00 - **Amount requested:** \$ 1,625.50 ; **approved \$1,626.00**  
**This project did not complete**
7. **Steelhead Investments – Chrislana Gregory**  
**Purpose:** entire property to be “touched up” and repainted  
**Location:** 22624 Lougheed Hwy (Smile Thai Restaurant)  
**Cost of project:** \$3,560.00 - **Amount requested:** \$ 1,780.00 ; **approved \$1,780.00**  
Project completed. , paid July 2018, cheque # 3162; **\$1,780.00**
8. **Holly Classic Hair Nails & Spa – Holly Tran**  
**Purpose :** Backlit signage  
**Location:** #5 22214 Dewdney Trunk Road  
**Cost of project:** \$5,000.00 - **Amount requested:** \$2,500.00; **approved \$2,500.00**  
Project completed. Paid December 2018, cheque # 3273; **\$2,500.00**

9. **Jessica Cail – for After School Warriors – Licensed Daycare**  
**Purpose:** remove and replace old entry door and facade graphics, powerwash, paint  
**Location:** #201 22712 Dewdney Trunk Road  
**Cost of Project:** \$3,800.00 – **Amount Requested:** \$1,900.00; **approved \$1,900.00**  
Project completed. Paid August 2018, cheque # 3180; **\$1,744.85**
10. **Louis Bayard – for Louis Leather**  
**Purpose:** Repair, powerwash and paint the property/ remove old signage and replace  
**Location:** 22246 Selkirk Ave  
**Cost of Project:** \$ 3,975.00 – **Amount Requested:** \$1,987.50; **approved \$1,988.00**  
This project did not complete
11. **Ridge Meadows Child Development Centre – Trish Salisbury**  
**Purpose:** powerwashing, repair and painting, including door metal work, new signage  
**Location:** 22610 Dewdney Trunk Road – back of property where the main entrance is.  
**Cost of Project;** \$4,896.00 - **Amount Requested:** \$2,446.00; **approved \$2,446.00**  
Project completed. Paid November 2018, cheque # 3241; **\$1,329.00**
12. **Fraser Medical Clinic - Satwinder Mann.....PROJECT IS COMPLETED**  
**Purpose:** development and improvement of the property; major exterior renovations to ultimately hold 2 businesses namely Fraser Medical Clinic + The Medicine Shoppe Pharmacy  
**Location:** 11915 – 11919 224<sup>th</sup> Street  
**Cost of Project;** \$217,526.27 - **Amount Requested:** \$30,000.00; **NOT APPROVED**
- At application deadline 12 applications received.  
One applicant already completed project in 2017 and is therefore eliminated.  
Total of \$32,230.17 is requested by the remaining 11 applicants  
Committee meeting April 27, 8:30 am, at DMRBIA office.  
At April 27<sup>th</sup>, 2018 Committee meeting all 11 eligible projects were approved for a total of \$31,939.00 in grants.  
April 30<sup>th</sup>, 2018 all applicants were informed and agreements emailed to them.  
We received one late application, which was also approved by the Committee:
13. **Woking Dragon – Raymond Wong**  
**Purpose:** full re-siding of exterior building + new signage  
**Location:** 22242 Dewdney Trunk Road  
**Cost of Project:** \$34,000 – **Amount Requested:** \$ 10,000.00  
This request was received June 8, 2018 and was forwarded to the Committee for approval. As approx. \$12,000.00 is still available, the Committee is able to review project and approve if the project is acceptable.  
Project approved and \$10,000 FIP Grant approved by majority of FIP Committee.  
Project completed. Paid December 2018, cheque # 3308; **\$ 10,000.00**
- Total of 13 applications received, one application was rejected, as project had already completed at the time of application deadline.  
Total approved grants: \$42, 230.17  
Total grants claimed: \$ 36,836.02  
Requested from the City of MR: 50% of \$ 36,836.02 = \$18,418.00  
Thank You for sharing 50% cost of the Downtown Maple Ridge Façade Improvement Grant Program and we're looking forward to work with you again in 2019.

Sincerely,

Ineke Boekhorst, Executive Director, Downtown MR Business Improvement Association.



## Downtown Maple Ridge Business Improvement Association 3 Year Façade Improvement Program Agreement Report

The Façade Improvement Program(FIP) has been a partnership agreement with the City of Maple Ridge from the beginning and offered to DMRBIA members since 2009; 2018 being the 10<sup>th</sup> year.

The purpose of this program is to encourage the revitalization of the downtown core by improving the physical appearance of the buildings and therefore making downtown a more inviting and interesting place to shop, walk, live and play.

During 2016, 2017 and 2018 an agreement between the DMRBIA and the City of Maple Ridge provided a cost recovery program; 50% of the total grants paid out by the DMRBIA, up to a maximum of \$25,000, was reimbursed at completion of each program year.

For the individual applicant it means: a business or property owner downtown Maple Ridge is encouraged to apply for a Façade Improvement Grant to a maximum of \$10,000, to improve, renovate, restore or redesign commercial building facades / storefronts located in the DMRBIA area.

- In 2016, 9 applications for Facade Improvement Grants were received, 7 were approved; all 7 completed their project and received funding. Total of \$22,264 was applied for, after completion, \$21,976.65 was paid out to the applicants. 50% (\$10,988.33) was recovered from the City of Maple Ridge. Total improvement value to our downtown through these 7 projects was \$45,371.61.
- In 2017, 13 business applied for a Facade Improvement Grant (submitted requests: \$76,202.25), 12 were approved (\$50,027.25). Of the 12 grants approved, 2 did not proceed (\$3,330 approved but not paid) and 2 projects were completed below quoted cost, therefore received 50% of actual cost. At 2017 program completion \$46,379.85 was paid out, 50% (\$23,189.93) was recovered from the City of Maple Ridge. Total improvement value to our downtown through these 10 projects was \$240,122.48.
- In 2018, 13 business applied for Facade Improvement Grants (submitted requests: \$72,230.17), 12 were approved (\$42,232.00) ; one was rejected, project already completed at application deadline. Of 12 grants approved, 2 did not proceed (\$4,123 approved but not paid). At 2018 project completion, DMRBIA paid out \$36,836.02 in grants. 50% (\$18,418.01) was recovered from the City of Maple Ridge. Total improvement value to our downtown through these 9 projects was \$90,846.87.
- **At the end of the 3 year agreement: 26 completed projects, adding over \$376,000.00 total value of streetscape improvements to downtown MR at a total cost of \$105,192.58 (\$52,596.29 DMRBIA + \$52,596.29 CMR)**  
See chart on next page...

## Downtown Maple Ridge Business Improvement Association 3 Year Façade Improvement Program Agreement Report

Grant Program	2016	2017	2018
# of applications	9	13	13
# of approved applications	7	12	12
# of completed projects	7	10	9
Total allocated grants approved projects	\$22,264.00	\$50,027.25	\$42,232.00
Total grants actually Paid out	\$21,976.65	\$46,379.85	\$36,836.02
Collective value of all improvements to downtown MR	\$45,371.61	\$240,122.48	\$90,846.87

- CMR allocated \$25,000 to the FIP Program annually for 2016, 2017, 2018, total of \$75,000. CMR contributed \$52,596.29 over the past three years, leaving \$22,403.71 in un-accessed funding, possibly available for DMRBIA FIP Program to continue at least for 2019.

Program Partnership Agreement	2016	2017	2018	Totals
Allocated Funds from City MR	\$25,000.00	\$25,000.00	\$25,000.00	\$75,000.00
Actual 50% portion paid by CMR	\$10,988.35	\$23,189.93	\$18,418.01	\$52,596.29
CMR Unused Funding remaining	\$14,011.65	\$1,810.07	\$6,581.99	<b>\$22,403.71</b>

# DMRBIA Façade Improvements in Downtown Maple Ridge 10 Years in Pictures



DMRBIA Façade Improvement Program(FIP) was launched in 2009; 2018 was our 10th anniversary!  
A very successful partnership with the City of Maple Ridge.













Throughout those 10 years we provided approx. \$375,000.<sup>00</sup> in Façade Improvement Grants to 90 successfully completed downtown Maple Ridge projects. These 90 projects added streetscape improvements of well over \$5,000,000.<sup>00</sup> total to our downtown!

A mixture of small to very large projects was accomplished, with a maximum FIP contribution of \$10,000 per project (or 50% of actual cost) hereby encouraging property and/or business owners to clean up their façades and improve the overall streetscape of Downtown Maple Ridge.

Some of the before and after pictures show how much difference a Façade Improvement Grant can make!

	Location	Before	After
2009	<b>Gingerly</b> 11869 227 St.		
2010	<b>RM Association for Community Living</b> 11910 227 St.		
2011	<b>Haney Place Mall</b>		
2012	<b>Vernon &amp; Thompson Law Group</b> 22311 119 Ave.		



	Location	Before	After
2013	<b>Capital West Insurance</b> 22674 Dewdney Trunk Rd.		
2014	<b>Bosley's Pet Mart</b> 22745 Dewdney Trunk Rd.		
2015	<b>Maple Ridge Florist</b> 22530 Dewdney Trunk Rd.		
2016	<b>Haney Automotive</b> 22711 Selkirk Ave.		
2017	<b>Silver Valley Brewing</b> 11952 224 St.		
2018	<b>Woking Dragon</b> 22242 Dewdney Trunk Rd.		

**Downtown Maple Ridge Business Improvement Association**  
 Call our office for more information: 604-467-2420  
 Website: [DowntownMapleRidge.ca](http://DowntownMapleRidge.ca)    Facebook: [shopmapleridge](https://www.facebook.com/shopmapleridge)

## City of Maple Ridge

**TO:** His Worship Mayor Michael Morden  
and Members of Council  
**MEETING DATE:** February 5, 2019  
**FROM:** Chief Administrative Officer  
**FILE NO:** 2144102  
**MEETING:** Council Workshop  
**SUBJECT:** 2019 Community to Community Forum

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### EXECUTIVE SUMMARY:

Recently Council adopted a Strategic Plan that highlights key priority areas to guide City business over the next four years. Included in the Plan are actions in the areas of Inter-government Relations and Natural Environment to formalize and strengthen connections with First Nations. The City has been awarded a grant of \$5,000 from the Union of BC Municipalities (UBCM) to host a Community to Community Forum with Katzie First Nation and Kwantlen First Nation. This funding provides an opportunity for each community's representatives to get to know one another and generate ideas and plans that will strengthen relationships and further projects of mutual interest.

### RECOMMENDATION:

That the City of Maple Ridge host a Community to Community Forum with Katzie First Nation and Kwantlen First Nation.

### DISCUSSION:

#### a) Background Context:

On October 16, 2018, Council approved the submission of an application to the UBCM for funding to host a Community to Community Forum with Katzie First Nation and Kwantlen First Nation. On December 3, 2018, the City received confirmation that our application was complete and approved for full funding in the amount of \$5,000.

Conditions of the grant require that the event be held prior to March 31, 2019. Should Council endorse the above recommendation, staff will work with the First Nations to identify a mutually convenient date to host the Forum. If the date falls after the deadline, staff would request an extension from UBCM, or reapply for a subsequent intake of this program.

The most recent Community to Community Forum was held on two dates in February 2017. These events were valuable opportunities for City representatives to learn about the history of the two First Nations communities while also building stronger links between elected officials and staff from each community. Several initiatives have advanced in collaboration with Katzie First Nation and Kwantlen First Nation since that time. An important example is

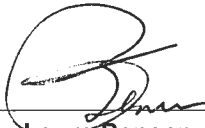
the recent signing of the Alouette River Ecosystem Partnership Memorandum of Understanding by the City, Katzie, Kwantlen and the Alouette River Management Society to promote the restoration of the Alouette Watershed.


**b) Desired Outcome:**

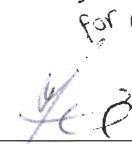
The Forum is intended to provide the Councils of the City of Maple Ridge, Katzie First Nation and Kwantlen First Nation with a formal opportunity to meet, build understanding, and discuss opportunities for collaboration and engagement, as well as to identify and further projects of mutual interest.

**CONCLUSION:**

Over the past two years, the City has made significant strides in building positive, productive and respectful relationships with the Katzie and Kwantlen First Nations. Funding from the UBCM's 2018/2019 Regional Community to Community Forum program will support the City in continuing to build strong relationships with our First Nations neighbours so that we can continue to embark on new initiatives that benefit all of our communities.

  
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Prepared by: **Laura Benson, CPA, CMA**  
**Director of Corporate Support**

  
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Reviewed by: **Kelly Swift, MBA**  
**General Manager Parks, Recreation & Culture**

  
\_\_\_\_\_  
Concurrence: **Paul Gill, BBA, CPA, CGA**  
**Chief Administrative Officer**

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