WHITE ROCK BIA

ANNUAL REPORT

2025-2026



TABLE OF CONTENTS

3 **Letter From Leah & Alex**
A Message from our Board Chair and Executive Director

4 **Overview of the White Rock BIA**
Who we are, what we do, and the businesses we support

6 **Advocacy, Member Relations, & Economic Development**
Amplifying our members' voices and supporting local business

8 **Events**
Bringing people into White Rock and into local businesses

11 **Marketing & Promotions**
Growing our audience in a changing media landscape

14 **Beautification**
Creating welcoming spaces and delivering value to our members

15 **The Year Ahead**
Building on our programs, partnerships and opportunities

LETTER FROM LEAH & ALEX

We are grateful for the opportunity to serve the businesses of White Rock this past year.

The business community in White Rock is why Our City by the Sea is so special. Award-winning services, nationally-recognized restaurants, and destination marketing make White Rock more than just a beautiful seaside community- they make our community a great place to live, work, visit, and play.

Please read through this annual report to learn how we supported White Rock businesses last fiscal year. We encourage you to reach out to us if you have any questions about this report, or any ideas on how we can better support your business.

We are proud of what we've accomplished with our programs. Despite global trends (including artificial intelligence) and local challenges (especially around weather- we had more rainy event days than ever), we saw significant growth in our program metrics.

Supporting the businesses of White Rock is both an honour and a pleasure- we look forward to growing our programs and finding new ways to serve our members in the coming fiscal year.

Sincerely,



Leah Chandler
Board Chair



Alex Nixon
Executive Director

Our members - the world-class restaurants, cafes, breweries, shops and services - are what makes White Rock an amazing place to live, work, visit and play.

OVERVIEW OF THE WHITE ROCK BIA

Supporting a vibrant White Rock

The White Rock Business Improvement Association (White Rock BIA) is a registered non-profit organization primarily funded through a municipal levy on commercial properties. We have two full-time staff members, twelve ongoing contractors, and eleven volunteer directors.

Our mission is to support the over 370 businesses and promote commerce in the City of White Rock's four commercial districts: East Beach, West Beach, Five Corners, and Uptown

370+

BUSINESSES

We support over 370 businesses across our four commercial districts

2

FULL-TIME STAFF

Supported by twelve ongoing contractors and eleven volunteer directors

6

KEY ACTIVITIES

As set out in the City of White Rock's funding bylaw, we focus on:

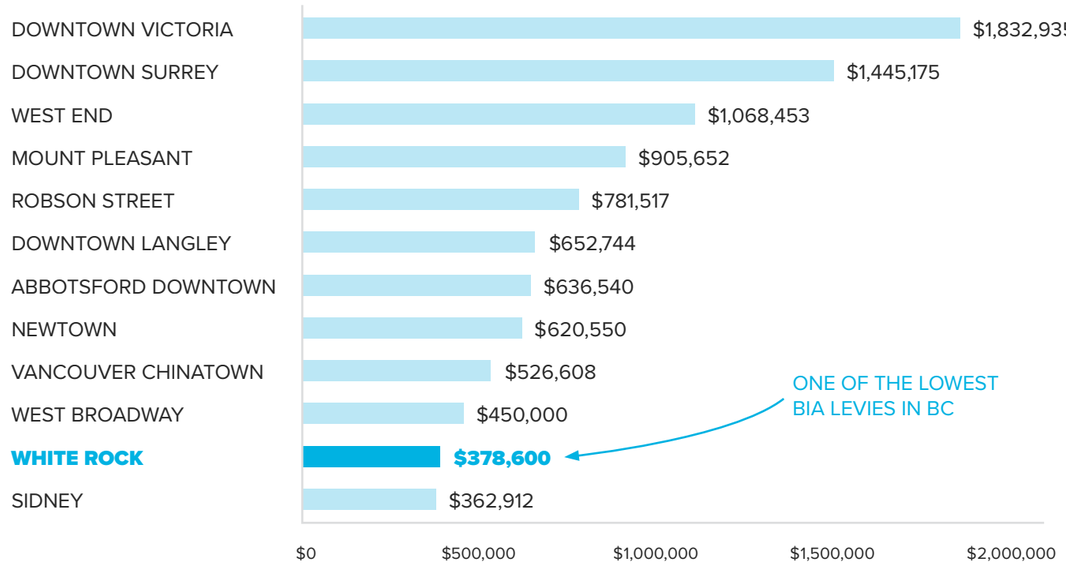
- Advocacy
- Beautification
- Economic Development
- Events
- Marketing & Promotions
- Supporting new and existing businesses



Strong impact. Lower cost.

We are proud of what we accomplish with our limited resources- we receive considerably less funding than similar BIAs in BC, despite serving an above-average number of businesses across a larger physical area compared to those BIAs.

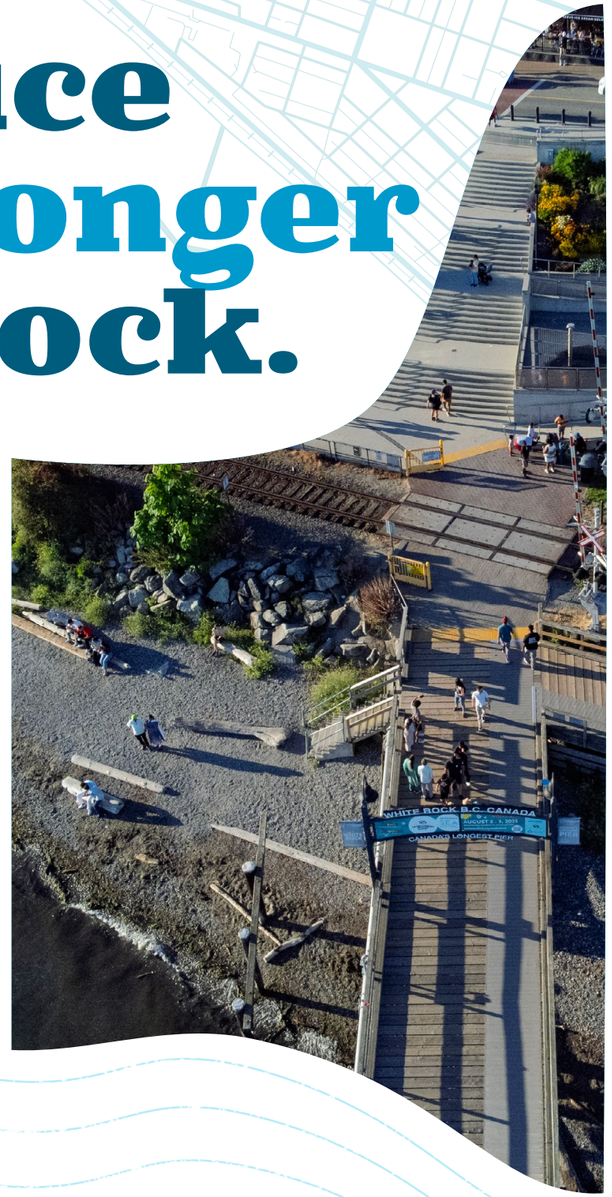
BIA LEVY REVENUE COMPARISON



We have significant, high-quality programs by supplementing the levy funding we receive through event sponsorship and event earned revenue. Sponsorship has still not returned to pre-COVID levels yet; however, we continue to offer significantly more programming than we did pre-COVID.

ADVOCACY, MEMBER RELATIONS & ECONOMIC DEVELOPMENT

Your voice for a stronger White Rock.



As your representative to municipal, provincial, and federal governments, we do our best to amplify your voice and highlight the challenges you face.

To ensure that we know the challenges you're facing, we rely on the Business in White Rock Survey and individual reports from our members. These two tools- one formal, the other informal- allow us to compile data to advocate on your behalf.

BUSINESS REPORT

The Business Report in White Rock Report will be produced annually, allowing us to track changes over time.

COMMUNICATIONS WITH MEMBERS

To gather quantitative and qualitative data, we mainly communicated with our members was through our very successful Member e-Newsletter. As some businesses prefer to communicate in other ways, we also met members in-person- including hand-delivering key notices to every business in our districts like the Business in White Rock Survey, our Annual General Meeting notice, and road closures to impacted businesses- and spoke with them over the phone.

24+
NEWSLETTERS

55.1%
OPEN RATE
Industry average 35.63%

3.36%
CLICKTHROUGH RATE
Industry average 2.62%

BUSINESS & INVESTMENT ASSISTANT

The Business & Investment Assistant is a free resource available on our website and provided by us to the City of White Rock to offer on their website. The Business & Investment Assistant provides tools to assess the peninsula's market, including potential customer bases, the labour force, and current businesses. We encourage all existing White Rock businesses- and anyone who wishes to open a business in our community- to utilize the Assistant.

MILESTONE RECOGNITION

We also recognized businesses for their milestone anniversaries and provided cakes or flower arrangements to businesses every five years for their 5+ anniversaries. This recognition is a great reminder of the fact that White Rock businesses are resilient.

WHITE ROCK BIA AWARDS

We were very delighted with the continued success of the White Rock BIA Awards to recognize our members for their excellence. Nominees and the winners were chosen by the public through voting, allowing businesses to use the voting process to connect and engage with their customers. The awards were announced at the 2024 Annual General Meeting and Open House.

EMPLOYMENT OPPORTUNITIES

Our Employment Opportunities page on our website continued to be one of our most popular website pages. Businesses can submit postings for the page to help them find the employees they need for their business to thrive. This service is free for our members.

Events bring people together.

Events play an important role in our strategy to support White Rock businesses. Metrics show that events are a powerful tool to attract people into and around our community- and into the businesses.

While we have had to focus our events due to budgetary pressures, we continued to ensure our events were as impactful as possible.



CONCERTS AT THE PIER, PRESENTED BY TD READY COMMITMENT

While we had two very rainy evenings- limiting attendance- we still attracted over 25 000 attendees to the 2025 Concerts at the Pier! Our audience surveys showed that 71% of attendees went to a White Rock business before or after the concert and 2% of attendees rented a hotel room. Assuming the average spend was $50 per attendee that went to a business and $200 per attendee that rented a hotel room, this represented almost $1 million in economic activity.

25,000+
ATTENDEES
Concerts at the Pier (2025)

71%
VISITED A WHITE ROCK BUSINESS
Before or after the concert

2%
RENTED A HOTEL ROOM
Audience survey result



WHITE ROCK JAZZ & BLUES FESTIVAL

The 4th annual White Rock Jazz & Blues Festival built on the success from 2023- over 4500 people attended the 2025 festival. By activating several spaces in Uptown and Five Corners, we encouraged attendees to walk around the districts- and shop and eat in the amazing businesses that call White Rock home. We will look to expand it in 2026.



UPTOWN MUSIC FESTIVAL

This event- maintained in our budget at the direction of our members at the AGM- featured free outdoor music in Miramar Village Plaza and in several Uptown businesses. We attracted over 2500 people in 2025, and look to expand upon it in 2026.



MORE WAYS TO CELEBRATE



UPTOWN FESTIVE SHOPPING CRAWL

We also worked with businesses and Christmas on the Peninsula on the Uptown Festive Shopping Crawl. We partnered with Christmas on the Peninsula to combine the two events, allowing us to share resources and maximize marketing.



WAITERS' RACE

We collaborated with the City of White Rock to bring back the Waiters' Race at the 2025 Sea Festival & Semiahmoo Days. Four restaurants across three districts competed to win the coveted "Souper Bowl," with Moby Dick Restaurant coming out on top.



WHITE ROCK CRAFT BEER FESTIVAL

The 5th annual White Rock Craft Beer Festival attracted over 360 attendees and 10 craft breweries to our waterfront. While the audience size is relatively small, this event is best seen as a destination marketing event that recoups its costs.



WHITE ROCK PRIDE WEEK MINGLER

We were thrilled to bring back the White Rock Pride Week Mingler, co-hosted with the White Rock Pride Society. Held at White Rock Beach Beer Co, we welcomed seventy business owners, community leaders, and members of the public to celebrate the diversity of the community.

35,000+
TOTAL EVENT ATTENDANCE
Across all BIA events in 2025-2026

Events were held in June, July, August and September, and November in 2025

Events are the most effective to attract day tourism into our community, and we will continue to offer them in the 2026-2027 fiscal year.

Marketing & Promotions.

In spite of the radical changes to digital platforms due to corporate decisions and artificial intelligence, our channels continued to show value- our engagement rates were over industry averages, our social channels and e-newsletters showed audience growth, and our website held its audience in spite of AI summaries driving down visitation numbers across the internet.

We will closely observe these trends as we navigate the incredible changes we see in digital communication platforms. We will also make significant investments in our proprietary marketing channels- our website and e-newsletters- to ensure that our marketing program is not dependent on the decisions of large corporations.

We also continued to invest in traditional media channels, including the Peace Arch News for their "Shop Local" features- to ensure that the winning gift certificates came from White Rock businesses- as well as to support our annual events. We also used radio and television to promote our events.

We will continue to make wise investments in digital and traditional media channels to ensure that we are reaching as broad an audience as possible to support our members and attract customers into our community.

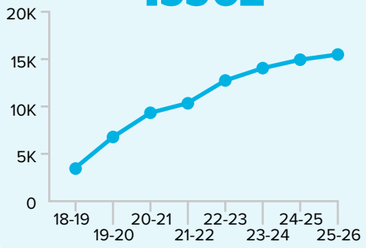


MARKETING & PROMOTIONS

DIGITAL CHANNEL GROWTH

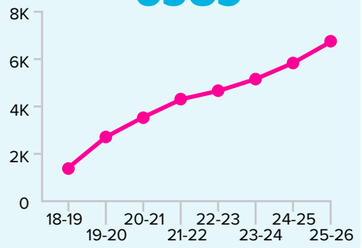
FACEBOOK FOLLOWERS

15562



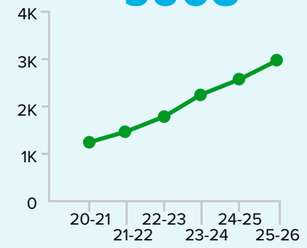
INSTAGRAM FOLLOWERS

6583



NEWSLETTER SUBSCRIBERS

3008



SOCIAL CHANNEL PERFORMANCE

FACEBOOK

1.675M+
IMPRESSIONS

38,000+
ENGAGEMENTS

2.3%
ENGAGEMENT RATE



INSTAGRAM

270,000
IMPRESSIONS

7,900+
ENGAGEMENTS

3.6%
ENGAGEMENT RATE





MARKETING & PROMOTIONS

PUBLIC E-NEWSLETTER

61.8%
AVERAGE OPEN RATE

3.91%
CLICKTHROUGH RATE

3,008
NEWSLETTER SUBSCRIBERS

GOOGLE ADWORDS

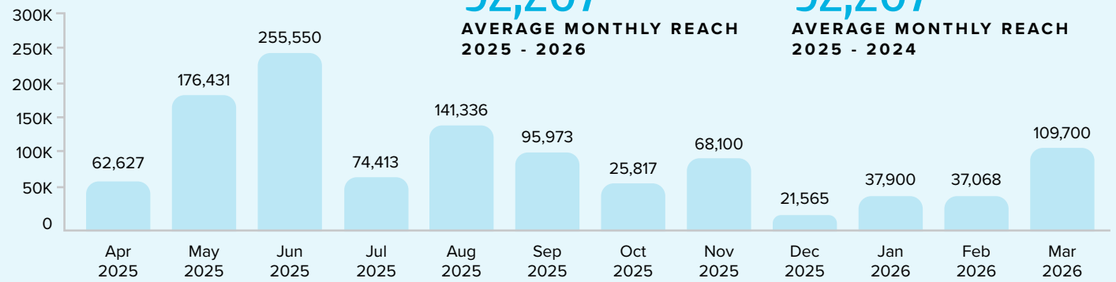
5,433
AVERAGE MONTHLY IMPRESSIONS

3.5%
CLICKTHROUGH RATE

FACEBOOK POST REACH BY MONTH

92,207
AVERAGE MONTHLY REACH 2025 - 2026

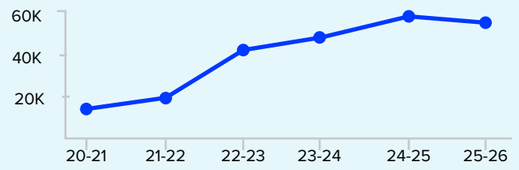
92,207
AVERAGE MONTHLY REACH 2025 - 2024



WEBSITE ANALYTICS

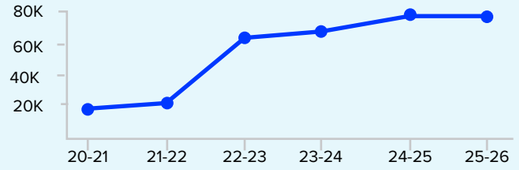
WEBSITE USERS

44,000



WEBSITE SESSIONS

58,000



A cleaner, more welcoming community

We continued to focus on programs that provide clear value to our members with our Beautification mandate.

The Street Planter program brightened the streets of Uptown and Five Corners. Updated seasonally by a White Rock business, the planters encourage residents and visitors to walk the streets of Uptown and Five Corners and enjoy these beautiful displays. They also shape the streetscape, making the community more walking-friendly.

The Graffiti Removal program remained one of our more successful programs. The graffiti program continued to be significantly over budget- we spent 235% of the budgeted program cost, a new record- as Uptown White Rock was continuously targeted by vandals. We have discussed this issue with the City of White Rock, and hope to see improvement in the 2026-2027 fiscal year.

We continue to support the City of White Rock as they explore changes to the Wayfinders in our four districts. We will advocate to ensure that businesses are continued to be recognized in the updated wayfinder signs.

Given beautification programs have astonishing costs and often require specialized skills and approval from the municipality, our successes in this program are dependent on us identifying those programs that bring value to our members. We are pleased with the results of this program based on that criteria.

The Year Ahead.



We are very excited to continue to work with our members and stakeholders to make White Rock an amazing place to visit, live, work, and do business.

Working within the bylaw, we will continue to focus on beautification, events, and marketing. We will continue to provide monthly updates to our members through our e-newsletter and solicit feedback by visiting businesses in person, phone calls, and through our monthly e-newsletter.

While our tools for economic development are limited- we lack regulatory powers- we will use our annual Business in White Rock report to bring light onto the challenges businesses face and the opportunity available to improve the business environment. We will also work with stakeholders to attract medical professionals into our community to work.

We will also work to provide ways for our members to connect with each other and the community. The Pride Mingler, our Annual General Meeting & Open House, and the new Business Services and Medical Professionals networking event will offer opportunities for collaboration. Furthermore, as 2026 is a municipal election year we will partner with the Surrey & White Rock Board of Trade to hold all-candidates meetings for the Council and Mayoral candidates.

We are honoured to serve the businesses that help make Our City by the Sea such an amazing community- and look forward to continue to do so in the years to come!

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Board of Directors

Leah Chandler, Chair
Piya Sandhu, Vice-Chair
Jamie Carson, Secretary-Treasurer

Karin Bjerke-Lisle, Director
Matt Dai, Director
Lan Do, Director
Kelly Hodder, Director
Ashley McKnight, Director
Peter Zheng, Director

Staff

Alex Nixon, Executive Director
Judy La, Events & Communications Coordinator (from June 2026 onwards)
Casey Thomas-Burns, Events & Communications Coordinator (until April 2026)