

TSAWWASSEN BUSINESS IMPROVEMENT ASSOCIATION

Welcome to
Sunny Tsawwassen!

SunnyTsawwassen.ca





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BIA Name: Tsawwassen Business Improvement Association

Title of Entry: Welcome to Sunny Tsawwassen!

Category: Marketing

Timeframe: Summer 2017 & Summer 2018



SUMMARY

The business community of Tsawwassen, in the City of Delta, is facing an unprecedented level of change in the retail, restaurant, and fitness industries with the development of the second largest mega-mall in British Columbia immediately next to our district. The Tsawwassen Business Improvement Association (TBIA) has responded to this change, with the support of the City of Delta, through the development and distribution of a series of marketing videos and a promotional campaign to increase awareness of and enhance connectedness to the businesses here in “Sunny Tsawwassen.”

ABOUT THE TBIA

The Tsawwassen Business Improvement Association was founded in 1991 and today represents 275 businesses throughout the community of Tsawwassen, in the City of Delta. With a resident population of 21,409 (2016 Census) and located in the most geographically southwest corner of continental Canada, Tsawwassen is often known less as a vibrant suburban community and more as “the place where the ferry terminal is located.” The TBIA responds to this with proactively working to achieve its mandate “to build and maintain a strong business community, and to promote the commercial district of Sunny Tsawwassen (Delta), so that our businesses thrive and prosper.”



THE CHALLENGE & OPPORTUNITY

The opening of new commercial developments in the neighbouring municipality of the Tsawwassen First Nation - “Tsawwassen Mills” and “Tsawwassen Commons” – beginning in 2016 and with ongoing store openings to date have added almost 1.8 million square feet of retail development to the South Delta/TFN region and significantly altered the commercial landscape of the area. The square footage of all ground floor retail and commercial space in Ladner and Tsawwassen is 1.2 million square feet; approximately the same as Tsawwassen Mills alone.

At this key juncture the TBIA had a unique marketing challenge and opportunity. Working with the City of Delta, the Ladner Business Association, the Delta Chamber of Commerce, and Tourism Delta, we actively participated in the development of the South Delta Business Sustainability Strategy.

This strategic assessment of the commercial landscape and recommendations for action included conversations with both consulting subject matter experts, community members, and our member businesses

Feedback from these workshops and surveys resulted in clarifying a strategic marketing direction for the TBIA to focus primarily on the personal, unique, experiential nature of our shops, services, and cafés here in “Sunny Tsawwassen.” We understood that we could not compete with these large developments on budget, staffing, or size. We realized that we could offer something different, however, and determined to focus on communicate that message to our audience through a targeted video and social media marketing campaign over two summers; matching the progressive openings of stores, restaurants & services in the Mills and then the Commons.



THE PLAN


From our research we understood that we had a few key challenges to overcome in 2017 & 2018 and so kept those concepts front and centre in our video series:

1) Our community of Tsawwassen, in the city of Delta, uses the name “Tsawwassen” but is not the same place as the Tsawwassen First Nation; the home of the Tsawwassen People. This creates a marketing challenge for us to ensure that we positively identify and differentiate our commercial district without being disrespectful of our neighbours on whose traditional territory we live, work and play.

- GOAL: Use our new “Sunny Tsawwassen” moniker to differentiate our BIA’s commercial district, and its member businesses, from the new developments on TFN Lands.

2) Instead of attempting to compete against the marketing capacity of Ivanhoe Cambridge and PDG (Property Development Group) - the developers of these new commercial spaces - we instead focused on highlighting the key opposite characteristics; aka what makes our small businesses in this small, suburban community very different from a mega mall and from a big box store development.

- GOAL: Highlight the very personal and experiential nature of the businesses in Sunny Tsawwassen. Get to know the business owners; what motivates them, why they love the community and how they are connected and embedded here, here with a focus on the connection they have with their customers and their products/services. Instead of being “lost in a crowd” we want people to feel like they’re “known and welcomed” in our businesses.



3) With a municipal election coming in 2018 we knew there would be a new Mayor and Council in Delta, and wanted to take the opportunity to educate our local politicians and municipal staff about the TBIA so that they could be more effective advocates for us.

- GOAL: Communicate with local politicians, government staff, new TBIA members, and those curious about the TBIA on our structure and what makes us unique from other local opt-in business organizations like the Ladner Business Association (merchant association) and the Delta Chamber of Commerce in a positive and informative manner.

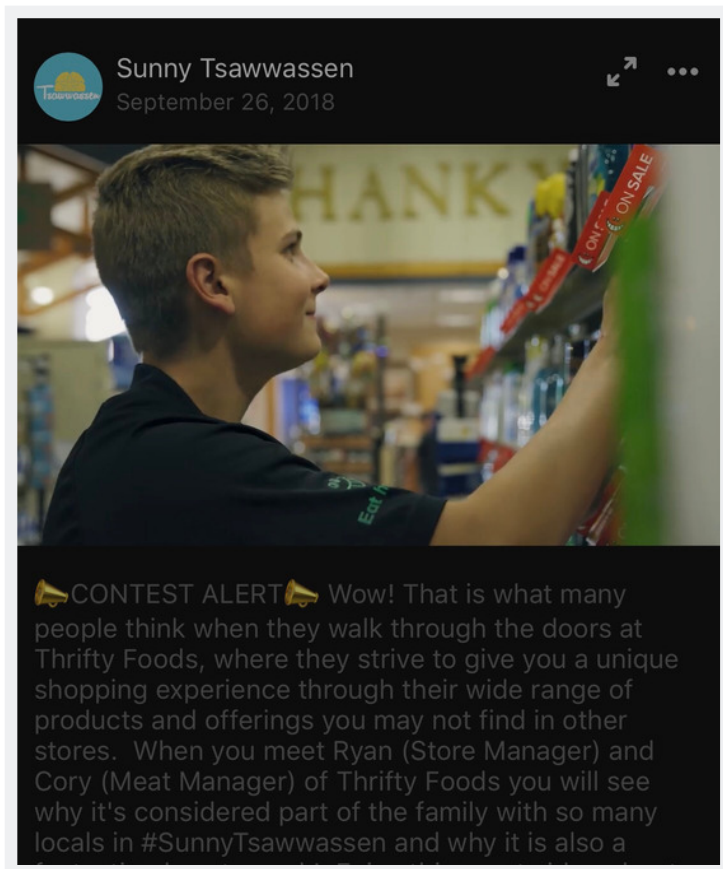
THE VIDEOS

We created 15 videos in partnership with Iconium Media Inc. highlighting our member businesses; two about our community – with one ad-length edited and voice over ad version – and one video about our BIA. This resulted in a total of 19 videos. The first video, “Welcome to Sunny Tsawwassen!,” was released on July 4th 2017 and resulted in over 47,000 views in the first two weeks.

Each video was debuted on Facebook with a participatory contest on boosted posts. Contests and prizes were customized to the business being featured; some with prizes including physical items (like actual pieces of home décor from Sarah Gallop Design Inc. or a cookbook and gift set from Albany books) and/or gift cards to either their own business or a Sunny Tsawwassen member business of the winner's choice.



Before creating and posting the videos and contest posts we connected with the member business to review the wording of the posts to ensure that they reflected that business, in keeping with Goal #2. For example, Thrifty Foods had a particular goal to focus on hiring more staff, so we ensured that our post wording highlighted them as a great place to work.

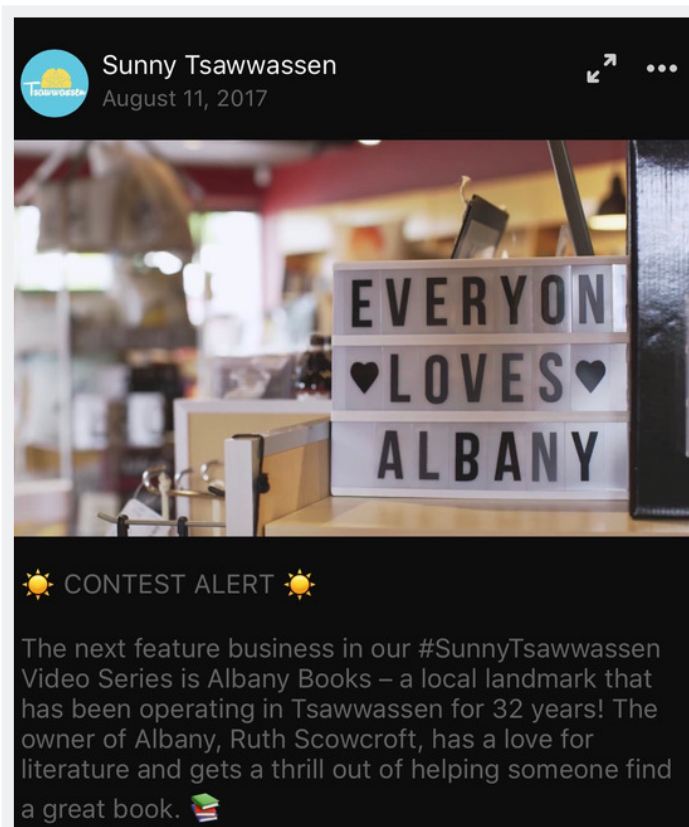


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THE RESULTS

Our initial investment in this project included \$20,000 for videography. Our member businesses contributed \$8,000 towards the videography costs and covered part of the \$2,500 promotional expenses of boosting posts and providing prizes for contests. The City of Delta provided a grant of \$2,500 towards our promotional efforts as well to support our efforts. From our release date of “Welcome to Sunny Tsawwassen!” to present we have had over 210,000 views of our videos – with one video still remaining to be released.

This viewership was quite an accomplishment for our small BIA because our primary target audience is specifically the residents of Tsawwassen, which means that we’ve had 10x the views as the population of our target audience.



Interestingly, one of most popular videos was for [Albany Books](#), an independent book store which has been in our community for over 30 years. This video received over 14,000 views, had 349 reactions, 66 comments, and was shared 277 times on Facebook. We found this particularly encouraging as many of our businesses have a high degree of concern about competing against online sellers like Amazon and new local big box stores.

The outpouring of support from the community was a very positive experience for Ruth, the owner of the business as she was able to see practical examples of what her customers liked about their experience of her store and to use that feedback to better curate her stock and to continue focusing on having well-informed and high quality customer service to set her store apart.

Comments

Done



Erin Furlot Seddon

Love this bookstore. Besides a large selection of books, and friendly, helpful staff, they have great novelty gift items as well.

1y [Like](#) [Reply](#)



1



Kathy Yamasaki

This is a little treasure in sunny Tsawwassen. I can always find exactly what I am looking for.

1y [Like](#) [Reply](#)



1



Donna Hewson

LOVE that store.

1y [Like](#) [Reply](#)



1



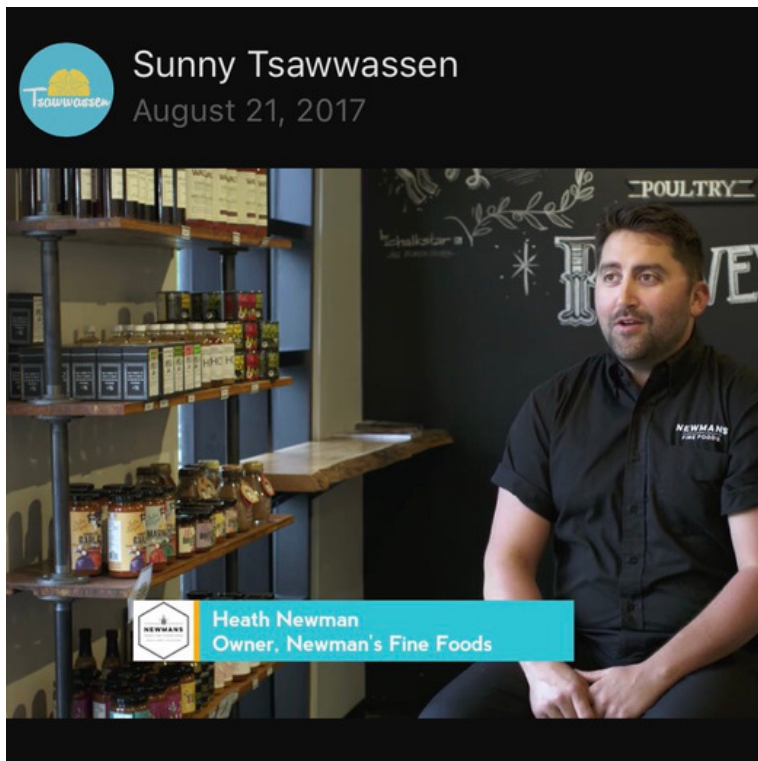
Tricia Prevost

Like we were talking about **Rachelle Amyotte!** And a fave of yours!

1y [Like](#) [Reply](#)



2



The other most popular video was for a new business in our community; Newman's Fine Foods. Newman's is located in the commercial area of a new development called Tsawwassen Springs. We'd noted significant confusion from locals about whether or not Tsawwassen Springs and its businesses were part of our commercial district of Sunny Tsawwassen, or whether they were part of the new malls at TFN.

The video was able to highlight his business, give existing customers the opportunity to share what they loved that was unique and interesting about both their product and service offering, and meet our goal of helping to define our commercial district by emphasizing Newman's Fine Foods and its neighbouring businesses as part of our BIA here in Sunny Tsawwassen. [The Newman's Fine Foods video also had over 14,000 views, 243 reactions, 131 comments, and was shared 144 times.](#) Heath Newman, the owner of the business, had such a positive response to the video and found such value to his engagement that he's since joined our Board of Directors.

In addition to videos focusing on specific businesses, we created three videos and one 30-second ad about our commercial district; as well as an educational resource video about BIAs and the TBIA in particular.

WHY SUNNY TSAWWASSEN?



The second video was edited and voiced-over to be used for a broader audience; pulling in tourists and residents of other communities within the Lower Mainland. As noted earlier, the response was excellent for our limited advertising budget.

[Why Sunny Tsawwassen?](#) was the first of our video series to be released and we had over 47,000 views in the first two weeks. To date, on Facebook there have been [629 reactions to this video](#), [118 comments](#), and it has been shared [463 times](#) with only \$100 in post boosting.

Our first two videos, [Why Sunny Tsawwassen?](#) and [Welcome to Sunny Tsawwassen!](#) were both created using footage from the filming done with the businesses in 2017. The longer [Why Sunny Tsawwassen?](#) featured member businesses explaining why they love the community and why local Tsawwassen residents would want to choose to spend their money here in our commercial district.

In the summer of 2018 we created two new videos; [What I Love About Sunny Tsawwassen](#), and [About the Tsawwassen BIA](#). The first video starred both individuals from businesses in our second summer of filming as well as community members recruited through a “Community Casting Call” we shared via our [website and social media platforms](#). The result was an excellent resource which can be used for both tourism and economic development purposes – with a strong asset towards realty – and a very personal take on the connection between business and community.

The purpose of this email is to make you aware of this video “What We Love About Sunny Tsawwassen”, and to ask you to share or highlight it when and where appropriate. A few key notes about themes included are as follows:

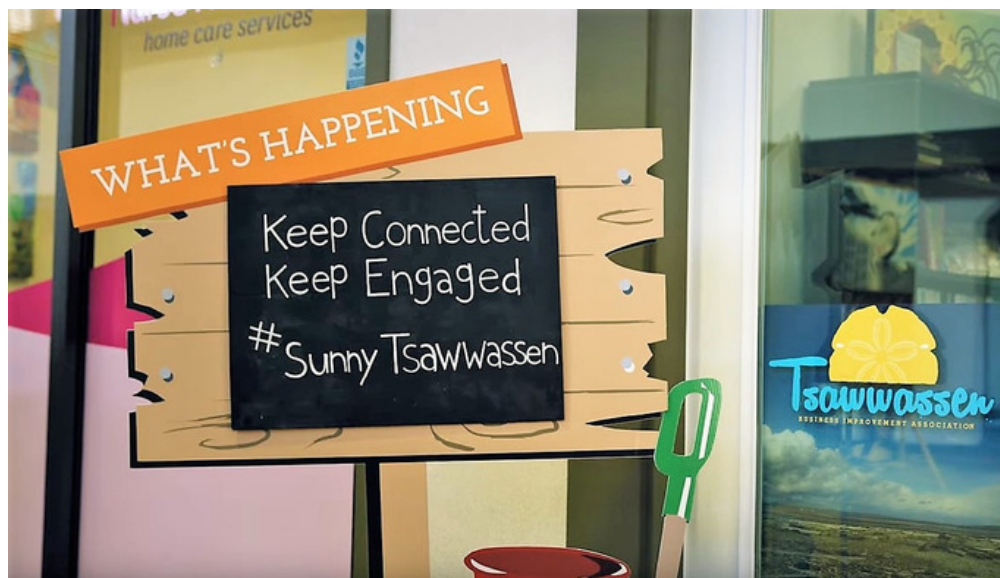
- Tsawwassen is a beautiful, welcoming and enjoyable destination for visitors (focus on bird-watchers & cyclists as our two key target demographics)
- Tsawwassen has amazing, unique natural assets
- Tsawwassen is a desirable place to live, work, own a business, and to raise a family
- Tsawwassen is a safe, liveable, engaging community
- Tsawwassen has a small town feel while being easily accessible to big city amenities
- Tsawwassen has excellent places to go out for food, drink & entertainment



OUR BIA - AN ECONOMIC AND SOCIAL ANCHOR

The second video we created was an educational one, with an explanation about what BIAs are, and about the purpose, structure, functions, and benefits of the TBIA to our community. This video was intentionally developed in advance of the municipal elections in our area, in order to create an asset we could provide to newly elected officials, City staff, new BIA member businesses, and others.

As we meet with our new and existing politicians, this has proven to be an invaluable tool in reminding and/or enhancing their understanding of the role of the TBIA in Delta. In addition, it has proven quite helpful in dispelling misunderstandings – even from within the City of Delta – about how our BIA is funded, and how our membership is structured as the other business organizations in the area operate with opt-in annual membership structures. We continue to utilize this asset both online and in-person on an ongoing basis, as we work with a variety of people and organizations.

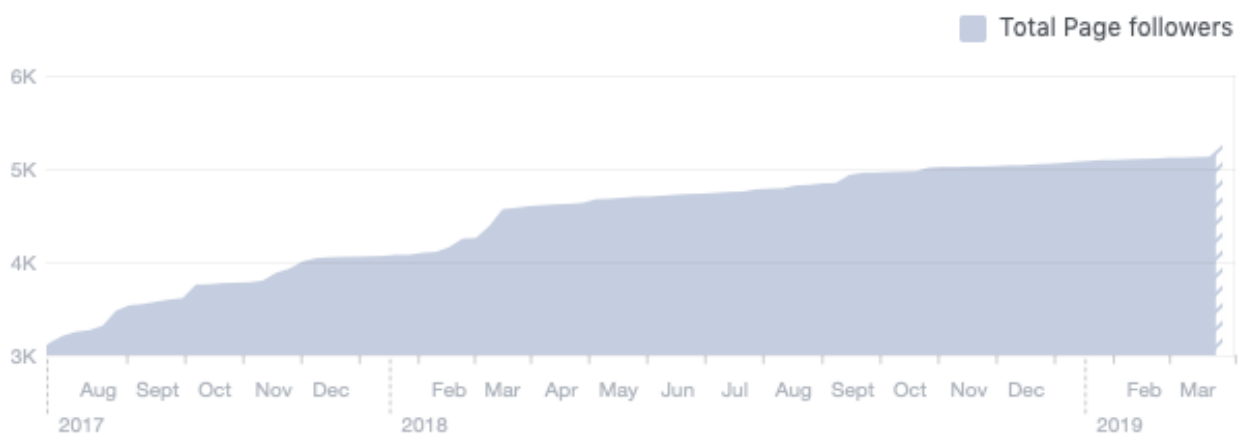


CELEBRATING OUR SUCCESS

Over the course of 18 months, with publishing these videos, our Facebook follower-ship increased by over 1,800 and we currently sit at 5,257 on that platform alone. Our follower statistics combined with post comments show that a majority of our Page followers either a) live in, b) are from, or c) plan to move to our community. As such, the development of a strong social media presence of those within our primary target audience has allowed us to create an asset for our member businesses as we promote their products and services to this audience.

GROWING OUR EXPOSURE AND COMMUNITY AWARENESS

Total Page followers as of today: 5,257




While not a measurable statistic it was notable to us that the largest anchor tenant (and many other medium and small businesses) at Tsawwassen Mills & Tsawwassen Commons have made requests to partner with and/or join the Tsawwassen Business Improvement Association.

WE SEE THIS AS A SUCCESSFUL REALIZATION OF OUR BRAND AWARENESS.



MOVING FORWARD

Now that we have these excellent resources available, we intend to reformat and to republish them in a variety of different media, and to use edits and clips of the content for additional purposes as we move forward. As a small BIA we were very excited with the impact this investment has made in achieving our goals of brand awareness/differentiation, connecting our member businesses with local residents on a personal level, and in enhancing education about the assets a BIA brings to the commercial district of one's community.



“The Tsawwassen Business Improvement Association works on a variety of initiatives that support and promote local businesses in Tsawwassen, including the ‘Welcome to Sunny Tsawwassen’ promotional video campaign. In 2017, Delta Council contributed \$2,500 to support the promotional video campaign and the results of the Tsawwassen Business Improvement Association's efforts have been outstanding. We are pleased to work with the TBIA on this and many other projects to help the Tsawwassen business community continue to thrive and grow – they are awesome.”

-Mayor George V. Harvie



OUR VIDEOS

We hope that you will enjoy watching our videos. Links to each can be found below.



[WHY SUNNY TSAWWASSEN?](#)

[WELCOME TO SUNNY TSAWWASSEN](#)

[WHAT WE LOVE ABOUT SUNNY TSAWWASSEN](#)

[ABOUT THE TSAWWASSEN BIA](#)

