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Q1

BIA Name:

Downtown Surrey BIA

Q2

Contact:

Bonnie Burnside

Q3

Email:

bonnie@downtownsurreybia.com

Q4

Project Title:

Meals of Thanks

Q5**Marketing**

Category:

Q6

Project Description:

With restaurants closed for in-house seating, about 40% of our restaurants switched to pick-up and/or delivery models. At the same time, we were contacted by Surrey Memorial Hospital Foundation (which is in our BIA) asking for recommendations of restaurants to help feed the hospital workers. We decided to take three restaurants in our area and provide each restaurant with \$750 to start. We then promoted, through social media, that people could add to the money and "buy a meal to thank the hospital workers."

Q7

Audience:

Local residents, local businesses

Q8

Implementation:

We sent out a media release which resulted in radio interviews and local newspaper articles regarding "Meal of Thanks". The DSBIA continued running the social media from March through May. While we wanted the money to go directly to the restaurants in our area, most of the money was donated directly to SMHF (which made most sense as it was a charitable donation). While we wanted restaurants in our area to benefit, restaurants throughout Surrey benefitted.

Q9

Results:

From Jane Adams, CEO Surrey Memorial Hospital Foundation
Dear Elizabeth & Bonnie,

May 29th marked the end of our Meal of Thanks Program for front line workers at Surrey Hospital; the Surrey Urgent Care Centre; the Jim Pattison Outpatient Centre and the Czorny Alzheimer Centre.

Thank you for being an early supporter and helping us launch and socialize this great initiative.

I thought you might be interested know that during the two month Program we supported local restaurants with orders totally \$39,198.00. We received an additional 6,465 meals valued at \$45,250. These meals were donated by the restaurant(s) or paid for by donors like the DSBIA. 29 Surrey restaurants participated in the program.

Today we were told by the owner of one of the participating restaurants, located in downtown Surrey that " The hospital helped me more than we could ever know. We have experienced a 10% increase in foot traffic during lunch hour and we are sure it is because we participated in the Meal of Thanks Program".

Q10

Cost:

\$2,250
