parksville downtown
business association

Annual Report 2017

walkable. remarkable.

2017 YEAR IN REVIEW

In 2017, the Parksville Downtown Business Association was able to launch its first multi-year project because the City of Parksville committed to partner with us on funding and facilitating our wayfinding system. Wayfinding is an element of the City's downtown revitalization plan and we've been spearheading its development and implementation since 2014.

Design of the system has been completed and resources have been retained to start fabrication and installation in 2018. The first phase includes new gateway signs to give a powerful sense of arrival. Other devices in the system will help people find parking, and encourage them to explore our downtown.

PDBA is committed to a pedestrian-friendly, walkable downtown. Effective pedestrian wayfinding systems have been proven to increase retail sales and the quality of the visitor experience. More details about the wayfinding project are on our website **www.parksvilledowntown.ca**

Other important programs continued in 2017 – downtown youth ambassadors, marketing and advertising, holiday season promotions – and all aligned with the five pillars of our 2015 Strategic Plan:
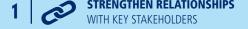
5 Pillars

1 | **STRENGTHEN RELATIONSHIPS** WITH KEY STAKEHOLDERS

2 | **ENHANCE VALUE** FOR PROPERTY OWNERS

3 | BE THE **MARKETING AGENT** FOR PARKSVILLE DOWNTOWN

4 | **GALVANIZE** OUR MEMBERSHIP

5 | **BE THE CHAMPION** OF DOWNTOWN REVITALIZATION

PROJECTS 2017

"BEST PRACTICES" **WAYFINDING SYSTEM**

PRINT AD **CAMPAIGNS**

SPRING ANNUAL **MEETING** AND FALL MEMBER **MIXER**

SPONSORSHIPS INCLUDING $5,000 TO THE SPLASH PARK

FAÇADE **GRANTS**

LITTER REMOVAL

CHRISTMAS **PROMOTIONS** AND LIGHTING

REDESIGNED **WEBSITE**

3RD YEAR OF DOWNTOWN **YOUTH AMBASSADORS** PROGRAM

PLANNED PROJECTS 2018

4TH YEAR OF DOWNTOWN **YOUTH AMBASSADORS** PROGRAM

AD **CAMPAIGNS**

SPONSORSHIP OF KEY COMMUNITY EVENTS

ENHANCED **SOCIAL MEDIA**

NEW LAMP POST **BANNERS**

CHRISTMAS **PROMOTIONS**

INSTALLATION OF **WAYFINDING SYSTEM**

UPDATED DOWNTOWN **WALKING MAP**

100%
DEDICATED
TO PROMOTING
PARKSVILLE
DOWNTOWN

parksvilledowntown.ca

walkable remarkable

parksville downtown

First Destination 50 m →
Second Destination 260 m
Third Destination 450 m ←
Forth Destination 450 m
Fifth Destination 465 m
Sixth Destination 500 m

2017/18
BOARD OF
DIRECTORS

MELISA BEATTY	Coastal Community Credit Union
HELEN DYCK	Marlin Travel
RANDY HENSON	Quality Foods
SANDY HERLE	Close to You Ladies Fashion and Lingerie
MICHELLE JONES	Timberlake-Jones Engineering
KRISTY LOTZIEN	Soak Essentials Marketplace
CAROL ORMISTON	Parksville Home Hardware
ARTHUR WONG	The Beach Club Resort
PAMELA BOTTOMLEY	Executive Director

2017
INVESTMENTS

1 PROJECT MANAGEMENT AND IMPLEMENTATION

2 ADMINISTRATIVE EXPENSES

3 ADVERTISING

4 PROMOTIONAL MATERIALS

5 DOWNTOWN AMBIENCE

6 CHRISTMAS

7 SPONSORSHIPS

8 WEBSITE

9 PLACEMAKING

10 MEMBER ENGAGEMENT

11 DOWNTOWN AMBASSADORS

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Parksville Splash Park
Five Thousand
$5000.00
Sponsorship