

2018 YEAR IN REVIEW

Investing for the Future

The Parksville Downtown Business Association (PDBA) administers, and invests in, Parksville's downtown Business Improvement Area (BIA). As we prepare to ask property owners for another five-year mandate, we're excited to report that the first phase of our wayfinding system – installation of new gateways to Parksville Downtown – was completed in 2018. Wayfinding is an element of the City of Parksville's downtown revitalization plan, and we have led the development and implementation of the system since 2014.

The rest of that project, a powerful partnership with the City under our joint Memorandum of Understanding, is due for completion in 2019. Other devices in the wayfinding system will help people find parking, and encourage them to explore our downtown.

PDBA is committed to a pedestrian-friendly, walkable commercial core. More details are on our website www.parksvilledowntown.ca

Other important programs continued in 2018 – downtown youth ambassadors, marketing and advertising, holiday season promotions – and all aligned with the five pillars of our Strategic Plan:

five pillars

-  **STRENGTHEN RELATIONSHIPS** WITH KEY STAKEHOLDERS
-  **ENHANCE VALUE** FOR PROPERTY OWNERS
-  **BE THE MARKETING AGENT** FOR PARKSVILLE DOWNTOWN
-  **GALVANIZE** OUR MEMBERSHIP
-  **BE THE CHAMPION** OF DOWNTOWN REVITALIZATION





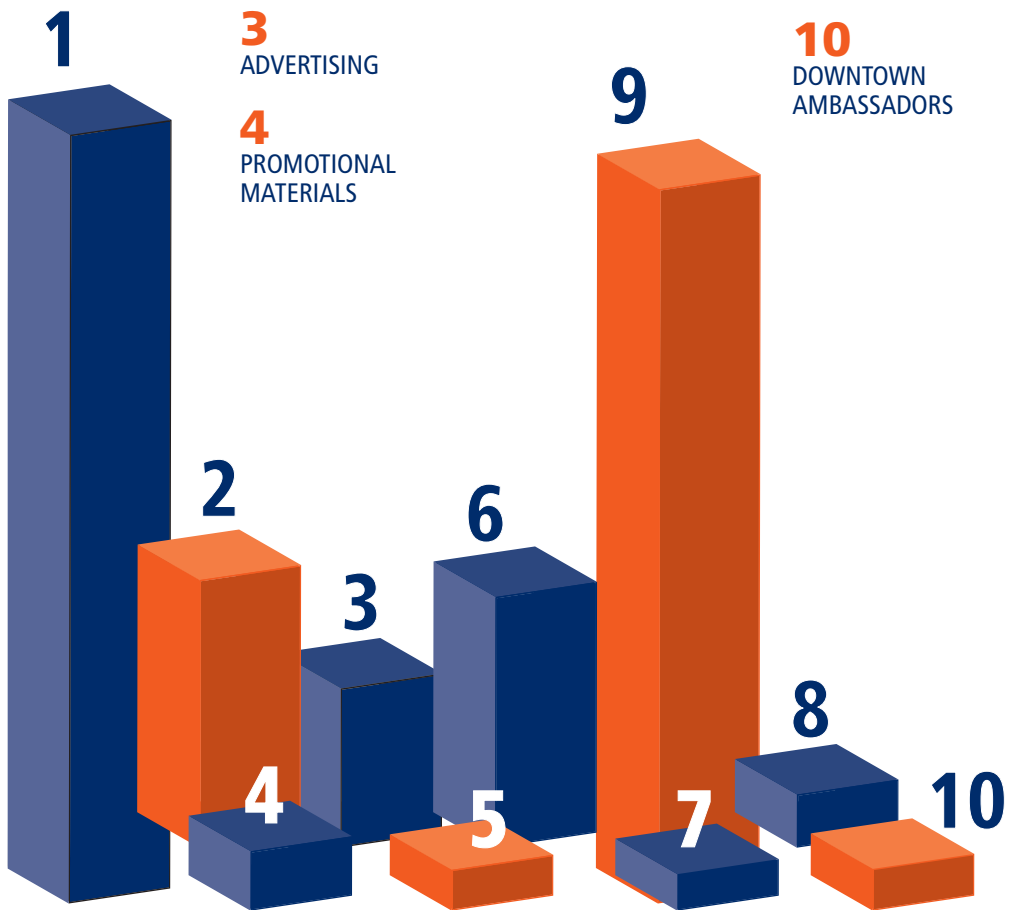
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DEDICATED
TO PROMOTING
**PARKSVILLE
DOWNTOWN**

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2018 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** DOWNTOWN AMBASSADORS



2018/19 BOARD OF DIRECTORS

- MELISA BEATTY** Coastal Community Credit Union
- CRAIG CARMICHAEL** Island Exposures Gallery
- HELEN DYCK** Marlin Travel
- SANDY HERLE** Close to You Ladies Fashion and Lingerie
- KRISTY LOTZIEN** Soak Essentials Marketplace
- NICOLE THOMAS** RBC Royal Bank
- ARTHUR WONG** The Beach Club Resort
- PAMELA BOTTOMLEY** Executive Director

walkable. remarkable.

