

annual
report
2019

parksville downtown business association



2019 YEAR IN REVIEW

A Renewed Mandate

In 2019, the Parksville Downtown Business Association (PDBA) reached an exciting milestone: another five-year mandate from commercial property owners to administer the Business Improvement Area (BIA).

This renewal, until the end of 2024, is an opportunity to celebrate accomplishments while we commit to working even harder to promote and enhance Parksville Downtown.

Since our incorporation in 2006, PDBA has invested BIA levy funds in the future of our downtown community through marketing campaigns, public art and banner programs, seasonal promotions and lighting, among many other initiatives. In recent years we have led the ongoing implementation of an international best practices pedestrian wayfinding system.

We are more powerful when we work with others so we continue to build partnerships with key stakeholders like the City of Parksville, the Parksville and District Chamber of Commerce and the Parksville Qualicum Beach Tourism Association. As part of that strategy, PDBA was a signatory in 2019 to the Parksville Qualicum Beach Regional Economic Development Memorandum of Understanding.

We continued other important programs in 2019, including our popular Downtown Youth Ambassadors. And we ensure that every investment we make on behalf of our members aligns with the five pillars of our Strategic Plan.

FIVE 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





100% DEDICATED TO PROMOTING PARKSVILLE DOWNTOWN

2019 INVESTMENTS

1
PROJECT
MANAGEMENT AND
IMPLEMENTATION

2
ADMINISTRATIVE
EXPENSES

3
ADVERTISING

4
PROMOTIONAL
MATERIALS

5
DOWNTOWN
AMBIENCE

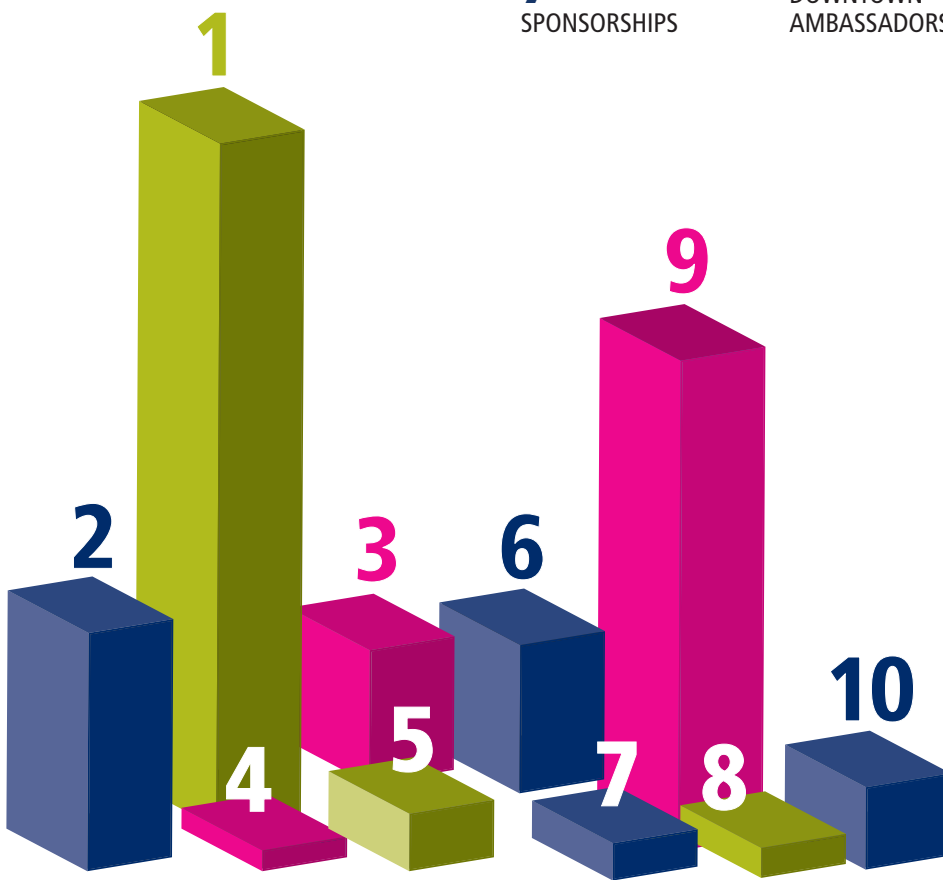
6
CHRISTMAS

7
SPONSORSHIPS

8
WEBSITE

9
PLACEMAKING

10
DOWNTOWN
AMBASSADORS



2019/20 BOARD OF DIRECTORS

HELEN DYCK	Marlin Travel
SANDY HERLE	Close to You Ladies Fashion and Lingerie
MICHELLE JONES	Timberlake-Jones Engineering
KRISTY LOTZIEN	Soak Lifestyle Boutique
CAROL ORMISTON	Parksville Home Hardware
NICOLE THOMAS	RBC Royal Bank
PAMELA BOTTOMLEY	Executive Director



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