## parksville downtown business association

#### **ANNUAL REPORT 2020**

**A YEAR LIKE** NO OTHER

#### The Parksville Downtown Business Association's vision statement is aspirational.

Never has the word **community** been as important as it was in 2020 when the Covid-19 pandemic profoundly changed our lives and the way we do business in Parksville Downtown.

We learned to adapt, to be nimble, and to shift from strategic planning to strategic thinking. We learned, if there ever was any doubt, that we are stronger together.

As we move into 2021, with the promise of a return to the familiar rhythm of our work and personal lives, we reflect on the spirit, focus and creativity that has helped our business community survive unprecedented times.

The more than 200 businesses and 500-plus property owners - the members of the Parksville Downtown Business Association – thank our community for its support.

Our work didn't stop with the pandemic. It was just different.

We continued to market our downtown with "Open, With Care" print and digital advertising campaigns, a new corporate video, and holiday season promotions and lighting.

Unfortunately, we were unable to offer our popular Downtown Youth Ambassadors program due to Covid restrictions. We intend to offer it in 2021, if possible.

We sought input from our members regarding downtown issues and met with the RCMP to share concerns and discuss solutions.

The Board welcomed five new directors in March and revisited its strategic plan in October. It continued to meet virtually.

And, as always, we ensured that every investment we made on behalf of our members aligned with the five pillars of our Strategic Plan:



COVID-CENTRIC MULTI-COMMUNITY MARKETING CAMPAIGNS

CHRISTMAS

LIGHTING

**PROMOTIONS**/



. . . . . .

SYSTEM

PHASE TWO

INSTALLED

WAYFINDING

. . . . .

UPDATED DOWNTOWN WALKING MAP



FAÇADE/SAFETY/ SECURITY GRANTS



. . . . . . . . .

NEW CORPORATE VIDEO

We are the

catalyst for a vibrant

successful

and economically

Parksville Downtown

vision statement

community.



OFFICE RELOCATION



CHRISTMAS **PROMOTIONS**/ LIGHTING

# . . . PLANNE 2021

2020 PROJEC





NEW PLACEMAKING PROJECT







FACADE/SAFETY/ SECURITY GRANTS

COMPLETION OF

WAYFINDING

SYSTEM





FOR PROPERTY OWNERS







#### **BE THE CHAMPION** OF DOWNTOWN REVITALIZATION



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## 100% DEDICATED TO PROMOTING PARKSVILLE DOWNTOWN

Winner of the 2020 Gotta Love Downtown

basket.

Information New Info kiosk in Community Park.

2020 **INVESTMENTS** 1 PROJECT PROMOTIONAL MANAGEMENT AND MATERIALS IMPLEMENTATION 5 2 DOWNTOWN AMBIENCE ADMINISTRATIVE **EXPENSES** 6 2 3 CHRISTMAS ADVERTISING 7 DATABASE/WEBSITE 3 6







parksville downtown

Presents



#### **Service Town** Professional: All Ways Part 1

Open, with Care



### 2020/21 **BOARD OF DIRECTORS**

5

TAMI FRANKFORD	
SANDY HERLE	Close to You Ladies Fashion and Lingerie
MICHELLE JONES	Timberlake-Jones Engineering
TERRY KERR	Bayview Strata & Rental Services
KRISTY LOTZIEN	Soak Lifestyle Boutique
CAROL ORMISTON	
PERMELIA PARHAM	
AKI SHAH	Tablet Pharmacy
NICOLE THOMAS	
BRIAN WEBBER	Fireside Books
PAMELA BOTTOMLEY	Executive Director