

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:

2020 PROJECTS



COVID-CENTRIC
MULTI-COMMUNITY
**MARKETING
CAMPAIGNS**



UPDATED DOWNTOWN
WALKING MAP



CHRISTMAS
**PROMOTIONS/
LIGHTING**



FAÇADE/SAFETY/
SECURITY **GRANTS**



**WAYFINDING
SYSTEM
PHASE TWO
INSTALLED**



NEW **CORPORATE
VIDEO**



We are the catalyst for a vibrant and economically successful Parksville Downtown community.

vision statement

2021 PLANNED



ENHANCED MARKETING
CAMPAIGNS



COMPLETION OF
**WAYFINDING
SYSTEM**



OFFICE **RELOCATION**



NEW **PLACEMAKING
PROJECT**



FAÇADE/SAFETY/
SECURITY **GRANTS**



CHRISTMAS
**PROMOTIONS/
LIGHTING**

- 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



