

Wayfinding system information kiosk in the Community Park is popular with visitors.

**ANNUAL
REPORT
2021**

**2021
YEAR IN
REVIEW**

**15
YEARS**

Marking Milestones

2021 marked the 15th anniversary of the incorporation of the Parksville Downtown Business Association (PDBA). In 2006, downtown commercial property owners came together to form the association and a Business Improvement Area to enhance and promote Parksville Downtown.

2021 also marked our second year navigating the Covid-19 pandemic, and its impacts on our downtown community and its small businesses.

This meant postponing some of our programs and plans, and investing more in other initiatives, as our members adapted to virtual meetings, physical distancing, wearing masks, and the ever-changing operating environment. It was another year of being flexible and nimble, vigilant and optimistic. This optimism is evidenced by the investment occurring in Parksville Downtown, and the influx of new businesses.

- ✓ We were able to offer our popular Downtown Youth Ambassadors program again in 2021 with support from Canada Summer Jobs, after a one-year hiatus. We were able to relaunch our Clean Team litter removal program in partnership with Island Crisis Care Society and Orca Place.
- ✓ Our office moved to street level with the plan of adding services when the pandemic allows. Increased investment in marketing included a substantial print and digital marketing campaign in three Island markets to support our members, and the formal launch of our new downtown video.
- ✓ We continued to offer façade improvement and safety/security grants. And sponsored Sunset Cinema summer outdoor movie when it returned to the Community Park.

- ✓ Christmas 2021 marked the 8th year of our popular North Pole-apaplooza promotion which is designed to thank the community for choosing to do business in Parksville Downtown.

We look forward to 15 more years of supporting, and promoting, prosperity and community.

The Board of Directors 2021-22

TAMI FRANKFORD	Island Cleaning Supplies
SANDY HERLE	Close to You Boutique
MICHELLE JONES	Timberlake-Jones Engineering
TERRY KERR (til June/21)	Bayview Strata & Rental Services
CAROL ORMISTON	Parksville Home Hardware
PERMELIA PARHAM (til May/21)	Vibrational Healing
GREG SABO	Sabo, Jang & Co.
NICOLE THOMAS	RBC Royal Bank
PAMELA BOTTOMLEY	Executive Director



PDBA moved to street level in early 2021.



We welcomed the new Clean Team from Orca Place.

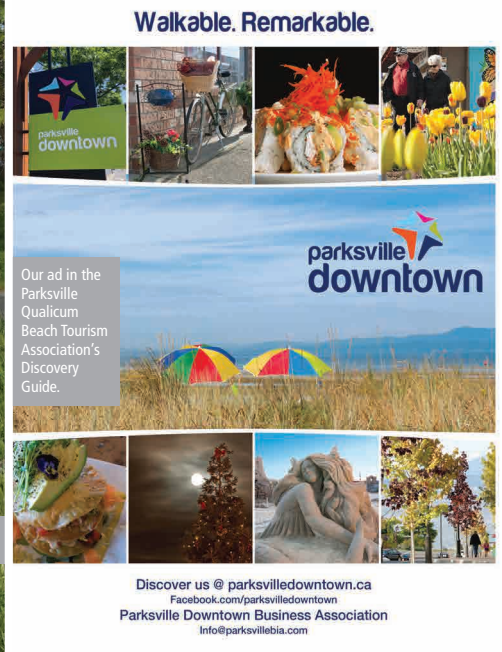
15 YEARS



Our Downtown Youth Ambassadors Noah and Addy are seen here with our MP Gord Johns.



The North Pole-apaploozza 'Gotta Love Downtown' Christmas gift basket winner was Harve A.



Our ad in the Parksville Qualicum Beach Tourism Association's Discovery Guide.

Discover us @ parksvilledowntown.ca
Facebook.com/parksvilledowntown
Parksville Downtown Business Association
Info@parksvillebia.com

parksville downtown
Flavour Town
When You're Ready, You're Welcome!

Stoves BC Liquor Store 3150 East Island Hwy. East Fresh Urban Market 164 Bighaw St. Headlines U-Brew 204 East Island Hwy. Katsuya Oriental Foods 1385 Melnikov Ave. Naked Naturals Whole Foods 142 Alberni Hwy. Mid Island Liquor 163 Alberni Hwy. Mid Island Liqueur 1 - 160 Courfield St. Sweet Spot Bake Shop 8-281 East Island Hwy. Thru Foods 282 East Island Hwy.	Dairy Queen Grill & Chill 158 East Island Hwy. Dorcas Kebab Restaurant 261 East Island Hwy. Extreme Eatery 5 - 160 Morrison Ave. Farmhouse Restaurant 2910 East Island Hwy. Lan Vietnamese Express 150 East First Ave. Lefy's Fresh Food 101A - 282 East Island Hwy. Lefy's Pizza Fresh 101A - 282 East Island Hwy. Masala Hut 144 Morrison Ave. Nando's South 3 - 102 East Island Hwy. Pacific Brinn Catering & Restaurant 123 Craig St. Pacific Coastal Resort 101 - 198 East Island Hwy. Pacific Prime Restaurant & Lounge at The Beach Club Resort 181 Beachside Dr. Panzys Pizza 191 East Jensen Ave. Pizza Connection 9 - 102 East Island Hwy. 144 West St.	Poppa's Pizza 4 - 120 Alberni Hwy. Roni & Gun Bar and Grill 204 East Island Hwy. Ramen & 261 East Island Hwy. Realm Food Co. 2 - 180 Craig St. Sageon Garden Vietnamese Cuisine 113 Craig St. Sageon's Pizzeria 4-162 Harrison Ave. White Elephant Thai Cuisine 144 West St.
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Marketing campaigns supported our key downtown business sectors.

Open, with Care.
Contact businesses directly for current operating hours and safety plans.

parksville downtown business association
find our businesses at: parksvilledowntown.ca



President Sandy Herle and Executive Director Pam Bottomley: a PQB News podcast to mark PDBA's 15th anniversary. Photo credit PQB News.

2021 Projects

- ✓ 6th year of Downtown Youth Ambassadors
- ✓ More marketing support to businesses
- ✓ Christmas promotion and lighting
- ✓ Office relocation
- ✓ Façade/safety/security grants
- ✓ Completion of wayfinding system

2022 Planned Projects

- Marketing campaigns
- 7th year of Downtown Youth Ambassadors
- Façade/safety/security grants
- New Placemaking project
- Christmas promotions and lighting
- Sponsorship of key community events

2021 Investments

