

2025
2027

Strategic Plan

Laying the Foundation for Change

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Overview

Established in 2007, Parksville Downtown BIA, operating as Parksville Downtown Business Association, is the catalyst for a vibrant and economically successful Parksville Downtown.

Over the past 17 years, we have adopted several tools, such as strategic plans and subsequent operational plans to carry out our activities.





Vision and Mission

Parksville has the most vibrant downtown in the mid-Island with many active areas to explore, easily connected to the beach. It is innovative, family friendly, inclusive and accessible.

To be the catalyst for a vibrant and economically successful Parksville Downtown community.

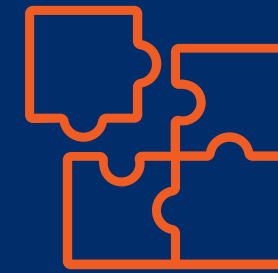
Parksville Downtown Values



Engagement



Innovation



Collaboration



Diversity



Engagement



Professionalism



Strategic Goal #1

Build the Brand

Objective:

To identify a clear identity for a vibrant Parksville Downtown - not just in perception but as experienced by our community and visitors.

Goal #1 Build the Brand

Objective

To identify a clear identity for a vibrant Parksville Downtown - not just in perception but as experienced by our community and visitors.

Expected Outcomes:

- Enhanced economic vitality
- Strengthened community identity and pride
- Heightened resident and visitor satisfaction
- Cultural and historical preservation
- Aligned events and activities

Strategy 2025

Develop the brand for Parksville Downtown

Strategy 2026

Align marketing efforts with the brand

Strategy 2027

Assess and expand to ensure long-term success of the brand

Strategic Goal #2

Enhance Membership Engagement

Objective:

To build engagement, participation and experience-sharing between members and Parksville Downtown board and staff



Goal #2

Enhance Member Engagement

Objective:

To build engagement, participation and experience sharing between members and Parksville Downtown board and staff

Expected Outcomes:

- Enhanced member satisfaction
- Economic growth and development
- Enhanced innovation and creativity
- Strengthened community ties
- Increased business/member participation and engagement

Strategy 2025

Relationship building

Strategy 2026

Enhance engagement

Strategy 2027

Sustaining and innovating

Strategic Goal #3

Be an Influential Voice

Objective:

To promote Parksville Downtown as the unified voice for downtown businesses and participating stakeholders, and be the advocate for their interests.



Goal #3

Be an Influential Voice

Objective:

To promote Parksville Downtown as the unified voice for downtown businesses and participating stakeholders, and be the advocate for their interests.

Expected Outcomes:

- Improved policy influence and advocacy success
- Expanded access to resources and support services
- Stronger community and business relationships
- Strengthened partnerships and collaborative initiatives

Strategy 2025

Laying the foundation

Strategy 2026

Strengthening influence and partnerships

Strategy 2027

Achieving sustainable influence and growth

Strategic Goal #4

Foster a vibrant business culture in Parksville Downtown.

Objective:

To cultivate a positive culture that retains existing businesses, attracts new enterprises, and welcomes fresh opportunities to Parksville Downtown.



Goal #4

Foster a Vibrant Business Culture

Objective:

To curate a positive business culture that attracts and welcomes new business opportunities to Parksville Downtown.

Expected Outcomes:

- Increased business retention rates
- Attraction of new businesses
- Support for aspiring entrepreneurs
- Improved business satisfaction
- Enhanced business environment
- Increased community engagement

Strategy 2025

Identify and develop innovative initiatives

Strategy 2026

Expanding and intensifying initiatives

Strategy 2027

Implementation of Imagine Parksville Downtown initiatives