



Short-term rentals

Last Wednesday, the Ministry of Housing issued a release meant to provide clarity on the short-term rental situation for strata hotels and motels. It's expected these new regulations will allow strata hotels like those on Resort Drive to operate as usual.

For more information on the regulations visit

<https://news.gov.bc.ca/releases/2024HOUS0045-000437>

THREE EXCITING LIGHTING PROJECTS

Yesterday Parksville Downtown President Tami Frankford delivered an engaging presentation outlining three exciting lighting projects for Alberni Hwy and Memorial Plaza. Discussion will continue at Monday's Council meeting

PLEASE SHOW YOUR SUPPORT BY JOINING US AT COUNCIL THIS MONDAY APRIL 8 AT 1:00PM! WE NEED YOU!

6 Ways You Could Be Using AI for Your Business.

- Analyzing your customer data to personalize marketing campaigns and target specific audience segments.
- Forecasting sales, demand, and customer behavior.
- Identifying patterns and trends, enabling you to make informed decisions about inventory management, pricing strategies, and resource allocation.
- Using AI-powered appointment scheduling tools to streamline the booking process for your services.
- Analyzing customer feedback, reviews, and social media mentions about your business.
- Writing ads, social media posts, presentations, employee handbooks, policies just about anything you can think of!

If you would like information on how to use AI in your business, we are planning a breakfast workshop to discuss AI for small business. Contact teresa@parksvilledowntown.ca to put your name on the list.