

Laying the Foundation for Change 2025-27 Strategic Plan

Your Parksville Downtown board has been working hard to develop our new strategic plan, which was approved at our July meeting. This plan will guide us over the next three years, and our decision-making will be based on alignment and achievement of these goals. We've attached a snapshot graphic of the goals. If you're interested in more detail, please contact Teresa for a full version.



Saturday Sep 7

11:00am - 3:00pm

Get ready to rock at the 'Party on the Plaza'!

We are sooooo excited to showcase three incredible local talents for a day full of electrifying performances. Qualicum's DJ Connor will kick off the event, setting the pace for folk/pop-based Malikai. Often described as a musical prodigy, at age 15 he is already a seasoned performer. And speaking of seasoned performer, we are so lucky to have the James Vickers Band to close the show. James was recently featured on Global TV for his amazing and award-winning blues guitar playing - and he's not yet 16! Three up-and-coming stars. You don't want to miss this one! We would sure welcome a couple of volunteers to help with setup and take down.....

**See page 3 for more details*



Planning for Your Business's Future

Small business succession planning is essential to ensure that the legacy and success of a business continue seamlessly when the current owner decides to retire or step back. It's all about securing the future, not just for the business, but also for the employees, customers, and community that rely on it. By planning ahead, business owners can choose the right successor, avoid potential disruptions, and keep the business thriving for years to come. Plus, it gives everyone peace of mind knowing that the hard work and dedication poured into the business will carry on.

Not sure where to begin? We've invited **Darrell Goertzen, our local Business Advisor from Venture Connect** for a breakfast workshop with tips to help you assess your succession planning.

Join us on Wednesday September 25 at 7:30am for this FREE breakfast and great learning opportunity. RSVP to teresa@parksvilledowntown.ca.



What to watch for in Memorial Plaza for the balance of August and early September

Picnic in the Plaza 6:00pm - 8:30pm every Tuesday - last day August 20 (during the Tuesday Market)

Hot Jams, Cool Games

3:00pm - 5:30pm every Wednesday - last day Aug 28

Last day Aug 15 - Dance with Me on Memorial 6:00pm - 8:00pm

Line dancing and instruction

Last day Aug 22 - Summer Singalong

6:30pm - 8:00pm No talent required!

Saturday September 7 - Route 19A Music Festival 11:00 - 3:00pm *see details on page 3!

IMAGINE PARKSVILLE DOWNTOWN

It's about to happen! Watch for emails and social media for opportunities to participate!

Questions? Drop by our office!
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p. 250-248-8079 c. 604 657-5695

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2024



ROUTE 19A MUSIC FESTIVAL

JCT 4

QUALICUM BEACH

JCT 4A

PARKSVILLE

'PARTY ON THE PLAZA'

YOUNG ARTISTS TAKE THE STAGE

FREE

DJ CONNER



MALAKAI



JAMES VICKERS BAND

11 AM-3 PM

**SATURDAY
SEPTEMBER 7
MEMORIAL PLAZA**



ONLINE TICKETS: WWW.R19AMUSICFESTIVAL.COM
OR AT THE MAC BOX OFFICE, 133 MCMILLAN STREET, PARKSVILLE
HOURS: TUESDAY-SUNDAY 11AM-3PM PHONE: (250) 248-8185
EMAIL: INFO@R19AMUSICFESTIVAL.COM



* PACKAGE OF ALL 4 TICKETED CONCERTS: \$115 *

2024



DESIGN: MARIAN CA *gform*

Laying the Foundation for Change 2025-2027

Our strategic plan, titled *Laying the Foundation for Change*, is designed to set the stage for meaningful growth and transformation. It focuses on building a solid groundwork by identifying key areas for improvement and fostering innovation across the organization. This plan will guide us in making thoughtful, impactful decisions that will drive positive change and ensure a sustainable future.

Enhance Member Engagement



Connect for Growth



Be an Influential Voice



Build the Brand



Strengthen Dialogue



Foster a Vibrant Business Culture

