

## PARKSVILLE DOWNTOWN'S SPOOKTACULAR HALLOWEEN TREAT TRAIL

**OCTOBER 31 ~ 3:00 'TIL 5:00PM**

It's almost time for our annual tradition of welcoming little ghosts, goblins, and superheroes to Parksville Downtown for a night of fun and fright. We'd love to know who among our fearless businesses will be participating in the trick-or-treating festivities this year. If you're planning to join the Halloween haunt, let us know by October 10 so we can include you in our list.



### Eating Together, Working Better!

Parksville Downtown members are invited to our October - Eating Together, Working Better. These dinner socials are held monthly at local restaurants, and have been the perfect opportunity for a relaxed after-work get-together.

No set start time, **any time after 5:30** works as you will order from the restaurant menu when you arrive.

This month's meeting will be held  
**Monday October 21 Beach Club  
Resort**

please rsvp to  
[Teresa@parksvilledowntown.ca](mailto:Teresa@parksvilledowntown.ca)



### ENGAGEMENT WEEK SCHEDULE

**Downtown Business Workshop**  
**Monday Oct 7 6-9PM**  
**Pacific Brimm**

**Parksville Residents' Workshops**  
**1. Tuesday Oct 8 10AM-1:00PM**  
**Beach Club Resort**

**2. Tuesday Oct 8 6-9PM**  
**SOS Admin Building**

**Open House**  
**Thursday Oct 19 11am-3pm**  
**Memorial Plaza**

# 2025 – 27 Parksville Downtown Strategic Plan

We are excited to share that the Parksville Downtown Business Association's Board of Directors has diligently discussed, developed, and is now set to deliver our strategic plan for 2025-2027, titled \*Laying the Foundation for Change\*.

This plan represents our commitment to fostering a vibrant and thriving downtown core by focusing on key initiatives that will drive growth, enhance community engagement, and create a sustainable future for all. We look forward to working together as we embark on this journey to transform and strengthen Parksville Downtown for years to come.

Over the next 4 months we will share the details of each of our initiatives in more detail. Please feel free to reach out at any time with questions you may have.

## Laying the Foundation for change 2025-27

Our strategic plan, titled 'Laying the Foundation for Change, was developed to set the stage for meaningful growth, and transformation. It focuses on building a solid groundwork by identifying key areas of 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



Be an  
Influential  
Voice

Build the  
Brand



Foster a  
Vibrant  
Business  
Culture

Goals



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