

Laying the Foundation for Change 2025-27

Our strategic plan, *Laying the Foundation for Change*, was developed to set the stage for meaningful growth and transformation for our organization. It focuses on laying a solid groundwork by identifying four key areas of improvement: Member Engagement, Brand Identity, Building an Influential Voice, and Fostering a Vibrant Business Culture.

Over the next four months, we will provide you with information on each of these areas, starting this month with [Member Engagement](#).

Throughout the next three years, we will be undertaking a series of strategies with [the overarching goal of building member engagement, participation and experience-sharing between members, and Parksville Downtown board and staff](#).

In 2025, we will start by conducting a series of surveys to understand the needs, challenges, and expectations of business owners, managers, and property owners. From your input, we will then:

- Develop and implement a business member/property owner [communications plan](#).
- Launch an [online portal](#) where members can access resources, event information, a copy of our Strategic Plan, and understand the Imagine Parksville Downtown plan.
- Provide new and existing members with [information kits](#) about Parksville Downtown, benefits, our strategic plan, Imagine Parksville Downtown, and upcoming events.
- Offer [workshops and training sessions](#) tailored to the needs identified in surveys and focus groups.
- Provide [leadership opportunities](#) within Parksville Downtown, such as board positions, committee roles, and event leadership.

We will be measuring the success of these tactics based on outcomes and impacts such as Enhanced Member Satisfaction, Economic Growth and Development, Enhanced Innovation and Creativity, Strengthened Community Ties, and Increased Business/member Participation and Engagement.

Questions? Comments? Please reach out for more information!

Join Us for a Festive 2024 Holiday Season in Parksville Downtown!

We're thrilled to announce our exciting lineup of holiday festivities for the season and invite you to join in creating a warm and vibrant holiday spirit in our community!

Holiday Sparkle Tree Light Up 🎄 ✨

For the very first time, we'll be gathering around a beautiful community Christmas tree in Memorial Plaza to light up the season! Join us on Friday, November 22, from 5:30 pm - 6:30 pm for the Holiday Sparkle Tree Light Up. This heartwarming event will feature a holiday singalong choir to lead us in all the classics. Festive elves will serve hot chocolate and popcorn, building up to the moment we welcome Santa and Mrs. Claus to light the tree!

Plus, many of our downtown shops will be open for late-night shopping before and after the event—perfect for those seeking a cozy holiday shopping experience. We'd love for your business to join in the festivities, either by extending your hours or offering a holiday special that evening!

Happy Noon Year 🎉 🥳

Thanks to the fantastic turnout last year, we're thrilled to again host our Happy Noon Year celebration on December 31! This family-friendly event will run from 10:30 am - 12:30 pm in Memorial Plaza, and it's packed with fun: a dance party, cupcake decorating, face-painting, and a thrilling balloon drop at noon to ring in the new year, kid-style!

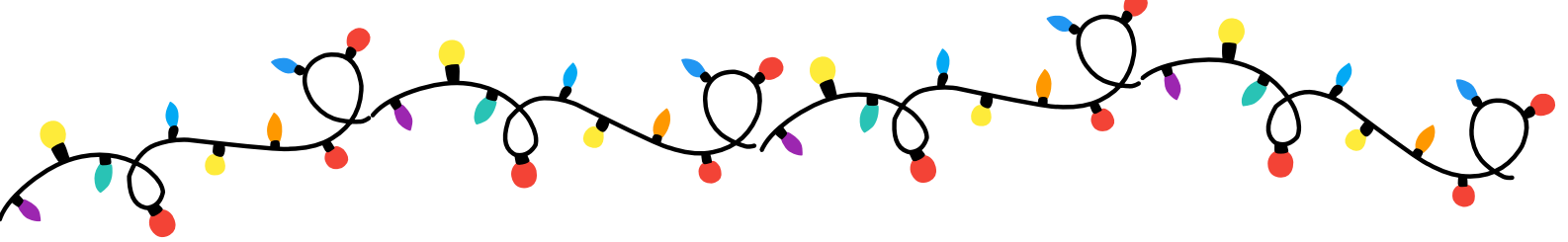
To make this event even more memorable, we're seeking a handful of fun-loving volunteers to help bring the celebration to life. If you, your staff, or anyone you know would enjoy lending a hand, please let us know!

Let's Make This Holiday Season Unforgettable!

We encourage every business to join the fun—whether by attending, volunteering, or hosting your own holiday festivities alongside these events. Together, we can make Parksville Downtown a magical holiday destination for locals and visitors alike.

Thank you for being part of what makes Parksville Downtown so special.
Let's make this holiday season one to remember!





Light Up Parksville Downtown for the Holidays! Let's Make It Merry and Bright!

Get ready to deck the halls – and windows, doors, aisles, and awnings! This holiday season, we're inviting you to go all out in turning Parksville Downtown into a dazzling winter wonderland. Let's make our streets shine, sparkle, and shout holiday cheer!

We have strings of Christmas lights ready for you to pick up – they're first-come, first-serve, so don't wait! Use them to decorate your businesses inside and out, creating a festive experience that welcomes shoppers and visitors with warmth and holiday spirit.

This season, our new social media guru will be out and about, snapping photos and videos to spotlight your holiday displays and showcase all the magic of shopping local. If you have special holiday plans or promotions, let us know – we'll share them on social media, adding that extra sparkle to your seasonal marketing. Plus, we're collaborating with The Beach to air festive radio ads that provide gift ideas across a range of themes:

- Pamper Someone (or Yourself!)
- Home Décor Delight
- Sparkle Power
- Crazy for Kidz
- Gourmet Goodies



These themes will weave through our social media, ensuring that each week, our followers see the best Parksville Downtown has to offer.

And here's another fun twist: we're giving away a \$100 gift certificate each week through our social media and radio promotions. Shoppers will have the chance to win by discovering the unique gifts and experiences only Parksville Downtown can provide.

So, let's go big, bold, and bright this season! Together, we'll create a holiday destination that brings joy to our community and keeps customers coming back for more!

Happy Decorating!





Eating Together, Working Better!

Parksville Downtown members are invited to our November - 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

Tuesday November 12

Lan Vietnamese Restaurant

please rsvp to

Teresa@parksvilledowntown.ca



Thank you to all of you that provided feedback during our Imagine Parksville Downtown Engagement Week. Our consultant is analyzing all the data and will be back in January to share his findings.. Watch this space!

Seven years

Our business succession workshop in September was a huge success. Darrell Goertzen from Venture Connect provided us with some very interesting data that you might find interesting:

- **Best time to start planning: 7 years before you actually want to sell**
- 98% of all businesses in Canada are small - medium business
- Majority of owners are older and getting ready to retire soon
- Estimated 40% of owners will exit their business in the next 5 years
- Many more businesses needing new owners than buyers looking to purchase

"By embracing a proactive approach to succession planning, businesses not only secure their legacy but also empower the next generation to drive future success."

Feel free to reach out to Darrell@ventureconnect.ca for more info!