



## New Year, New Opportunities: Resolutions for a Successful 2025

As we welcome 2025, it's the perfect time to set impactful resolutions that drive success and innovation. The start of a new year offers a fresh slate to refine strategies, enhance customer experiences, and boost efficiency. Here are key resolutions to consider:

**Prioritize Customer Feedback:** This year, make a resolution to listen more attentively to your customers. Feedback can reveal critical insights into what your clients appreciate and what can be improved. Implementing changes based on customer feedback not only enhances their experience but also boosts your business's reputation.

**Embrace Technology:** Staying updated with the latest technological advances can streamline operations and improve productivity. Whether it's upgrading your POS system, utilizing customer relationship management (CRM) software, or exploring e-commerce platforms, integrating technology can significantly impact your business efficiency and access to new markets.

**Focus on Employee Development:** Your team is your biggest asset. Investing in regular training and development opportunities can motivate your staff and enhance their skills. A well-trained team can provide better service to customers, operate more efficiently, and contribute to a more dynamic business environment.

**Expand Marketing Efforts:** In the digital age, an online presence is crucial. This year, aim to enhance your digital marketing strategies. Engage more effectively with your community through social media, improve your website's SEO, and explore local advertising opportunities to increase visibility.

**Sustainable Practices:** More consumers are valuing sustainability. Implementing environmentally friendly practices not only benefits the planet but also aligns with the values of a growing customer base, potentially opening up new market segments.

Setting clear, actionable goals can ensure that these resolutions transform from ideas to successful strategies. Let's make this year a milestone for growth and success in our business ventures!



# **Parksville Downtown's new office is now open!**

## **131 Alberni Hwy**



We are thrilled to announce the opening of our new Parksville Downtown office! Centrally located next to Memorial Plaza and directly across Alberni Highway from the Credit Union insurance office, our new space positions us right at the heart of the community.

The enthusiastic reception from visitors has already assured us that this move greatly benefits our mission and outreach.

We invite you to drop by anytime to see our new location and say hi. Your support continues to inspire us, and we look forward to welcoming each of you in person!

**From January 6 - 10, we will have cookies and the coffee will be on!**

**Looking for ways to become more involved with Parksville Downtown? How about becoming a board member or event volunteer?**

**For more info on becoming a board member, contact Tami at 250-714-9759 or [foreverageless@live.com](mailto:foreverageless@live.com).**

**To volunteer at our events, contact Teresa at 250 248 8079 or [teresa@parksvilledowntown.ca](mailto:teresa@parksvilledowntown.ca)**

# Laying the Foundation for Change 2025-27

Welcome to our third article outlining our three-year strategic plan. Through our Imagine Parksville Downtown community engagement events, we've recognized the potential for transformative change and the necessity of establishing a strong foundation to support these new opportunities. This month, we're excited to dive deeper into Goal #3: Build the Brand.

A vibrant downtown is essential, and a clear brand will help create an exciting sense of place. As we finalize our Imagine Parksville Downtown vision, we are developing a cohesive identity that resonates with both residents and visitors, fostering a strong sense of community pride and belonging. As Parksville Downtown gains traction within the community, we anticipate increased foot traffic and business activity, which should lead to higher local business revenues, attract new businesses, and potentially increase property values.

## What This Will Look Like in 2025

This year, we'll implement a series of tactics aimed at creating a distinctive and memorable downtown experience. These efforts will attract more residents and visitors who leave with positive impressions and a desire to return.

- **Develop the Brand:** We will complete the Imagine Parksville Downtown project, providing a focused blueprint for branding and placemaking.
- **Assess Identified Opportunities:** We will evaluate concepts for best alignment and prioritize them for funding.
- **Establish a Funding Plan:** We will explore various funding options and seek out partnerships.

## Measuring Our Success

We are committed to tracking our progress by evaluating the outcomes and impacts of our efforts, which include:

- **Strengthened Community Pride:** Enhanced community engagement and participation in local events, contributing to a unified effort towards maintaining and promoting the downtown area.
- **Cultural and Historical Preservation:** Enriching the cultural landscape to foster a deeper appreciation for the city's history and identity.
- **Aligned Events and Activities:** Increasing spending in local businesses and enhancing community connections through shared, enjoyable experiences.

## Your Role in This Journey

Your voice is essential to the success of this goal. By participating in conversations, sharing your insights, and providing feedback, you help shape the direction of our efforts. Together, we can create a thriving downtown Parksville for everyone.

Have questions or comments? We'd love to hear from you. Let's keep the conversation going!



## Imagine Parksville Downtown - The Next Step

Last fall, we embarked on a comprehensive week-long community engagement effort to envision what Parksville Downtown might look like in the next decade. Many of you joined us, sharing valuable insights and contributing to a diverse and dynamic discussion about the future of our community.

Thanks to your participation, our consultants have been able to integrate your ideas with their research, and they are now ready to share their preliminary findings with us.

We invite you to join us for an evening workshop where these findings will be presented. This will be an interactive session aimed at reviewing the consultants' insights and providing an opportunity for you to offer feedback. Your input is crucial as it will help refine the vision and shape the final plan for our downtown's future.

### Event Details:

- Location: Boys and Girls Club, Parksville Downtown
- Date: Thursday January 16
- Time: 6:00 PM - 9:00 PM

We are excited to move forward with this project and genuinely hope you share our enthusiasm. This workshop is a pivotal step in continuing the momentum and turning our collective vision into reality.

RSVP: Please confirm your attendance by emailing Teresa at [Teresa@parksvilledowntown.ca](mailto:Teresa@parksvilledowntown.ca).

Join us as we take the next step in transforming Parksville Downtown into a vibrant and thriving community for all. Let's make the future we imagined a reality!

Parksville Downtown members are invited to our first Eating Together, Working Better in 2025!. 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 January 21 at Samurai Sushi**  
please rsvp to [Teresa@parksvilledowntown.ca](mailto:Teresa@parksvilledowntown.ca)



Eating Together, Working Better!

# 2024 in pictures!



**Dance With Me at Memorial**  
Free! Fun! Everyone welcome!

**JUST DANCE**  
9 to 8 pm

- Line Dance July 6
- Salsa July 18
- West Coast Swing August 1
- Line Dance August 15

Memorial Park - Memorial Square and Alameda Streets