



News Release

For immediate release

AGREEMENT BETWEEN THE CITY OF PARKSVILLE AND THE PDBA - ONLY THE SECOND OF ITS KIND IN BC

PARKSVILLE, BC (Dec 4/12) – The City of Parksville and the Parksville Downtown Business Association (PDBA) have signed a Memorandum of Understanding (MOU), ensuring that an already productive working relationship continues and grows.

The MOU is only the second of its kind in BC and is modeled on the trailblazing agreement between the City of Williams Lake and its Central Business Improvement Area.

“The goal is to help future Councils and PDBA Boards understand what support they can expect from each other’s organization,” said PDBA President Michelle Jones. “It provides a framework for information sharing, and getting things done. It will eliminate the need to ask if we can count on each other...we are now formally partners in creating a better Parksville Downtown.”

“The PDBA and its members work hard to provide a welcoming and vibrant downtown for our residents and visitors,” said Mayor Chris Burger. “This agreement formalizes a new and exciting relationship between the City and the PDBA ensuring the viability and success of the downtown BIA over the long term.”

PDBA was formed in 2006 to administer the downtown Business Improvement Area bounded by McMillan Street and McVickers Street, Jensen Avenue and the waterfront.

The MOU was formally signed in Parksville Council Chambers December 3, 2012.

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