

Parksville's Downtown Business Improvement Area

BACKGROUND

In 2006, the City of Parksville adopted the Downtown Revitalization Strategy intended to build upon Parksville's strengths as a waterfront resort community, recognizing the importance of the downtown core to positive economic activity. The [downtown revitalization strategy](#) is available on the City's website.

In 2007, the City of Parksville established a downtown Business Improvement Area (BIA) in accordance with the Community Charter and Bylaw No. 1453 which enables the BIA to exist and the Parksville Downtown Business Association to administer the Business improvement Area. Bounded by McMillan and McVickers Streets, Jensen Avenue and the waterfront, the BIA allows property owners and business owners in this specific area to pool their efforts and funds for marketing, planning and management activities to improve the area and business viability. [Bylaw No. 1453](#) is available on the City's website.

The Parksville Downtown Business Association administers the downtown Business Improvement Area and at its core, is to lead the implementation of Parksville's downtown revitalization plan as well as actively participating in promotion and furthering the goal of an enhanced, livable, economically viable and energized downtown as outlined in the City's Official Community Plan, the Downtown Revitalization Strategy, the objectives of the PDBA strategic plan and the objectives of the City's strategic plan.

In 2012, a Memorandum of Understanding between the PDBA and the City was established. Only the second of its kind in British Columbia, the MOU speaks to ongoing viability and success of the downtown BIA over the long term and provides a framework for the two partners working together.

Earlier this year, property owners in the downtown BIA, chose for a third time, through a petition process to renew for another five years.

FUNDING

In 2014, property owners in the downtown agreed through petition to carry on for five more years, paying an annual charge per \$1,000 of assessed property value to continue operation of the BIA and raise revenue in 2015 of \$155,000 for operation of the PDBIA. This is money, budgeted at \$155,000 for 2015, which is collected by the City on behalf of the PDBA members, as an additional charge on the annual property tax for those properties within the BIA specified area and is then paid directly to the PDBIA. The City does not provide any funding out of general municipal revenues to the PDBA or the downtown BIA.

Upgrades in the downtown area are funded through the City's 20 year capital expenditure program which is detailed as part of the City's [financial plan](#) available on the website. Some of the downtown upgrades include Corfield Avenue (Jensen to Highway 19A) scheduled for 2014/2015, upgrades to Memorial and Morison Avenues scheduled for 2017/2018, Hirst Street scheduled for 2020/2021 and Craig Street upgrades scheduled for 2022/2023. The capital plan is approved by Council as part of the annual budget process.

As part of budget cuts in 2010, Council discontinued funding for Christmas lights in the downtown core and funding for the graffiti removal program is provided from BC Hydro.

ACCOMPLISHMENTS AND ONGOING EFFORTS

In 2014, the PDBA with the City's support has been working on a number of initiatives within the BIA mandate and which are within the parameters of the downtown revitalization strategy. Discussions are well underway on such key areas as way-finding for the downtown core which includes all new street blade signs throughout downtown, a cost to be shared jointly between the PDBA and the City.

Craig Street issues were brought to the City's attention and action has been taken on some of the items. With the support of the City, the PDBA has successfully instituted a banner program, has an ongoing partnership with Parksville and District Association for Community Living for litter removal in the downtown and is actively marketing and promoting the downtown through ongoing campaigns. PDBA initiatives augment those ongoing projects or items provided by the City in the downtown area (such as garbage cans, benches, flower containers and beds).

For more information, please contact:

Fred Manson, Chief Administrative Officer
250 954-4666
fmanson@parksville.ca