2012 Community Profile

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The 2012 Community Profile serves as a guide to companies, organizations and individuals who require information about the City of Parksville. We have used our best efforts to ensure that the information is correct and current. The City distributes the Community Profile under the strict condition that the City of Parksville will not be liable or responsible for the accuracy of the information contained herein.
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2012 Community Profile
Area Overview

Situated on the west coast of Canada, Vancouver Island is the largest island on the west coast of the Americas, comprising an area of 31,261 square kilometers (2,136 square miles), being approximately 460 kilometers (286 miles) long and 50 to 80 kilometers (30 to 50 miles) wide. Without Vancouver Island, the coasts of British Columbia and Washington would not have such features as the ports of Vancouver and Seattle, the Gulf Islands, the Inside Passage or the mild, protected climate that these areas enjoy.

The Capital of British Columbia is Victoria, which is situated on the extreme southern tip of Vancouver Island. Vancouver Island is known for its diversity of nature, weather, scenery and wildlife, making it a world class destination for tourists and a paradise for residents.

Ferry service to Vancouver Island is available from Vancouver and also from Seattle and Port Angeles in the State of Washington, USA. On Vancouver Island, the major ferry terminals are located at Nanaimo and Victoria. The diverse climate and geography of the island has created a magnificent backdrop for the many activities such as fishing, boating, cycling, skiing, kayaking, whale watching, sightseeing and beachcombing.

LOCATION

The City of Parksville is located 150 kilometers (94 miles) north of the provincial capital of Victoria and 37 kilometers (23 miles) north of Nanaimo. The region is referred to as the “mid-island” area, due more to its proximity to populated areas than its geographical location. To the west of Parksville is Canada’s rugged west coast with the cities of Port Alberni, Ucluelet and Tofino which offer excellent recreational facilities and spectacular scenery. North of Parksville is Qualicum Beach, Courtenay, Comox, Campbell River and Port Hardy. These municipalities provide services to the north island area and also provide excellent recreational facilities. Many facilities and activities are within 2.5 hours of Parksville, with the majority being within an hour drive. Parksville is a 30 minute drive from the City of Nanaimo which offers shopping, theatres, ferries, airlines, and seaport. Further south is the City of Victoria, the capital of the Province of British Columbia and a major center of tourism and business.

The City of Parksville is part of the Regional District of Nanaimo as outlined on Figure #2. The Regional District of Nanaimo contains the City of Nanaimo, City of Parksville, Town of Qualicum Beach, District of Lantzville and areas surrounding these centers. The Regional District of Nanaimo is referred to a number of times in this Community Profile in a number of ways, including “Regional District of Nanaimo”, “Regional District”, “the region” and “RDN”.

2012 Community Profile
Figure 3 – Travel Times

<table>
<thead>
<tr>
<th>From / To</th>
<th>Mi.</th>
<th>Km</th>
<th>Driving</th>
<th>Ferry</th>
<th>Total Time</th>
<th>Flying Time</th>
<th>Airline</th>
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</thead>
<tbody>
<tr>
<td>Campbell River BC</td>
<td>73</td>
<td>117</td>
<td>1.5 hrs</td>
<td>n/a</td>
<td>1.5 hrs</td>
<td>n/a</td>
<td>Charter</td>
</tr>
<tr>
<td>Courtenay BC</td>
<td>45</td>
<td>73</td>
<td>.75 hrs</td>
<td>n/a</td>
<td>.75 hrs</td>
<td>n/a</td>
<td>Charter</td>
</tr>
<tr>
<td>Nanaimo, BC</td>
<td>23</td>
<td>37</td>
<td>.5 hrs</td>
<td>n/a</td>
<td>.5 hrs</td>
<td>n/a</td>
<td>Charter</td>
</tr>
<tr>
<td>Port Alberni BC</td>
<td>31</td>
<td>50</td>
<td>.75 hrs</td>
<td>n/a</td>
<td>.75 hrs</td>
<td>n/a</td>
<td>Charter</td>
</tr>
<tr>
<td>Portland, OR</td>
<td>370</td>
<td>592</td>
<td>7.0 hrs</td>
<td>2 hrs</td>
<td>9.0 hrs</td>
<td>2.1 hrs</td>
<td>Charter</td>
</tr>
<tr>
<td>Seattle WA</td>
<td>178</td>
<td>284</td>
<td>3.5 hrs</td>
<td>2 hrs</td>
<td>5.5 hrs</td>
<td>1.2 hrs</td>
<td>Seasonal</td>
</tr>
<tr>
<td>Tofino BC</td>
<td>106</td>
<td>170</td>
<td>2.5 hrs</td>
<td>n/a</td>
<td>2.5 hrs</td>
<td>n/a</td>
<td>Charter</td>
</tr>
<tr>
<td>Vancouver BC</td>
<td>36</td>
<td>58</td>
<td>1.0 hrs</td>
<td>2 hrs</td>
<td>3.0 hrs</td>
<td>0.5 hrs</td>
<td>Scheduled</td>
</tr>
<tr>
<td>Victoria BC</td>
<td>94</td>
<td>150</td>
<td>2.0 hrs</td>
<td>n/a</td>
<td>2.0 hrs</td>
<td>n/a</td>
<td>Charter</td>
</tr>
</tbody>
</table>

GEOGRAPHY

The City of Parksville is situated in a protected bay on the east coast of Vancouver Island. The area is mostly level with gently rolling hills. To the west, a mountain range protects the area from the wet Pacific weather systems that nourish the west coast rainforests. Mount Arrowsmith is the closest mountain to Parksville rising 1,817 meters (5,961 feet). To the north and south, the rolling coastline continues. The waterfront forms the northern border of the City and the warm ocean waters provide for a mild climate. The area has many rivers and streams with a few lakes to the north and west. Small islands dot the inner coastline with larger islands to the north and south in the Strait of Georgia. The Strait of Georgia separates Vancouver Island from the mainland of British Columbia and forms the majority of the famous “Inside Passage” marine route to northern British Columbia and Alaska. The Inside Passage is used by yachts, cruise ships and commercial vessels.

CLIMATE

The City of Parksville enjoys a mild, sunny climate due to the sea-level elevation and protected location. The predominantly wet Pacific weather systems of the west coast release their moisture as they cross the Vancouver Island mountains, resulting in a much drier climate on the east coast. Parksville averages 2,000 hours of sunshine and 95 centimeters (37 inches) of rain annually. The mild climate and low rainfall has been instrumental in attracting large numbers of retirees from across Canada to the area. Although Parksville enjoys a four season climate, it is not unusual to see golfers on the course in January while skiers enjoy the deep powder of nearby mountains and boaters are out enjoying the ocean.
HISTORY

Vancouver Island’s south eastern coast has been inhabited by the Coast Salish First Nations people for thousands of years. The Coast Salish had villages and settlements extending from Victoria to Campbell River when Captain George Vancouver explored the area’s coast in 1792. In the 1860’s, a trail was blazed up island from Victoria to Comox. The area was then known as “Englishman’s River” or “The River” after an Englishman supposedly died crossing the unnamed river in the 1850’s.

The first white settlers were the Hirst family who arrived in 1870. They were quickly followed by other settlers willing to pay $1 an acre [0.4 ha] for the raw, uncleared land. In 1886, a 38 km [24 miles] long wagon road was completed from Nanaimo. By 1889, the area had a population of 38, enough to become the official settlement of Parksville, named after John Parks, the area’s first postmaster. In 1894, the first church was built at French Creek and in 1898, the Hirst family opened the Rod & Gun Hotel, which remains in use to this day. By 1910 the Esquimalt and Nanaimo Railway (E&N) connected the area to Nanaimo at McBride Junction, the site of the current Parksville train station. Parksville’s early growth and an anecdotal history of early settlers is documented in a book written by local historian Marjorie Leffler entitled Parksville and Then Some.

In 1945 Parksville was incorporated as a village, becoming a town in 1978. By 1981, the population exceeded 5,000 persons and Parksville officially became a City. In the mid 1990’s Parksville reached an unprecedented growth rate that consistently exceeded 5% per year, resulting in a 1997 population of just over 10,000 persons. Parksville has continued to grow and thrive to the present day, welcoming many new residents and visitors alike.
The City of Parksville has a strong sense of community, evidenced by the number and variety of community resources that are readily available.

A relocation package is available from the Parksville and District Chamber of Commerce: 
http://parksvillechamber.com/parksville-visitor-centre/parksville-relocation-package

For a warm welcome and information see the Parksville Newcomers Club website at
http://parksvillenewcomers.org/

For a list of volunteer opportunities, visit http://oceansidevolunteer.org/

**Figure 4 - Community Services - Summary**

<table>
<thead>
<tr>
<th>Emergency Services</th>
<th>Educational Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police Department</td>
<td>Elementary Schools</td>
</tr>
<tr>
<td>Ambulance Service</td>
<td>Middle Schools</td>
</tr>
<tr>
<td>Fire Department</td>
<td>Secondary Schools</td>
</tr>
<tr>
<td>Health &amp; Family Resources</td>
<td>Universities/Colleges</td>
</tr>
<tr>
<td>Hospital Facilities</td>
<td></td>
</tr>
<tr>
<td>Medical Clinics</td>
<td></td>
</tr>
<tr>
<td>Health Care Professionals</td>
<td>Community Facilities</td>
</tr>
<tr>
<td>Daycare Facilities</td>
<td>Conference and Community Use Buildings</td>
</tr>
<tr>
<td>Family Resources</td>
<td>Libraries</td>
</tr>
<tr>
<td>Seniors Resources</td>
<td>Recreational Facilities</td>
</tr>
<tr>
<td>Seniors Care</td>
<td></td>
</tr>
<tr>
<td>Transportation Resources</td>
<td>Parks</td>
</tr>
<tr>
<td>Public Transportation</td>
<td>City Parks</td>
</tr>
<tr>
<td>Private Transportation</td>
<td>Regional &amp; Provincial Parks</td>
</tr>
<tr>
<td>Air and Sea Transportation</td>
<td>Local Events</td>
</tr>
</tbody>
</table>

**Policing Department**

Policing is carried out by the Royal Canadian Mounted Police (R.C.M.P.) at a modern precinct in Parksville. There are currently 16 municipal police officers for Parksville, 8 municipal police officers for Qualicum Beach and 13 provincial police officers for a total of 37 officers serving the region at the Oceanside detachment.
Ambulance Service
Ambulance service is provided by the BC Ambulance Service, which maintains a permanent station in Parksville with 5 ambulances in service.

Fire Department
The Parksville Volunteer Fire Department operates out of a fire hall located at 160 Jensen Avenue West, in the centre of town. The department employs three career firefighters, one part-time support staff member and up to 40 on-call volunteer firefighters. The fire hall is equipped with two pumper vehicles, one aerial vehicle, one rescue-pumper vehicle, one tender and one special operations trailer for support of technical operations.  
http://pvfd.ca/

HEALTH AND FAMILY RESOURCES

Hospital Facilities
The 288 bed Nanaimo Regional General Hospital provides for emergency, intensive care, diagnostic, MRI, surgical, long-term care and general hospital services including cardiology, renal and maternity and pediatric care. The hospital is located in central Nanaimo, approximately 35 minutes south of Parksville.

Medical Services
Parksville Medical Clinic
Parksville Walk-in Clinic (5 to 9 pm and weekends)
Jensen Medical Clinic
Wembley Mall Medical Clinic
Parksville Acupuncture Clinic
X-Ray and Ultrasound Lab
Chiropractic; various
Physiotherapy and work conditioning; various

Under construction: Oceanside Health Centre – expected to open in 2013

Health Care Professionals
Parksville is home to a number of health care professionals, including general physicians, naturopathic physicians, optometrists, physiotherapists, massage therapists, dentists, chiropractors and acupuncturists. The following resources will assist in finding care:

Vancouver Island Health Authority  http://viha.ca/finding_care
HealthLink BC  http://healthlinkbc.ca/servicesresources
Day Care Facilities
For a list of currently licensed day care facilities contact the Vancouver Island Health Authority office in Parksville located at:
249 Hirst Avenue West
PO Box 1210
Parksville, BC  V9P 2H2
Phone:  250 947-8222

Family Resources
District 69 Society of Organized Services (SOS)
SOS provides information and referrals to existing child, youth, family and seniors services and can be reached at 250 248-2093; www.sosd69.com

District 69 Family Resource Association
The Family Resource Association provides a variety of child and family programs and can be reached at 250 752-6766; www.d69fra.org

Seniors Resources

Figure 5 - Seniors Care Facilities

<table>
<thead>
<tr>
<th>Name</th>
<th>Beds</th>
<th>Address</th>
<th>Phone/ email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stanford Place</td>
<td>181</td>
<td>250 Craig Street</td>
<td>250 951-0811; <a href="http://www.stanfordplace.ca/">http://www.stanfordplace.ca/</a></td>
</tr>
<tr>
<td>Trillium Lodge</td>
<td>75</td>
<td>401 Moilliet Street</td>
<td>250 947-8230</td>
</tr>
<tr>
<td>Arrowsmith Lodge</td>
<td>75</td>
<td>266 Moilliet Street</td>
<td>250 248-4331 - Arrowsmith 250 947-9777 - Cokely <a href="http://www.arrowsmithlodge.ca">www.arrowsmithlodge.ca</a></td>
</tr>
<tr>
<td>Cokely Manor</td>
<td>30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Halliday House</td>
<td>8</td>
<td>188 McCarter Street</td>
<td>250 248-2835</td>
</tr>
<tr>
<td>Little Mountain Manor</td>
<td>8</td>
<td>959 Little Mountain Road</td>
<td>250 248-4591; <a href="http://www.littlemountainmanor.com">www.littlemountainmanor.com</a></td>
</tr>
<tr>
<td>Oceanside Manor</td>
<td>6</td>
<td>758 Soriel Road</td>
<td>250 951-2304</td>
</tr>
</tbody>
</table>
District 69 Society of Organized Services (SOS) offers a variety of seniors' programs including:

- Meals on Wheels
- Medical transportation
- Hardship emergency support and referral
- Income tax assistance
- "Seniors Are Talking" social group
- "Seniors in Motion" activities group

SOS provides information and referrals to seniors' services and can be reached at 250 248-2093; www.sosd69.com.

Parksville Senior’s Activity and Drop-In Centre - 250 248-3200

Parksville Golden Oldies Sports Association (PGOSA) www.pgosa.org

TRANSPORTATION RESOURCES

Public Transportation
The Regional District of Nanaimo provides public transit between Parksville, Qualicum Beach and Nanaimo daily except Sundays. The rider’s guide, including routes and schedules, is available at: http://rdn.bc.ca/cms.asp?wpID=686

Information line for Transit Parksville/Qualicum Beach area: 250 954-1001

HandyDart Bus - Parksville/Qualicum Beach Area
The HandyDart Bus provides custom public transit for persons who are mobility challenged and cannot access regular buses. They serve the area from Cedar in the south of the Regional District to Qualicum Beach in the north. Phone: 250 248-4557

Private Transportation
Cabs, car rentals, buses, boats, airplanes and helicopters are all available on a fee for service basis. In addition, shuttle service to the airport and ferry terminals is available.

Airports
Qualicum Beach Airport (CAT4)

Comox Valley Airport (YQQ)
Phone: 250 890-0829 http://comoxairport.com

Nanaimo Airport (YCD)
Phone: 250 245-2157 http://nanaimoairport.com

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Train
There is currently no train service to Parksville.

Float Plane Service
Harbour Air operates from Nanaimo Harbour to downtown Vancouver.
Phone: 250 714-0900 http://harbour-air.com

Seair Seaplanes also operates routes from Nanaimo Harbour to Vancouver and Richmond.
Phone: 1 866 692-6440 http://seairseaplanes.com

BC Ferries
Regular sailings from Nanaimo (Departure Bay) to Vancouver (Horseshoe Bay) and from Nanaimo (Duke Point) to Vancouver (Tsawwassen), as well as sailings to and from other destinations including the Sunshine Coast and the Southern Gulf Islands.
Reservations: 1-888-223-3779 www.bcferries.com

EDUCATIONAL FACILITIES
School District 69 serves the Parksville area and provides public education from kindergarten to Grade 12. French Immersion programs are also available.

Elementary Schools
There are two School District 69 elementary schools located within Parksville city limits. School District 69 also operates elementary schools located in Nanoose Bay, Errington and Qualicum Beach.

Parksville Elementary School
Phone: 250 248-5778
http://pes.sd69.bc.ca

Winchelsea Elementary School
Phone: 250 248-3296
http://wes.sd69.bc.ca

Middle Schools
There is one School District 69 middle school located within Parksville city limits. School District 69 also operates middle schools located in French Creek (Oceanside Middle School), and Qualicum Beach.

Springwood Middle School
Phone: 250 248-2038
http://sms.sd69.bc.ca
High Schools
There are two School District 69 secondary schools located within Parksville city limits. School District 69 also operates a secondary school located in Qualicum Beach.

Ballenas Secondary School
Phone: 250 248-5721
http://bss.sd69.bc.ca

Parksville Alternate Secondary School (PASS) - Woodwinds
Phone: 250 248-2969
http://pass.sd69.bc.ca

Universities/Colleges
Vancouver Island University operates a campus in Parksville located at the Civic & Technology Centre. The main VIU campus is located in Nanaimo, within a 40 minute drive of Parksville.

Vancouver Island University
Phone: 250 248-2096 (Parksville) or 1 888 920-2221 (Nanaimo)
http://viu.ca

COMMUNITY FACILITIES

Conference and Community Use Buildings

Parksville Civic and Technology Centre
One of the largest institutional developments in recent years is the Parksville Civic and Technology Centre. The Centre is a 3,853 square meter (41,000 square feet) development on part of an 8 hectare (20 acre) site. The site is also the town centre for civic, community and educational uses.

Current public sector occupants include the Parksville campus of Vancouver Island University, the Parksville branch of the Vancouver Island Regional Library, the administrative offices of School District 69 and the Parksville City Hall. The Parksville Civic and Technology Centre also houses Bravenet, a leading technology company that leases private sector space in the building.
Parksville Community and Conference Centre
The Parksville Community and Conference Centre, adjacent to the Parksville Civic and Technology Centre, has rooms of varying sizes and includes an auditorium/theatre, change rooms, a small boardroom, kitchen facilities and 4 rooms [ranging from 35-110 capacity each] which can be opened up to accommodate larger groups.

For more information:  
*Parksville Community and Conference Centre*  
Phone: 250 248-6234  
[http://parksvillecentre.com](http://parksvillecentre.com)

**Libraries**
Parksville is served by the Vancouver Island Regional Library, which operates a branch located in the Parksville Civic and Technology Centre. VIRL also operates a branch in Qualicum Beach.

For more information:

*Vancouver Island Regional Library* (Parksville branch)  
Phone: 250 248-3841  
[http://virl.bc.ca/](http://virl.bc.ca/)

**Recreational Facilities**
The Regional District of Nanaimo operates many of the public recreational facilities including the Oceanside Place ice arena and the Ravensong Aquatic Centre. For more information about community facilities and local organizations, the Regional District of Nanaimo publishes a comprehensive Community Directory which can be obtained at any of their facilities or online at [http://rdn.bc.ca/cms.asp?wpID=1613](http://rdn.bc.ca/cms.asp?wpID=1613).

For more information:

*RDN Recreation*  
Phone: 250 248-3252  

**PARKS**

**City Parks**
The City of Parksville has three major parks, the Community Park, Springwood Park, and Top Bridge Park, as well as 28 neighbourhood parks. The neighbourhood parks vary in size and facilities, from small open spaces to larger parks with children's play areas, trails, and basketball hoops. Among the neighbourhood parks are several natural, treed parks complete with accessible nature trails.

The Community Park was established in 1963 and encompasses 39 acres of land complete with beach frontage. Facilities include sandy public beach, concession facilities, washrooms, children's play park and water park, outside shower, flower displays, varied tree collection, sports field, tennis courts, volleyball courts, waterfront walkway, group picnic shelter, skateboard park, picnic tables and ample free public parking. A group picnic shelter and a beach-front gazebo are available for bookings for special events and weddings.

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Springwood Park is Parksville's main sports field complex. The park encompasses 21 acres consisting of 6 ball diamonds, 6 tennis courts, grass fields for soccer, field hockey, field lacrosse, football, with a perimeter trail system connecting to the 13.5 hectare (32 acre) Ermineskin Park trail system and the Maple Glen linear park trail.

Top Bridge Park consists of 15 acres, which encompass walking trails, a mountain-biking trail system, and a pedestrian-only suspension bridge spanning the Englishman River. This bridge links the trails to the RDN trail system across the river. The park is a popular local outdoor swimming area for families during the summer months.

<table>
<thead>
<tr>
<th>Figure 6 - Parks and Open Space</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Major Parks and open space</strong></td>
</tr>
<tr>
<td><strong>Natural Parks &amp; Trails</strong></td>
</tr>
<tr>
<td><strong>Streets</strong></td>
</tr>
<tr>
<td><strong>Bicycle Routes</strong></td>
</tr>
</tbody>
</table>

Source: City of Parksville Parks Department

**Regional, Provincial and National Parks**

There are many regional, provincial and national parks in the immediate area. These parks serve a variety of recreational and environmental purposes.

The Regional District of Nanaimo operates more than a dozen regional parks, which include many walking, hiking and cycling trails. Complete information on regional parks and trails, including maps, can be found on the RDN website at [http://rdn.bc.ca/cms.asp?wpID=848](http://rdn.bc.ca/cms.asp?wpID=848).

BC Parks has designated several provincial parks in the Parksville area, and also in neighbouring communities. Rathtrevor Beach Provincial Park is a popular camping spot located in Parksville.

Spider Lake and Horne Lake are popular lake destinations for swimming or boating, and Horne Lake also boasts many incredible natural caves that can be explored on guided tours. Little Qualicum Falls and Englishman River Falls are home to beautiful walks complete with waterfalls. MacMillan Park, often known as Cathedral Grove, is the site of awe-inspiring old-growth forest with trees more than 800 years old. More information on provincial parks in the Parksville area can be found at BC Parks at [http://env.gov.bc.ca/bcparks/explore](http://env.gov.bc.ca/bcparks/explore).
The Pacific Rim National Park Reserve is only a few hours' drive from the Parksville area on the west coast of Vancouver Island. The park is home to the world-famous Long Beach, West Coast Trail and the Broken Group Islands.

The Gulf Islands National Park Reserve of Canada is also located nearby, including Mayne Island, Saturna Island and Pender Island.

LOCAL EVENTS

There are a wide range of community and regional events and activities for all ages and interests. Events range from the New Year’s Day Polar Bear Swim, ice-carving, the Brant Wildlife Festival, street festivals, the Summer by the Sea street market, rodeos, bike competitions, baseball, dance, drama and other visual and performing arts, rock climbing, downhill and cross-country skiing, snowshoeing, yacht racing, car shows, caving, fresh and saltwater fishing, golf, beach volleyball, sandcastle building, and craft fairs. For an up-to-date listing of events, see the Oceanside Tourism events calendar at http://parksville.ca/cms.asp?wpID=106.

Parksville and the surrounding region have the capacity to host major sporting and recreational events, including walks, races and tournaments. Existing facilities are available to host provincial and national scale events. If you are interested in planning an event in Parksville, contact the Oceanside Tourism Association at 250 248-6300 or http://visitparksvillequalicumbeach.com.

PLACES OF WORSHIP

The Parksville area has many churches and places of worship for almost every religion and culture. Detailed listings are in the local telephone book.
The 2011 Census shows the population of Parksville as 11,977 residents - an increase of 9% from the 2006 Census. Figure 7 shows the population age breakdown for Parksville as both a Census Agglomeration area and as a City, as well as Nanaimo as a Regional District.

Parksville as a Census Agglomeration (CA) includes the population of the municipality as well as two RDN electoral areas. Parksville as a City encompasses the population within the Parksville municipality boundaries. Nanaimo as a Regional District encompasses the municipalities of both Parksville and Nanaimo as well as the population of the RDN electoral areas A through H.

Note: The Census population count may appear lower than the actual number of people living in Parksville at any given time. The reason for this is that there are a significant number of people who live in their Parksville dwelling for six months or less in a year. They may be counted at their other residence.

<table>
<thead>
<tr>
<th>Age</th>
<th>Parksville (CA)</th>
<th>Parksville (CITY)</th>
<th>Nanaimo (RD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 4</td>
<td>700</td>
<td>375</td>
<td>6,010</td>
</tr>
<tr>
<td>5 to 9</td>
<td>795</td>
<td>400</td>
<td>6,060</td>
</tr>
<tr>
<td>10 to 14</td>
<td>1,075</td>
<td>500</td>
<td>7,000</td>
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<tr>
<td>15 to 19</td>
<td>1,275</td>
<td>530</td>
<td>8,210</td>
</tr>
<tr>
<td>20 to 24</td>
<td>880</td>
<td>410</td>
<td>7,675</td>
</tr>
<tr>
<td>25 to 29</td>
<td>695</td>
<td>365</td>
<td>7,185</td>
</tr>
<tr>
<td>30 to 34</td>
<td>760</td>
<td>430</td>
<td>6,735</td>
</tr>
<tr>
<td>35 to 39</td>
<td>900</td>
<td>445</td>
<td>7,110</td>
</tr>
<tr>
<td>40 to 44</td>
<td>1,205</td>
<td>585</td>
<td>8,550</td>
</tr>
<tr>
<td>45 to 49</td>
<td>1,585</td>
<td>655</td>
<td>10,400</td>
</tr>
<tr>
<td>50 to 54</td>
<td>1,900</td>
<td>735</td>
<td>12,005</td>
</tr>
<tr>
<td>55 to 59</td>
<td>2,345</td>
<td>925</td>
<td>12,515</td>
</tr>
<tr>
<td>60 to 64</td>
<td>2,965</td>
<td>1195</td>
<td>12,835</td>
</tr>
<tr>
<td>65 to 69</td>
<td>2,990</td>
<td>1150</td>
<td>10,440</td>
</tr>
<tr>
<td>70 to 74</td>
<td>2,590</td>
<td>1050</td>
<td>8,045</td>
</tr>
<tr>
<td>75 to 79</td>
<td>2,100</td>
<td>845</td>
<td>6,355</td>
</tr>
<tr>
<td>80 to 84</td>
<td>1,595</td>
<td>685</td>
<td>4,915</td>
</tr>
<tr>
<td>85+</td>
<td>1,480</td>
<td>700</td>
<td>4,535</td>
</tr>
</tbody>
</table>

**TOTAL** 27,822 11,977 146,574

Source: 2011 Census, StatsCanada
Historically, the growth rate of Parksville has exceeded both the province and the region. Parksville’s mild climate and excellent location has always attracted retirees and the City can anticipate further growth from this rapidly growing sector of the population.

Parksville offers an attractive lifestyle, fast and easy access to major centers, state-of-the-art communication systems and close proximity to world-class recreational resources. As new businesses realize the advantages of locating in lifestyle-orientated communities, Parksville should continue to experience further growth of residents and businesses. By encouraging new business and educational facilities, Parksville hopes to continue to attract a skilled, educated and diverse labour force within the community.

The population of Parksville is noticeably different than both the provincial and national averages. This is due to the large number of retirees in the area. According to the 2011 Census, the median age in the City of Parksville was 58.2 years. In comparison, the median age of British Columbia was 41.9 years. In 2011, the percentage of the population aged 65 and over in Parksville (CY) was 37.1%, compared with a national percentage of 14.8%.

Figure 8 - Parksville Age Characteristics

Source: 2006 Census - Parksville, BC
HOUSEHOLDS

A large majority of Parksville households consist of two people in a single family dwelling, owned by the occupants. *Figures 9 and 10 illustrate the characteristics of a typical household.*

**Figure 9 - Parksville Household Characteristics**

![Figure 9 - Parksville Household Characteristics](source: 2006 Census - Parksville, BC)

**Figure 10 - Parksville Private Dwelling Characteristics**

![Figure 10 - Parksville Private Dwelling Characteristics](source: 2006 Census - Parksville, BC)
HOUSING

Rental Market
Up-to-date rental market information can be found in the rental market statistics report published twice a year by the Canada Mortgage and Housing Corporation. This report can be obtained online at no charge at: [https://www03.cmhc-schl.gc.ca/catalog/productList.cfm?cat=124&lang=en&fr=1338915916192](https://www03.cmhc-schl.gc.ca/catalog/productList.cfm?cat=124&lang=en&fr=1338915916192)

Real Estate
Parksville and the surrounding areas are served by a number of major real estate companies, including Coast Realty, Royal LePage Realty, Sutton Group, Coldwell Banker, Vancouver Island Realty and Remax First Realty.

Presented in chart form below, in Figure 11, are the single-family residential units sales, average sale prices and median price information for all zones within the Vancouver Island Real Estate Board.

Median Price: An actual sale at or immediately adjacent to the midpoint in a price group. In the case of an even number of sales, the median is the highest price in the lower half of that price group. Please note: The Board Totals figures also include: Zone 7-North Island, Zone 9-Out of Board Properties, and Zone 10-Islands figures which are not listed separately in this table.

Figure 11 - Mid Island Residential Housing Price Comparisons 2011

<table>
<thead>
<tr>
<th>Zone</th>
<th>Unit Sales</th>
<th>Average Sale Price</th>
<th>% Change</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2011</td>
<td>2010</td>
<td></td>
</tr>
<tr>
<td>Zone 1- Campbell River</td>
<td>430</td>
<td>$286,299</td>
<td>$294,372</td>
<td>-3%</td>
</tr>
<tr>
<td>Zone 2- Comox Valley</td>
<td>699</td>
<td>$350,509</td>
<td>$342,481</td>
<td>2%</td>
</tr>
<tr>
<td>Zone 3- Cowichan Valley</td>
<td>605</td>
<td>$348,102</td>
<td>$351,201</td>
<td>-1%</td>
</tr>
<tr>
<td>Zone 4- Nanaimo</td>
<td>1084</td>
<td>$362,680</td>
<td>$363,985</td>
<td>-0%</td>
</tr>
<tr>
<td>Zone 5- Parksville/Qualicum</td>
<td>610</td>
<td>$391,181</td>
<td>$389,523</td>
<td>0%</td>
</tr>
<tr>
<td>Zone 6- Port Alberni/West</td>
<td>241</td>
<td>$231,280</td>
<td>$233,157</td>
<td>-1%</td>
</tr>
<tr>
<td>Board Totals</td>
<td>3807</td>
<td>$341,537</td>
<td>$342,324</td>
<td>-0%</td>
</tr>
</tbody>
</table>

Source: Multiple Listing Service® (MLS®) sales data from the Vancouver Island Real Estate Board.

For more information: [Vancouver Island Real Estate Board](http://vireb.com)
Phone: 250 390-4212
EDUCATION

For information on the public schools and universities located in the Parksville area, please refer back to Educational Facilities under the Community Services section of this document.

*Figure 12* illustrates the level of education attained by Parksville residents.

![Figure 12 – Level of Education](image)

Source: 2006 Census - Parksville, BC

LABOUR FORCE

Due to the high proportion of retirees in Parksville, much of the population is not in the labour force, as illustrated by *Figure 13*. This does not adversely affect the local labour market due to the close proximity of Nanaimo, where a large labour market is readily available.

![Figure 13 - Parksville Labour Activity](image)

Source: 2006 Census - Parksville, BC
As illustrated by *Figure 14* and *Figure 15*, the private-sector businesses of retail, tourism and construction provide much of the area employment while the school district and the Vancouver Island Health Authority are two of the largest public sector employers in the area.

**Figure 14- Labour Force by Occupation**

![Labour Force by Occupation](image)

Source: 2006 Census - Parksville, BC

**Figure 15 - Business Size by Number of Employees**

<table>
<thead>
<tr>
<th>Business</th>
<th>Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>School District 69</td>
<td>621</td>
</tr>
<tr>
<td>Vancouver Island Health Authority (VIHA)</td>
<td>450*</td>
</tr>
<tr>
<td>Tigh na Mara Resort and Conference Centre</td>
<td>279</td>
</tr>
<tr>
<td>Stanford Place</td>
<td>230</td>
</tr>
<tr>
<td>Thrifty Foods</td>
<td>160</td>
</tr>
<tr>
<td>Quality Foods</td>
<td>110</td>
</tr>
<tr>
<td>McDonalds</td>
<td>71</td>
</tr>
<tr>
<td>Beach Club</td>
<td>70</td>
</tr>
<tr>
<td>Quality Resort Bayside</td>
<td>70</td>
</tr>
<tr>
<td>Aquila Cedar Products</td>
<td>60</td>
</tr>
<tr>
<td>City of Parksville</td>
<td>60</td>
</tr>
<tr>
<td>Tim Hortons</td>
<td>60</td>
</tr>
</tbody>
</table>

Source: The Career Centre

VIHA number of employees is approximate due to a large number of part-time or casual employees.
For the labour force in Parksville, the primary mode of transportation to work is as the driver of a car, truck or van, as illustrated by Figure 16.

**Figure 16 - Parksville Residents Mode of Transportation to Work**

![Bar chart showing the mode of transportation to work in Parksville.]

Source: 2006 Census - Parksville, BC

**INCOME**

According to the 2006 Census, the median **household** income for the City is $42,053 whereas the median household income for BC is $52,709. **Figure 17** illustrates the median **individual** income for Parksville residents.

**Figure 17 - Median Income**

![Bar chart showing the median income for Parksville residents.]

Source: 2006 Census - Parksville, BC
Economy

Parksville is an extremely attractive destination for retirees and tourists. Parksville's beautiful natural setting and mild climate allows for many outdoor activities year-round; the area is home to many excellent golf courses, as well as local businesses catering to outdoor hobbies including surf shops and bicycle stores. Parksville is also fortunate to enjoy many of the amenities of a larger city, including unique shops, world class spas, and a wide range of dining and accommodation options to suit a variety of visitors.

The resource based industries of forestry and fishing that once dominated the economy have been surpassed by the growth in the retail, wholesale trade, construction and many health and education sectors. Health, education, finance and real estate are sectors which have grown continuously to become major markets in the Parksville’s economy. With a sizeable trade area encompassing residents from Bowser to Nanoose there is potential for economic growth.

For more information: Vancouver Island Economic Alliance
Phone: 250 591-0713  http://viea.ca

EXISTING BUSINESS

Figure 18 illustrates the number of business licences issued per year, from 2005 to 2011.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Licenses Issued</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>540</td>
</tr>
<tr>
<td>2006</td>
<td>619</td>
</tr>
<tr>
<td>2007</td>
<td>685</td>
</tr>
<tr>
<td>2008</td>
<td>784</td>
</tr>
<tr>
<td>2009</td>
<td>879</td>
</tr>
<tr>
<td>2010</td>
<td>1061</td>
</tr>
<tr>
<td>2011</td>
<td>1082</td>
</tr>
</tbody>
</table>

Source: City of Parksville Planning Department

These businesses cover a wide variety of operations serving the local and regional population as well as visitors and tourists.
FINANCIAL INSTITUTIONS

Most major financial institutions operate branches in Parksville, including Bank of Montreal (BMO), Canadian Imperial Bank of Commerce (CIBC), Royal Bank of Canada (RBC), Bank of Nova Scotia, Toronto-Dominion Canada Trust Bank (TD), and the Coastal Community Credit Union.

RETAIL

Parksville is fortunate to enjoy many local retail businesses which maintain a high standard of quality and selection. The main retail area in Parksville is the downtown core, with approximately 19,000 square meters [200,000 square feet] of commercial space. Other small retail locations are located at Wembley Mall, located slightly north of the downtown and having an approximate area of 9,900 square meters [107,000 square feet].

Business Improvement Area

The City of Parksville is home to an established Business Improvement Area (BIA) for downtown Parksville, which is governed by the Downtown Business Improvement Area Establishment Bylaw, 2009, No. 1453. The BIA funds are administered by the Parksville Downtown Business Association and are used to enhance the business climate in the downtown core.

For more information:  
Parksville Downtown Business Association  
Phone: 250 248-8079  
http://parksvilledowntown.ca

TOURISM

Tourism is a major contributor to the Parksville economy. Vancouver Island, as a tourist destination, is second only to the Vancouver Coast and Mountains region. This does not come as a surprise to those familiar with this beautiful, diverse island blessed with a mild year-round climate. The 2009 Conde Nast Traveler Readers' Choice Awards ranked Vancouver Island second in the "Top Islands of North America" category and the 2011 Condé Nast Traveler magazine's reader survey ranked Vancouver Island as the #1 island in Canada.

Parksville is a major tourist destination which attracts a large percentage of the Vancouver Island tourism market. Parksville has been described as Canada's Riviera, as it boasts one of the largest and most beautiful beaches on the west coast of North America. In addition, Parksville enjoys a wealth of outdoor recreational activities, including hiking, golf and beach volleyball, as well as more urban amenities including spas, unique shops and fine dining. It has been estimated that Parksville may receive as many as 500,000 visitors per year.
In addition to being a destination itself, Parksville is also an important tourist node. Many people stop off at Parksville on their way to the northern areas of the Island or out to the West Coast. Parksville is a member of the Oceanside Tourism Association. According to OTA statistics, Parksville accommodation revenue in 2011 grew by 2.53% from 2010 numbers. OTA estimates that tourists spent almost $110 million in 2011.

For more information:  
**Oceanside Tourism Association**  
Phone: 1-888-799-3222  
http://visitparksvillequalicumbeach.com

**Tourism Vancouver Island**  
Phone: 250 754-3500  
http://tourismvi.ca

**CONVENTIONS AND CONFERENCES**

Parksville has several facilities available for conventions and conferences. Local resorts and hotels, including the Bayside Inn Quality Resort, the Beach Club Resort, and the Tigh-Na-Mara Seaside Spa Resort and Conference Centre have banquet and conference facilities available.

For information on public convention and conference venues, including the Parksville Community and Conference Centre, refer to the Community Facilities section of this document.

**CONSTRUCTION AND DEVELOPMENT**

Building permit values for the past 5 years have averaged $27,155,244. **Figure 19** illustrates annual building permit statistics from 2007 to 2011.

**Figure 19 - Building Permit Statistics**

<table>
<thead>
<tr>
<th>Year</th>
<th>Permits Issued</th>
<th>Total Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>242</td>
<td>$54,268,493</td>
</tr>
<tr>
<td>2008</td>
<td>223</td>
<td>$26,396,935</td>
</tr>
<tr>
<td>2009</td>
<td>166</td>
<td>$16,265,346</td>
</tr>
<tr>
<td>2010</td>
<td>189</td>
<td>$23,724,195</td>
</tr>
<tr>
<td>2011</td>
<td>125</td>
<td>$15,121,253</td>
</tr>
</tbody>
</table>

Source: City of Parksville Community Planning Department

As shown in **Figure 20**, single family homes tend to be the most dominant form of housing in the residential sector. However, townhomes and multifamily projects are increasing as the population ages; more retirees are attracted to Parksville and the price of single family homes increases. As the area continues to grow, opportunities for new development will continue throughout Parksville.
Renovation and repairs are another sector of the local construction industry that remains active as almost 50% of the homes in Parksville are over 20 years old.

For more information:

City of Parksville Community Planning Department  
Phone: 250 954-4656  
http://parksville.ca/cms.asp?wpID=42

Oceanside Development and Construction Association  
Phone: 250 586-6214  
http://odca.ca

INDUSTRIAL AND MANUFACTURING

Parksville has never had any real “heavy industry” and the forestry sector is probably the closest activity related to heavy industrial or manufacturing.

The Parksville Industrial Park is a 32 ha [80 acre] site developed by the City. The park facilitates light, clean industry serving the local area. Current users include a lumber and hardware supplier, a fitness facility, party/tent rental company, storage facilities, sign shop, guitar manufacturer and an animal feed and pet supply outlet. Further opportunities exist in this sector.
TECHNOLOGY

Given Parksville’s appealing lifestyle, easy access to major centers and state of the art communication systems, it is natural for Parksville to accommodate the technology sector into long-term planning. Technology-based businesses can enjoy the attractive lifestyle of Parksville while conducting business world-wide.

The Mid Island Science, Technology and Innovation Council supports small business owners and entrepreneurs in knowledge-based and manufacturing industries on Vancouver Island and the Sunshine Coast. Its mission is to advance the growth and prosperity of technology industries.

For more information:  
Mid Island Science, Technology & Innovation Council (MISTIC)
Phone: 250 753-8324  
http://mistic.bc.ca

BUSINESS OPERATIONS INFORMATION

The following information is a general summary of some requirements and costs associated with building and/or operating a business in the City of Parksville.

Building permit fees are based upon value and construction costs. Development cost charges (DCC’s) are assessed by the City by area.

Business license costs vary depending on the type of business. For more information on building permits and business licences, including current fees and costs, please contact the City of Parksville Community Planning Department at 250 954-4656.

Employment Costs
The minimum wage in British Columbia as of May 1, 2012 is $10.25 an hour for all employees, with a few exceptions. Wages obviously increase with skills, experience and aptitude. Typical semi-skilled wages are between $12 and $16 per hour. In addition to wages, employers are typically required to pay a portion of the following; CPP (Canada Pension Plan); EI (Employment Insurance) and Workers Compensation.

For more information:  
Career Centre  
Phone: 250 248-3205  
http://careercentre.org
Business Facility Costs
For information on commercial or industrial lease rates or land costs, contact a local realtor. A list of real estate companies that serve the Parksville area can be found in the Housing section of this document.

Property Tax Rates
Property tax rate analysis is available on the City’s website. The residential rate for 2012 is $7.95 per $1,000 of assessed value. A break-down of assessed rates can be found at: http://parksville.ca/cms.asp?wpID=74

Other Taxes
There are various taxes payable on federal and provincial income, property, fuel, etc. It is best to consult your accountant or the applicable governing authority to estimate these costs.
UTILITIES

Water and Sewer Service

Water services for Parksville and the surrounding area are managed by the Arrowsmith Water Service, a joint venture between the Regional District of Nanaimo, the City of Parksville and the Town of Qualicum Beach and the Englishman River Water Service, a joint venture between the City of Parksville and the Regional District of Nanaimo.

Sewer services in Parksville are installed and maintained by the City of Parksville. The City currently maintains approximately 50 kilometers of sanitary sewer mainlines, two sewer lift stations and approximately 4,000 service connections. The City’s sewer is collected and fed to the French Creek Pollution Control Centre, which is operated by the Regional District.

For more information:

Arrowsmith Water Service/Englishman River Water Service
Phone: 250 951-2480
http://arrowsmithwaterservice.ca

City of Parksville Utilities Department
Phone: 250 951-2470

RDN French Creek Pollution Control Centre
Phone: 1-877-607-4111
http://rdn.bc.ca/cms.asp?wpID=1167

Electrical Service

BC Hydro delivers electricity through a network of world-class systems providing safe, efficient and competitively priced electricity throughout British Columbia.

For more information: BC Hydro
Phone: 1-800-224-9376
http://bchydro.com

Natural Gas Service

Fortis BC, formerly known as Terasen, provides natural gas to Vancouver Island via an undersea pipeline from the mainland.

For more information: Fortis BC
Phone: 1-888-224-2710
http://fortisbc.com
TRANSPORTATION

**Roads and Highways** - Parksville is serviced by the main Vancouver Island Highway #19, which bypasses Parksville. This four lane limited access highway was completed in 1997 and runs from Victoria to Campbell River, greatly reducing travel time between the major centers. Highway 19A and the Alberni Highway run through the middle of Parksville and connect the City to Highway #19. The internal road network of Parksville is typical of any major city and new roads are designed under the latest engineering standards.

**Freight and Courier Services** - Parksville is serviced by the major national freight and courier companies. Heavy trucking and reefer services are available from numerous sources and limited container service is available. Canada Post operates a post office in Parksville, as well as other small branches located in local businesses.

**Bus Service** - Passenger and parcel bus service is available on a regularly scheduled basis throughout the Island with connections to Vancouver and the United States.

**Marine Transportation**
All commercial marine transportation is handled in Nanaimo. Two provincial ferry terminals service a fleet of regularly scheduled ferries between Vancouver Island, the mainland and the Gulf Islands. The Port of Nanaimo operates a deep sea shipping and container facility to various countries. These facilities are capable of handling any freight, cargo, rail and passenger services to Vancouver and points beyond.

**Air Transportation** - Please refer back to the transportation section under Community Services in this document for this information.

**Rail Transportation** - There is currently no rail service to Parksville.

COMMUNICATION SYSTEMS

Telephone, cable and satellite television, and internet services are all available in the Parksville area. These services are provided by major Canadian providers including Telus and Shaw.
COMMUNICATIONS MEDIA

Television – A worldwide network of television stations is available through cable, satellite and internet services. Radio - Vancouver Island is served by the Island Radio broadcasting family. The local radio stations are 88.5 the Beach (CIBH-FM) and 99.3 the Lounge (CHPQ-FM) broadcasting from Parksville.

Newspaper - Local news and other coverage is published in two local newspapers, the Parksville - Qualicum Beach News and the Oceanside Star.

GARBAGE AND RECYCLING SERVICES

Domestic garbage and recycling collection is provided by the Regional District of Nanaimo. The RDN also provides curbside food waste collection. This "Green Bin" program diverts organic kitchen and food waste away from local landfills into processing for compost and potentially renewable fuels.

A transfer station for sorting and recycling waste is operated by the Regional District of Nanaimo and is located just outside the City limits.

For more information:

RDN Solid Waste Department
Phone: 250-954-3792
http://rdn.bc.ca/cms.asp?wpID=98

Church Road Transfer Station
Phone: 250 248-5254
http://rdn.bc.ca/cms.asp?wpID=1509