



**DOWNTOWN PRINCE GEORGE
ANNUAL PRESENTATION
PRINCE GEORGE CITY COUNCIL**

2021-22 BOARD OF DIRECTORS

Our Downtown Prince George Board of 12 individuals, includes downtown business and property owners who work, invest, and spend their time in Prince George's downtown. This board understands the importance of our local marketplace and are committed to supporting our downtown businesses in growing a more vibrant downtown.

PRESIDENT: Eoin Foley,
VICE-PRESIDENT: Reverend Bob Fillier
TREASURER: Derek Dougherty
SECRETARY: Valerie Eberherr

DIRECTORS: Kirk Gable, John Kason,
Martin Krell, Darren Low, Shonda Shaw,
Shirley Tiller, Kim Hayhurst, Jessica Righi

STAFF

Colleen Van Mook, Executive Director
Wendy Pollard, Events & Promotions Coordinator
Maria Paulson, Special Projects Coordinator
Paris Pishyare, Administrative Coordinator

OUR MISSION:

Through advocacy, partnerships, commitment and collaboration with members, the community and the municipality we will work together to improve and promote downtown.

OUR VISION:

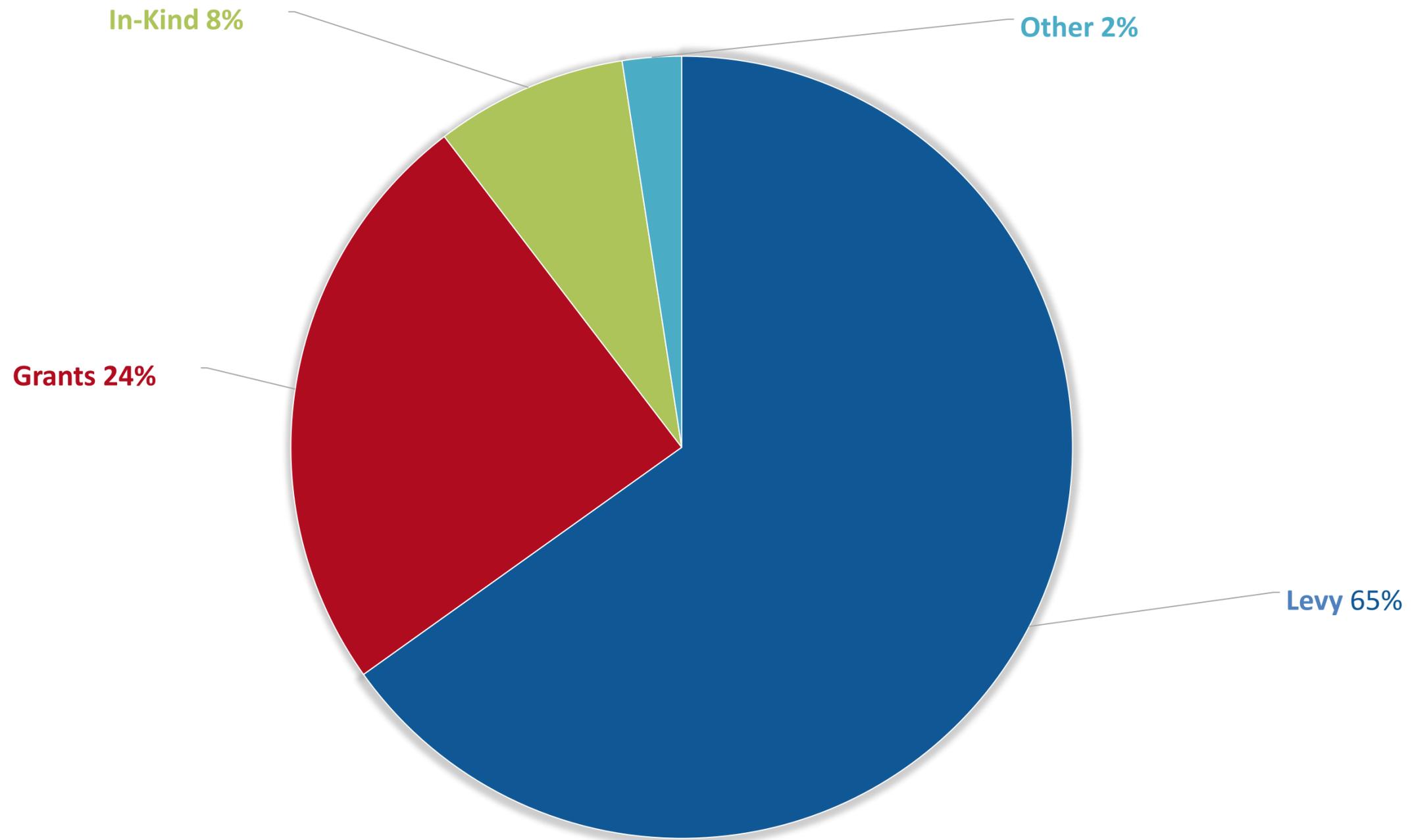
To support and grow the economic vitality and energy of Prince George's downtown.

OUR GOALS:

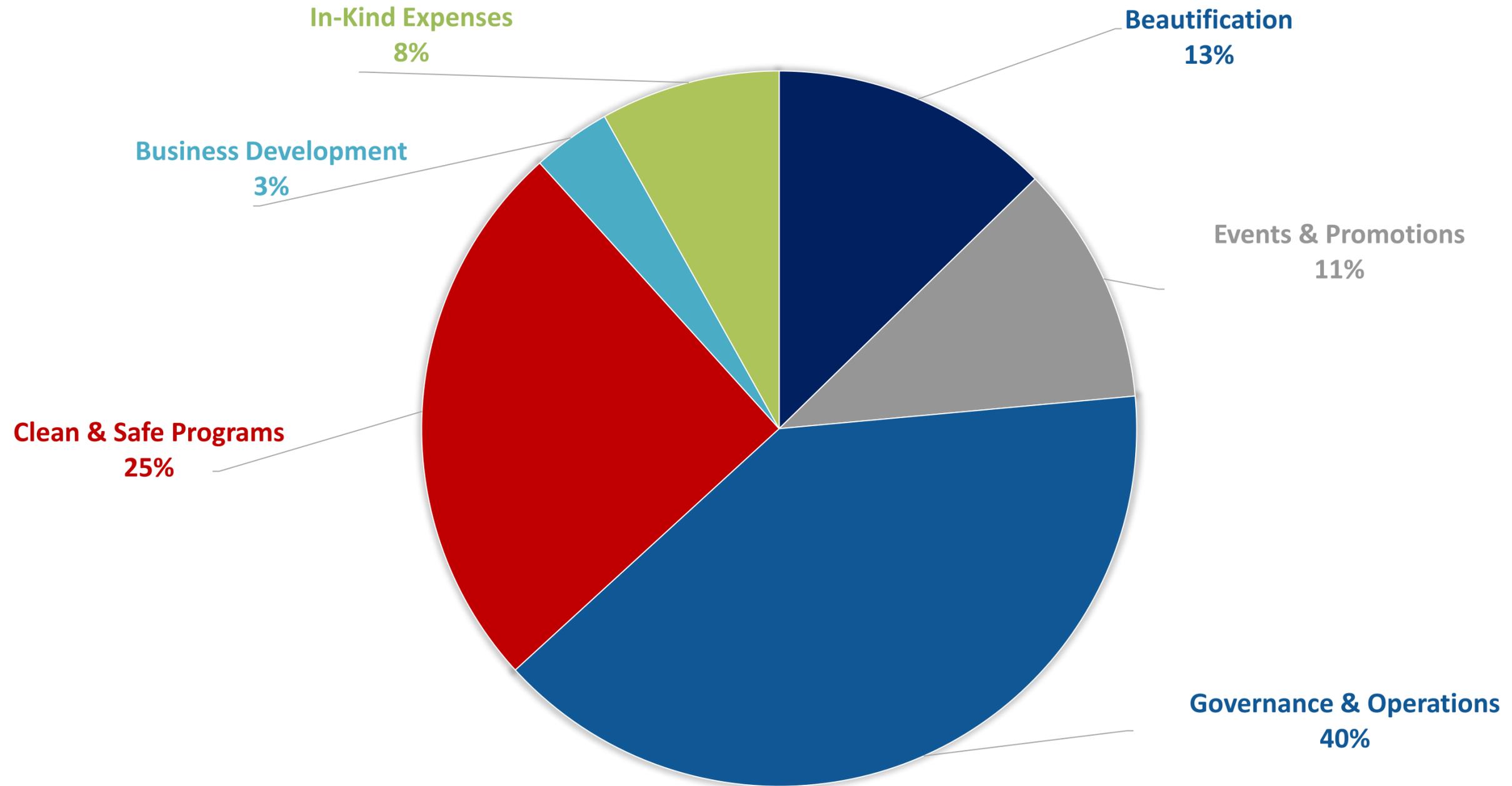
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| <ul style="list-style-type: none">• BEAUTIFICATION
To facilitate the enhanced improvement and beautification to create a more attractive place to work, live and visit.• PROMOTION
To promote business and retail through cooperative and targeted promotional campaigns to grow the downtown population. | <ul style="list-style-type: none">• EVENTS
To execute and support events aimed at increasing downtown pedestrian traffic while building business awareness.• BUSINESS DEVELOPMENT
To assist and advise on matters related to the retention and attraction, development and civic infrastructure, safety, and security to maximize economic opportunities. |
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2021 REVENUE



2021 EXPENDITURES

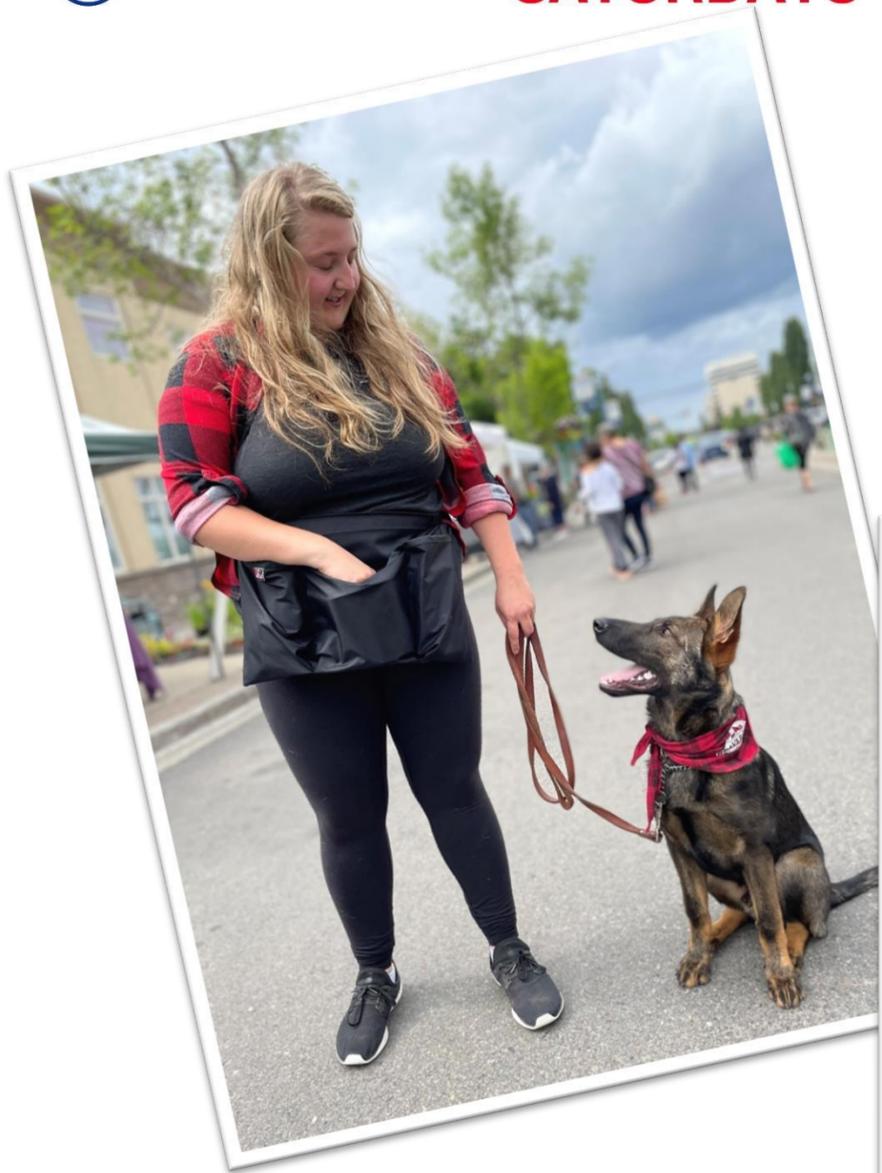


Downtown Prince George - 2021 Grant Summary

Micro Grant	DPG Grant Remittances	Private Sector Investment	Total Value of Improvements	Number of Grants
Re-Imagine	\$1,500.00	\$5,625.12	\$7,125.12	3
E-Commerce	\$500.00	\$461.59	\$961.59	1
Beautification	\$1,915.00	\$2,196.59	\$4,111.59	4
Safety	\$1,445.00	\$114.66	\$1,559.66	3
Events	\$0.00	\$0.00	\$0.00	0
Broken Windows	\$4,487.00	\$2,264.54	\$5,112.00	9
TOTAL:	\$9,847.00	\$10,662.50	\$18,869.96	
TOTAL NUMBER OF MICRO GRANTS:				20

Façade Grant	DPG Grant Remittances	Private Sector Investment	Total Value of Improvements	Number of Grants
True North Optometry	\$5,000.00	\$15,202.00	\$20,202.00	1
TOTAL:	\$5,000.00	\$15,202.00	\$20,202.00	
TOTAL NUMBER OF FAÇADE GRANTS:				1

DOWNTOWN SUMMERFEST SATURDAYS





Downtown
Fallfest
MARKETS



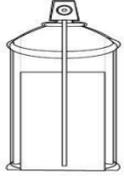
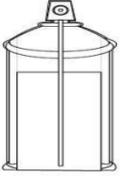
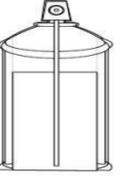
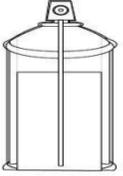
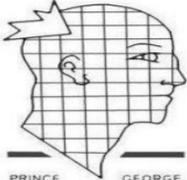


LOVE DOWNTOWN PG
PLAID FRIDAY
NOVEMBER 26, 2021





**DOWNTOWN
PRINCE
GEORGE**
Clean Team
SCHEDULE

	M	T	W	T	F	S	S
 GroundWork PG AS REQUIRED							
 7:30AM-9:30AM							
 8:30AM-11:30AM 11:30AM-2:30PM	 	 	 	 	 		
 6:00AM-8:00AM							

Downtown Clean Team

Downtown Prince George is proud to partner with the City of Prince George, PG Brain Injured Group, DART, Groundworks PG and ACME Janitor Services to offer the Downtown Clean & Safe Program to provide an integrated and coordinated approach to cleanliness in the C1 Zone. Our partners work proactively to keep the downtown free from litter, biohazards, needles and graffiti.



Downtown Prince George wins TWO "Best in the West" Awards at the 2022 BIABC + IDC Pacific Northwest Conference in Coquitlam.





Brings a mixture of unique retail, cultural, cuisine, entertainment, adventure, and living to our downtown.
Each and every business represents a fascinating journey.



FACEBOOK [DowntownPG](#)
INSTAGRAM [downtownprincegeorge](#)



For more info, visit our website
WWW.DOWNTOWNPG.COM



2022 ACTIONS & INITIATIVES

BEAUTIFICATION

Clean Team (PG BIG)

Mon – Fri – Morning & Afternoon

Alley Clean Team (DART)

Sun – Sat - Mornings

Bio-Hazard (ACME)

Sun-Sat - Mornings

Graffiti (PG GROUNDWORKS)

April – October

2022 Best in the West Award – (BIABC)

- Award of Excellence in Safety & Security

Festival Lighting & Décor

- Maintain Current (3rd& George)
- Replace Stolen Lights (3rd Ave)
- Business Lighting (4th Ave)

Facade Grants (City of PG)

- \$20,000 (25% - Max \$5,000)

Hanging Flower Baskets

- 200 Hanging Baskets + 4 Large

Micro-Grants

- Micro Beautification
- Micro Safety

EVENTS & PROMOTIONS

Summerfest (July & Aug)

Fallfest (October)

Plaid Friday (November)

Winterfest (Feb 2023)

Love Downtown PG

- Recruit New Businesses

Website

- Enhance Business Section

Social Media

- Social Media Management
- Facebook, Instagram, LinkedIn

2022 Best in the West Award – (BIABC)

- Award of Excellence in Marketing

Marketing Campaigns

- Newsletters

Micro-Grants

- Micro Event Grant



2022 ACTIONS & INITIATIVES

BUSINESS DEVELOPMENT

Business Attraction & Retention (General)

- Business Engagement

Safety & Cleanliness

- Community Safety Hub
- Strengthening Communities Grant Initiatives
- Reaching Home Grant 2022 - 2024
- Select Committee on a Clean, Safe & Inclusive Community
- 490 Brunswick Street – MSDPR
- Safety Roundtables – PG RCMP

City of Prince George

- Downtown Strategy – Marketing & Placemaking Action Plans
- Designing A Way to Evaluate Safety, Cleanliness, and Inclusion Initiatives: Collaborating for Change

Other Initiatives

- Petition – 490 Brunswick Street
- Knox Bell Performance Space

Micro-Grants

- Micro E-Commerce Grant
- Micro Broken Windows Grant

GOVERNANCE

Non-profit Society

- 12 Board Members
- AGM – June 8, 2022

BIA Levy Bylaw

Exp: March 31, 2025

- 200+ properties
- 400+ business
- 41 blocks

2022 Funding

- Levy \$337,653
- Event Grants \$25,000
- Special Program Grants \$115,000
- Flower Baskets & Façade \$47,485
- Sponsorship In-Kind \$40,000

Operations

- Finance & Administration
- Board Management
- Human Resources
 - Executive Director
 - Special Projects Coordinator
 - Events & Promotions Coordinator
 - Administrative Assistant (Summer)
- Business Membership Information





THANK YOU