



YEARS SUPPORTING DOWNTOWN
DOWNTOWN 1999-2024
PRINCE GEORGE

DOWNTOWN PRINCE GEORGE

BUSINESS IMPROVEMENT ASSOCIATION

Council Presentation – June 24, 2024



OUR TEAM

PRESIDENT:

Eoin Foley (Betulla, Birch & Boar, Nancy O's)

VICE PRESIDENT:

Reverend Dr. Bob Fillier (Knox Performance Centre & Trinity United Church)

TREASURER:

Derek Dougherty (MNP)

SECRETARY:

Valerie Eberherr (Property Owner Representative)

DIRECTORS:

Kirk Gable (Property Owner Representative)

John Kason (Fieldhouse Capital)

Martin Krell (Dominion Lending & PG Farmers' Market)

Darren Low (City & Ashley Furniture)

Tiffany Cranmer (Ramada Prince George)

Shonda Shaw (Property Owner Representative)

Allan Stroet (Lheidli T'enneh)

STAFF:

Executive Director (FT): Colleen Van Mook

Events & Promotions Coordinator (PT): Wendy Pollard

Special Projects Coordinator (PT): Teresa Mcfadyen



ABOUT US

OUR VISION:

To have a vibrant and thriving downtown in Prince George that is at the heart of the community.

OUR MISSION:

To improve and promote Prince George's downtown through collaboration, partnership, and advocacy efforts for the ongoing vitality of Downtown PG members.

STRATEGIC GOALS:

To attract and retain members who are property and business owners.

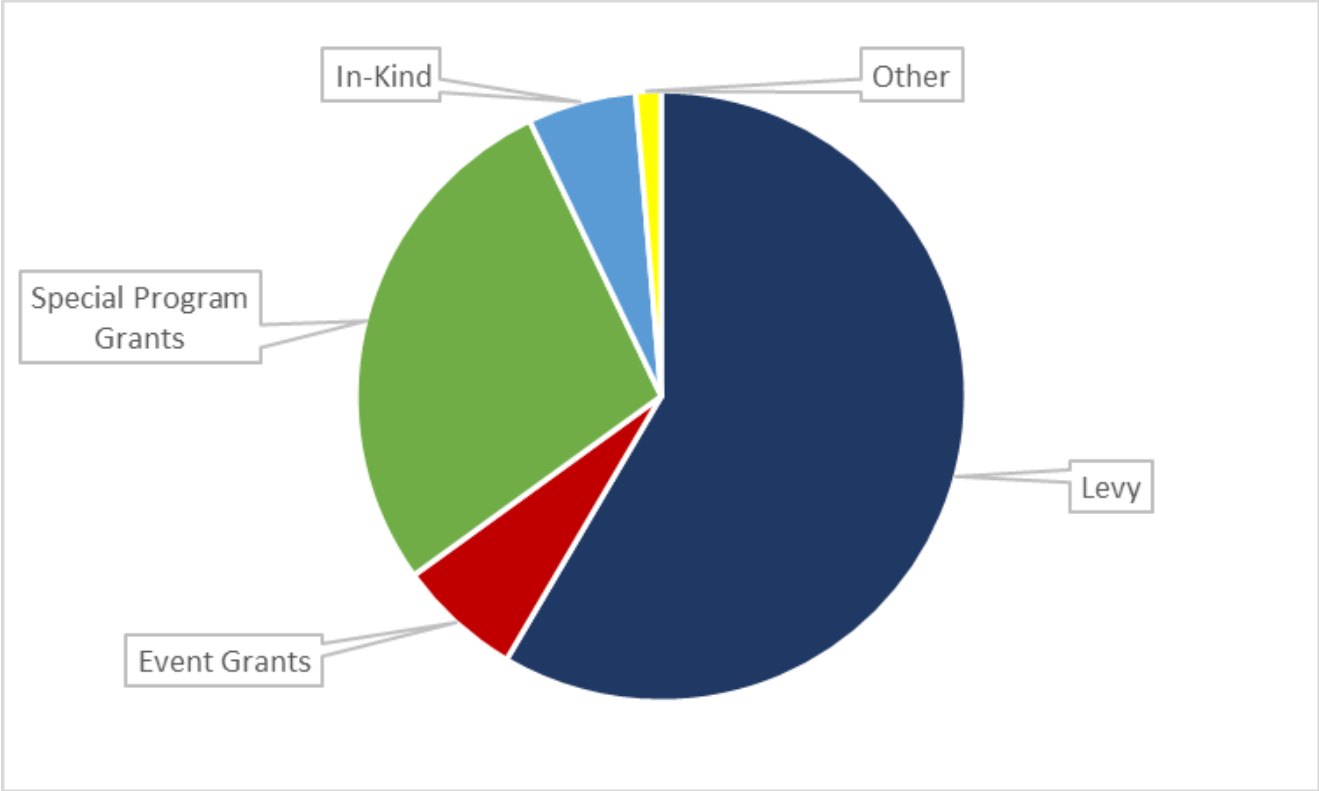
To increase funding that will continue to support and grow programs and services.

To assist property and business owners to be successful and to thrive in our downtown.

To create positive experiences for all who live, work, play & visit downtown.



2023 REVENUE



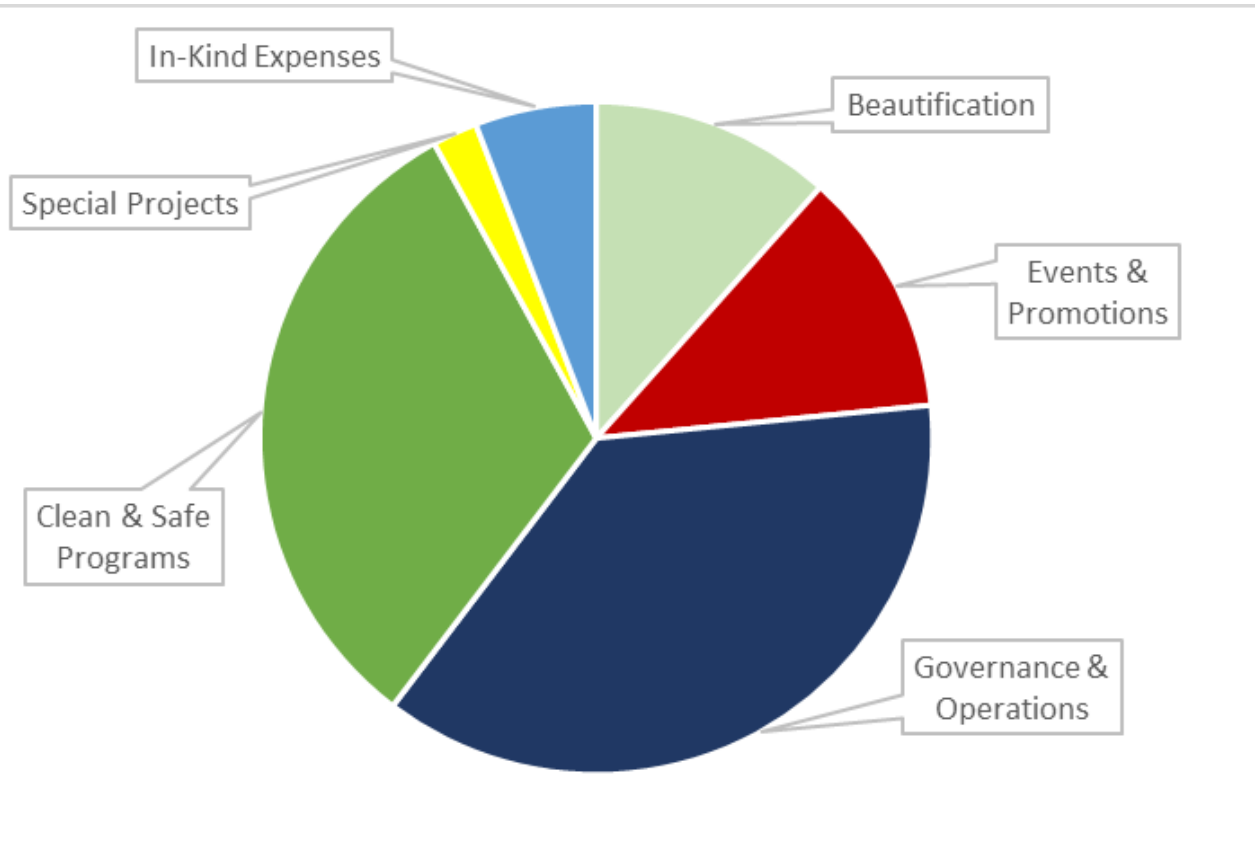
\$594,905

Levy	58%	\$347,782
Event Grants	7%	\$39,143
Special Program Grants	28%	\$165,762
In-Kind	6%	\$34,227
Other	1%	\$7,991

For every \$1 paid by Property Owners - DPG leveraged an additional .75 cents towards programs & services.

2023 EXPENDITURES

\$586,574



Beautification	12%	\$68,000
Events & Promotions	12%	\$69,448
Governance & Operations	37%	\$216,502
Clean & Safe Programs	32%	\$185,694
Special Projects	2%	\$12,703
In-Kind Expenses	6%	\$34,227

CLEAN & SAFE PROGRAM 2016-2023

	PG BIG		DART	ACME	GRAFFITI		TOTAL OTHER SERVICES	GRAND TOTAL ANNUAL Clean & Safe
2016	\$26,420.00				\$10,000.00		\$10,000.00	\$46,420.00
2017	\$27,200.00						\$0.00	\$27,200.00
2018	\$43,210.00						\$0.00	\$43,210.00
2019	\$49,190.00						\$0.00	\$49,190.00
2020	\$73,642.00		\$7,000.00				\$7,000.00	\$80,642.00
2021	\$59,415.00		\$39,500.00	\$25,000.00	\$1,800.00		\$66,300.00	\$127,515.00
2022	\$84,238.00		\$62,582.00	\$49,008.00	\$2,425.00		\$114,015.00	\$200,678.00
2023	\$85,183.00		\$61,908.00	\$38,067.00	\$536.00		\$100,511.00	\$186,230.00
OVERALL	\$448,498.00		\$170,990.00	\$112,075.00	\$14,761.00		\$297,826.00	\$761,085.00

2023 DOWNTOWN CLEAN TEAM BY THE NUMBERS



8383
NEEDLES



4743
BIOHAZARDS



5140
GARBAGE BAGS



112
SHOPPING CARTS



162
PALLETS

CLEAN & SAFE PROGRAMS – 2023 vs 2024

DOWNTOWN PG - Clean & Safe Programs					
	Needles			Biohazards	
	2023 TOTALS	2024 TOTALS		2023 TOTALS	2024 TOTALS
January	555	538		313	539
February	615	577		275	540
March	579	470		405	505
April	770	535		241	498
May	791	627		190	478
TOTALS TO DATE:	3310	2747		1424	2560

DOWNTOWN ANNUAL EVENTS



Come Celebrate Winter!
FEBRUARY



Summer Fun for Everyone!
JULY



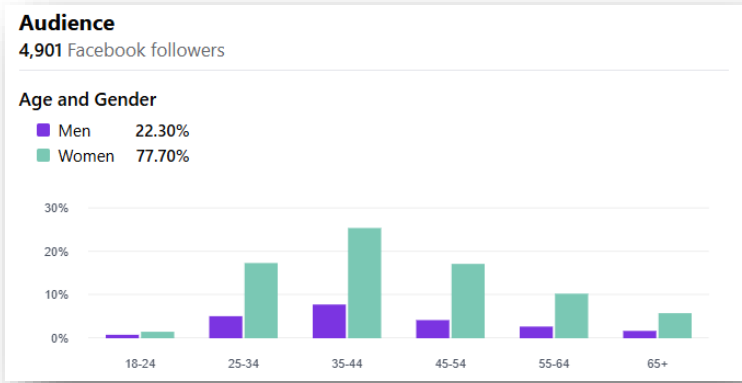
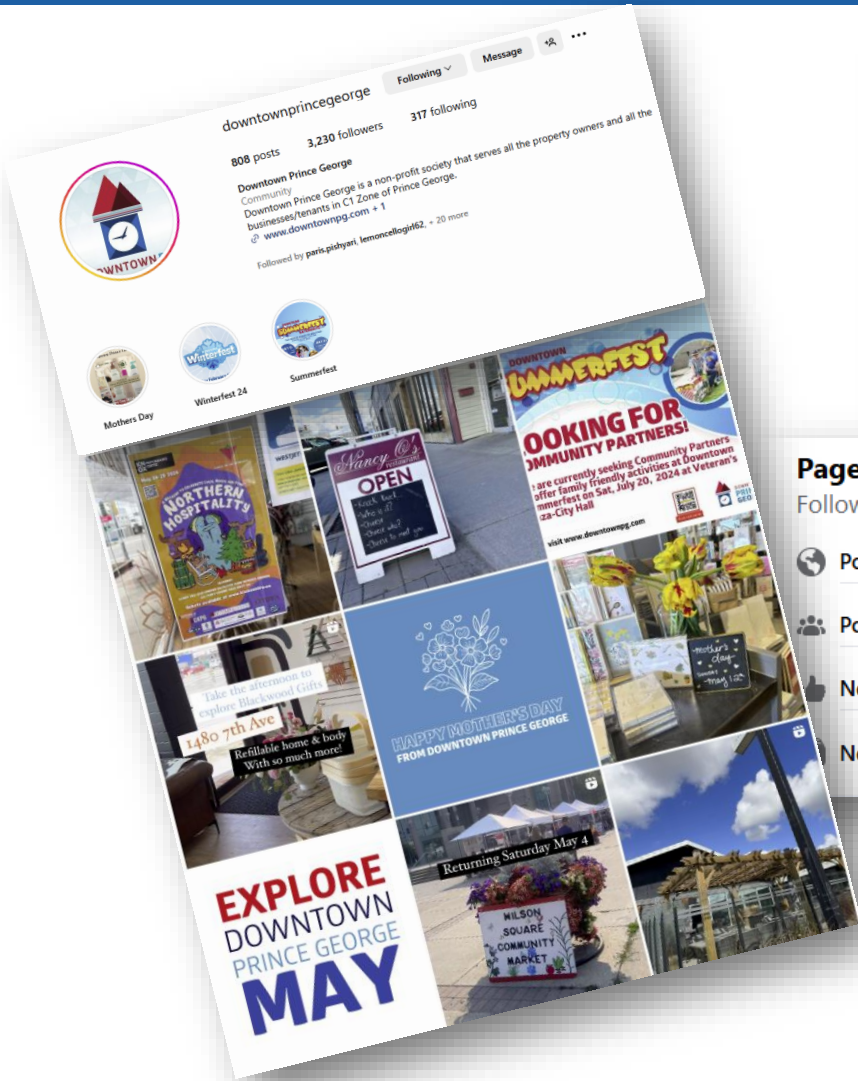
OCTOBER
Harvest Seeds of Community!



NOVEMBER
Shop Downtown Deals!



MARKETING & COMMUNICATIONS



Page Overview

Followers: 4,901

[Create a post](#) Last 28

- Post reach ⓘ
- Post Engagement ⓘ 536
- New Page likes ⓘ 13
- New followers ⓘ

Downtown PG is in **Downtown Prince George**.
Published by Bailey Bouwman · 5 days ago · 🌐

Where do you even start today? With so many great events and activities, here's a quick look at just a few of the opportunities.

- * Market Day - visit Q3 Market, WS Community Market & Prince George Farmers Market before 2:30pm.
- * Grand Opening of Blackwood Gifts
- * Northern Hospitality Festival at the Knox Performance Centre. Tickets needed for the performances. ... See more

THERE IS SOOOOO MUCH TO DO IN DOWNTOWN PG TODAY, MAY 25

Top post

Last 28 days

Boost this post to reach up to 2923 more people with every \$42 you spend.

WS Community Farmer's Market returns for the season tomorrow Saturday, May 4! Come on down to enjoy THREE INCREDIBLE MARKETS...

Published by Bailey Bouwman · May 3 at 11:00 AM · Prince George, BC · 🌐

Post Impressions	Post reach	Post Engagement
848	819	70



WEBSITE



EAT

Try Something Delicious
Prince George's food scene has something everyone is craving. Choose from family dining, café atmosphere and even a craft

[Find Restaurants](#)

CALENDAR DOWNTOWN PRINCE GEORGE



Search:

May 2024 MONTHLY WEEKLY DAILY LIST GRID

SU	MO	TU	WE	TH	FR	SA
29	30	31	1	2	3	4
	6	7	8	9	10	11
	13	14	15	16	17	18

EVENTS FOR MAY

25th

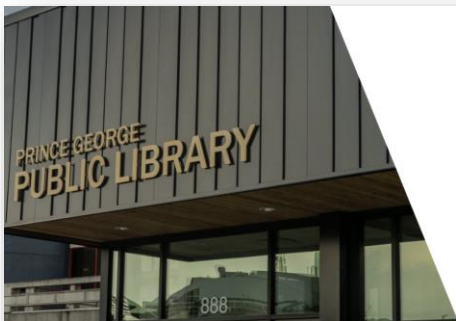
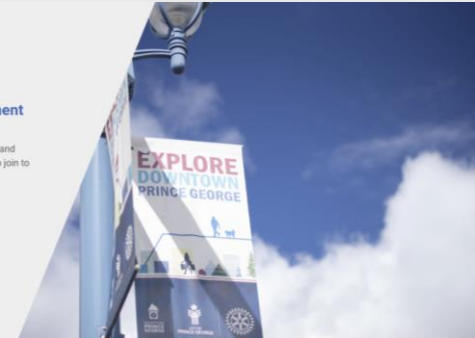
12:00 am
NORTHERN HOSPITALITY FESTIVAL: A CELEBRATION OF LOCAL ARTS AND MUSIC IN PRINCE GEORGE
The Knox Performance Centre

8:30 am - 2:00 pm
PRINCE GEORGE FARMERS' MARKET
Prince George Farmers' Market

What is the Downtown Business Improvement Association?

A Business Improvement Area (BIA) is an association of businesses and commercial property owners within a specified commercial area who join to promote the economic development of the district through various marketing, beautification, safety and advocacy initiatives.

[Learn More](#)



EXPLORE

Find your place! Downtown Prince George's sense of community brings you culture, entertainment, adventure and action. Browse the farmer's market, play pool, relax at the library, take an art class or enjoy an event.

[Discover Downtown](#)



PROMOTE

Downtown Prince George encourages and contributes to the success of your business and downtown through various marketing campaigns, public relations, publicity, and events.

[Promote Your Business](#)



NEWSLETTER

25 YEARS SUPPORTING DOWNTOWN DOWNTOWN 1999-2024 PRINCE GEORGE May Newsletter



25 YEARS SUPPORTING DOWNTOWN DOWNTOWN 1999-2024 PRINCE GEORGE May Newsletter



DOWNTOWN BUSINESS SPOTLIGHT

Happy Mother's Day FROM DOWNTOWN PRINCE GEORGE



EAT SHOP EXPLORE THRIVE



Be Downtown - Heather Ziebart

"There's bruises but there's still a lot of beauty, and it's a wonderful place to be."

Heather Ziebart, Daydream Donuts Café

No matter the challenge, our downtown always finds a way to pull together and rise above it. Business owners like Heather Ziebart of Daydream Donuts Café know this better than anyone.

All BeDowntown Videos

EXPLORE DOWNTOWN



355 Vancouver St (250) 596-9945

House of Ancestors Conference Centre

Welcome to the House of Ancestors meetings and conference centre, or Uda Dune Baiyoh in our language. Hospitality is in our blood. In our culture, when someone comes to the door, we invite them in for tea before anything else. It's how we live and treat everyone who walks through our doors. With 18,000 square feet of meeting space, 4 multi-purpose meeting rooms, a large conference hall, and breakout space in the mezzanine, Uda Dune Baiyoh can host 250 delegates or small, intimate gatherings.



FULL LIST OF ALL OUR DOWNTOWN BUSINESSES TO EXPLORE



CITY OF PRINCE GEORGE

Standing Committee on Public Safety

Mayor Simon Yu has formed a Standing Committee to undertake observation and collection on crime statistics and to explore solutions through tested best practices learned from local and other jurisdictions in order to address public safety issues facing downtown Prince George including the area east of Queensway.

This meeting is open to the public for observation. The first meeting is on Tuesday May 21st at 2:00pm at City Hall - 2nd Floor Conference Room. The agenda can be found in that City's website at: [Standing Committee on Public Safety - May 21, 2024](#) ([escribemeetings.com](#))

Community Safety Town Hall

Prince George Conference and Civic Centre

MY DOWNTOWN GRANT PROGRAMS



BEAUTIFICATION MICRO GRANT

Want to spruce up the front of your business? You can use this grant for flower planters, additional lighting and more.



EVENT MICRO GRANT

What kind of events would bring people downtown into your business? Some eligible expenses for this grant are, event planning, equipment rental, entertainment and more.



MARKETING & PROMOTIONS MICRO GRANT

Want to reach a broader market? This grant can assist downtown business owners with small scale marketing and promotions initiatives to improve the quality and effectiveness of their marketing plan.



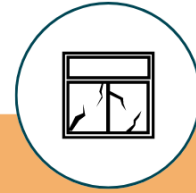
SAFETY MICRO GRANT

Need some more lighting or cameras on the outside of your building? This grant can be used for gates, outdoor lighting, surveillance cameras and more.



E-COMMERCE MICRO GRANT

Thinking of putting your business online? This grant assists in providing support towards digital and social transition and/or growth.



BROKEN WINDOW MICRO GRANT

Have you had a broken window or door due to vandalism or a break in? This grant can assist you with the cost of repairing or replacing your storefront glass windows, glass doors or locks.



FAÇADE IMPROVEMENT GRANT

Is it time to spruce up the front of your building or business? We can help! This grant reimburses 25% of your costs up to a maximum of \$5,000 - per building/project.

2023 GRANT & MICRO GRANT PROGRAMS

Downtown Prince George - 2023 Grant Summary				
Micro Grant	DPG Grant Remittances	Private Sector Investment	Total Value of Improvements	Number of Grants
Beautification	\$500.00	\$250.00	\$750.00	2
Broken Windows	\$6,395.64	\$15,439.00	\$20,834.64	11
E-Commerce	\$500.00	\$71.28	\$571.28	1
Marketing & Promotions	\$1,823.72	\$186.50	\$2,010.25	4
Event	\$500.00	\$676.46	\$1,176.46	1
Safety	\$1,000.00	\$26,500.00	\$27,500.00	2
Façade Improvement	\$5,000.00	\$91,405.00	\$96,405.00	1
Vibrancy & Vitality Initiative	\$12,414.37	\$178,069.50	\$190,483.68	13
DPG Micro Grant SUB TOTAL:	\$10,719.36	\$43,123.24	\$52,842.63	21
All Grants TOTAL:	\$28,133.73	\$312,597.74	\$339,731.31	35

ADVOCACY & PARTNERSHIPS



OUR LEVY BYLAW HISTORY

Prince George Downtown Business Improvement Association

- i. Non-Profit Society was established in 1999 – celebrating 25 years on June 10, 2024
- ii. Operating under the Community Charter as a Business Improvement Area with a series of established Bylaws (#7074, #7531, #8263, #8492, #8929) for the collection of a Levy Tax from property owners in designated area.

Current Bylaw # 8929 – A Bylaw of the City of Prince George to establish a Business Improvement Area

- i. Established on April 1, 2018, for 7 years
- ii. Expires March 31, 2025
- iii. C1 Downtown Boundary – Designated boundary

DOWNTOWN C1 ZONE



LEVY BYLAW SUMMARY

2025 BYLAW RENEWAL PROPOSAL

- No Changes in Boundary – C1 Zone is well defined.
- 10 Year Term – 2025 to 2035
- First year: April 1, 2025 – March 31, 2026
 - Levy Assessment: \$1.16 per \$1,000 of assessed property value
 - Levy Collected: \$368,962 (3% Annual Increases)
 - Levy Average Amount: \$1,250/Annually
 - Levy Cap: \$12,500 (3% Annual Increases)

10 YEAR BUDGET

Downtown Prince George Proposed Budget	2025 Budget	2026 Budget	2027 Budget	2028 Budget	2029 Budget	2030 Budget	2031 Budget	2032 Budget	2033 Budget	2034 Budget
REVENUE;										
Levy (3% Annual Increase)	368,962	380,031	391,432	403,175	415,270	427,728	440,560	453,777	467,390	481,412
PROJECT REVENUE:										
Events	25,000	25,750	26,523	27,318	28,138	28,982	29,851	30,747	31,669	32,619
Clean & Safe (Litter)	85,000	87,550	90,177	92,882	95,668	98,538	101,494	104,539	107,675	110,906
Beautification	27,500	28,325	29,175	30,050	30,951	31,880	32,836	33,822	34,836	35,881
Other Income	20,000	20,600	21,218	21,855	22,510	23,185	23,881	24,597	25,335	26,095
Façade Improvement	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
TOTAL	546,462	562,256	578,524	595,279	612,538	630,314	648,623	667,482	686,906	706,913
GENERAL OPERATIONS										
Rent, Security, Insurance	22,500	23,175	23,870	24,586	25,324	26,084	26,866	27,672	28,502	29,357
Office Administration	13,150	13,545	13,951	14,369	14,800	15,244	15,702	16,173	16,658	17,158
Bookeeping, Banking, Audit & AGM	7,500	7,725	7,957	8,195	8,441	8,695	8,955	9,224	9,501	9,786
Board Meetings, Training, Strategic Planning Conference & Event Attendance & Memberships	10,000	10,300	10,609	10,927	11,255	11,593	11,941	12,299	12,668	13,048
Compensation & Benefits	177,500	182,825	188,310	193,959	199,778	205,771	211,944	218,303	224,852	231,597
TOTAL	230,650	237,570	244,697	252,037	259,599	267,387	275,408	283,670	292,181	300,946
PROJECT EXPENSES										
Beautification										
Clean Team, Flower Baskets, Clean & Safe, Micro Grants	215,500	221,965	228,624	235,483	242,547	249,824	257,318	265,038	272,989	281,179
Façade Grant Program	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
Events & Promotions										
Events, Website, Social Media, General Advertising & Sponsorships, Communication	69,750	71,843	73,998	76,218	78,504	80,859	83,285	85,784	88,357	91,008
Business Development										
Retention, Attraction, Economic Development	10,500	10,815	11,139	11,474	11,818	12,172	12,538	12,914	13,301	13,700
TOTAL	315,750	324,623	333,761	343,174	352,869	362,855	373,141	383,735	394,647	405,887
TOTAL	546,400	562,192	578,458	595,211	612,468	630,242	648,549	667,406	686,828	706,833
NET:	62	64	66	68	70	72	74	76	79	81



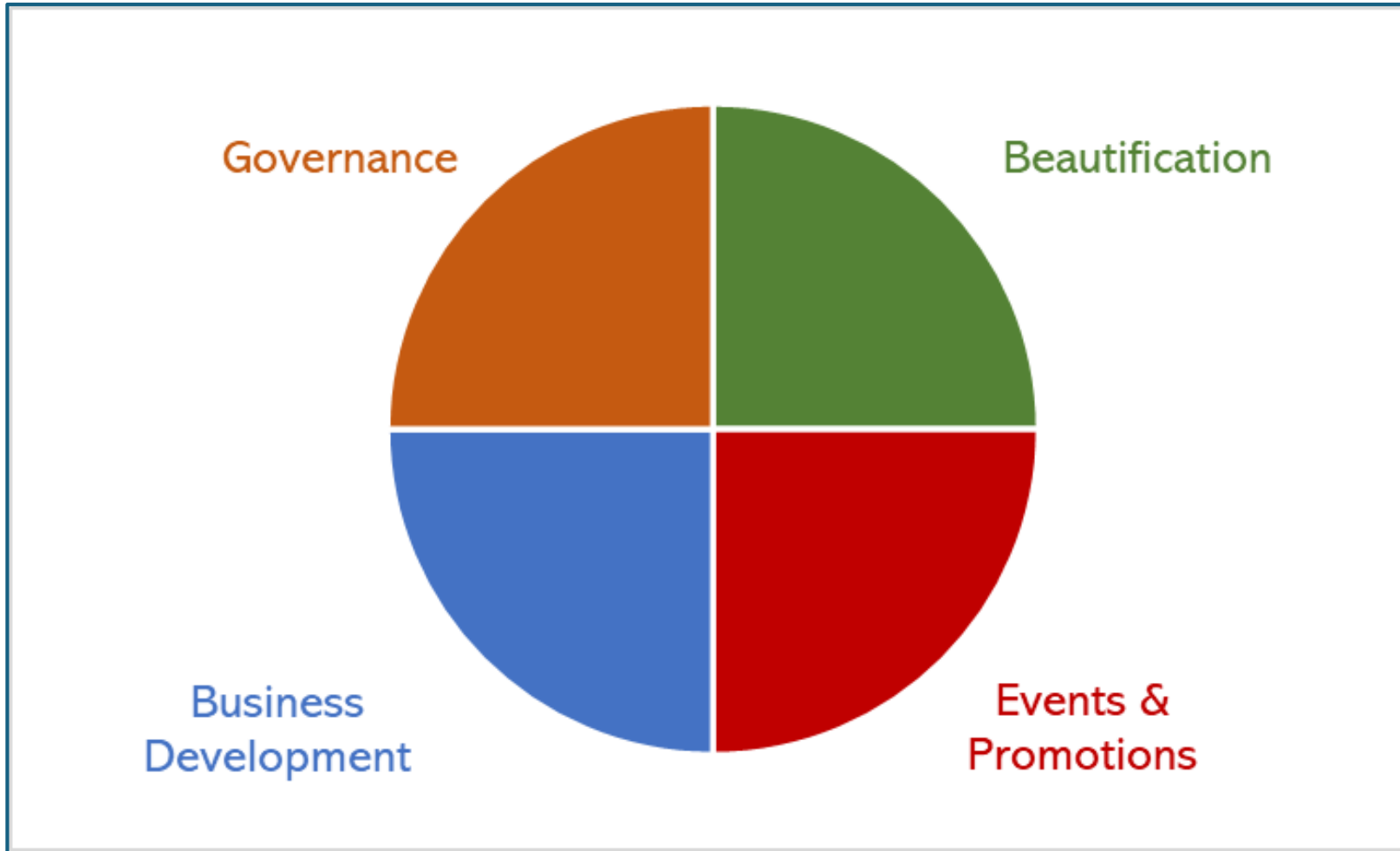
OUR MISSION

To improve and promote Prince George’s downtown through collaboration, partnership, and advocacy efforts for the ongoing vitality of Downtown PG members.

<p>1</p> <p>TO ATTRACT AND RETAIN MEMBERS WHO ARE PROPERTY AND BUSINESS OWNERS IN OUR DOWNTOWN</p> <ul style="list-style-type: none">• Attract new businesses• Retain current businesses• Reduce the number of vacant properties	<p>2</p> <p>TO INCREASE FUNDING THAT WILL CONTINUE TO SUPPORT AND GROW PROGRAMS AND SERVICES.</p> <ul style="list-style-type: none">• Grow the number of properties contributing to the Levy• Retain & increase grant & private funding for specific DPG initiatives	<p>3</p> <p>TO ASSIST PROPERTY AND BUSINESS OWNERS TO BE SUCCESSFUL AND TO THRIVE IN OUR DOWNTOWN</p> <ul style="list-style-type: none">• Support development of e-commerce opportunities• Support improved and updated business signage• Support successful marketing/promotional campaigns• Support improvements to storefronts	<p>4</p> <p>TO CREATE POSITIVE EXPERIENCES FOR ALL WHO LIVE, WORK, PLAY & VISIT OUR DOWNTOWN</p> <ul style="list-style-type: none">• Improve the positive sentiments towards the DPG Zone• Improve the safety for all residents, visitors, business owners & workers.• Improve the elements of convenience• Host events that will increase public visitation• Increase public engagement in our downtown through events and educational opportunities• Enhance the beautification of downtown
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STRATEGIC PRIORITIES



THE IMPORTANCE OF DOWNTOWN SAFETY

Downtown business owners typically have four main priorities for their businesses:

1. Ensuring financial viability and sustainability
2. Prioritizing the safety of their staff
3. Prioritizing the safety customers
4. Enhancing the overall visitor experience

If Downtown Prince George is perceived to be unsafe, it challenges all four of these priorities.

Therefore, DPG and its members have prioritized the safety of everyone who lives, works, or visits Downtown.

We look forward to working with our members and our many partners and will continue to advocate for the best possible downtown environment.

We know Downtown Prince George is a great place to:

EAT • SHOP • EXPLORE • THRIVE



THANK YOU
QUESTIONS?



THIRD AVE. PRINCE GEORGE, B. C.