



DOWNTOWN
PRINCE
GEORGE

DOWNTOWN
PRINCE GEORGE

OUR BOARD OF DIRECTORS

Downtown Prince George is a non-profit association dedicated to serving the vibrant heart of the city. We support and promote close to 250 property owners and 450 businesses/tenants that are in the C1 Downtown Zone of Prince George. The Board of Directors is made up of a dedicated group of property and business owners.

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:

Darren Low (City & Ashley Furniture)

Garrett Dobson (Business Owner Representative)

John Kason (Fieldhouse Capital)

Kirk Gable (Property Owner Representative)

Martin Krell (Dominion Lending & PG Farmers' Market)

Shonda Shaw (Property Owner Representative)



OUR TEAM

Our small but dedicated team is led by a full-time Executive Director who is supported by part-time, contract, and limited-duration staff who bring events, programs, services, and promotions to life.

Our work revolves around placemaking and beautification, fostering awareness and engagement, advocating for our members, and ensuring positive and safe experiences for everyone who visits or works in downtown Prince George.

Chrisie Berry - **Executive Director – April 2025 - Present**

Wendy Pollard – **Events & Promotions Coordinator – October 2019 – Present**

Teresa McFadyen – **Special Projects Coordinator – June 2023 – Present**

Colleen Van Mook - **Executive Director – December 2015 - May 2025**



OUR MISSION

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

1

**TO ATTRACT AND RETAIN
MEMBERS WHO ARE
PROPERTY AND BUSINESS
OWNERS IN OUR DOWNTOWN**

- Attract new businesses
- Retain current businesses
- Reduce the number of vacant properties

2

**TO INCREASE FUNDING THAT
WILL CONTINUE TO SUPPORT
AND GROW PROGRAMS AND
SERVICES.**

- Grow the number of properties contributing to the Levy
- Retain & increase grant & private funding for specific DPG initiatives

3

**TO ASSIST PROPERTY AND
BUSINESS OWNERS TO BE
SUCCESSFUL AND TO THRIVE
IN OUR DOWNTOWN**

- Support development of e-commerce opportunities
- Support improved and updated business signage
- Support successful marketing/promotional campaigns
- Support improvements to storefronts

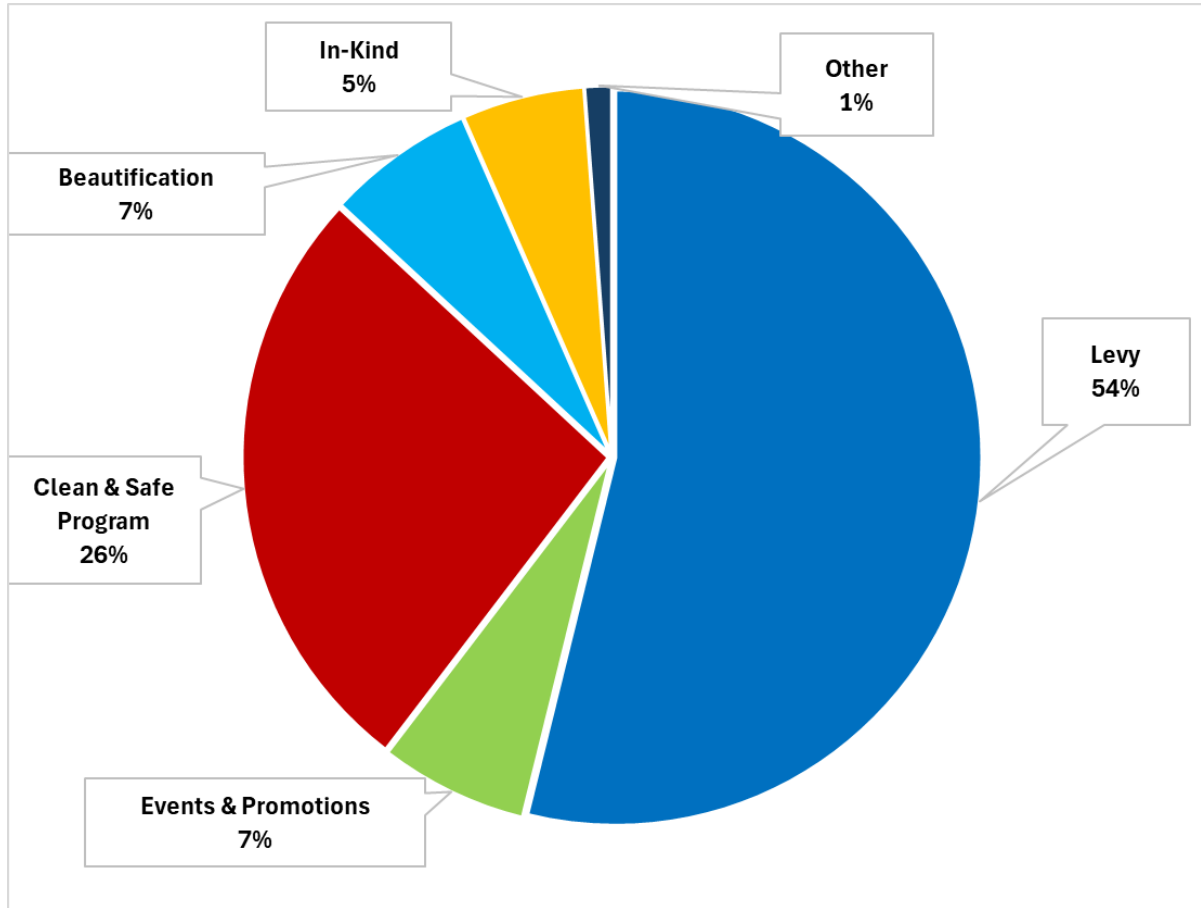
4

**TO CREATE POSITIVE
EXPERIENCES FOR ALL WHO
LIVE, WORK, PLAY & VISIT
OUR DOWNTOWN**

- 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



2024 REVENUE

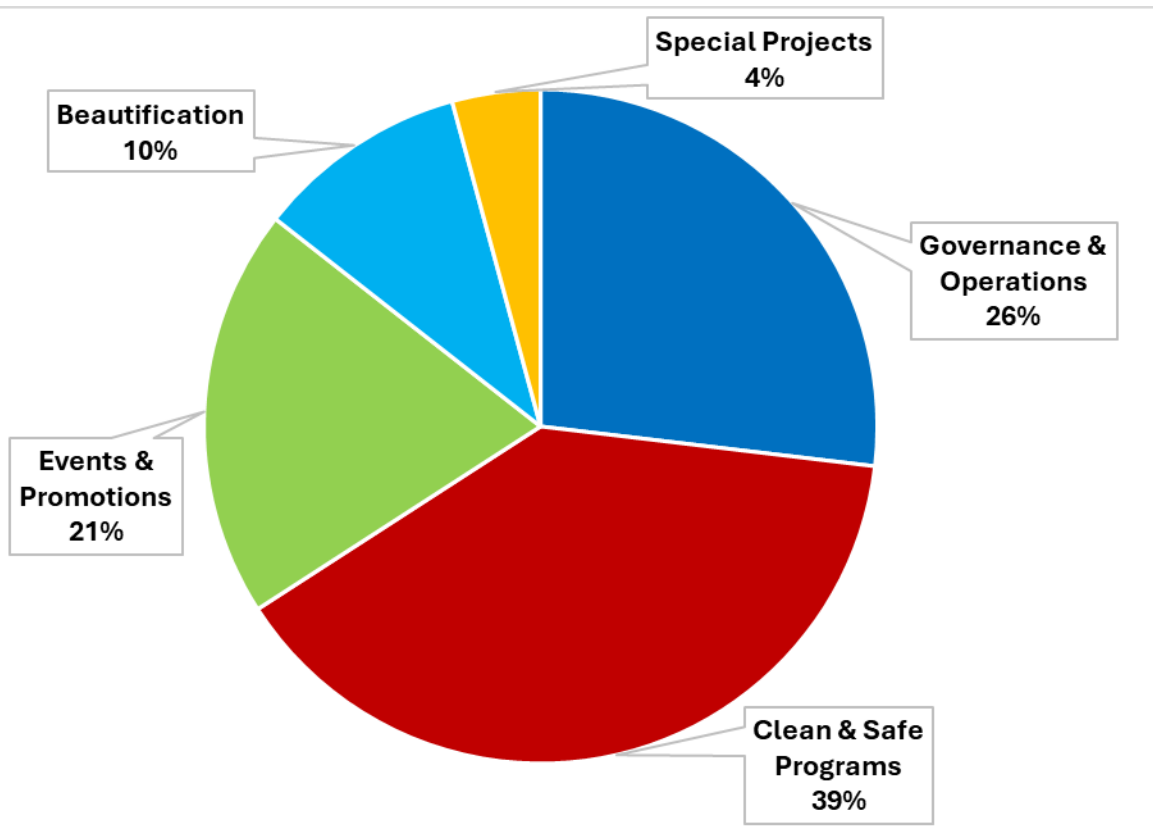


\$665,025

Levy	54%	\$358,215
Events & Promotions	7%	\$43,476
Clean & Safe Programs	26%	\$176,000
Beautification	7%	\$43,415
In-Kind	5%	\$36,000
Other	1%	\$7,920



2024 EXPENDITURES

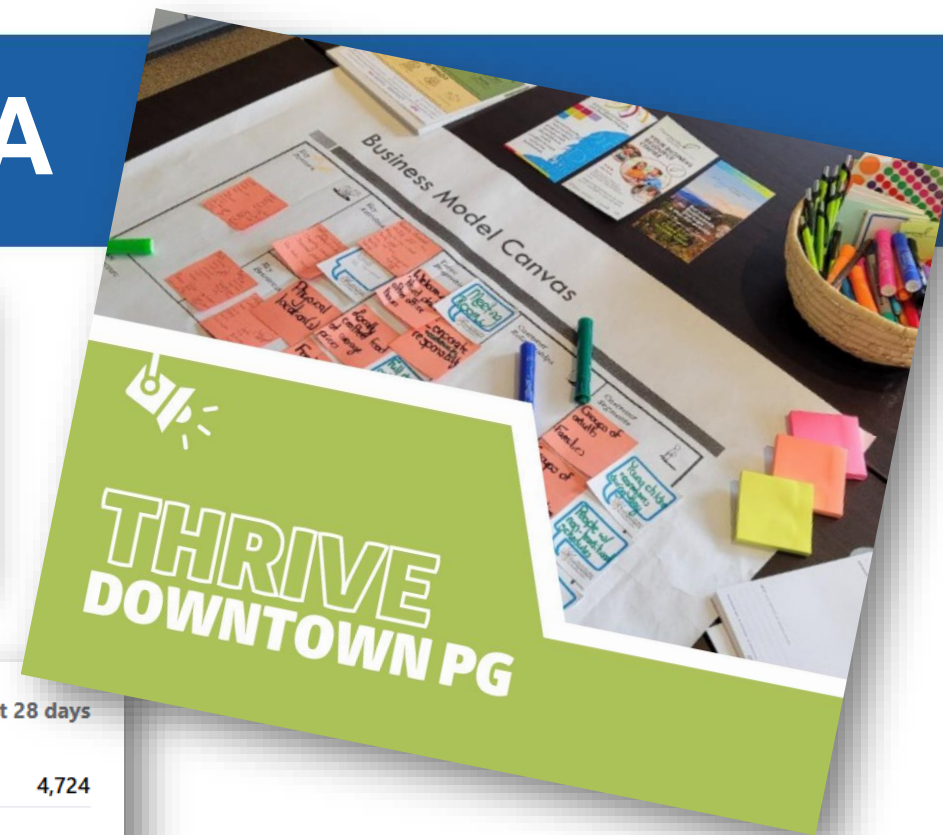
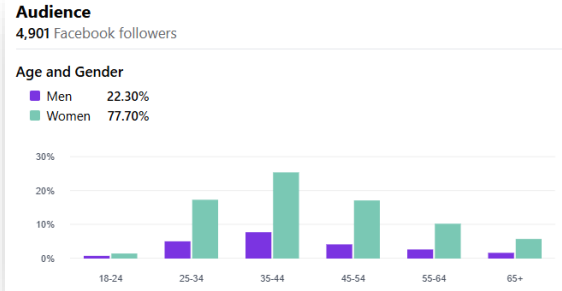


\$654,400

Beautification	10%	\$66,840
Events & Promotions	20%	\$132,745
Governance & Operations	27%	\$171,460
Clean & Safe Programs	39%	\$255,565
Special Projects	4%	\$27,790



SOCIAL MEDIA



Page Overview

Followers: 4,901

Create a post

Last 28 days

Post reach

4,724

Post Engagement

536

CHECK OUT OUR
DOWNTOWN
PRINCE GEORGE
EVENTS CALENDAR



Top post

See all

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

848

Post reach

819

Post Engagement

70



WEBSITE

COMMUNITY

Downtown Prince George offers a blend of unique retail shops, diverse cuisine, cultural attractions, and entertainment options, it offers something for everyone.



WE ARE HIRING

[FOR MORE INFO, CLICK HERE](#)



EAT

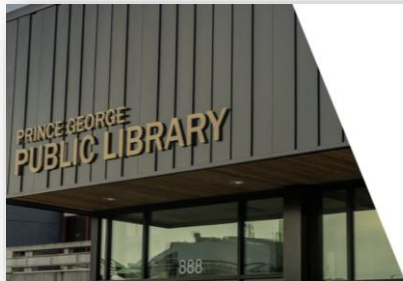
Try Something Delicious! Downtown Prince George's food and beverage scene has something to satisfy every craving. Choose from fine, casual or family dining, café atmosphere, pub style and even a craft brewery.

[Find Restaurants](#)

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 and event.

[Discover Downtown](#)



CALENDAR DOWNTOWN PRINCE GEORGE

[< MAY](#)


[JULY >](#)


JUNE 2025

SU	MO	TU	WE	TH	FR	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

EVENTS FOR JUNE

4th

 4:00 pm - 9:00 pm
LEGION 43 PRESENTS KARAOKE AND WING NIGHT
Royal Canadian Legion

 6:00 pm - 9:00 pm
WEDNESDAY BOARD GAME NIGHTS
3 Goblins Games

BUSINESS

Downtown Prince George is dedicated to fostering a thriving, sustainable downtown area by supporting businesses and creating opportunities for growth.



DOWNTOWN PG'S ANNUAL GENERAL MEETING June 11th @ 5:30 pm

[LEARN MORE HERE](#)

PERFORM

Downtown Prince George will take actions and execute initiatives that are aimed at enhancing the safety, cleanliness, and attractiveness of the downtown community for you as a business owner, as well as our residents, and visitors.

[About Our Programs](#)

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](#)



COMMUNITY & BUSINESS NEWSLETTER



SPECIALS IN DOWNTOWN PRINCE GEORGE

Mother's Day Packages

 RELAX \$185 Refresh your body and soul with this premium package. • 60 min Relaxation Massage • 45 min European Facial	 PAMPER \$265 Restore your tranquility and peace with this deluxe experience. • 90 min Relaxation Massage • 45 min European Facial • Gel Pedicure	 RESTORE \$380 Restore mind, body, and soul with this tranquil full spa day. • 90 min Massage • 60 min European Facial • Gel Manicure • Gel Pedicure
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Located in the Coast Hotel
250-563-4266

EVENTS IN DOWNTOWN PRINCE GEORGE

DOWNTOWN BUSINESS SPOTLIGHT

THRIVE DOWNTOWN

Shift Creative Solutions

#200 – 1523 6th Avenue

Shift Creative is an ambitious marketing agency based in downtown Prince George. Our team is filled with passion for all things technology, and we really enjoy what we do. We build interactive applications and websites, create rich & authentic brands, and devise digital marketing strategies to guide our clients to bring their businesses into the 21st century. We also what we do. We build interactive applications and websites, create rich & authentic brands, and devise digital marketing strategies to guide our clients to bring their businesses into the 21st century. We also now build online stores using modern e-commerce platforms!

Testimonial
"I have been working with Shift Creative for a while now and they have been amazing at everything they do. They are professional, creative, and always on top of their game. I highly recommend them to anyone looking for a marketing agency." - [Name]

Web Design & Solutions
Whether you're in the market for a new website, or need for steady looking for support, we have solutions for your needs.

Custom Domain
Get your business online today with a custom domain name that represents your brand.

FULL LIST OF ALL OUR DOWNTOWN BUSINESSES TO EXPLORE



MAY 2025 ISSUE #32

- AGM Reminder
- Introducing-New Executive Director
- Downtown Summerfest-Get Involved!

DOWNTOWN SUMMERFEST

SATURDAY, JULY 19, 2025

11am to 4pm

Veterans Plaza - City Hall

Face Painting

Outdoor Food Court

Live Music

Family Fun

Outdoor Market

How Can Your Downtown Business Get Involved?

- Become a Community Partner
- Promote your business with an on-site Exhibitor Booth
- Hold a contest in your business

DOWNTOWN ANNUAL EVENTS



DOWNTOWN ANNUAL EVENTS



DOWNTOWN GRANT PROGRAMS

						
BEAUTIFICATION MICRO GRANT	EVENT MICRO GRANT	MARKETING & PROMOTIONS MICRO GRANT	SAFETY MICRO GRANT	E-COMMERCE MICRO GRANT	BROKEN WINDOW MICRO GRANT	FAÇADE IMPROVEMENT GRANT
Want to spruce up the front of your business? You can use this grant for flower planters, additional lighting and more.	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.	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.	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.	Thinking of putting your business online? This grant assists in providing support towards digital and social transition and/or growth.	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.	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.
2	1	3	3	1	10	1
\$994	\$500	\$1,452	\$1,500	\$495	\$4,812	\$5,000



CLEAN TEAM PROGRAMS



Clean Team PARTNERSHIPS

DOWNTOWN PRINCE GEORGE IS PROUD TO WORK WITH VARIOUS PARTNERS TO EXECUTE INITIATIVES AIMED AT ENHANCING THE CLEANLINESS OF THE DOWNTOWN COMMUNITY. THROUGH A COORDINATED APPROACH WITH OUR PARTNERS AND THE CITY OF PRINCE GEORGE WE ENDEAVOUR TO KEEP DOWNTOWN FREE FROM LITTER, BIOHAZARDS, NEEDLES AND GRAFFITI.



- Drug Awareness Recovery Team (DART) is an organization that employs people in the Prince George Community who want to earn a living, contribute to society and be a true help to others.
- DART works Monday-Sunday 6:30am - 9:30am
- Provides enhanced clean up services in downtown laneways & alleys on an inspection basis.

LEN MCNAMARA - EXECUTIVE DIRECTOR



- PG Brain Injured Group (PGBIG) is a society that is mandated to do all within its power to enhance the lives of survivors of brain injury, & their families, in Prince George.
- PGBIG works Monday-Friday 8:30 - 11:30am + Monday-Friday 12:30am - 3:30pm
- Provides clean up services of curbs & sidewalks to remove trash, cigarette butts, dirt, needles & paraphernalia. Additional removal of weeds and debris as capable. Services on an inspection basis.

SARAH MCCREA - EXECUTIVE DIRECTOR



- ACME Janitor Service Ltd. (ACME) is a janitorial firm that serves the Prince George & surrounding area.
- ACME works Monday-Sunday 6:00am - 8:00am
- Biohazard removal services on private properties & sidewalks adjacent to businesses. Services on an inspection & call out basis.

GARY POWAR - GENERAL MANAGER



Clean Team SCHEDULE



M T W T F S S

6:30am-9:30am



8:30am-11:30am

12:30am-3:30pm



6:00am-8:00am



2024 DOWNTOWN CLEAN TEAM BY THE NUMBERS



6666
NEEDLES



5900
BIOHAZARDS



4881
GARBAGE BAGS



61
SHOPPING CARTS



104
PALLETS



2024 SERVICE REQUESTS – CITYWORKS

BIOHAZARDS



NEEDLES



OUR LEVY BYLAW RENEWAL

The BC Community Charter provides opportunity for establishing a BIA Levy as a Local Services Tax

Section 210 Authority for Local Area Services

- A local area service is a municipal service that is to be paid for in whole or in part by a local services tax.
- A Business Improvement Area can be provided under section 215.

Section 215 Business Improvement Area

- A council may grant money to an organization that's purpose is to implement a business promotions scheme.



OUR ENGAGEMENT

Downtown Prince George
1406 2nd Avenue, Prince George, BC V2L 3B6
250.634.1330
www.downtownpg.ca
@downtownpg



Dear Downtown Prince George Property/Business Owners:

The Downtown Prince George Business Improvement Association represents close to 250 properties and 450 businesses in the C1 Downtown Zone. Our area includes 43 blocks located in the heart of Prince George. Our organization is celebrating 25 years of supporting, promoting and advocating for a better downtown. We do this through partnerships, programs, promotions and events. Our ultimate goal has been to create a positive culture of safety, vibrancy and beauty that will attract business owners and citizens to live, work and play downtown. Admittedly, the last few years have presented our organization, our businesses, our citizens and our community with many challenges. We recognize that the work we do is more important than ever as we navigate the complex issues that plague our community, our region, our province and our country.

To that end, we are working to renew our Levy Bylaw that allows us to raise money from our members so we can continue to represent and support your properties and your businesses. The enclosed pamphlet provides you with information about the process and requirements that will allow us to continue to work for you for the next 10 years.

In early October, City Council approved the first three readings of the renewed Levy Bylaw. Throughout the month of October, representatives will be visiting your properties and businesses to determine your level of support. Through the Council Initiative Subject to Petition Against process, City Council will enact a BIA Bylaw Renewal with the final reading, unless more than half of the landowners, representing at least 50% of the assessed value of land and improvements that would be subject to the BIA tax levy, register their dissent within the 30-day of the first notification.

We hope you will take time to review the information we have provided and learn more about what our organization has accomplished on your behalf in recent years and over the last 25 years. We are asking you to show your support by registering the petition back to the City of Prince George.

If you have any questions about this process or about our organization, please do not hesitate to contact myself, or our Executive Director, Colleen Van Mook (jvanmook@downtownpg.ca).

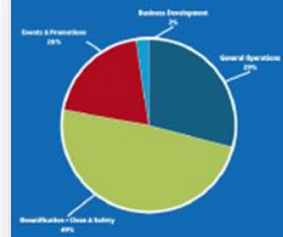
Sincerely,

Eoin Foley, President
Mobile Phone: 250-649-5751 Email: efoleyd@gmail.com

OUR MISSION



2025 DPG BUDGET ALLOCATIONS



GENERAL OPERATIONS
Rent, Security, Insurance
Office Administration
Bookkeeping, Banking, Audit & AGM
Board Meetings, Strategic Planning
Compensation & Benefits

BEAUTIFICATION - SAFETY
Clean Team, Flower Baskets, Clean & Safe,
Micro Grants
Facade Grant Program

EVENTS & PROMOTIONS
Events, Website, Social Media,
General Advertising & Sponsorships,
Communication, Conference &
Event Attendance - Networking

BUSINESS DEVELOPMENT
Retention, Attraction,
Economic Development,
Professional Industry Participation



What is the Downtown Prince George BIA?

Downtown Prince George is the non-profit business improvement association that has been serving all property owners (200+) and businesses/tenants (450+) in the C1 Downtown Zone since 1999. Every property owner and business are entitled to membership in our organization.

Our vision is to have a vibrant and thriving downtown in Prince George that is at the heart of the community. We are committed to improving and promoting Prince George's downtown through collaboration, partnership, and advocacy efforts for the ongoing vitality of our members.

The Board of Directors is made up of downtown property and business owners. A full-time Executive Director, part-time staff, partners and contractors support these downtown champions as we work together and strive to promote and advocate for a better downtown.

The current 7-year bylaw expires March 31, 2025. The special property tax levy paid by all downtown property owners are generally passed on to businesses (tenants) via rental rates and/or triple net leases. In 2024, the total levy amount is \$358,216.00. These funds are leveraged to access sponsorships, grants and revenue generating programs/events all aimed at improving and promoting downtown. The 2024 Budget is on target to generate an additional \$320,000 (close to double the levy amount) to support our programs and services.

The last petition for the Bylaw Renewal Process established BIA Bylaw No. 8929, 2018, enabling the City to collect the levy funding. Downtown Prince George is requesting a Levy Bylaw Renewal to allow the City to collect the BIA levy as part of annual property taxes.

2025 DOWNTOWN PRINCE GEORGIE LEVY BYLAW RENEWAL

What is a Business Improvement Association?
A BIA is a non-profit organization established by the City of Prince George as a way for businesses within a defined area to use the property taxation authority of the municipality to raise funds that are directed to the association for the general betterment of businesses in the BIA.

What is a BIA Levy?
A BIA is established by municipal bylaw and is funded through a special tax levy to Class 5 & 6 properties within the defined boundary. This is a self-funding model, in that 100% of the levy collected by the local government is granted to the BIA to fund its own programs. A BIA is managed by a non-profit society of business and property owners that establishes its own priorities, programs and budgets. There are currently over 70 BIAs in the Province of BC.

What is the City of Prince George's Role?
The Council Initiative-Subject to Petition Against approach allows the City to carry out the petition process to solidify objection to the proposed bylaw. This process is communicated with C1 Downtown Zone property owners through direct mail to inform them of the details of the BIA proposal and provide an opportunity for them to express their position. For a local area service petition to be certified as sufficient, a minimum of 50% of the parcel owners representing a minimum of 50% of the assessed value of land and improvements must register their opposition within the 30-day notice period.

WHAT ARE THE LEVY BYLAW RENEWAL COMPONENTS

TEAM (LO YEARS)	BOUNDARY	PROPERTY TYPES	PROPERTY #S
2024-2025: March 31, 2025	C1 Downtown Zone	Class 5 & 6 Industrial	100
70% (70/100)			
LEVY FORMULA			
Annual Annual Levy Payment	\$ 1,270	\$ 1,081	
Levy Payment Cap	\$ 32,500	\$ 38,310	
Annual Levy Funds Generated	\$267,862	\$461,612	
Proposed A&B Total Revenue	\$171,500	\$225,500	
Total Proposed Budget	\$946,062	\$704,612	

BOARD EXECUTIVE
PRESIDENT:
Eoin Foley - Betulla Burning & Nancy O's
VICE PRESIDENT:
Rev Dr. Bob Ehlert - Trinity United Church
TREASURER:
Derek Dougherty - MNP LLP/Accountants
SECRETARY:
Valerie Eberherr - Property Owner Representative

BOARD OF DIRECTORS
Garrett Dobson - Assante Financial
Kirk Gable - Property Owner Representative
John Kazon - Fieldhouse Capital
Martin Krell - PG Farmer's Market & Dominion Lending
Darren Low - City Furniture & Ashley Home Store
Shonda Shaw - Property Owner Representative

STAFF
Executive Director (FT): Colleen Van Mook
Events & Promotions Coordinator (PT): Wendy Pollard
Special Projects Coordinator (PT): Teresa McIsidren



C1 DOWNTOWN ZONE

PRINCE GEORGIE
1406 2nd Avenue
Prince George, BC V2L 3B6
250.634.1330

2025-2035 LEVY BYLAW RENEWAL



DOWNTOWN PRINCE GEORGIE

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, & advocacy efforts for the ongoing vitality of Downtown Prince George members.



OUR DOWNTOWN C1 ZONE



COUNCIL COUNTER PETITION



NOTICE OF BUSINESS IMPROVEMENT AREA BYLAW

Page 1 of 3

PROPOSAL:


- City of Prince George Downtown Business Improvement Area Bylaw No. 9507, 2024

Prince George City Council has given first three readings to "City of Prince George Downtown Business Improvement Area Bylaw No. 9507, 2024".

- The Bylaw, if adopted, authorizes Council to establish a downtown business improvement area service with the purposes of a business promotion scheme, which must include one or more of the following:
 - Carrying out studies or making reports respecting an area within the Downtown Business Improvement Area;
 - The improvement, beautification, or maintenance of streets, sidewalks or municipally owned land, buildings or structures in the Downtown Business Improvement Area;
 - The conservation of heritage property in the Downtown Business Improvement Area; or
 - The encouragement of business in the Downtown Business Improvement Area with the purposes of an which businesses and property owners can finance marketing and promotional and revitalization programs for the area.
- Annual BIA budgets are funded through a local improvement tax on commercial properties within the designated BIA boundaries. A BIA must be established through a local area service bylaw. The bylaw establishes a method and geographic area for collection of a BIA levy through the property tax system. The levy is then provided to the BIA association to administer promotional and marketing projects.
- The area proposed to be designated as the Downtown Business Improvement Area by this Bylaw is shown within the area outlined on the map on page 3 of this notice.
- All monies raised pursuant to the Bylaw will be granted to the Downtown Business Improvement Association for the sole purpose of the business promotion scheme described above.
- The total annual amount granted to the Association pursuant to the Bylaw shall be as follows:
 - a grant not to exceed \$368,962 (April 1, 2025 to March 31, 2026)
 - a grant not to exceed \$380,031 (April 1, 2026 to March 31, 2027)
 - a grant not to exceed \$391,432 (April 1, 2027 to March 31, 2028)
 - a grant not to exceed \$403,175 (April 1, 2028 to March 31, 2029)
 - a grant not to exceed \$415,270 (April 1, 2029 to March 31, 2030)
 - a grant not to exceed \$427,728 (April 1, 2030 to March 31, 2031)
 - a grant not to exceed \$440,560 (April 1, 2031 to March 31, 2032)
 - a grant not to exceed \$453,777 (April 1, 2032 to March 31, 2033)
 - a grant not to exceed \$467,390 (April 1, 2033 to March 31, 2034)
 - a grant not to exceed \$481,412 (April 1, 2034 to March 31, 2035)

100 Patricia Blvd., V2L 3V9 | p. 250.561.7600/1311 | www.princegeorge.ca

Notice Posted On: 2024-10-11



NOTICE OF BUSINESS IMPROVEMENT AREA BYLAW

Page 2 of 3

- The full amount of all grants paid to the Association under this Bylaw shall be recovered by means of a local service tax imposed on the owners of Taxable Property within the Downtown Business Improvement Area. Each Taxable Property within the Downtown Business Improvement Area shall be taxed annually for its Proportional Share of the amount granted to the Association for the applicable year, up to a maximum annual tax of \$12,500 increased by 3% annually.

If the Proportional Share of any Taxable Property within the Downtown Business Improvement Area is calculated to be greater than \$12,500 increased by 3% annually for each of the years 2026 to 2035, then the amount exceeding the maximum Proportional Share shall be allocated proportionally between the owners of the remaining Taxable Properties within the Downtown Business Improvement Area and shall be recovered from such owners accordingly.

WAYS TO PARTICIPATE:

Council may proceed with adoption of "Downtown Business Improvement Area Bylaw No. 9507, 2024" and thereby establish the business improvement area service unless, within 30 days after October 12, 2024, the owners of at least 50 percent of the parcels that would be subject to the local service tax, representing at least 50 percent of the assessed value of land and improvements that would be subject to the local service tax, sign a petition to Council not to proceed with it.

Petitions against the proposed Bylaw have been mailed to property owners within the boundaries of the Downtown Prince George Business Improvement Area. Written submissions will also be accepted in any form that clearly indicates the intention of the person or persons signing it to petition against the proposed Bylaw and must include the full printed name and address of each signatory, and the address of the property owned within the proposed Downtown Business Improvement Area by each signatory.

If two or more persons are owners of a parcel, (a) they will be considered as one owner only, (b) they are not entitled to petition unless a majority of them concurs, and (c) unless a petition is signed by a majority of them, their signatures will be disregarded in determining whether the petition is sufficient.

Petitions against the proposed Bylaw must be received no later than 5:00 p.m. on **Tuesday, November 12, 2024**, at the office of the Corporate Officer, City Hall, 5th Floor, 1100 Patricia Boulevard, Prince George, B.C., V2L 3V9.

Petition forms will be mailed to all property owners within the boundaries defined on the map (page 3 of this notice).


100 Patricia Blvd., V2L 3V9 | p. 250.561.7600/1311 | www.princegeorge.ca

Notice Posted On: 2024-10-11



NOTICE OF BUSINESS IMPROVEMENT AREA BYLAW

Page 3 of 3



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Notice Posted On: 2024-10-11



OUR SUCCESS



The number of petitions received against the establishment of a business improvement area under "City of Prince George Downtown Business Improvement Area Bylaw No. 9507, 2024" is **eighteen (18)**.

The total assessed value of land and improvements of parcels that would be subject to the local area tax proposed by "City of Prince George Downtown Business Improvement Area Bylaw No. 9507, 2024" is **\$341,588,400.00**.

The total assessed value of land and improvements of parcels that must be represented by the petitions against the establishment of a business improvement area under "City of Prince George Downtown Business Improvement Area Bylaw No. 9507, 2024" in order to prevent Council from adopting the bylaw is at least **\$170,794,200.00**.

The total assessed value of land and improvements of parcels represented by the petitions against the establishment of a business improvement area under "City of Prince George Downtown Business Improvement Area Bylaw No. 9507, 2024" is **\$21,795,100.00**.



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)



OUR 10 YEAR LEVY RENEWAL 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
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	177,500	182,225	187,092	192,104	197,268	202,586	208,063	213,705	219,516	225,501
In-Kind Revenue	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000
TOTAL	581,462	597,256	613,524	630,279	647,538	665,314	683,623	702,482	721,906	741,913
GENERAL OPERATIONS										
Operations	53,150	54,745	56,387	58,078	59,821	61,615	63,464	65,368	67,329	69,349
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	235,500	241,965	248,624	255,483	262,547	269,824	277,318	285,038	292,989	301,179
Events & Promotions	69,750	71,843	73,998	76,218	78,504	80,859	83,285	85,784	88,357	91,008
Business Development	10,500	10,815	11,139	11,474	11,818	12,172	12,538	12,914	13,301	13,700
In Kind	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000
TOTAL	350,750	359,623	368,761	378,174	387,869	397,856	408,141	418,735	429,647	440,887
TOTAL	581,400	597,192	613,458	630,212	647,468	665,242	683,549	702,406	721,828	741,833



DOWNTOWN STRATEGY

XXX RESONANCE

Downtown Strategy

RECOMMENDATIONS



The Downtown Prince George Strategy is aimed at providing a common vision for growth and development with public and private partners. The plan guides the City of Prince George and Downtown Prince George BIA by defining an overall vision and key principles for downtown, identifying target audiences and external influences, and articulating key actions to position downtown as a dynamic destination to live, work, and play for many years to come.



DOWNTOWN STRATEGY PRINCIPLES

1. Vibrant, Liveable, Mixed-Use Downtown

Downtown is the most vibrant and inclusive neighbourhood in Prince George to live, work, and play.

2. Connected Downtown

Downtown is pedestrian, accessible and well connected to surrounding neighbourhoods.

3. Resilient, Adaptable, Innovative and Experimental City Centre

Downtown is a living lab, sustainable and dynamic.

4. Thriving Arts, Entertainment, and Cultural Hub

Downtown is a regional centre for culture, entertainment, and celebration.

5. Active, Animated, and Welcoming Public Realm

Downtown is welcoming and animated all year round, day and night.

6. Urban Gateway to the Modern North

Downtown is a centre of opportunity for everyone in Northern BC.



DOWNTOWN STRATEGY TEAM

DOWNTOWN PRINCE GEORGE – CITY OF PRINCE GEORGE

PRINCE GEORGE CHAMBER OF COMMERCE – TOURISM PRINCE GEORGE

- Represent the interests of respective organizations while demonstrating a genuine interest in the overall initiatives and the outcomes being pursued in the Strategy.
- Be an advocate for the Strategy and its outcomes.
- Assist in identifying priorities in the Strategy for implementation and/or continuation.
- Be committed to, and actively involved in, pursuing the Strategy outcomes.
- Identify organizations, partnerships, funding opportunities or other supports that will achieve the goals of the Strategy.



OUR 2025 BUDGET

REVENUE	
GENERAL REVENUE	
PGDBIA Lewy	\$ 368,962
Flower Basket Grant	\$ 27,485
Façade Grant	\$ 15,000
TOTAL GENERAL REVENUE	\$ 411,447
PROJECT REVENUE	
Special Projects Grants - Clean & Safe	\$ 175,870
Event & Marketing Grants	\$ 20,000
Other Income & Registrations	\$ 14,500
TOTAL PROJECT REVENUE	\$ 210,370
TOTAL CASH REVENUE	\$ 621,817
IN-KIND REVENUE	\$ 35,000
GRAND TOTAL REVENUE	\$ 656,817

EXPENDITURES	
GENERAL & ADMIN EXPENSES	
Governance & Operations	\$ 58,800
Salaries & Benefits	\$ 190,700
TOTAL GENERAL & ADMIN EXPENSES	\$ 249,500
PROJECT EXPENSES	
Special Projects - Clean & Safe	\$ 217,370
Communications & Promotions	\$ 13,500
Hanging Baskets & Street Décor	\$ 64,000
Facade Improvement Program	\$ 15,000
Major Events - Expenses	\$ 40,000
Misc Special Programs & Events	\$ 22,000
Contingency	\$ 447
TOTAL PROJECT EXPENSES	\$ 372,317
TOTAL CASH EXPENSES	\$ 621,817
IN-KIND EXPENSES	\$ 35,000
GRAND TOTAL EXPENSES	\$ 656,817



OUR 2025 PROGRAMS



FRIDAY
September 29, 2024
DOWNTOWN BUSINESSES
ALL DAY IN DOWNTOWN PG!

EAT SHOP EXPLORE THRIVE DOWNTOWN

Learn More

PLAID PATROL - 4:00pm to 6:00pm
Join us for some special fun!
SHOP DOWNTOWN ... GET DEALS!
WEAR PLAID ... WIN SWAG!

DOWNTOWN PRINCE GEORGE 93.3 THE RIVER 101.5 CITIZEN 94.9 GOAT 97.7 COUNTRY 97.7

SUMMERFEST
Saturday, July 19, 2025
Veterans Plaza - City Hall
11am to 4pm

EAT SHOP EXPLORE THRIVE DOWNTOWN

Vendors Alley
Live Music
Outdoor Food Court
Petting Zoo
Family Fun

DOWNTOWN MARKETS
EVERY SATURDAY! 8:30AM-2:00PM

Q3 Community Market 1299 3rd Avenue
Wilson Square Community Market 3rd & George Street
PG Farmers' Market 3rd & Quebec Street

DOWNTOWN PRINCE GEORGE SUPPORTED BY CKPG Today.ca 93.3 THE RIVER 101.5 CITIZEN 94.9 GOAT 97.7 COUNTRY 97.7

RIDE, PARK, ENJOY!

FREE BIKE VALET

This free Bike Valet is proudly brought to you by the Downtown Prince George team, with funding provided by the BC Cycling Coalition and the BC Ministry of Transportation and Transit.

DOWNTOWN PRINCE GEORGE BC BIKE VALET BCCC

Special thanks to our community partners for helping make this service possible!

PRINCE GEORGE CITY OF PRINCE GEORGE Pattison Media VISTA Radio BigSteelBox BC CYCLING COALITION CIRCLE LOGIC GARAGE



Security Camera Pilot Program



- Downtown Prince George, Prince George Chamber of Commerce and the Mayor's Standing Committee on Public Safety are the champions behind the ask to the City of Prince George for funding to implement this Pilot Program.
- The funding will support the purchase, installation and monitoring of security cameras aimed at reducing or limiting criminal activity that affects the business community.
- The goal is to enhance the overall safety and security of the community by reducing theft, vandalism, and harassment through strategic surveillance and intervention.





DOWNTOWN
**PRINCE
GEORGE**

THANK YOU!