



DOWNTOWN PRINCE GEORGE 2020 ANNUAL REPORT

2021-22 BOARD OF DIRECTORS

BOARD MEMBERS:	Representing	Position
Eoin Foley	Nancy O's/Betulla Burning/Birch & Boar	President
Dr. Reverend Bob Fillier	Trinity United Church	Vice-President
Derek Dougherty	Prince George - KPMG LLP (Canada)	Treasurer
Valerie Eberherr	Prince George – MNP LLP	Secretary
Kirk Gable	Metric Realty Developments Ltd.	Director-At-Large
Kim Hayhurst	The Makerie	Director-At-Large
John Kason	Fieldhouse Capital Management	Director-At-Large
Martin Krell	Dominion Lending/PG Farmer's Market	Director-At-Large
Darren Low	Ashley HomeStore	Director-At-Large
Jessica Righi	Integrus Credit Union	Director-At-Large
Shonda Shaw	F. Hausot Holdings Ltd.	Director-At-Large
Shirley Tiller	Ramada Hotel	Director-At-Large

2021-22 EX-OFFICIO DIRECTORS

EX-OFFICIO MEMBERS:	Representing	Position
Colin Carson	Tourism Prince George	Ex-Officio
Kathy Mckay	PG Chamber of Commerce	Ex-Officio
Melissa Barcellos	City of Prince George	Ex-Officio

2021 STAFF

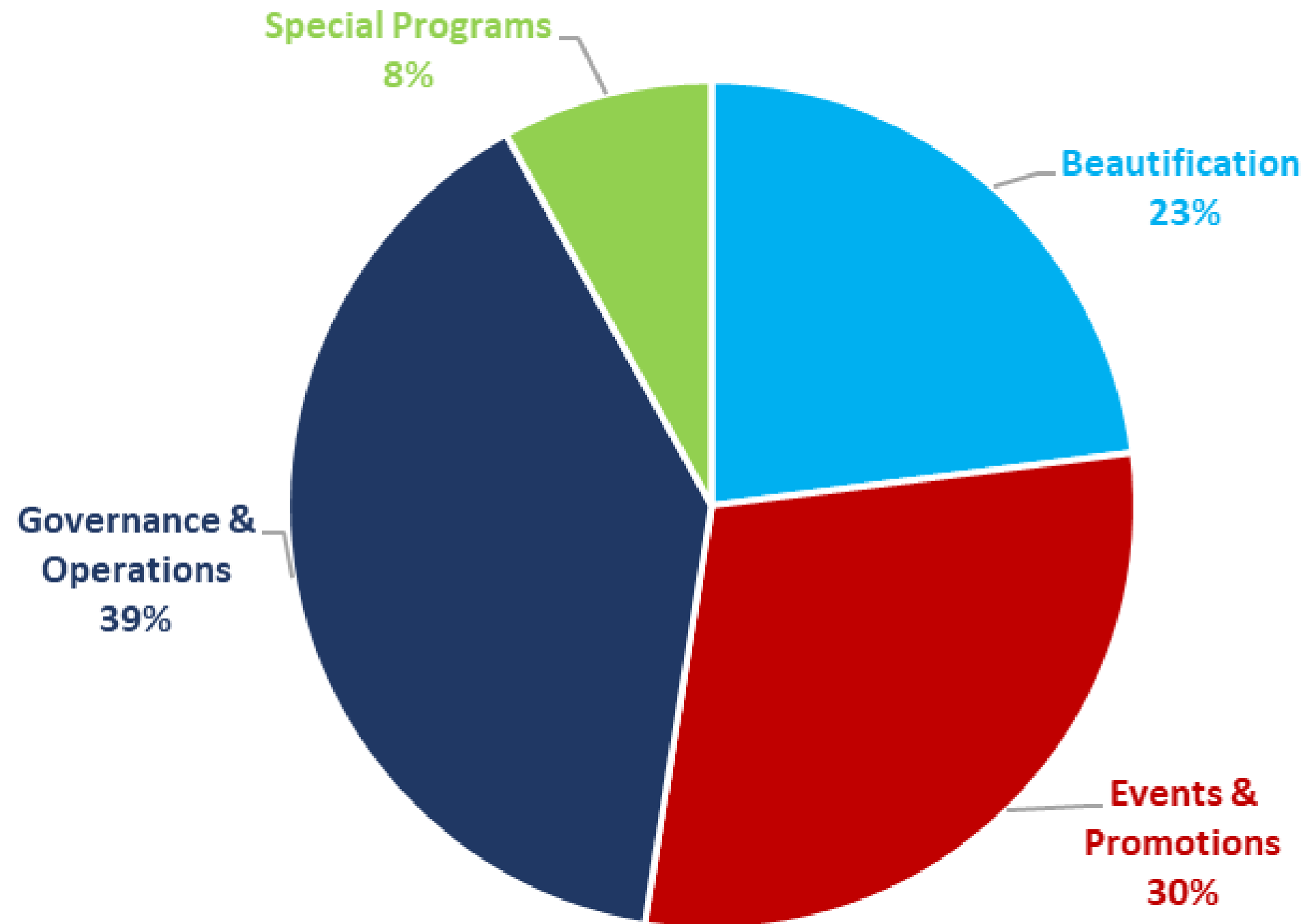
STAFF MEMBERS:	Status	Position
Colleen Van Mook	Full-time	Executive Director
Wendy Pollard	Part-time	Events & Promotions Coordinator
Katherine Anderson	Part-time	Operations Coordinator
Maria Paulson	Summer Student	Administrative Assistant



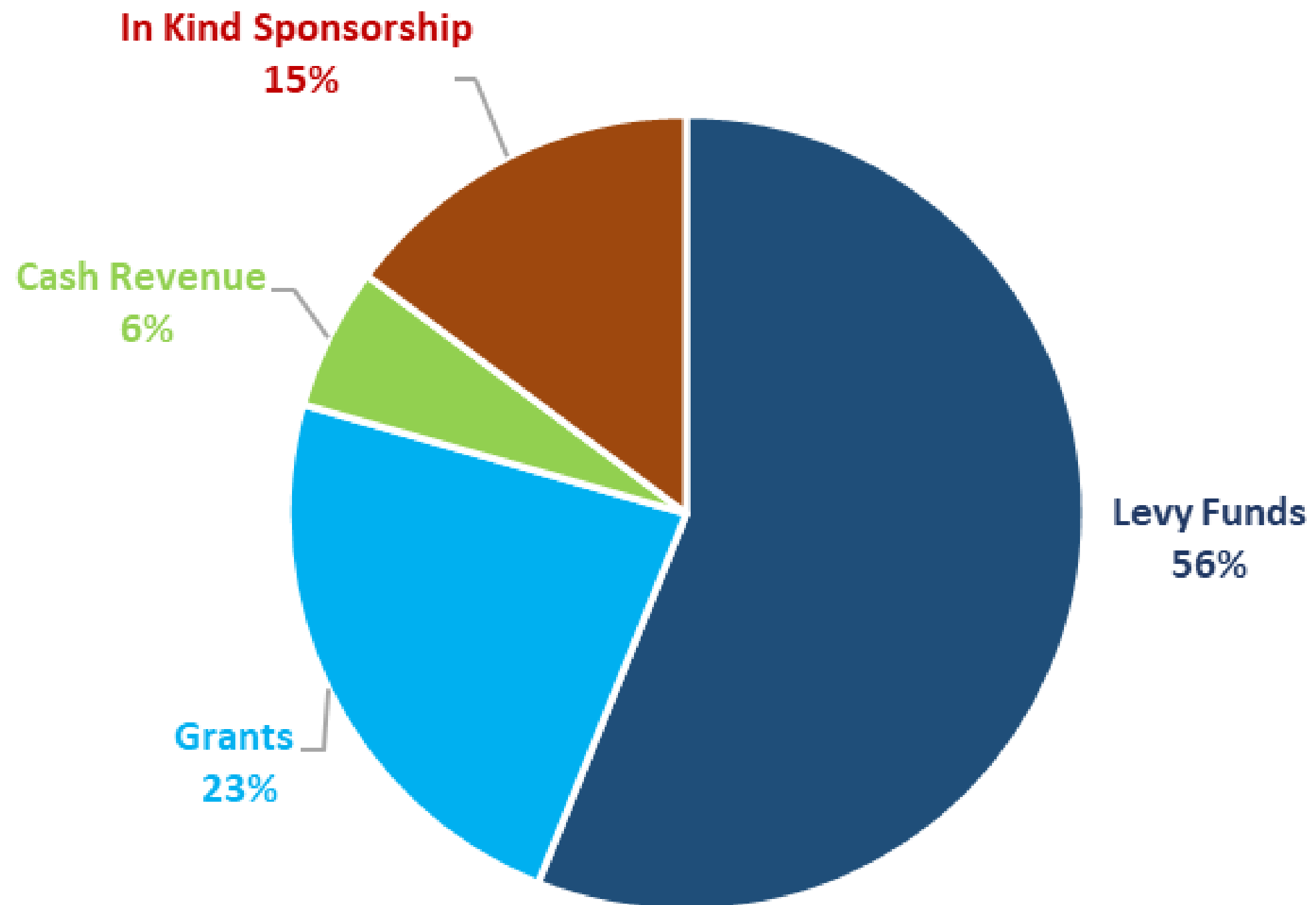


2020 REVIEW

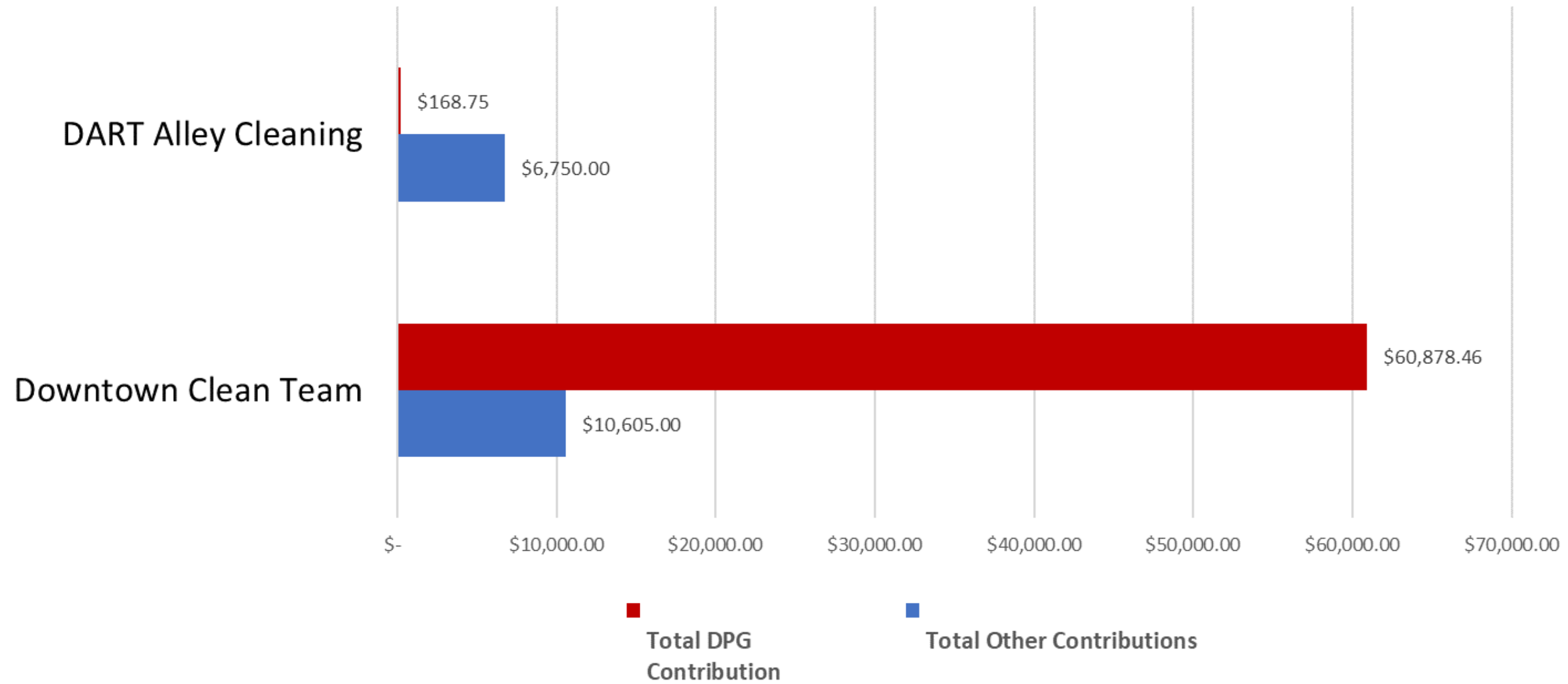
2020 Expenditures



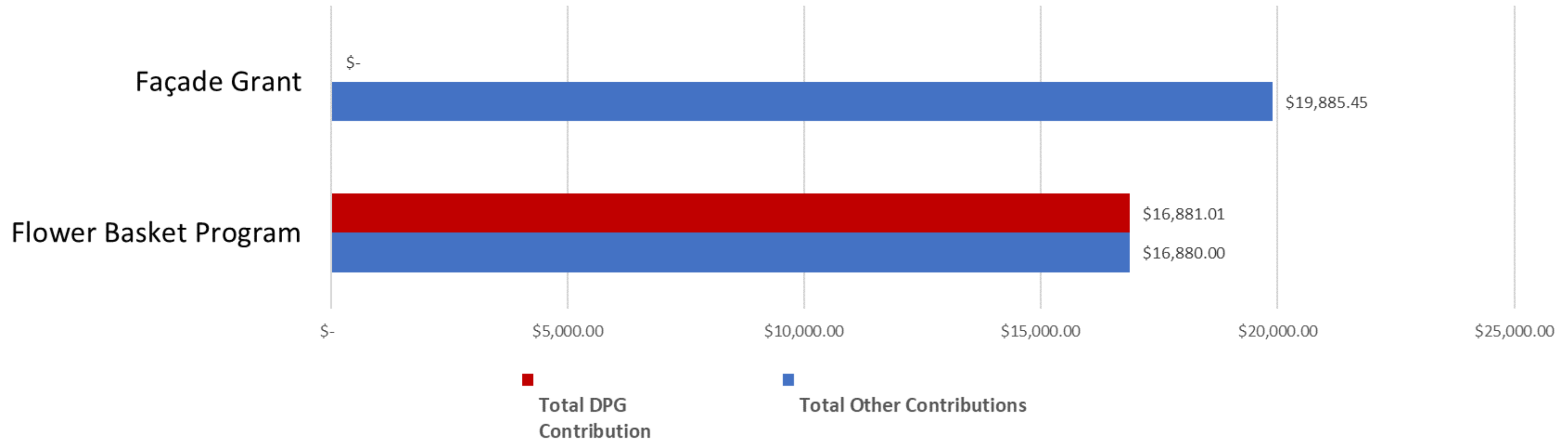
2020 Revenue Streams



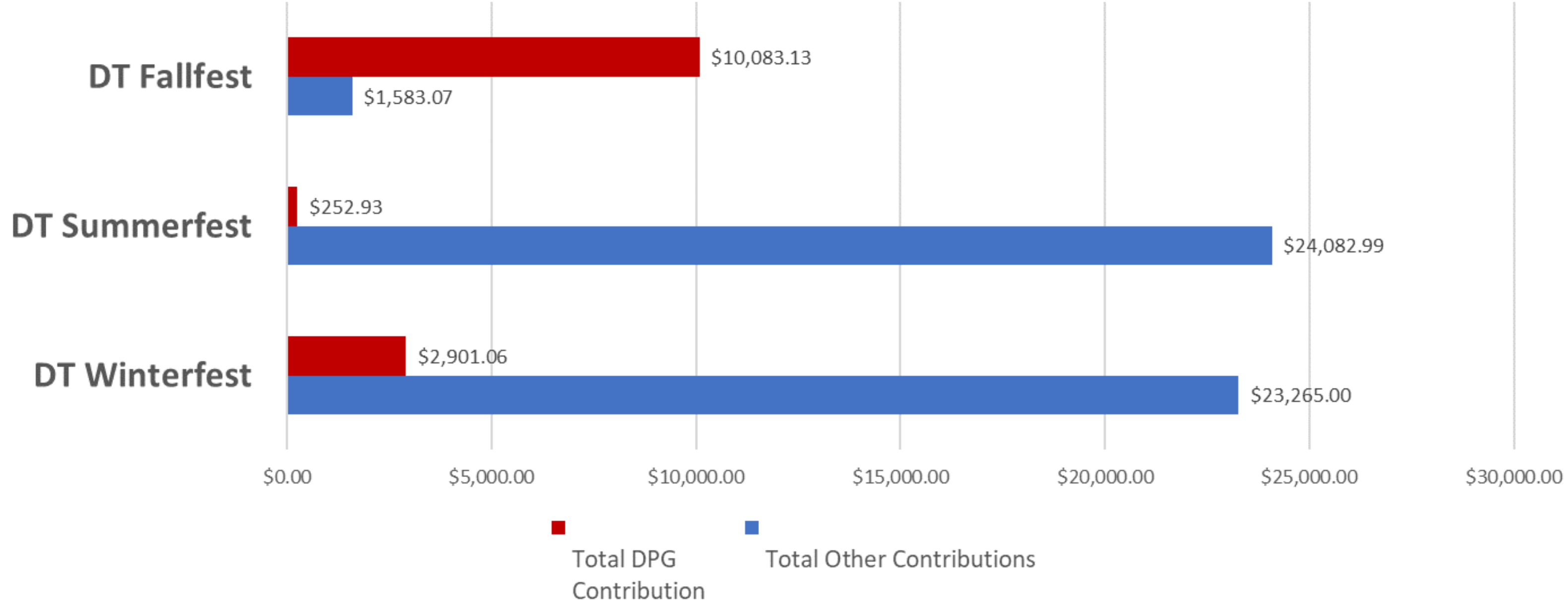
2020 SPECIAL PROGRAMS



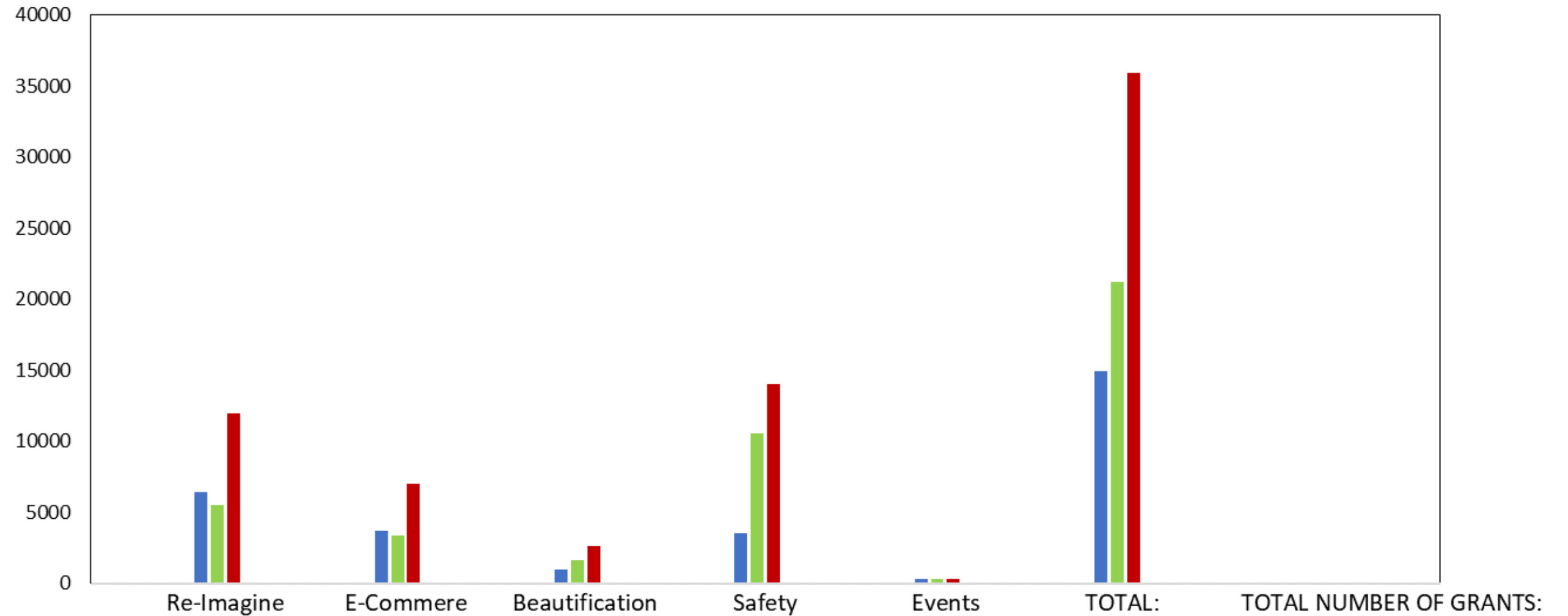
2020 SPECIAL PROGRAMS



2020 EVENTS

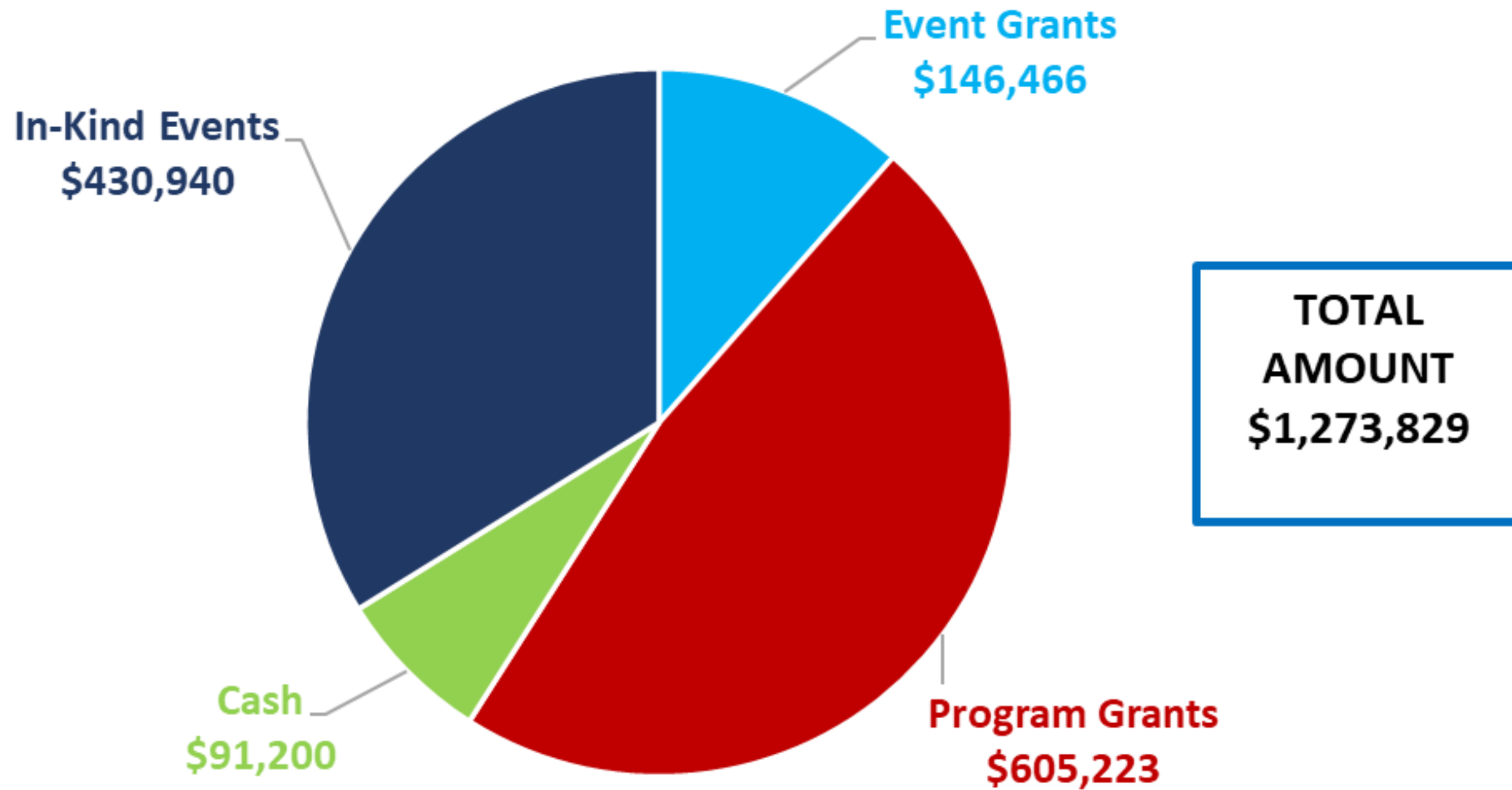


2020 MICRO GRANT SUMMARY



	Re-Imagine	E-Commere	Beautification	Safety	Events	TOTAL:	TOTAL NUMBER OF GRANTS:
■ 2020 Micro Grant Summary DPG Grant Remittances	\$6,452.00	\$3,695.00	\$1,000.00	\$3,500.00	\$294.00	\$14,941.00	
■ 2020 Micro Grant Summary Private Sector Investment	\$5,500.00	\$3,330.00	\$1,596.00	\$10,540.00	\$294.00	\$21,260.00	
■ 2020 Micro Grant Summary Total Value of Improvements	\$11,952.00	\$7,025.00	\$2,596.00	\$14,040.00	\$294.00	\$35,907.00	
■ 2020 Micro Grant Summary Number of Grants	14	8	2	7	1		32

DOWNTOWN PRINCE GEORGE SPONSORSHIP - 2016 - 2021





2021 PROGRAM HIGHLIGHTS

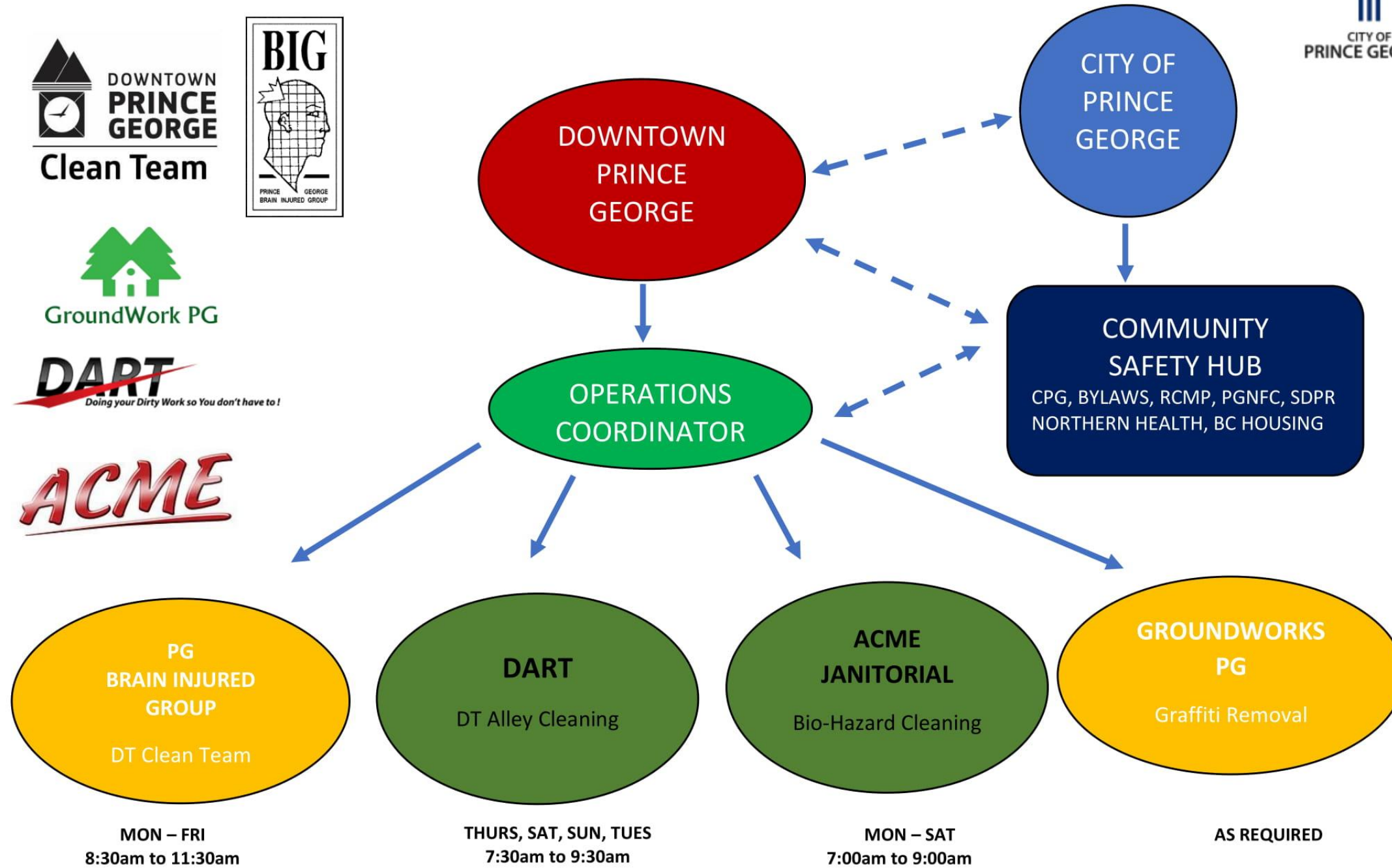
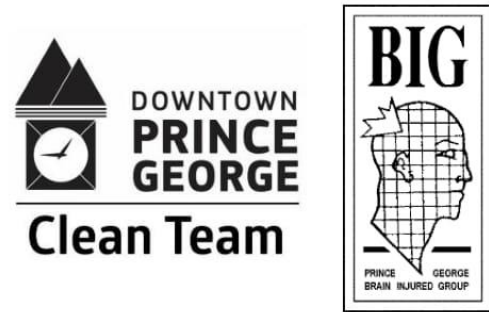
Downtown Prince George *Business Improvement Association* 2021 ACTIONS & INITIATIVES

Beautification	Events & Promotions	Business Development	Governance
<p>Facade Grants (City of PG)</p> <ul style="list-style-type: none"> • \$20,000 (25% - Max \$5,000) <p>Clean Team (PG BIG)</p> <ul style="list-style-type: none"> • 5 mornings – Mon - Fri <p>Alley Clean Team (DART)</p> <ul style="list-style-type: none"> • 5 mornings – Thurs - Mon <p>Hanging Flower Baskets</p> <ul style="list-style-type: none"> • 200 Hanging Baskets + 2 Large <p>Festival Lighting & Décor</p> <ul style="list-style-type: none"> • Maintain Current (3rd & George) • Additional Street Lighting (4th & 5th Avenues) <p>Graffiti Program</p> <ul style="list-style-type: none"> • Downtown Properties • PG Groundworks <p>Bio-Hazard Program (ACME Janitor Services)</p> <ul style="list-style-type: none"> • 6 mornings - Mon to Sat <p>Micro-Grants (\$500)</p> <ul style="list-style-type: none"> • Beautification Grant • Safety Grant <p>Banners – (City of PG)</p> <ul style="list-style-type: none"> • Update 2021 	<p>Winterfest (February)</p> <p>Summerfest (July)</p> <p>Fallfest (September)</p> <p>Plaid Friday (November)</p> <p>Love Downtown PG</p> <ul style="list-style-type: none"> • Support Local BC • Newsletter • Recruit New Businesses <p>Website/Social Media</p> <ul style="list-style-type: none"> • Update & Enhance • E-Commerce Added <p>Marketing Campaigns</p> <ul style="list-style-type: none"> • Downtown Guide • Business Profiles <p>Micro-Grants (\$500)</p> <ul style="list-style-type: none"> • Event Grant <p>Other Initiatives</p> <ul style="list-style-type: none"> • Support PG 	<p>Business Attraction & Retention (General)</p> <ul style="list-style-type: none"> • Promotions & Incentives • Business Engagement • Business Resources • Marketing Collaborations <p>Safety</p> <ul style="list-style-type: none"> • Select Committee on a Clean, Safe & Inclusive Community • Community Safety Hub <p>City of Prince George</p> <ul style="list-style-type: none"> • Downtown Cultural Plan • Economic Development Strategy • Downtown Strategy <p>COVID-19 Resiliency</p> <ul style="list-style-type: none"> • Support PG Partnership • Open for Business • Community Recovery Task Force – PG Chamber of Commerce <p>Micro-Grants (\$500)</p> <ul style="list-style-type: none"> • Re-Imagine Grant • E-Commerce Grant • Broken Windows 	<p>Non-profit Society</p> <ul style="list-style-type: none"> • 12 Board Members • Ex-Officio (CPG, TPG, PG Chamber) • AGM – June 9, 2021 <p>BIA Levy Bylaw</p> <p>Exp: March 31, 2025</p> <ul style="list-style-type: none"> • 200+ properties • 400+ business • 41 blocks <p>Funding</p> <ul style="list-style-type: none"> • Levy \$327,818 • Registrations • Grants • Sponsorship • In-Kind <p>Operations</p> <ul style="list-style-type: none"> • Finance & Administration • Board & Staff • Membership





DOWNTOWN PRINCE GEORGE CLEAN & SAFE DOWNTOWN



MON – FRI
8:30am to 11:30am

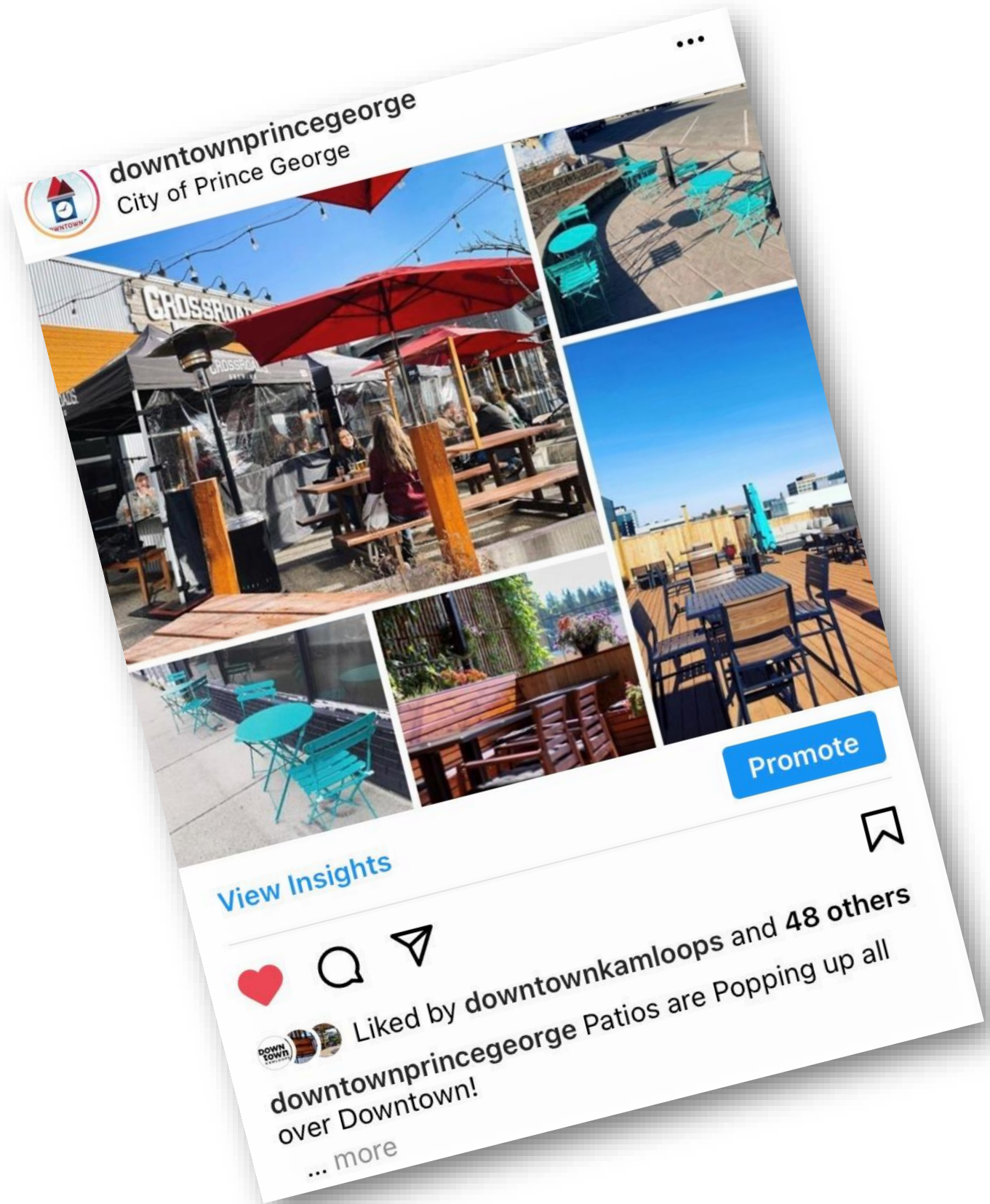
THURS, SAT, SUN, TUES
7:30am to 9:30am

MON – SAT
7:00am to 9:00am

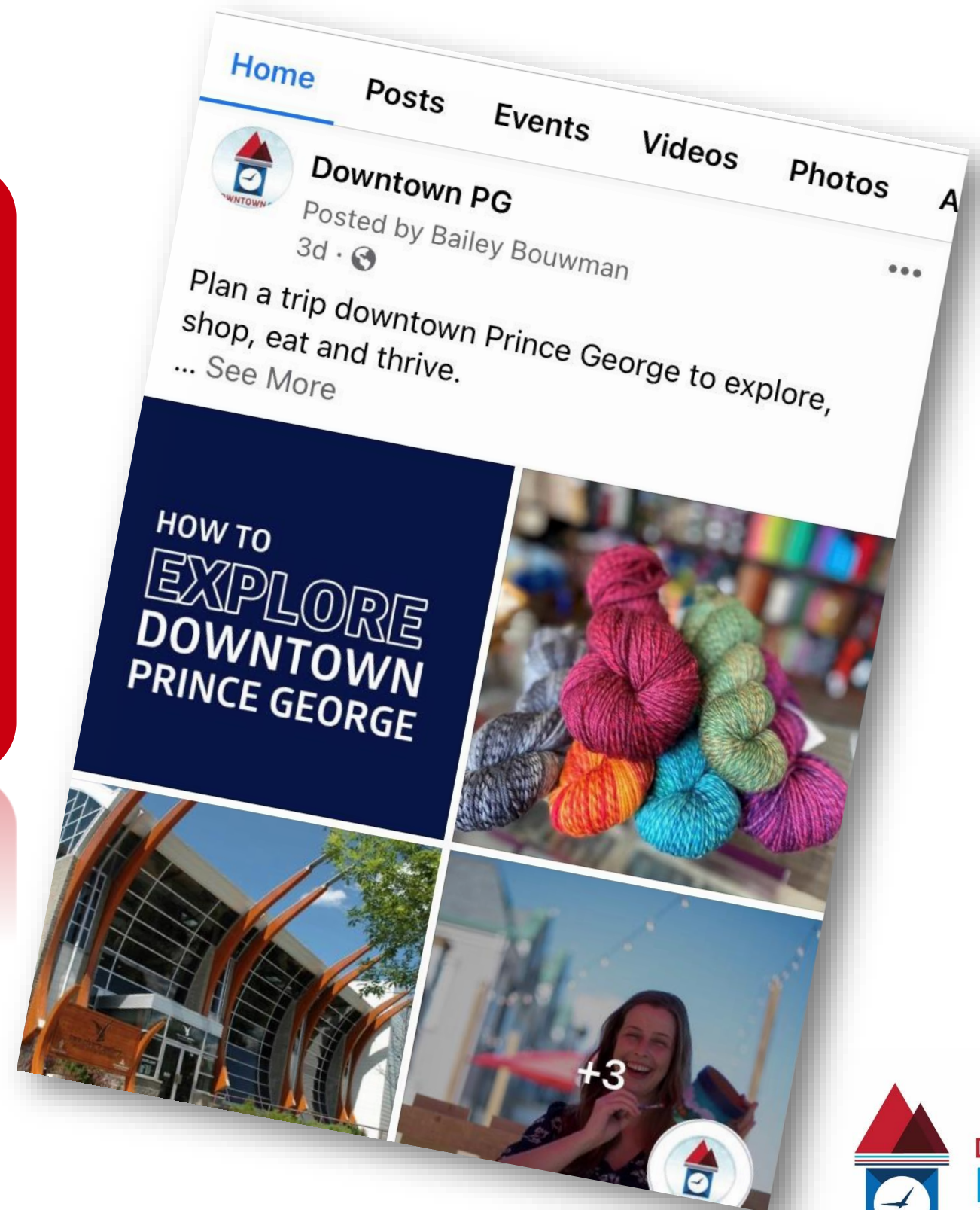
AS REQUIRED



2021 SOCIAL MEDIA



WHAT IS
LOVE
DOWNTOWN
PRINCE GEORGE?



2021 WEBSITE

Announcements Downtown Prince George Association Resources Contact

COMMUNITY BUSINESS

EAT SHOP EXPLORE THRIVE LOVE DOWNTOWN PG

COMMUNITY

Downtown Prince George brings a mixture of unique retail, culture, cuisine, entertainment, adventure and living to our downtown. Each and every business represents a fascinating journey... come on downtown see it for yourself.

EAT SHOP EXPLORE THRIVE

Announcements Downtown Prince George Association Resources Contact

COMMUNITY BUSINESS

PERFORM PROSPER PROMOTE PURSUE LOVE DOWNTOWN PG

BUSINESS

Downtown Prince George encourages, supports, and initiates projects that benefit our downtown. From providing training and networking for existing businesses to conducting research and projects that encourage new businesses to open, we strive to keep downtown Prince George strong and vibrant.

PERFORM PROSPER PROMOTE PURSUE

Recent Announcements

- Announcements: Donuts
- Announcements: Downtown Prince George Office
- Announcements: New Business Downtown (Daydream Donuts Café)
- Announcements: New Pool in Downtown Prince George
- Announcements: PATIOS OPEN DOWNTOWN

Upcoming Events

- Announcements: Downtown C1 Zone (June 6, 2021)
- Announcements: Love Downtown PG Newsletter (June 6, 2021)
- Announcements: Downtown Prince George's AGM (June 4, 2021)
- Announcements: New Business Downtown (June 2, 2021)

Recent Announcements

- Announcements: Downtown C1 Zone
- Announcements: HAPPY FATHERS DAY!
- Announcements: Downtown Prince George's AGM (June 4, 2021)
- Announcements: BC Announces Plans to Return to Normalcy (May 25, 2021)

Upcoming Events

- Announcements: Downtown C1 Zone (June 6, 2021)
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- Announcements: Downtown Prince George's AGM (June 4, 2021)
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THANK YOU