



Downtown Courtenay Business Improvement Association

Year in Review 2022-2023 Activities

Committee Updates

Marketing Committee

The Downtown Courtenay Website continues to be an information hub for our members and community. We monetized the site this year with online registration for Market Day and the Christmas Parade.

This committee was busy marketing Downtown during recovery from the Bridge Revitalization project and for special events. We continue our partnerships with 97.3 The Eagle Radio , C.V. Collective and The Record News online, in print news and in Trio Magazine.

In 2022 we featured a full page ad in the Musicfest program.

We sponsor a kids bike in the City of Courtenay Canada Day bike giveaway.

Marketing tips for you!

Tag us on Social Media @downtowncourtenay so we can share your content.

Get involved by liking sharing and following your DCBIA neighbours on their Instagram, TikTok and Facebook pages!

Facebook followers grew by 3%

Instagram followers grew by 17%

Tiktok followers grew by 115%



Events

We celebrated the 50th annual Market Day Street Fair, July 2022.

Another successful Moonlight and Magic event with a "Fire and Ice" theme kicked off the holiday shopping season in 2022, and the continuation of the Christmas Parade brought joy to the community.

Santa visited the Parade this year and held court for in-person family photos at Gladstone Brewing Co. afterwards.

Anyone can join the Task Force for each event !

Upcoming events:

- Market Day July 22, 2023**
- Moonlight and Magic November 2023**
- C.V. Christmas Parade December 2023**

Community Engagement Committee

We participate with local community groups as a collaborative partner. We stay current with local issues and maintain valuable connections by observing or participating when appropriate.

Third Party Events

- Comox Valley Farmer's Market (Saturday Morning Winter and Wednesday Afternoon Summer Markets)
- Canada Day Parade and Halloween Parade and Party (City of Courtenay)
- Spirit Walk and Women's Memorial March
- Island Taste Trail

Infrastructure Committee

The focus here is to ensure Downtown is looking its best! Projects include Street Pole Banners, Wayfinding, Public Art, and Placemaking. We work collaboratively with the City of Courtenay and our members to make sure Downtown is clean, safe, inviting, beautiful and accessible, with an eye on sustainable practices.



Safety and Security Committee

We work to establish and maintain a safe and thriving Downtown for our members and community. To achieve that goal, we work with community groups, R.C.M.P and stakeholders.

This committee was extremely active with a very limited budget of \$1000. We are grateful for support from the City and RCMP, as well as Comox Valley Transition Society.

- No Trespassing Sticker Program
- Resource at-a-glance printable
- The Morning Crew
- Footprints Security overnight security patrol
- GIS camera mapping program (City of Courtenay)
- LED Solar Motion Light grant (DCBIA)

Staff also met with political leaders at every level to advocate for the protection of small business in the current challenging community wellness climate.

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gordjohnsndp Thanks to Downtown Courtenay Business Improvement Association board member Sandra Viney and Executive Director Tracey Clarke for taking time to talk to me about community issues impacting the business community. Great also to join them for a walkabout to visit local businesses and see some of their local initiatives in action including the way finder project to promote small businesses and local history. Importantly, we talked about the toxic drug overdose crisis which is affecting the downtown core of Courtenay and all other communities in our riding. They believe federally funded compassionate supports for the homeless and those struggling with substance use disorder is urgently required. Congratulations to the Association for its excellent advocacy!

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Our Team:

Sandra Viney, President (Atlas Cafe)
Steve Stewart , Secretary (Edible Island)
Kristy Rowbotham, Treasurer (MNP)
Jordan Marshall (Hot Chocolates)
Daniel Sharratt (Gladstone Brewing Co.)
Heather Ney (C.V. Transition Society)
Kirsten Wood (Blue Spruce Ice Cream)
Sheila Toni (Sacred Earth Metaphysical)
George Ehler (C.V. Cannabis Co.)
Mayor Bob Wells (City Council Liaison)
Tracey Clarke, Executive Director

DCBIA Year in Review 2022-23 Page 4

Bylaw Amendment Information



Bylaw Review 2023

City of Courtenay Bylaw 2264

We embarked on a long research project to inform an amendment to our 28 year old bylaw.

Through funding contributions from the City and using some DCBIA savings, we contracted Urban Systems who worked throughout 2022 and 2023 and provided a 57 page report and draft bylaw.

Your Board of Directors spent many, many hours in consideration, workshopping with staff and the consultants, then researching best practices to develop the amendments we are putting forth for your vote today.

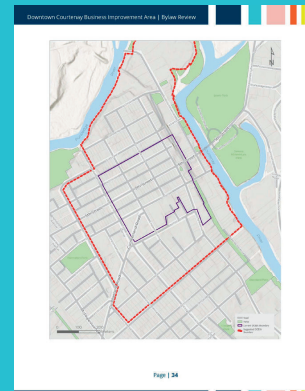
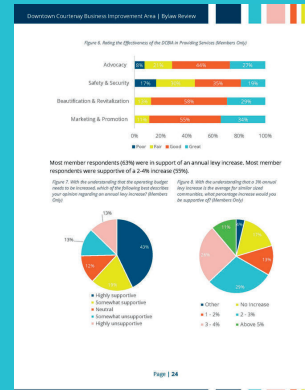
As it stands, the current bylaw does not contain a sunset or renewal clause. As well, it does not include an annual levy increase to ensure the annual operating budget keeps up with inflation or the cost of living. Therefore, the DCBIA has had the same operating budget for the last 28 years.

As such, the DCBIA's financial capacity to serve the community is increasingly limited. One examples of this is the ability to retain staff. With operating costs increasing every year, the DCBIA is limited in what they are able to pay an Executive Director. The DCBIA has had four Executive Directors within the last 5 years, with staff leaving for higher paid roles with more support.

Key Findings:

- A majority of member respondents to the survey had favorable views of DCBIA's existing services for beautification, revitalization, marketing, and promotion. A majority of survey respondents think the DCBIA's can do a better job at security, safety, and advocacy.
- Majority of current member respondents to the survey were supportive of an increase in operating budget.
- And majority of member respondents were supportive of an annual levy increase between 2% and 4%.
- Survey respondents indicated that they if they are going to be paying more, they expect higher levels of service.

With consideration of the support from survey respondents, a modest increase in the annual operating budget is recommended. The recommended annual operating budget would be at minimum \$120,000 with the current boundary and \$240,000 with an expanded boundary. To determine a budget, we recommend using the expanded service areas as a starting point. The DCBIA board will need to conduct a more fulsome budgeting exercise to determine where in that range they need to be, to increase to costs and service levels.



The DCBIA launched a virtual survey in August 2022. The survey was available until February for both property owners and business owners that are located in the Downtown Courtenay area. This included both current members and businesses outside the current boundary. The survey received a 24% response rate.