



DOWNTOWN NANAIMO BIA

**2014- 2017  
Strategic Priorities and  
Activities Plan**

# OVERVIEW

- DNBIA Vision
- Organizational Structure
- Community Partnerships
- Volunteers
- Accomplishments
- Priorities
- Projects
- Funding



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## DNBIA VISION

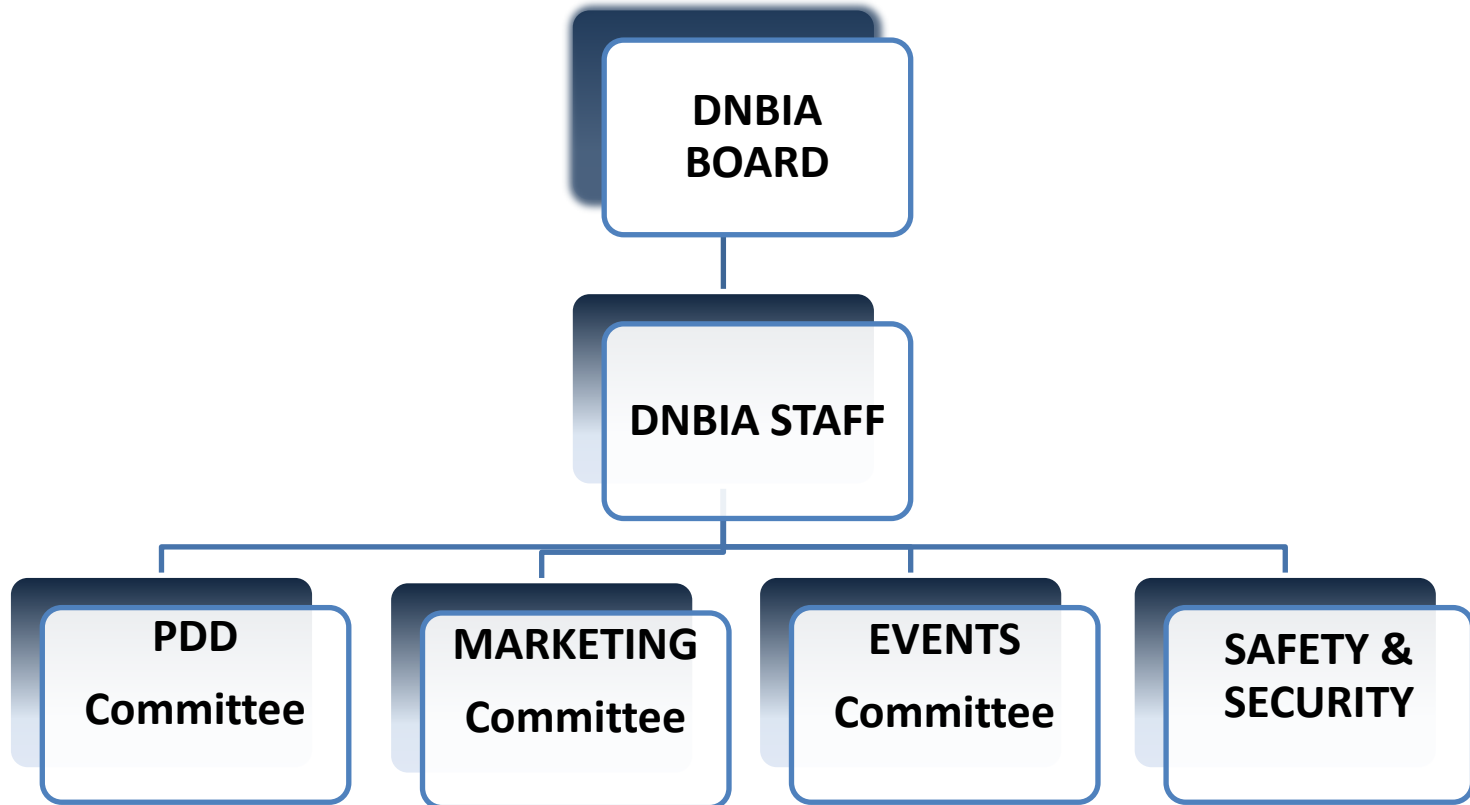
“The Downtown Nanaimo Business Improvement Association, through long term planning, will support businesses and preserve traditional downtown values. Working with our strong community partners we will focus on membership driven programs in the areas of advocacy, public safety, beautification, marketing and events. “



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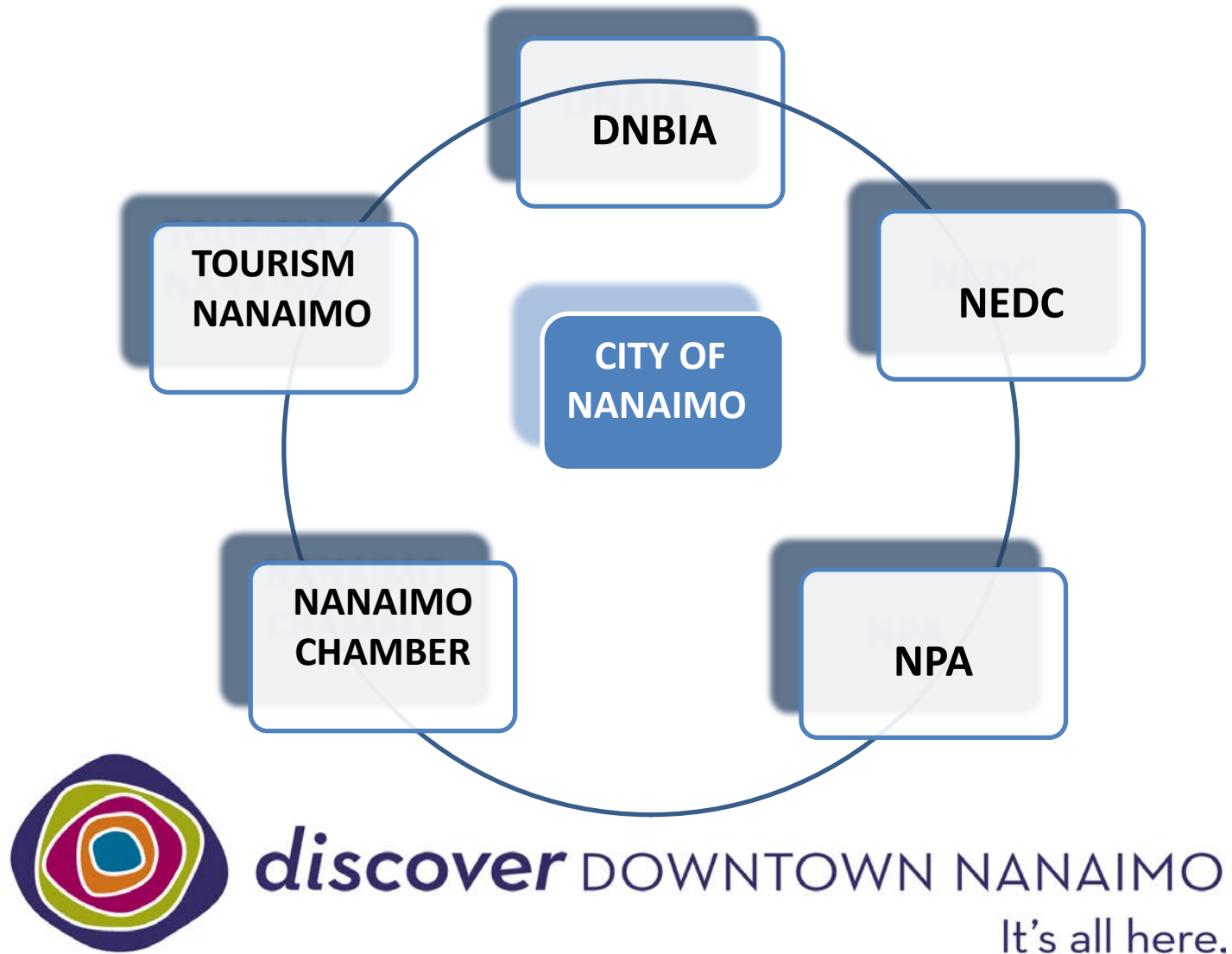
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# ORGANIZATIONAL STRUCTURE



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# COMMUNITY PARTNERSHIPS



# 2014 ACCOMPLISHMENTS

- Canadian Urban Institute National “Brownie” Award for Terminal Ave Project
- Area Wide Designation for Terminal Avenue Project
- 1 Year Pilot Project – Free Evening and Weekend Parking Downtown
- 7 Signature Events – All Growing in Attendance Numbers and Popularity
- New Life to Nanaimo’s Christmas Parade
- Downtown Evening Market Pilot Project
- Opened up 2 Areas as Public Space - China Steps/Lois Lane & Cappy Yates Park
- OCQA/DNBIA Relationship Integration



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# 2014-2017 STRATEGIC PRIORITIES

1. Nurture Positive Perception of Downtown Nanaimo
2. Increase Awareness of Surrounding Businesses & Amenities
3. Create Positive Environment for Future Downtown Commercial & Residential Developments
4. Support & Enhance Safety, Security & Parking Downtown



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# MEMBER PROGRAMMING

- Façade Grants 1, 3
- Broken Glass Repairs 1, 4
- Graffiti Removals 1, 4
- Diana Krall Plaza & Live Site Screen Administration 1, 2, 3, 4
- Community Event Kit Program Administration 1, 2, 3, 4
- Coop Marketing Program 1, 2, 3
- Downtown Awareness Marketing Campaigns (Parking, Retail & Services, Holiday & Events) 1, 2, 3
- Event Sponsorship Program 1, 2
- Tree Light Maintenance 1, 4
- Member Communications & Networking 1, 2, 3, 4
- 7 Signature Downtown Events 1, 2, 3, 4



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## 2015 PROJECTS – LOOKING AHEAD

- Drinking Water Exemption Application Process 1, 3
- Bike Rack Installation 1, 4
- Night Market Development 2, 3
- Parklette Project 1, 2, 4
- Public Portable Stage 1, 3
- Public Space Development 1, 2, 3, 4



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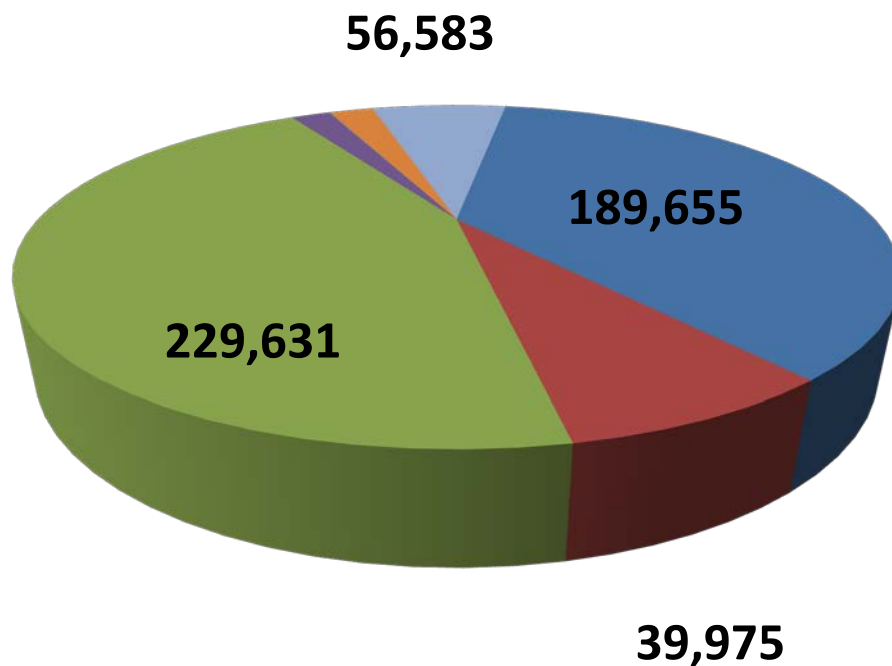
# VOLUNTEERS

- Board & Committee 1025hrs
- Special Event Volunteers 1333hrs
- Total 2358hrs
- **Approximate Value.....50,000**



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## 2015 FUNDING – 515,845

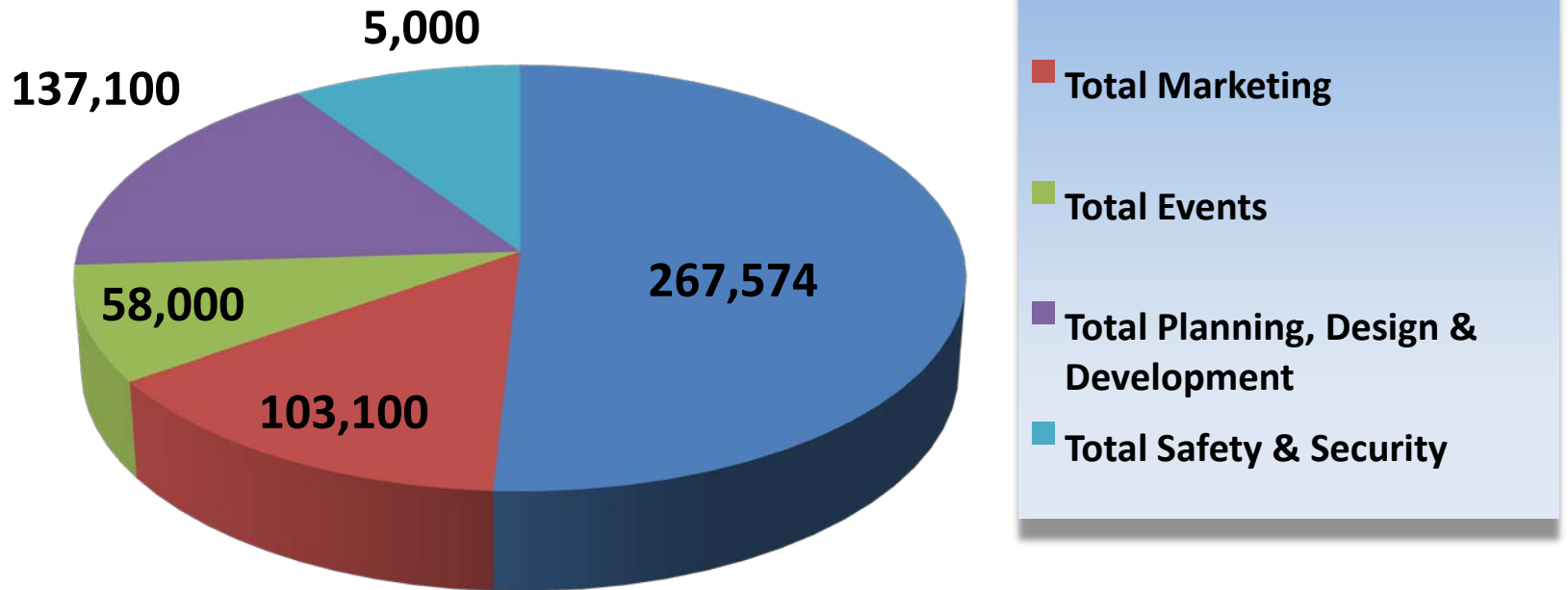


- BIA 1 Contributions
- BIA 2 Contributions
- City of Nanaimo Matching Grant
- MEC Enterprise Income
- Interest Revenue
- Gifts in Kind
- Streetscape Matching Grant Funding



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# 2015 OPERATING BUDGET



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Thank you for your Support!



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