



Bylaw Levy Renewal

Presented by

Roberta Bowman,
Executive Director, DNBA

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www.downtownnanaimo.ca

Who We Are

We are the collective voice for downtown businesses and property owners. Mandated through the levy bylaw, our mission is to:

- Strengthen the Local Economy
- Enhance Downtown Vibrancy
- Advocate on Behalf of Businesses
- Deliver Community-Building Events and Initiatives

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Who We Are

Marketing and Promotion: Position downtown Nanaimo as a premier destination for shopping, dining, culture, and entertainment through:

- Strategic digital, print, and radio campaigns
- Business spotlights and storytelling to showcase local character
- Engagement that attracts visitors, newcomers, and residents
- Initiatives that drive economic activity and support local businesses

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Achievements

- Signature, annual events have drawn shoppers, families, and tourists downtown
- Special activations for holidays and summer months have increased foot traffic and showcased the character of downtown
- Events downtown have positively effected local businesses and vendors, with trackable sales stats and online engagement.
- Annual events see an increased level of attendance year over year, with more interest from the local community for involvement.



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Achievements - Advocacy

Representing business interests to City Hall, MLA's, Ministers and to the MP and with community partners.

Our advocacy efforts focus on:

- **Business Support:** Helping local businesses access resources, programs, and connections to thrive in the downtown economy.
- **Safety & Security:** Working with local law enforcement and social services to develop proactive solutions to safety concerns.
- **Economic Growth:** Promoting policies that encourage investment, support small businesses, and attract new ventures to downtown.
- **Community Voice:** Acting as a trusted representative to ensure business perspectives are included in community planning.

By staying actively involved, the DNBA ensures downtown Nanaimo has a strong, unified presence in decision-making spaces, creating lasting benefits for our businesses and the entire community.

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Achievements - Partnerships

Strong collaborations with local chambers, tourism partners, City initiatives, and with the community as a collective, to create initiatives which extend our borders while keeping those initiatives downtown.

- Window Decorating contest with ICF and OCQ
- Food Drive with Loaves and Fishes
- Clothing Drive with ICCS
- Charity tournaments and sports initiatives
- Conference support initiatives to drive visitors into downtown businesses
- Community events with Nanaimo Pride Society, and Fresh Start
- Business Association collaborations: Nanaimo Chamber of Commerce and Old City Quarter

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Achievements - Digital and Print Marketing

- DNBA has promoted downtown Nanaimo as a destination through social media, print and digital campaigns
- Updated online branding and web presence has increased the DNBA's reach to the local community
- Efforts have successfully reached tourists, newcomers, and residents, encouraging them to shop and dine downtown

Social media and online initiatives showcase businesses, and have encouraged locals and tourists to visit through:

- Promoting businesses that may not have a large budget for marketing
- Promoting events effectively to garnish a larger audience and reach
- Initializing professional-level design and advertising execution

Print marketing initiatives such as coupon cards, magazines, flyers and posters provide an alternative to digital marketing that may not be accessible to some audiences.

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Strategic Vision for Moving Forward

Expand Vibrancy and Placemaking:

- More public art, enhanced lighting, and pedestrian-friendly spaces
- Seasonal décor that builds downtown's identity as a year-round destination
- Utilize public spaces more frequently and advocate for beautifying said spaces

Support and Retain Businesses:

- Continue to strengthen communication and engagement with business members
- Provide more resources and networking opportunities to support resilience and growth
- Meet regularly with business and property owners to strengthen voices
- Advocate for these voices so business owners feel heard and genuine, below-surface issues can be attempted to be solved.

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Strategic Vision for Moving Forward

Grow Events and Programming:

- Expand cultural programming and build upon successful events by introducing new, innovative themes that appeal to diverse demographics.
- Encourage collaboration between local artists, musicians, and businesses to create experiences unique to downtown Nanaimo.
- Support diverse, community-led initiatives to bring even more life downtown, driving both daytime and nighttime vibrancy.
- Leverage event data to refine strategies and maximize impact for businesses and participants.

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Strategic Vision for Moving Forward

Strategic Vision for Moving Forward:

- Work with City departments and community partners to address challenges such as safety, parking, and infrastructure through consistent communication and problem-solving initiatives.
- Push for policies that directly benefit the downtown business community, including tax incentives, and accessibility improvements.
- Provide a unified voice for downtown businesses to ensure they are represented in decisions affecting the future of the city.
- Regularly report back to members to maintain transparency and build trust within the community.

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Strategic Vision for Moving Forward

Market Downtown as a Destination:

- Invest in campaigns that showcase downtown as the heart of Nanaimo's arts and culture district, highlighting its unique offerings in food, retail, and entertainment.
- Create marketing strategies that promote both flagship events and everyday activities, driving steady foot traffic year-round.
- Encourage locals, newcomers, and tourists alike to make downtown their go-to spot for shopping, dining, and community experiences.
- Collaborate with tourism boards and media outlets to expand reach beyond Nanaimo to Vancouver Island and beyond.

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Financial Accountability

- Levy funds are invested directly back into the downtown core.
- Maintain transparent and responsible fiscal management with clear reporting for members and stakeholders.
- Demonstrate a direct link between levy spending and community benefit through measurable outcomes like event attendance, safety improvements, and marketing reach.

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Why Renewal Matters

- Renewal ensures sustained investment in downtown vibrancy and long-term growth.
- Provides continuity for events, advocacy, and marketing efforts that have proven successful year over year.
- Reinforces the City's and DNBA's shared commitment to creating a thriving downtown.
- Without renewal, Nanaimo risks losing its coordinated voice, community programming, and the momentum that has been built.

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A strong downtown is the heart of a strong Nanaimo

Thank you for your ongoing support and partnership Questions & Discussion
Downtown Nanaimo Business Association

October 2025

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