



# Quesnel Downtown Association Renewal 2021 – 2023



Walk! Talk! Shop!

## Executive Summary

Quesnel has the most beautiful downtown core in rural British Columbia. This hasn't happened through chance or fate, it has come as a result of the Quesnel Downtown Association (QDA), business and property owners working in partnership with the City of Quesnel and funding agents to realize the mission of the association.

This past year has presented many challenges to everyone in Quesnel. In the midst of this, the QDA has undergone a full rebranding. This has included a re-thinking of how we market our downtown and our wide variety of services.

You may have seen our new banners, hanging on the new light poles of Reid Street, as well as our new tagline: Walk! Talk! Shop!

The QDA is changing how we market, focusing more on Social Media. We have broken up the year into monthly themes to be able to promote *all* our downtown businesses.

We want to focus on the fact that Downtown Quesnel is the place to go for everything!



## What is a Business Improvement Area?

Business Associations have been established in communities across British Columbia as a way of bringing businesspeople together, creating reserve funds and working to make their own corner of the city/town/community more attractive and more successful.

A Business Improvement Area (BIA) is a system that allows property owners and business owners, in a defined geographical area, to pool their efforts for marketing, planning and management activities that can improve the business area. Quesnel has three business areas, covering more than 75% of the total businesses in the City of Quesnel. Downtown Quesnel businesses contribute a total of \$67,000 annually to the budget of the QDA. Further funds are generated through grant applications and partnership with the City of Quesnel.



## QDA Board of Directors 2021/2022

President:	Mike Briggs	Panago Pizza
Treasurer:	Mel Wilson	Integris Credit Union
Promo Committee:	Donna Jacobsen	Spa Rivier
Previous President:	Sandra Lewis	AC&D Insurance
Directors At Large:	Teresa Smith	Circle S Western Wear
	Mitch Vik	K-Max Games & Video
	Tracey Roberts	Quesnel Observer
	Gilbert Schotel	Big Country Printers
	Vera Bishop	The Outlaw Clothing Company
	Brett Roberts	Willis Harper Home Hardware
	Matthew Magglio	Willis Harper Home Hardware
	Rennea Cotterill-Briggs	Panago Pizza
	Richelle Black	The Barber Shop
Office Manager:	Erica Lahoda	
Council Representative:	Martin Runge	

## Our Yearly Events

- Shore to Shore Dinner on the Bridge: the QDA has partnered with West Quesnel on this unique new event we hope to make a yearly thing, featuring one of the most recognizable landmarks in Quesnel
- Gold Dust Mall: a yearly event coinciding with Billy Barker Days, Quesnel's most popular event.
- Art Walk: this was a new annual event, which we partnered with the Quesnel & District Community Arts Council and Quesnel Art Gallery
- Halloween Treat Trail: Each Halloween from 2pm to 5pm, trick or treaters can visit our downtown stores to trick or treat while it's still light out!
- Moonlight Madness: a pre-Christmas sale event, where downtown stores stay open late, on the Friday before Black Friday, to allow shoppers to get in on some great deals. Downtown businesses donate to 3 prize baskets that we give away to 3 lucky shoppers at the end of the night
- Santa Extravaganza: Held on the first Saturday of December, this is a great family event where kids can play some games, maybe roast a marshmallow, and meet Santa & Mrs Claus

## Marketing

- Maintain part time office in downtown core with part time staff.
- Actively market the downtown to the local community and tourist.
- Created more content for our social media including Meet the Merchant videos and updated photos of our downtown.
- Brand new Christmas lights for downtown, donating old lights to Wells.
- Partnered with the City on the Alive After 5, to bring live music to our stage on Spirit Square, which saw an update to the Stage as well as the Spirit Centre building.
- Participate in local and regional marketing efforts, including advertising in the CJ Directory Travel Guide



- Rebuilt our website, to maintain a complete business directory of our downtown and keep the information up to date
- Shared our office with the North Cariboo Seniors Council

## Lobbying & Advocating

- Lobby local, provincial and federal governments for the needs of businesses in the downtown area.
- Working with ByLaw enforcement on communicating to our members, as well as raising any concerns about safety.
- Participated in regular meetings with the City, ByLaw, RCMP, Seasons House and Northern Health to discuss the issues facing downtown.
- Participate in annual provincial conference for business improvement areas.
- Participated in discussions with the city on lobbying for the Quesnel ByPass.



## Mission Statement

To enhance the Quesnel Downtown beautification and business development.

## Vision Statement

Our vision for Downtown Quesnel is one of prosperity with all current businesses remaining viable and the addition of complementary new businesses.



## Goals and Objectives 2021-2023

This Bylaw renewal for the Quesnel Downtown Association was purposefully chosen to be short to allow us time to discuss what directions we would like to take the downtown with our new branding and new visions.

Once we have had time to examine where we would like to take Downtown Quesnel, at the next renewal, we will have a brand new strategic plan to share.