

Meet Downtown Penticton BIA

What is a BIA?

BIAs typically develop and undertake programs to improve and beautify the Improvement Area, promote the districts and businesses, bring customers to the downtown, stimulate the economy, and support the community. These programs can include physical improvements, events and activities, promotional activities, art projects, advisory and advocacy, safety, and member communications.

These programs aim to keep the BIA area foremost in the public's mind as an attractive, pleasant place to shop, be entertained, work, and live.

For many BIA's, the community's social well-being is paramount. Creating programs that deal specifically with homelessness, graffiti removal, crime prevention, and safety is becoming a significant part of BIA's strategic planning.

What is a levy:

Initially formed in 1997, the Downtown Penticton BIA has been a community partner with the City of Penticton, working together to create a vibrant, exciting downtown. The DPBIA was created as a not-for-profit organization through a municipal bylaw which established all businesses within the DPBIA boundaries are automatically members. Funding for the DPBIA is through an annual special levy. The cost of a membership (levy) is calculated based on the commercial assessment.

Financial Report:

DPBIA, along with everyone else, is anticipating that 2022 will be the beginning of what is expected to be a long recovery after two years of lockdowns and disruptions. As a result, our budgets this year and moving forward for the next five years have been adjusted to include a substantial increase in our advertising and promotions with the aim to bring people back to the downtown. A busy and vibrant downtown is a reflection of the economy of the city, while busy streets are also safe streets.

The levy calculations include a 3.5% inflation factor on most operating expenses and estimates of the ongoing day-to-day expenses. The additional investment for the advertising and promotions will be approximately \$60,000 per year. The DPABIA team will be working with our members to help identify specific needs while we use our funds wisely and widely to take advantage of opportunities that a single entity could not afford to do.

Where we are today and looking ahead:

The DPBIA is the city of Penticton's only business improvement association. We are a non-profit that serves approximately 700 businesses and property owners in the downtown core area.

Our mission is to promote and advocate for the interests of businesses and property owners within the BIA boundaries, which contributes to the economic, cultural, and social fabric of the wider community and the City of Penticton. We benefit our members by:

- Marketing and Promotions – social media, Downtown branding, events, and civic events (Canada Day, BC Day, Music in Gyro Park, Block Parties)
- Street Enhancements – focus on cleanliness, safety, and a welcoming downtown
- Community Relations – engaged leader and partner in the community
- Economic Vibrancy – focus on business recruitment throughout our downtown streets
- Safety and Security – focus on cleanliness through the graffiti removal and reduction of crime and disorder through the Remote Guard Service
- Community Downtown Market – focus on bringing over 5000 people into the downtown to support businesses
- Fostering positive community and government partnerships
- Promoting revitalization and community development

Your Investment Working for You:

Graffiti Program:

- Over the past 5 years we have removed 6500 tags
- Swift graffiti removal is an important part of keeping our downtown clean and welcoming
- DPBIA & CoP both have online forms to report graffiti for your convenience
- Over 130 graffiti patrols completed in 2021
- Direct calls to DPA reporting graffiti

Remote Guard Service:

- Keep our community safe with a live camera monitoring
- Proactive approach to stop individuals from acting irresponsibly

- Camera features strobe light and two-way-voice so the guard can activate the strobe and advise individuals to move along
- Helps reduce unwanted activities

Marketing & Promotions:

Pattison Sign Digital Board – Located on Highway 97, Breezeway Project, Back 2 School Giveaway, Explore Downtown Holiday Campaign, Shop Where Your Heart Is, Keep the Heart Pumping, Hidden in Plain Sight, Wellness Minute Video Contest, About Love Giveaway, Online Marketplace, Walk thru videos of downtown businesses, Take-Out to Help-Out/ Work-Out to Help-Out, Gift Guides , Free Parking Downtown during December, Ads in the newspaper, Radio Ads, DPBIA Commercials:

<https://drive.google.com/drive/folders/1cdSycYTOI3LnmF4LV0Njd400JxK92kfr?usp=sharing>

Community Market & Events:

After a pause in our events for the past two years. We are excited to bring back our popular community events, such as.

May 7 – September 24, 2022 Downtown Community Market

Penticton's Downtown Community Market runs for 21 weeks, each Saturday morning – usually starting early in May and ending at the end of September. The market is the biggest of its kind in the Okanagan, spanning multiple blocks in the downtown core.

Each season Penticton's regular market-goers and visitors alike are delighted with the hundreds of vendors who feature handmade goods including clothing, food and jewellery, collectibles, antiques and furniture, as well as the weekly food vendors, live music and entertainment that combine to create a fabulous downtown vibe.

July 1, 2022 Canada Day

We're planning a birthday party, Penticton, and everyone's invited. Join the festivities in Gyro Park on Friday, July 1, 2022, as we celebrate Canada's birthday in style. There's a full day of activities, live entertainment, vendors, and much more.

July 8 – August 26, 2022 Music in the Park

Music in the Park is a place where one can enjoy the exceptional talent of Okanagan artists as they perform on stage at Gyro Park Friday, from 5:00 pm to 7:00 pm during summer!

August 1, 2022 **BC Day**

Looking for BC Day festivities happening Monday, August 1, 2022? You'll find lots to if you head downtown between 10 am and 4 pm.

Gyro Park is being transformed into a family fun zone with live entertainment, activities, and much more. Market vendors and food trucks will be available for your enjoyment as well.

August 3, 2022 **Peach Bin Races – Peachfest Kick-Off**

Peach Bin Races kicks off Penticton's Annual Peach Festival. Spectators are invited to line the sidewalks along Main Street's 100 Block on Wednesday, August 3, 2022, to cheer for the teams competing in this year's peach bin races.

August 4, 2022 **Chill'n 4 Summer**

Chill'n 4 Summer is a shopping, sipping and sampling extravaganza held during Penticton's Peach Festival the evening of Thursday, August 4, 2022.

November 2022 **Tree Light Up Festival and Open House**

Tree Light Up Festival is a free family fun community event held to welcome the holiday season. On Thursday, November, in Nanaimo Square and the 200, 300 Block of Main Street, you will find live entertainment, activities for all ages, food, shopping, Santa, plus we the light-up Penticton's largest tree in the downtown core! This evening is a great opportunity to start your Christmas shopping. Many downtown businesses will have extended hours as part of the evening's ***Downtown Open House***.

Two block party events, unscheduled and attended over the season.

Events and Promotions from 2017- 2021

DPBIA provides unique networking opportunities, access to marketing campaigns to help businesses succeed, hosts annual events, enables member sharing through electronic newsletters and in social media coverage.

Here is a list of events, promotions, marketing, and safety services DPBIA has provided over the past five years.

Events:

- 24 Days of Christmas
- IN 90 MINUTES Dine + Discuss Lunchtime Events
- Rock the Sun
- Nightmare on Front Street
- Live @ Lunch
- Santa Parade
- BC Day
- Canada Day
- Chill'n 4 Summer
- Peach Bin Races
- Ellis on the Rise
- 300 Block Party
- Circus de Soleil Scavenger Hunt
- Christmas Tree Light Up/ Open House
- Foodtopia
- Golf Tournament
- Mardi Gras on Martin Street
- Summertime Evening Market
- Community Market
- Easter Scavenger Hunt
- Holiday Window Contest
- Hello Summer
- AGM
- Chalk Art Competition

Safety:

- 200 Block Revitalization – Communication Contract

- 300 Block Revitalization – Communication Contract
- 200 Block Laneway Upgrade – Electrical Service Upgrade – Communication Contract
- COVID-19 Work Safe BC Assistance to Businesses
- Remote Guard Service
- Graffiti Removal Program

Art:

- Breezeway Project
- Pop-Up Piano Project

Assisted With:

- Quilt Walk
- PeachFest
- Public Sculpture Exhibit
- Scotties Tournament of Hearts
- Shred It and Forget It
- Turn Down the Heat
- Art Appreciation Affair at Community Market
- Slide the City
- Penticton Art Walk
- Beach Cruise
- Walk to Bethlehem
- Banners committee
- 10-minute free parking

Marketing & Promotions:

- Back 2 School Giveaway
- Explore Downtown Holiday Campaign
- Shop Where Your Heart Is
- Back 2 School Giveaway
- Explore Downtown Holiday Campaign
- Shop Where Your Heart Is
- Keep the Heart Pumping
- Hidden in Plain Sight

- Wellness Minute Video Contest
- All About Love Giveaway
- Online Marketplace
- Walk thru videos of downtown businesses
- Take-Out to Help-Out/ Work-Out to Help-Out
- Gift Guides
- Free Parking Downtown during December
- Digital Board on the bypass
- Global TV Commercials

2022-2027 Strategic Plan Summary

The Downtown Penticton Business Improvement Association has identified many opportunities for the business district and believes that with the commitment and efforts of businesses and property owners, the DPBIA can:

- Improve property value through maintaining a vibrant downtown
- Increase area awareness through promotions, advertising and events
- Attract and retain unique and desirable businesses
- Provide a safe and pleasant environment for customers, businesses, residents and visitors
- Encourage merchants to be more environmentally aware (banning of plastic bags 2022)
- Continue to work with the City of Penticton to support downtown revitalization, redevelopment and downtown infrastructure
- Being responsive to the needs and expectations of stakeholders

With so many new and exciting businesses moving into our downtown over the past 5-years, downtown Penticton continues to be vibrant and vital. However, 2020 and 2021 were challenging with the onslaught of the pandemic.

The pandemic taught us many things. Among the lessons was a reminder about the strength in the community and the value of mutual support. The Downtown Penticton Business Improvement Association is more important than ever as it works with its members to rebuild and welcome back the community to shops, services, restaurants, and so much more...

If you want further information, please email info@downtownpenticton.org