



2021 Annual Report

Mission

To enhance our dynamic and flourishing community, with downtown at its heart.

Values

We support our mission with the spirit of collaboration, integrity, and respect, and with a deep-seated sense of community.

Vision

As the heart of the Colourful Cariboo Culture, we will become a highly prosperous and socially desirable business, multicultural, and recreational destination.

2021 Highlights

March - hired new Executive Director

April - Williams Lake Takeout Passport
To support restaurants during Covid-19 restrictions, we offered \$10 off to customers who filled their passports.

July - "Find the Foxes" contest, with prizes of Paradise Cinemas passes and DWLBIA hats

August 14 to September 8 - Art Walk
31 artists were displayed at 30 downtown locations

September - Sprucelee Construction prepped our building for creation of a new mural in 2022.

October - installed new banners, signs, and kiosk to complete our grant from Northern Development Initiative Trust.

November to December - Downtown Williams Lake Coupon Booklets, with draw for \$500 shopping at any participating downtown businesses; Downtown Williams Lake window decorating contest; and Winter Lights Festival, with family-friendly activities hosted by downtown locations, ending with a carol sing and lighting of the Christmas tree at the BIA parking lot.

Report from the Executive Director

"The only constant in life is change." These wise words from Heraclitus were definitely proven correct in 2021. As we navigated the second year of the Covid-19 pandemic, rules & guidelines changed ... sometimes daily.

Business owners persevered through shutdowns, supply chain interruptions, staffing shortages, and disappearing highways. We learned new terminology like "heat dome" and "atmospheric river," and the word "unprecedented" was used so many times that it became meaningless. From record heat to record snowfalls, it was a year for the books.

Our office saw 100% turnover in staff from 2020 to 2021. I arrived in March, and with guidance from our amazing board of directors, exceptional former staff members, and some very generous and helpful downtown business owners, this past year has been a fantastic learning opportunity. Endless thanks to all of you.

In March, we received approval for a grant from Northern Development Initiative Trust to create or update signs, banners and a kiosk for Downtown Williams Lake. NDIT provided \$12,800 toward this project, with an additional \$5,000 contributed by City of Williams Lake. This means that Downtown Williams Lake leveraged \$5,500 of our levy funding into \$25,000 of downtown beautification.

Our main promotional events this year included Williams Lake Takeout Passports, Art Walk, and Winter Lights Festival. Sadly, not everything that we planned was able to happen, but we rolled with the punches and did our best.

Another wise man named Benjamin Franklin once said this: "When you are finished changing, you are finished."

Our downtown business owners have shown resilience, tenacity, creativity, and a willingness to adapt that is nothing short of amazing. We at Downtown Williams Lake will do our very best to continue to support and promote you.

Sherry Yonkman
Downtown Williams Lake Executive Director

Report from the Board Chair

"Adapt and overcome" are the words that come to mind when I think back on 2021. Despite changing regulations, rules, comfort levels, vaccine statuses, passports etc, our organization continued to make progress on our strategic plan by supporting and promoting as many of the downtown businesses as possible. It's hard enough planning events under normal circumstances, but when you mix in the extra uncertainty that we all experienced last year, things get tricky. Still, we were able to put on some excellent events and provide support for our stakeholders. Some projects were also completed such as the new wayfinding kiosks and additional digital content.

As a board, we continued our governance work for the organization and continued to build relationships with community partners. I would like to thank my fellow directors for their ability to adapt as well. On more than one occasion, meetings had to be changed from in person to Zoom with very short notice. We are all pretty much experts on the new technology (although I still sometimes forget to unmute myself.)

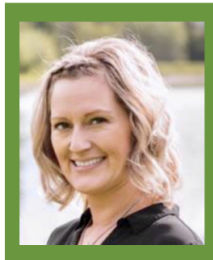
Lastly, I would like to thank the businesses of Downtown Williams Lake. Thank you for your resilience. Thank you for your generosity. Thank you for your ability to adapt and overcome. Williams Lake is a great place to live, and Downtown is a great place to be in business. As the masks come off – and hopefully stay off this time – I hope to see more smiling faces downtown as our businesses continue to thrive.

Ryan Brink
Downtown Williams Lake Chair

Board of Directors 2021



Ryan Brink
Board Chair



Jessie Lens
Vice Chair



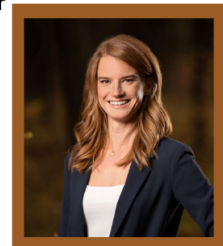
Angela Glover
Treasurer



Marcie Shand
Secretary

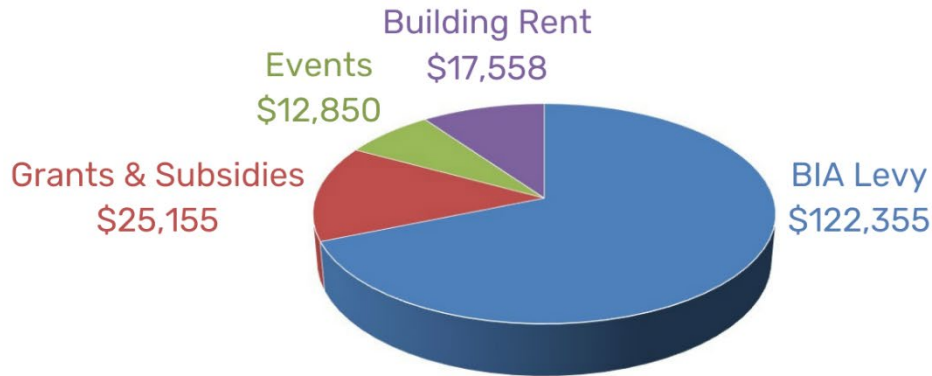


Dana Favel
Director



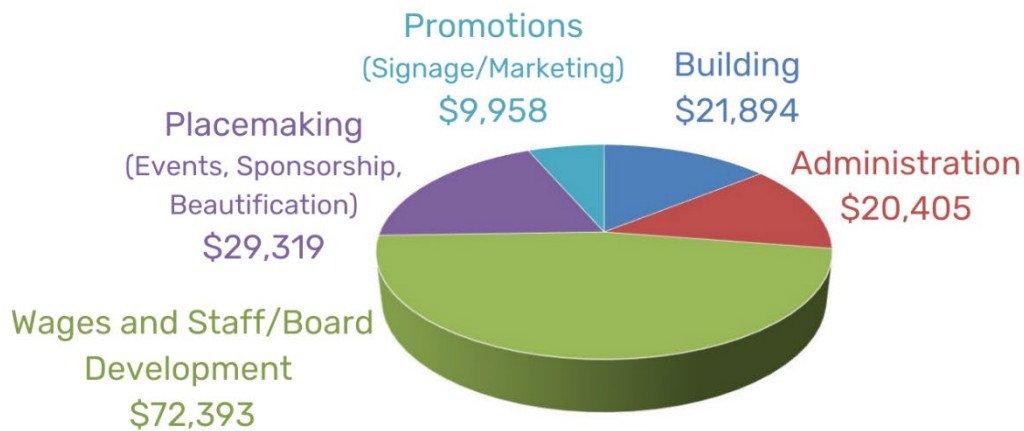
Alicia Spence
Director

2021 Income



Total Income = \$177,918

2021 Expenses



Total Expenses = \$153,969

Our Staff:

Executive Director - Sherry Yonkman
 2022 Event Coordinator - Kathie Vilkas
 2021 Event Coordinator - Leslie Mahar
 2021 Summer Assistant - Katie Edinger

Thank you to our 2021 partners



Northern Development
 Initiative Trust



City of
 Williams Lake