



**DOWN
TOWN**
WILLIAMS LAKE

Colourful
Cariboo
Culture.

2018 Annual Report & 2019 at a Glance

Mission

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

Vision

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

Values

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

2018 Highlights



Produced billboards, signage, and other advertising to direct traffic downtown (including RV).



Launched comprehensive digital promotions strategy including photos, video, social media, website, and newsletter using new brand.



Hosted Four Directions Festival, ArtWalk 2018, and Winter Lights Festival and sponsored events downtown including Trick R'Treat Downtown.



Received \$90,560 in grants, sponsorships, and support in order to leverage our members' fees.

Drafted new policies & procedures and undertook board governance training to advance organizational excellence.



Renewed our organization for 5 years via the Community Charter and Bylaw with the City of Williams Lake.



Worked on building meaningful relationships with relevant community partners and stakeholders.



Facilitated the creation of a new mural downtown.



Report from the Executive Director

What a year 2018 was for Downtown Williams Lake! Thanks to funding from the Province of BC's Rural Dividend program, we were able to begin the successful launch of our new brand. Vanessa Moberg came on as our Marketing Director to undertake this substantial task. She has been a phenomenal asset to our organization and we will be sad to lose her when her term is complete this spring.

You may have noticed an increased presence of our brand and our organization, in general, downtown. We have worked tirelessly to re-launch our organization with our new brand, re-structure our governance, strengthen relationships with community stakeholders, and increase the benefit of our small non-profit to our members.

Change brings opportunity but it is not without its challenges. As such, I would like to offer my thanks to our staff and volunteers in helping to navigate this hectic but rewarding year. We begin 2019 with renewed inspiration and passion for a dynamic, collaborative, and prosperous downtown.

As Michael Bloomberg said: "Progress is not inevitable, it's up to us to create it." We look forward to creating with you in 2019.

Stefanie Hendrickson

Report from the Chair

It has been a great pleasure to serve as Chair of the board of directors for Downtown Williams Lake for the past year. The end of 2018 leaves me with a sense of excitement and inspiration around the future of our downtown. It has been wonderful to see the passion of the business community to support our work in enhancing Downtown Williams Lake.

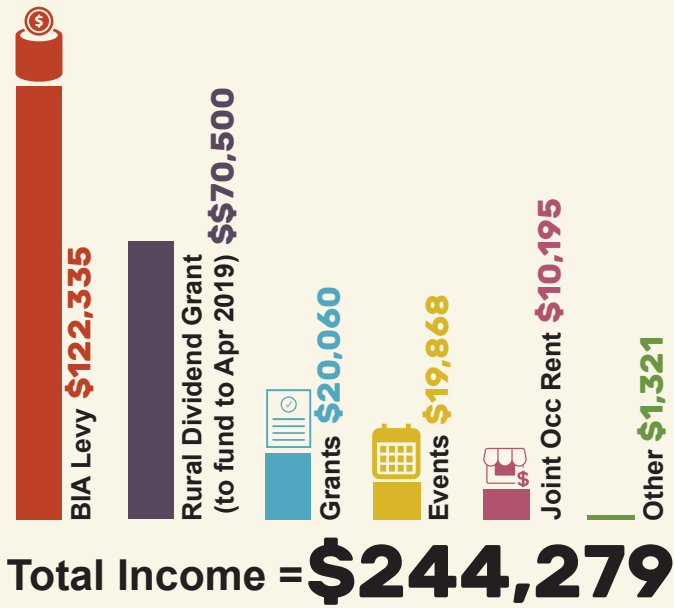
2018 saw the organization complete the move from an operational board of directors to a policy-governance board. New policy has been written and our operational staff has been empowered in working towards our strategic goals. I believe we have a strong foundation for our organization going forward.

In early 2018, the board of directors, at the time, and staff undertook a strategic planning process to guide our next 5 years. I am happy to report that the staff has made significant strides towards implementing this strategic plan and we are looking forward to another successful year in 2019.

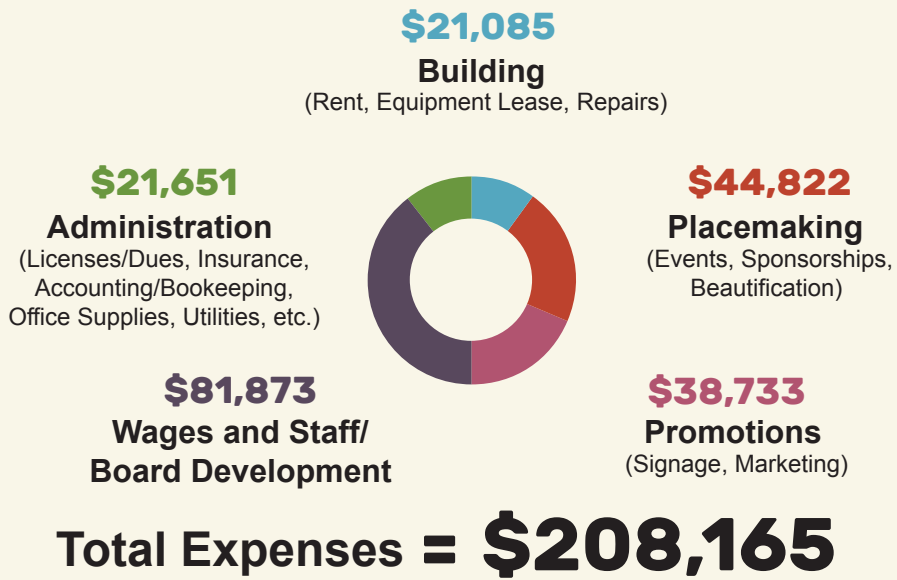
The board of directors and staff have truly come together as a strong team with clear and respectful communication, representing a variety of businesses and commercial properties within our membership area. Thank you to all of our members and people in the community who get involved with our downtown.

Dana Favel

2018 Income



2018 Expenses



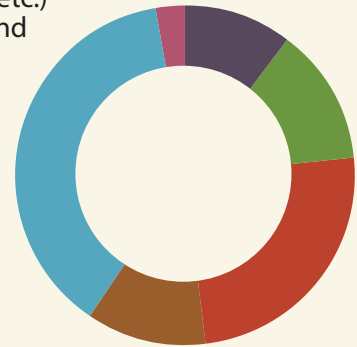
2019 at a Glance

- Continue implementation of action items from Strategic Plan and conduct AGM.
- Expand street banner program and update some downtown parks signage.
- Continue to research and apply for funding for projects and programs in order to supplement member fees.
- Produce and print a downtown tourism brochure for use at local and regional information centres and ferries into Bella Coola (pending permission).
- Create new website and downtown app and launch via an advertising campaign.
- Hire a year-round, part-time Events Coordinator to plan annual events including Spring Into Downtown (new for 2019!), Downtown Williams Lake Art Walk, and Winter Lights.
- Collaborate with City of Williams Lake and other community partners regarding downtown revitalization and economic development.
- Facilitate the creation of another downtown mural.

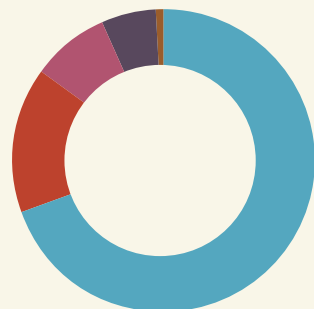
2019 Budget (Projected Expenses)

- \$20,225 - Administration (Licenses/Dues, Insurance, Accounting/Bookkeeping, Office Supplies, etc.)
- \$25,200 - Building (Rent, Equipment Lease, Repairs, Utilities, etc...)
- \$48,250 - Placemaking (Events, Sponsorships, Beautification, etc.)
- \$22,000 - Promotions (Marketing, Signage, etc.)
- \$73,500 - Wages and Staff/Board Training and Travel
- \$5,000 - Contingency

\$194,175



2019 Budget (Projected Income)



- BIA Levy - \$122,335
 - Other Grants - \$26,970
 - Events - \$15,000
 - Rent - \$10,000
 - Other - \$1,220
- \$175,525**

Downtown Williams Lake Business Improvement Association 2018-2023 Strategic Plan



Revitalization

Long-term Goals (10 year)

Downtown sees increased foot traffic through improved walkability and accessibility, beautification, way finding, connections to the environment, and safer, cleaner streets.

There are marked decreases in commercial vacancies and unused storefronts within DWL boundaries.

DWL is becoming a destination of choice for consumers and businesses due to DWL branding and marketing.

Mid-range Goals (3-5 year)

Develop an ongoing marketing strategy that promotes Colourful Cariboo Culture.

Provide support to the City of Williams Lake in attracting and retaining new business in DWL.

Support events that promote and benefit downtown businesses and stakeholders.

Identify partners and establish relationships with them to improve:

- Walkability and Accessibility*
- Safer and Cleaner Streets*
- Connections to the Environment*
- Beautification*
- Wayfinding*



Communication

Long-term Goals (10 year)

We have multiple communication channels to accomplish strong, mutually respectful relationships with all stakeholders including members, all levels of government, and the public.

We are routinely invited by community partners to collaborate on projects and matters pertaining to the downtown core.

Members see DWL as an organized voice for their collective needs and concerns.

Mid-range Goals (3-5 year)

Communicate and network regularly to encourage member and stakeholder awareness and interaction, ensuring membership is fully informed of all DWL initiatives.

Build collaborative relationships with community partners.

Revisit and update digital and non-digital communication strategy and plan.



Organizational Excellence

Long-term Goals (10 year)

Other small towns and BC BIAs look to DWL for best practices in Board governance.

We don't need to recruit effective Directors; they seek us out.

Mid-range Goals (3-5 year)

Supplement member fees with other revenue and resources.

Implement effective director recruitment, mentorship, and training program.

Draft and approve all necessary policies and procedures.

Our Partners



Our Staff

- Stefanie Hendrickson - Executive Director**
- Vanessa Moberg - Marketing Director *(from Jan 2018 to April 2019)**
- Jasmine Alexander - Casual Events Assistant**
- Katie Edinger - 2018 Summer Student**
- Willie Dye - 2018 ArtWalk Contractor**

Our Directors

- Dana Favel (Remax Williams Lake Realty) - Chair**
- Jazmyn Douillard (The Realm of Toys) - Vice Chair**
- Bill Lloyd (Canuck Properties Ltd.) - Secretary**
- Willie Sellars (Williams Lake Indian Band) - Treasurer**
- Bob Sunner (Laketown Furnishings) - Director**

WE WANT TO HEAR FROM YOU.

Whether it's a suggestion, concern, constructive criticism or praise, your feedback helps us do a better job.

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