



DowntownCharlotteInc.



ANNUAL GENERAL MEETING 2010



Dawn Alan
Executive Director

Executive Directors Message

As DCI directors and staff prepare the organization for our 7th year, thoughts turn to the achievements of the past year, and new opportunities that lie ahead. More than ever before, DCI is playing a critical role in shaping the future of our downtown. We strive to be an effective voice for the downtown community, and to use our resources to bring about positive changes that will benefit not only our members, but residents and visitors as well. The past 12 months have presented challenges which we have met, while also pursuing new initiatives consistent with the objectives set out in our Operating Plan. I think DCI has a lot to be proud of. With a focus on business recruitment, enhancing and beautifying streetscapes, marketing the city centre to visitors and residents, and advocating on behalf of downtown businesses, the association has had a busy year.

A Few months back an associate shared with me a post card he had received. On it was written what I think is an ideal vision for a community and one I would wish for us. I would like to share that here with you...

How To Build Community

Text: Members SCW Community

- Turn off your TV - Leave your house - Know your neighbors
- Look up when you are walking - Greet people
- Sit on your stoop - Plant Flowers - Use your library
- Play together - Buy from local merchants - Share what you have
- Help a lost dog - Take children to the park - Garden Together
- Support Neighborhood Schools - Fix it even if you didn't break it
- Have Pot Lucks - Honor Elders
- Pick Up Litter - Read Stories Aloud - Dance in the Street
- Talk to the Mail Carrier - Listen to the Birds - Put up a Swing
- Help Carry Something Heavy - Barter For Your Goods
- Start A Tradition - Ask A Question - Hire Young People for Odd Jobs
- Organize a Block Party - Bake Extra and Share
- Ask For Help When You Need It - Open Your Shades
- Sing Together - Share Your Skills - Take Back the Night
- Turn Up The Music - Turn Down The Music
- Listen Before You react To Anger - Mediate A Conflict
- Seek To Understand - Learn From New And Uncomfortable Angles
- Know That No One is Silent Though Many Are Not Heard
- Work To Change This



Dawn Alan
Executive Director



Scott MacKenzie, Q.C.
President

Presidents Message

On behalf of the board of directors and staff of Downtown Charlottetown Inc, I am pleased to provide an overview of the many achievement and progress of our association this past year. As my second year serving in the role of President for the associations come to a close, I reflect back over my time with DCI, it has been an enlightening and rewarding experience to work with such a dedicated and engaged group of people, representing all sectors of business and committed to championing the interests of the downtown business community.

The best interests of the downtown business community are at the heart of the association and whenever an opportunity is identified or a challenge is presented, we draw upon the expertise of past presidents and committee chairs and we keep apprised of member and community needs and issues. Our voice is stronger than ever and there is ample evidence of this spirit of partnership and collaboration in the many highlights, projects and initiative presented here in this 2010 BIA report.

DCI has played a significant role in the growth and revitalization of the downtown core since the association received its first mandate from Charlottetown City Council

back in 2005. While we have seen many changes over the years, what remains unchanged is our commitment to champion the interests of businesses for the benefit of all. WE maintain close working relationship with City Council and especially with Mayor Lee, assessing initiative for their impact on the downtown business and providing a voice whenever an issues arise. We will continue to take on the challenges and strive to build more partnerships with government and community. Together we are making a difference and a better Downtown.

Scott MacKenzie, Q.C.
President





Who are we?

- Downtown Charlottetown Inc.
- Incorporated in 2004
- Created to Manage a Specific Business Improvement Area (BIA) in Downtown Charlottetown.

About Us

- Downtown Charlottetown Inc. (DCI) is a non-profit organization with the mandate to work with businesses to create and maintain a vibrant downtown through an established Business Improvement Area.
- Working with these businesses, DCI will focus on projects that will improve living and commerce in Downtown and rejuvenate the City into the centre of business, government, culture and entertainment.
- DCI operates on a Business Levy of 15 cents per \$100 square feet of commercially assessed space.
- Our yearly budget is approximately \$200,000

The specific objectives for the association are:

- To motivate and encourage business development
- To promote and support urban residential living
- To market downtown Charlottetown
- To represent property and business owners

Our Board

Our volunteer Board is made up of 12 City Stakeholders, property and business owners, who share in Executive duties and act as Chairs for our committees which focus on;

- Business Development and Recruitment,
- City Enchantment
- Parking,
- Marketing
- Advocacy

The Office

- Our office is located at 127 Kent Street.
- The office and daily operations are managed by our Executive Director Dawn Alan who holds a Professional designation in Business District Management from Rutgers University.
- With the exception of summer staff we operate with one staff member.

Who & How We Serve

- Downtown Charlottetown Inc. represents businesses located in the area between Prince and Pownal Streets, and from Euston Street to the water.
- There are approximately 450 businesses within the geographic area, 330 property owners.
- By virtue of being in the Downtown area inside the BIA, all these businesses, both property owners and tenants, are members of DCI. Voting Members own property
- DCI gives its membership a collective voice at the table on all major issues concerning Downtown Charlottetown, including Downtown development, heritage preservation, in the Mayor's office, in the Premier's office, the media and with other stakeholders.
- DCI is a collective voice focused on Downtown Charlottetown.

We partner on large and small projects where possible with all levels of Government, Federal, Provincial and Municipal.

See our **Board Members** on Page 15



2010 YEAR IN Review



The Award Winning Adopt a Corner Project



- Winner of the 2009 International Downtowns Association award of Distinction
- This program is a great example of the benefit of partnerships.
- We call it the little program with the big impact.
- Local businesses can take ownership of their part of the program and are rewarded with a sense of pride at having contributed to the beautification of the City.
- Each year DCI offers all the corners within the BIA for adoption.
- Local business requests their space. . .
- the city crews dig and prepare the beds,
- The businesses plant the gardens using their staff and the material are purchased at their expense.
- The City crews maintain the gardens throughout the summer.
- The results are wonderful blooming gardens all over the city. No two are alike. We receive 100s of comments on this project every year and every year it just gets better.
- We began this program in 2007 with 7 corners adopted and this year we had 65 beautiful gardens.

New This Year The Downtown Farmers Market



- Located on lower Queen Street between Grafton and Dorchester Street, the Downtown Farmers' Market opened for business on Sunday, July 4th and ran every Sunday to September 19th, 11 - 4
- The Market operated weekly with an average of 26 vendors offering a wide range of products.
- There were farmers selling a large selection of locally grown and organic vegetables.
- In addition there were 7 different food service vendors offering international flavours from countries including Korea, China, Turkey, Greece, India and Afghanistan.
- Local artisans were also featured with many handmade products for sale.
- Entertainment was provided by buskers and local musicians. This was a great new event attraction for Downtown Charlottetown and will definitely be an annual event.



Eckhart Scavenger Hunt

- This little program has proven very popular
- Downtown Charlottetown inc. has created, based on author David Weale’s mouse character from his children’s story “True Meaning of Crumb fest” a sort of scavenger hunt.
- This is a permanent interactive fun attraction for families and children of all ages.
- Nine of our little bronze mice were installed in their “hiding places” at heritage properties around the City.
- We invite you to search, with the help of a fun list of clues listed in a colourful brochure; beginning at Founders Hall and ending at the Big Clock at City Hall.
- Each clue is associated with a history bite about each location so you learn as you go.

Clean Sweep

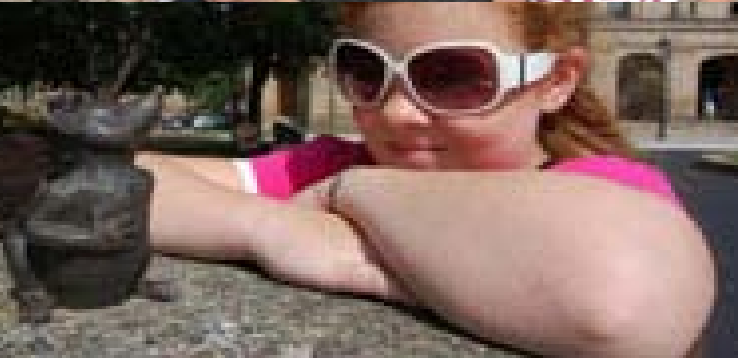
- This event serves as an opportunity for business members to get outside to contribute to a cleaner, more beautiful Downtown.
- Businesses show they care about living and working in a clean and well-maintained community.
- Businesses are encourage to wear team shirt and have fun as they contribute
- Awards are present in various fun categories
- It is our hope that this event inspires people to keep our streets clean year-round.

Parking Tokens

- DCI created a “Parking Token” program for Downtown Charlottetown.
- Business can now reward valued customers by offering a parking token to be used in either meters or any of the three Parkades for 1 hour free parking.
- Tokens can be purchased by businesses at any of the Parkade booths; Queen, Pownal or Fitzroy.

Coats for Kids

- DCI organizes this event annually in partnership with The Confederation Court Mall, The Guardian, Sterns Dry Cleaners and the Salvation Army.
- We invite the community to donate new or gently used winter coats, snowsuits, snow pants, hats, mittens, gloves, scarves and boots
- Our 2010 collection began mid October so that the Salvation Army could begin distribution before the cold weather set in.



DowntownCharlottetownInc.



FREE PARKING!
 Reward your valued customers when they visit your business.

Winterdine... Charlottetown Dining Festival

- Winterdine is a dining festival that takes place the first weekend in February in participating restaurants in downtown Charlottetown.
- Downtown Charlottetown Inc. has organized this annual event for five years now.
- The event is price driven – All advertised menus are \$25 “or” \$35 each
- And must include at least 3 courses.
- This event has grown and become more popular over the years to the point that people start calling for reservation in the new year
- The week of the event it’s almost impossible to get a reservation at a downtown restaurant.
- Last year we had to add an additional week in order to accommodate so many requests.
- It will be a two week event going forward.

Let's make it a little warmer for children on P.E.I.



WinterDine
 a toast to winter



The Downtown Value Card Program

A discount card which encourage and rewards shoppers who shop and purchase downtown

- Cards offer a discount up to 20% off.
- Both restaurants and retailers participate
- Cards are sold for \$5 at participating merchants and are usable for 1 year.

Graffiti removal Program

- DCI's provides a graffiti removal service within the BIA for its members.
- During the summer our clean team paints over graffiti on painted surfaces.
- Where necessary we hire a soda blasting company.
- Our policy is to remove graffiti as soon as possible and not allow it to accumulate
- DCI offers free graffiti cleaning kits to our members
- We are pleased with the results and work hard to achieve a graffiti free zone.

Christmas lights and window decorating project

- These programs, managed by DCI with the participation of downtown merchants go a long way to enhance our downtown for the Festive time of the year.
- Starting Mid November businesses are decorated with pine swags, red bows and white lights.
- Retailers and restaurants with street front windows participate in our Christmas window decorating contest for a chance to win trophies and prizes.
- These initiatives provide yet another reason for shoppers and visitors to "Come Downtown for Christmas"



Office Appreciation Barbeque

- This program is a great way to thank downtown workers who support our businesses all year round with free food and fun.
- DCI partners with the City and local business to provide a huge Barbeque complete with all the fixings.
- We send invitation to all downtown employees to come join us. City Councilors and local celebrities help serve.
- In 2009 we fed 1200 employee in 45 minutes.

The Heritage Wayfinding Signage Program



- In Partnership with ACOA using the Birthplace Initiative fund, Tourism Charlottetown and the City
- A rebranding was created for Downtown Charlottetown which highlights our place as the Birth Place of Confederation.
- Phase one includes new street name blades, Wayfinding directional signage and information kiosks.
- Entrance signage will be part of phase 2.

Each Year DCI hires a "Clean Team" to help keep our City clean

- Our Clean Team creates and maintains a clean, welcoming and safe environment for the Downtown core area, City residents, business and visitors.
- The Team work cooperatively to maintain streets and sidewalks, remove graffiti, paint public realm items, and poster removal
- They also provide information and assistance to tourists in a friendly helpful fashion.





We Hosted a Design Charrette - To redesign University Ave. Euston - Grafton



The word charrette refers to any collaborative session in which a group of designers drafts a solution to a design problem.

- How do you best create a new vision for an old street? You put some of the best Architectural minds your city has to offer in one room for one day with a common purpose.
- The results; a new vision for a redesign on the Historic portion of University Avenue
- From this project the City has since hired a firm to research pricing on the redevelopment of University Avenue.
- We hope to see this project become reality in the near future.

Street scape – Lower Queen Street; and Sydney Street

- We championed the redevelopment for Lower Queen Street in a street scape project.
- Leveraging federal funds and partnering with the City and CADC the results of this street redevelopment speak for itself.
- Phase 2 saw the same template applied to Sydney Street.
- DCI has committed a fund of \$25,000 per year for Streetscape and capital projects

Co-op Advertising Program



- Members are offered a rebate of 25% of their total TV advertising buy for adding a DCI tag to their commercial. . . *“Downtown Charlottetown. . . Make it your own”*

Business Development & Recruitment

- Our recruitment team has chosen to focus on Financial Institutions.
- Yearly this dedicated group travel to Toronto to meet with a financial group and CEOs to sell the benefits of living and doing business in Downtown Charlottetown.
- So far our successes include AimTriMark, Ceridian and Data Shapers. Our efforts are ongoing.



Awards Program

- We have developed an awards program to recognize Exemplary contributions to our city by individuals and businesses within our Business Improvement Area.
- Each year at our AGM, which take place late in January, we present Awards in the categories;
 - Retailer of the year,
 - Business Improvement of the Year
 - And the DCI Presidents Award.

Sponsorships

- Part of the DCI mandate is to encourage events in the downtown in hopes that these functions will encourage visitation and increased retail/dining sales. Here are events we've sponsored over the past couple of years;
 - Summerfest
 - Diverse City 2010, PEI Assoc. for Newcomers to Canada
 - Fall Flavours
 - Les Eloizes Atlantic hosted at Carrefour de l'Isle
 - Jazz and Blues Festival
 - Always on Stage
 - Shell Fish Festival
 - PEI Music Awards
 - Savour PEI
 - Gold Cup Parade
 - Couple Golf PEI
 - Fringe Festival
 - Savour Food and Wine Show
 - Jack Frost Children's WinterFest

Advocacy

- Downtown Charlottetown Inc. is the voice and resource for every business located within the Downtown core.
- These businesses range from small entrepreneurs to large multinational firms.
- All have a vested interest in the economic prosperity of the Downtown core.
- Ensuring that these members have a voice in critical issues that affect the Downtown is a priority of DCI





Discovery Zone



*Composite Rendering by Graphic Communications

DCI has facilitated a working group who will eventually form a not for profit board with the mandate to create a Kids Discovery Zone (Science Center) for Downtown Charlotte.

DCI Façade Program

New this year!

The new DCI Façade program will offer financial assistance incentives for downtown property owners tenants wishing to implement façade improvements to their properties or business.

All commercial property owners/tenants located within the Downtown BIA are eligible to apply to DCI for financial assistance, 50% of the total paid cost, to a maximum of \$2000, towards the cost for façade improvements which may include paint, windows, front steps, signage, awnings, and doors and could include decorative murals.

This is an exciting new initiative that can impact individual businesses and the overall appearance of downtown blocks.

Board of Directors

DCI Board



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