



SECHELT'S  
Seaside Village

Where Locals Eat, Shop & Play...

[www.secheltdowntown.com](http://www.secheltdowntown.com)

## Report to the AGM 2016

### Special Thanks to:

- Mayor and Council, District of Sechelt
- Staff of the District of Sechelt
- Parks Department, District of Sechelt
- Sechelt and District Chamber of Commerce
- Mary Bittroff
- Will & Robyn Boudreau
- Jan Brinton
- Jeremy Chong
- Coasters Car Club
- Jim & Barb Cupit
- Lynne & Reg Dickson
- Joan Graham
- Jill Hemmings-Anderson
- Bhak Jolicoeur
- Connie Jordison
- Bronia Kingsbury
- Josh Miller, 2 Waters Publishing
- Cecilia Moonen
- Perry Schmitt
- Sechelt Arts Centre
- Sechelt Rotary Club
- Sunshine Coast Lions Club
- Alison Taylor, Usable Web Designs
- Jordan & Helen Tolton

### SDBA Year at a Glance

#### *President's Report to the 2016 AGM of the SDBA - February 25, 2016* **"To Champion a Unique, Vibrant, and Attractive Downtown"**

The year 2015 saw significant changes in many of our activities as well as in our marketing strategy. Also our overall business participation was up considerably. We plan to build on this new energy, exciting ideas and positive direction that is being shared by many businesses.

The 2015 AGM offered a full agenda, an election of five Directors and the appointment of three new Trustees for 2 year terms. Our speaker Mr. John Stroman, executive director of the Coast Car Co-op gave us a great overview of their operation and how their services could be beneficial to business in Sechelt.

In February, the SDBA participated in the BIABC's 3<sup>rd</sup> annual Province-wide "Turn Down the Heat" campaign sponsored by FortisBC. We collected over 700 sweaters at our downtown locations including Trail Bay Centre Mall. We again placed 3<sup>rd</sup> in collections amongst the 23 BIA's in the Province who also participated. Well done Sechelt!

Our first April event under the guidelines of our Marketing Plan was held April 25 ... "Spring into Downtown Sechelt" was essentially a business fair and we tied in with the Wellness Fair which was in the Mall. Our outside venue was held in the block of Cowrie between Trail and Ocean. A wine garden, music and children's activities were included. Approximately 20 businesses participated in the fair which also boasted the Coaster's Car Club and a breakfast sponsored by the Lions. A few businesses along the street on Cowrie also did some displays outside. All in all, the event attracted well over 300 shoppers and interested parties. Plans will be made to build on this in event in 2016. We would like to move down Cowrie to Wharf and if possible close the street so that we can really have as many people as possible participating.

Sechelt's Canada Day 2015 was a huge success, with a theme of "Sechelt - Many People, One Community". Crowds lined up early for the parade and were treated to the Sun Coast Concert Band who entertained at the Old Church on Cowrie Street. The parade began at 10:30 with decorated bikes and the Coaster's Car Club parade of vintage cars. As the last parade entry passed the Dock, the crowds were encouraged by the popular "Tiger Dance" to stop and enjoy the suspense of the tiger. Immediately after, the official Canada Day festivities was held at The Dock. This year an enthusiastic crowd was welcomed by Mayor Bruce Milne, Chief Calvin Craigan from the shisháh Nation, and Gary Nohr representing the SCRd. Cake was next on the agenda.

Our 2<sup>nd</sup> Annual Beer Festival was co-sponsored by Remax. Bingo was held next to the Beer Garden and was a great success. Also offered was the photo booth, lots of

music, native dancing and drumming and great food. In lower Cowrie Street there was Hawaiian dancing, fiddle music and electric cars.

At Hackett Park, Canada Day was opened at the Main Stage and cake was served by Councillor Darren Inkster. The upper park was very busy with music, crafters, the Coaster's Car Club display and food vendors. This year we added a wine garden.

The lower field was packed with crafts, children's music and entertainment, climbing wall, bouncy castle and bike safety, plus the petting zoo and pony rides.

The big hit for Canada Day was the addition of the West Coast Lumberjack Show which added much excitement and thrilling entertainment.

Canada Day is a big event and we would not be able to move forward without the support of our major sponsors. Special thanks to the District of Sechelt, The Sunshine Coast Community Foundation, Sunshine Coast Community Forest, the Truck Loggers Association, Heritage Canada, the Sunshine Coast Lions Club, Sunshine Coast Credit Union, and Lehigh Materials.

The 2<sup>nd</sup> annual Talent Show was organized by Nikki Weber and held at the Seniors Centre with 20 entries this year. The hall was packed as the audience enjoyed the excellent entertainment provided by our local youth.

Our summer barbeque was again a hit with approximately 45 attending. After dinner we played Jeopardy and fun was had by all.

The SDBA participated in the sandcastle competition held at the Davis Bay beach in July—this was in exchange for the sand castle co-ordinators helping with Canada Day.

Many businesses on Cowrie sponsored the Tree Wells and did a great job maintaining them over the summer.

Thanks also to the Parks Department for the great job that they do with our floral displays.

Our 2<sup>nd</sup> annual Oktoberfest was held September 26 and we closed the street on Cowrie between Inlet and Wharf. Our main venue was our first Craft Beer Festival. We also held our 3<sup>rd</sup> annual Seashells by the Seashore Art Auction. These seashells were decorated by local artists using a number of media, and auctioned off with the proceeds to support marketing the downtown. We also sponsored a Chilli Contest and tasting session. There were children's activities as well. We built on the event from 2014 and were surprised at the turnout which was close to 1000. We also were very pleased by the participation of the merchants in that block. We would especially like to thank All For Pets, Strait Music, Pearls Bakery, Pretty Natty Duds,

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**Thank you** to the businesses who have actively supported the SDBA over the last year:

- All for Pets
- AJ Pumps & Water Management
- Angelo's Pizza
- Ann-Lynn Flowers & Gifts
- Artworks Gallery & Framing
- Azur
- The Bakery
- Bank of Montreal
- Blue Magnolia
- Bravo Floors + Décor
- Butcher Dave's Meat Market
- Caps Off Bottle Depot
- Carrot & Bean
- Cedardale Holdings
- Clayton's Heritage Market
- Coast Copy Centre
- The Coast Group Chartered Accountants
- Coast Reporter
- Dolphin Physio & Fitness
- Driftwood Inn / Pebbles Restaurant
- East 4th Vintage
- Fibre Expressions Quilt Shop
- Flying Saucer
- Fresh from the Coast
- Georgian Trading Company
- Gibsons Building Supplies
- Gilligan's Pub
- Good Stuff Health Foods
- Great Canadian Dollar Store
- H&R Block
- The Hemp Shop
- Hummingbird Clinic
- Insightful Visions
- J&B Technical Group
- KISS
- Les Fleurs De Fi Flower Shoppe
- Lighthouse Liquor Store
- The Local
- Lucy's
- Maribel's Fine Fashions
- Off The Edge Bike Shop
- Olson Electric
- One-O-One Office Supply
- Palmeros
- Pastimes
- Paul's Paintin' Place
- Pearl's Bakery
- Pharmasave
- Pretty Natty Duds
- Rainbow Room
- ReDecor
- Redfish
- Reflections Bed and Bath
- Re/Max Oceanview Realty
- Rent-It Canada
- Rexall Drugstore
- RBC Royal Bank
- Royal LePage Sussex Realty
- Saffron Restaurant
- The Salvation Army Thrift Store, Sechelt
- ScotiaBank
- Sears
- Sechelt Animal Hospital
- Sechelt Barber Shop
- Sechelt Fish Market
- Sechelt Home Hardware
- Sechelt Hospital Thrift Store
- Sechelt Insurance
- Sechelt Shell Service
- Sechelt Volunteer & Visitor Centre
- Sergios
- Service BC
- Sew Easy
- The Slipper Factory
- Strait Music
- Sunshine Coast Credit Union
- Sunstones Gems & Jewelry
- The Sweet Shop
- Talewind Books
- Three Dog Bakery
- Trail Bay Café
- Trail Bay Centre Mall
- Trail Bay Developments
- Trail Bay Properties
- Trail Bay Source for Sports
- Travel Masters
- Ty's Fine Foods & Bistro
- Upstairs & Downstairs Shoppe
- The Village Restaurant
- Vortex
- Warehouse Shoppers' Express
- Watermark at Sechelt
- West Coast Logos
- Westland Insurance

If I have missed anyone, please accept my sincere apologies, and our heartfelt thanks for your support.

## Thank You to...

### SDBA 2015 Board of Directors

Cindy Buis	Dennis Olson	Jennifer Stapleton
Jason Day	Yvonne Paulson	Kristine Toynbee
Deborah Hendsbee	Dave Richardson	Katharine Trueman

### SDBA Trustees

Susan Attiana	Jim Edgar	Jennifer Evans
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### District of Sechelt Liaisons

Noel Muller	Mike Shanks
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### SDBA Ambassador/Administrator

Kerry Jenkins

## TCG Chartered Professional Accountants LLP

Lisa L. Kennedy, CPA, CGA    Richard K. Wilson, BBA, CPA, CA  
 Robert E. Flux, CPA, CA, CFP    Chris Reid, CPA, CA, CFP, TEP

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### SDBA Year at a Glance—continued

Fabric Expressions, The Slipper Factory, ReDecor, Blue Magnolia, Sew Easy and Pharmasave.

The Driftwood Inn sponsored our fall Around Town session which was attended by about 20 members. Many ideas were shared and everyone left looking forward to our next event to be held on January 27<sup>th</sup>.

Christmas was celebrated in Sechelt on November 28 with our big event. In preparation new lights were added on Dolphin, and our wreaths and lights on the poles helped put us into the mood. The day was busy with music, roving musicians, hot chocolate and the ever popular children's craft tables in the Trail Bay Centre Mall. At 5:00 Light the Lights was once again enjoyed by about 300 community numbers with free hot chocolate being served by The Salvation Army. Special thanks to Lynne and Reg Dickson.

Our Parade of Lights was bigger and better than ever with 22 entries. The show was a sight to behold with the many vehicles ablaze with lights. Winners were Gibsons Building Supply, Swanson's Redi-Mix and Sechelt Tree Service. The streets were lined with excited families and they were not disappointed thanks to the hard work of Jill Hemmings-Anderson. The Parade of Lights will be back in 2016 and will be bigger yet!

Also returning this year was the Shop Sechelt campaign to encourage shoppers to shop in Sechelt. At the end of the campaign, 20 lucky shoppers each received a \$50 gift certificate redeemable at any business within the SDBA.

This year, in conjunction with our Christmas festivities on November 28, we registered for the Shop The Neighbourhood campaign. This event is sponsored by Yellow Pages and is focusing on encouraging the community to shop locally on one particular day all across Canada. We had 62 businesses who participated by offering special deals, sales, putting in Window Displays and getting into the swing of the campaign. Yellow Shopping bags and balloons were seen everywhere and it really bonded the community together. We were lucky enough to win one of the draws for the BIA's and the \$2,000.00 was put to good use to market this event ... we even had a billboard!

We continue to represent the village on the Revitalization Committee and Sechelt Innovations, looking for more ways to improve our downtown so that it will be even more welcoming.

With the renewal of the SDBA's mandate coming up in 2016, we are working closely with the District of Sechelt to devise a funding scheme that will be fairer to all businesses concerned.

As we move into our 22<sup>nd</sup> year of service to Sechelt village, we encourage you to support the SDBA board so together we can ensure that the village is unique, vibrant and has an attractive downtown. Get involved! You are welcome to attend SDBA board meetings usually held on the first Monday of each month (expect July and August) at 6:00 pm at the SDBA Office. Members are also welcome to attend any committee meetings of the SDBA that plan the events happening in the downtown - they are held at various times and locations. Without your participation events cannot happen.

Businesses that stick together grow together.

Again our thanks to the many businesses who continued to support our efforts, and to the District of Sechelt for their support and encouragement. Thanks also to our community supporters who shop locally.

I would like thank the Board of Directors who have done a great job this year. I would also like to thank your Ambassador/Administrator, Kerry Jenkins, who has done a great job in 2015 - everyone appreciates all your energy, ideas, time and commitment.

Respectfully submitted, Katharine Trueman, President, SDBA