

2021 PADBID Annual Report



Board Chair Message

PADBID's past year was again impacted by COVID 19 as there was no Street Fair. However, Executive Director did undertake a Sidewalk Sale in September. The Mini Façade program again proved to be a great success with tremendous uptake by downtown businesses. Due to Street Fair not being undertaken, our reserves have grown. Board is looking at options for allocating some of these reserves into programs or events that help support downtown businesses.

On behalf of the Board, I want to thank City Council, Administration and Staff for many hours of work that helps support PADBID. Your combined efforts are greatly appreciated.

Board Chairperson Stacy Coburn

Introduction

The past year was a challenge worldwide with COVID-19 and PADBID businesses were impacted by the Pandemic. PADBID was impacted too in its ability to host events. We hope 2022 is a better year for PADBID events but more importantly for our business community as we all rebound from Covid-19.

Our organization operates from the direction of an effective Board of Directors who are listed at the bottom of this report.

Events

This past year greatly impacted PADBID operationally due to Covid-19 and Public Health orders. Consequently, the Street Fair was again cancelled. However, Sidewalk Sales were able to proceed and feedback from merchants was positive for these events.

2021 Mini Façade Applications

Below is a summary of 2021 Façade Grant Applications and total project cost.

Store	Request	Project Total	Project Description
Calypto Bay	\$500.00	\$500	Plants and pots
Arnies Guns	\$1,000.00	\$1509.05	Signage
Eclectic Upcycle Furniture	\$770.00	\$770	Outdoor speaker, lights, sandwich board.
GP Carlson Gallery	\$1,000.00	\$1,000.00	Planters for 2 nd story window
Hope's Home	\$1,000.00	\$1,278.59	Flowers/trees beautification
Medi-Cross Holding	\$1,000.00	\$7,300.00	Power wash, repair windows/steps
Plaza 88	\$1,000.00	\$1,143.00	Exterior Lighting
Scentiments Floral	\$1,000.00	\$1,184.00	Signage
SS River Designs	\$1,000.00	\$1,207.50	Update back alley-access

2021 Major Façade Grant Program

The major façade grant of \$10,000 was not utilized in 2021.

Financials

The (attached) unaudited financials show the Operating and Improvement Reserves. PADBID Executive Directors are researching programs or projects that potentially some of these reserve funds could be allocated to that would support downtown business under our Strategic Plan guidelines.

Strategic Plan

The PADBID Strategic Plan-attached- is a three-year document that ends at the end of December, 2022. The Executive Directors will undertake a new Strategic Plan with new Board in 2023.

Summary

We want to thank City Council for on-going support of PADBID. We also want to thank and acknowledge the help of many City Departments to help PADBID events operate and for being sources of information.

PADBID Board and Executive Director

Stacy Coburn-Scentiments Floral-Chair
Councillor Dawn Kilmer-City Representative
Meghan Mayer-Plaza 88
Alejo Bocian-Bocian Jewellers
Brent MacDonald-Crown Cleaners
Mike Horn-Fresh Air Experience
Philip Fourie-Kirkby Fourie Coertze Law Office

Executive Director: Rhonda Trusty
Perry Trusty