

2024 ANNUAL REPORT



A row of colorful townhouses in shades of blue, red, and yellow, with a large tree in the foreground. In the immediate foreground, there is a dense bed of bright red flowers, with some white flowers on the right side. The background is slightly blurred, showing a person standing near a tree.

A MESSAGE
FROM DCI'S
**PRESIDENT
& EXECUTIVE
DIRECTOR**

CELEBRATED 20 YEARS IN JUNE 2024

DCI 2024 AGM, Message from President and CEO

As we celebrated a significant milestone in 2024 - Downtown Charlottetown Inc.'s 20th anniversary - we reflect on the journey that has shaped our downtown into the vibrant, thriving community we know today. This milestone is not just a celebration of the past, but also a look forward to the exciting opportunities that lie ahead for our downtown and all those who work, live, invest, and visit here.

Over the past two decades, DCI has played a pivotal role in transforming Charlottetown's downtown into a dynamic, business-friendly hub that draws people from near and far. Our efforts, driven by the collaboration of local government, stakeholders, and our dedicated business owner members, have led to countless initiatives that have enriched the character of our downtown, fostered growth, and created a sense of pride and place.



In this Annual Report, we are proud to share the accomplishments of the past year while also celebrating the broader impact DCI has had over the past 20 years. From revitalizing spaces to attracting new businesses and supporting the expansion of residential opportunities, our work has consistently focused on creating a downtown that is not only "Open for Business" but also a place where people can live, work, and enjoy all the best our city has to offer.

We invite you to join us as we look back on the highlights of this past year and celebrate the continued success of our collective efforts. Together, we look forward to the next 20 years of growth, collaboration, and progress for Downtown Charlottetown.

Thank you,



Steve Dunne
DCI President

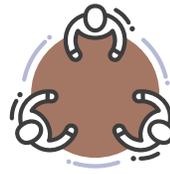
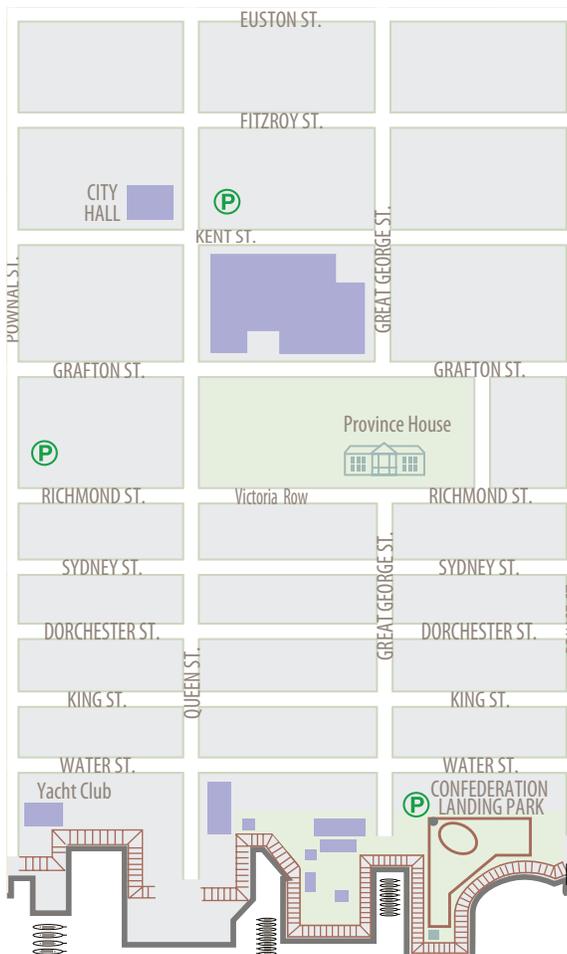


Dawn Alan
DCI CEO

ABOUT THE BIA:

Downtown Charlottetown Inc. (DCI) is a dynamic, non-profit organization established in 2004 with a clear mission: to collaborate with local businesses to foster a vibrant, thriving downtown through the creation and management of a dedicated Business Improvement Area (BIA). This unique zone is comprised of approximately 330 properties spanning 16 city blocks, stretching from Prince Street to Pownal Street and from Euston Street to the historic Charlottetown waterfront. Property owners within this area have voluntarily agreed to contribute to a self-imposed tax to fund vital services, aimed at revitalizing the downtown core.

By working closely with these property owners and businesses, DCI is committed to advancing projects that enhance both the livability and economic vitality of Downtown Charlottetown. Our efforts are focused on transforming the city center into an exciting hub to live, work, and play - positioning it as the heart of business, government, culture, and entertainment in the region.



532 MEMBER
BUSINESSES

330 PROPERTIES

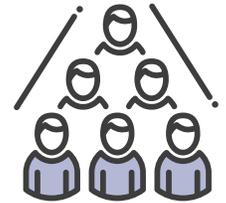


16 CITY
BLOCK AREA

>1 MILLION
ANNUAL VISITORS

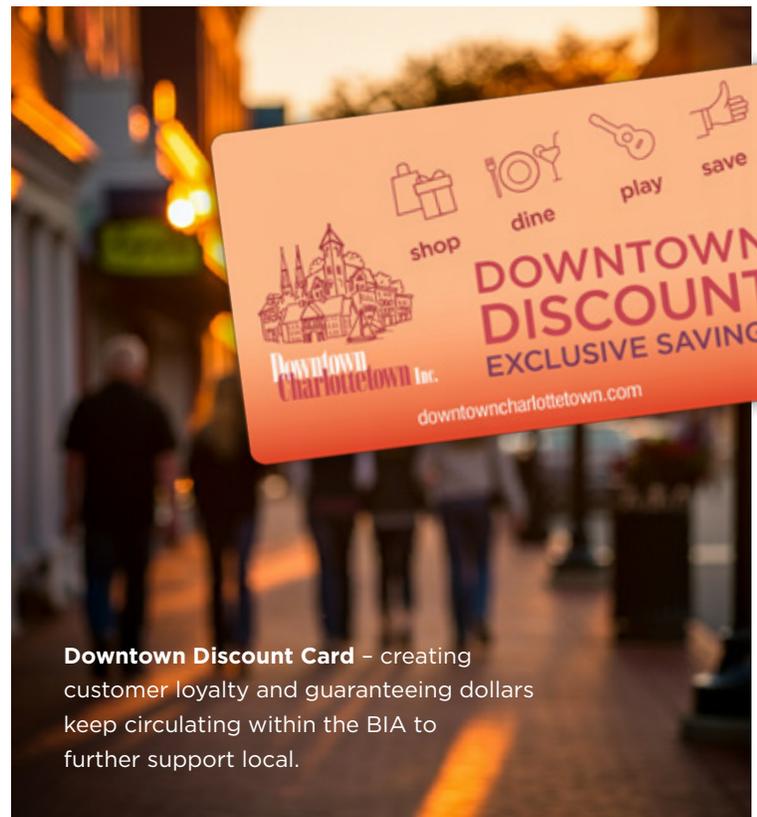


EMPLOYING
MORE THAN
7300+
PEOPLE.



OUR OBJECTIVES

- To motivate and encourage business development
- To promote and support urban residential living
- To market downtown Charlottetown as a place to live, work and play
- To represent property and business owners.



Downtown Discount Card - creating customer loyalty and guaranteeing dollars keep circulating within the BIA to further support local.

BUSINESS DEVELOPMENT: DRIVING GROWTH AND SUCCESS

FY2024 ACCOMPLISHMENTS:

- **33 New Businesses Launched in the BIA:** In 2024, 33 new businesses opened within the Business Improvement Area (BIA), marking a significant milestone. Our dedicated Member Services Coordinator remains actively engaged, visiting businesses in person with our comprehensive Welcome Kit to ensure they are fully informed about the diverse programs, services, and support available through DCI. We continue to track business openings and closures, providing critical data and metrics to our stakeholders.
- **Comprehensive Commercial Space Listing:** Our Commercial Space Listing is the premier resource for anyone seeking commercial space in the downtown area, offering a one-stop-shop experience. With an average of 22 active listings and over 580 page visits each month, this platform continues to attract potential tenants and investors.
- **Façade Improvement Program:** We awarded \$30,810 in grants through our Façade Improvement Program, resulting in a total of \$184,375 invested in streetfront enhancements throughout the downtown core. This initiative significantly contributes to the revitalization of the area, improving the visual appeal and overall environment for businesses and visitors alike.
- **Community Advocacy and Support:** We actively supported local projects by providing letters of support and advocating for key initiatives. We continue to foster positive relationships with developers, local leaders, and community partners to help guide and grow the downtown business landscape.

FY2025 OBJECTIVES:

- **Façade Improvement – Continued Investment:** We will continue to allocate resources towards streetfront improvements to enhance the aesthetic and commercial value of the downtown area.
- **Enhanced Advocacy for Developers:** A key focus for 2025 will be bolstering advocacy efforts, particularly for residential development projects, to address the increasing demand for housing in the downtown core, the start of the Province House Historic District plan – for a formalized plan for Sydney Street. We will in all development project work to protect parking and replace any lost space.
- **Recruitment and Support for New Businesses:** We will maintain our commitment to recruiting and supporting new businesses, ensuring they thrive through continuous engagement and access to the resources they need to succeed.

URBAN COMMUNITY: TO PROMOTE AND SUPPORT URBAN RESIDENTIAL LIVING AND A DYNAMIC, INCLUSIVE, AND HEALTHY COMMUNITY.

FY2024 ACCOMPLISHMENTS

- **Paws Downtown** has become a go-to resource for pet owners, both locals and tourists, by highlighting a curated list of pet-friendly businesses in our downtown area. This initiative allows visitors to explore the city with their pets, all while avoiding the need to leave their furry companions in a hot car
- The **Downtown Farmers' & Artisans Market** had an outstanding 2024 season at its new location at Confederation Landing Park, consistently hosting over 80 vendors. To ensure a seamless transition and to maximize the potential of this vibrant new venue, DCI contracted Transform Events to manage the market. Their expertise was instrumental in the market's success, including managing vendor communications, coordinating local musical performances, conducting vendor surveys, and facilitating collaboration with our partners at City Hall. We're thrilled to announce that Transform Events will officially take over ownership of the market in January 2025.



- **Adopt a Corner Garden:** 16th year running, with more than 80 corners adopted in 2024. The program creates a vibrant and welcoming downtown for residents and visitors – with no two corners alike.
- **Giving back to the community:**
 - Coats for Kids: 305 coats donated & 90 pairs of snowpants.
 - Caring Meters: \$717.33 collected.
 - Free market tables for Young Millionaires Program participants.
- Our **Clean Crew/Enviro Team** helps to maintain a clean and inviting Downtown. This year we trained and employed 3 team members for the Summer.
 - 100+ incidents of graffiti removed.
 - 200 sanitation routes - accumulating in over 4000 surface sanitation applications.
 - Painted 15kms of wayfinding lines.
 - Happily, provided visitors with 1000s of directions.

FY2025 OBJECTIVES

- Continuation of Paws Downtown & On Patios program
- Proposed Art in the Park program
- Continue to provide summer jobs for students on the Clean Team through Jobs for Youth in partnership with SkillsPEI.



OBJECTIVES & ACCOMPLISHMENTS



MARKET DOWNTOWN: PROMOTING A WELCOMING DOWNTOWN.

FY2024 ACCOMPLISHMENTS

In 2023, the **Downtown Charlottetown Gift Card** was launched to replace the Downtown Dollars Program. This transition was met with great success, continuing to thrive throughout 2024. The gift card can be seamlessly redeemed at participating businesses using any POS system, allowing for instant transactions. There are now **138 businesses** in the BIA that accept the Downtown Charlottetown Gift Card.

In 2024 a total of **more than \$76,000** worth of gift cards entered the downtown Charlottetown economy.

- **\$69,200** worth of gift cards were sold; with the majority of sales driven by two annual discount days, as well as personal and corporate purchases.
- DCI contributed **\$7,070** in Downtown Charlottetown Gift Cards as sponsorships for various contests and events and invested **\$9,000** in the form of discounts for the two annual gift card discount days.

The Downtown Dollars, which do not expire, remain accepted by more than 100 businesses. In 2024, **\$12,435** in Downtown Dollars was reimbursed to participating businesses.

DCI also invested **\$24,684** in marketing, advertising, and promotional efforts for downtown programs, events, and projects, alongside an additional **\$23,000+** directly invested into event sponsorships.



Key Programs & Events:

- **Craft Beer Trail:** Showcasing 41 downtown establishments offering outstanding Island craft beer on tap, in cans, and bottles.
- **Specials & Events Pages:** Featured member specials for key holidays like Valentine's Day, St. Patrick's Day, Mother's & Father's Day, Canada Day, New Year's Eve, and more!
- **Winterdine 2024:** Running from January 22 to February 4, WinterDine 2024 included 26 participating restaurants, along with the introduction of **WinterDine Lunch** to give smaller restaurants and cafés a chance to shine. Lunch menus were offered in 2-course options priced at **\$12, \$16, and \$20**.



WINTERDINE

A TOAST TO WINTER

2024 Peoples Choice Award Winners:

1st place: Claddagh Oyster House

2nd place: Taste of India

1st place for lunch: Redwater Rustic Grille

- **Present Passport Program:** Boosted holiday spending in downtown Charlottetown with 50+ participating retailers and over 1,000 submissions. This led to **\$125,000** in downtown spending. Additionally, **\$1,250** in Downtown Charlottetown Gift Cards were awarded as prizes, directly benefiting local businesses.
- **Small Business Week Events:** DCI hosted several initiatives, including:
 - **Give A Way A Day**
 - **Sidewalk Sale**
 - **Specialized Sales & Promotions**
 - **Meet Your Downtown Feature**



- Big Red Numbers 2024 Update**
 In September, a floral wreath decal was applied to the "0" in the Big Red Numbers, in celebration of the Communities in Bloom conference held at The Delta Prince Edward. In November, DCI replaced the floral design with a seasonal wreath decal, which will remain in place until spring 2025. Over the year thousands of people commemorated their visit, celebration or event with a photo at BIG RED #s, now a Charlottetown staple.

- Christmas Promotions:**

- Nutcracker Tour:** 6 new Nutcrackers were adopted, bringing the total to 30 in the tour.
 - Christmas Window Decorating & Light Up Your Business Grant:** Contributed over **\$500** towards holiday decorations downtown.
 - Downtown Charlottetown, make it your own this Christmas,** Themed advertising to drive traffic and promote downtown businesses.
 - Parking Forgiveness Program,** seasonal theme info decals on every parking meter.
 - New in 2024:** Staff Picks Social Media Gift Guide featuring downtown staff and their pick for the "Perfect Gift".



FY2025 OBJECTIVES

- Small Business Week 2025:** Build on the momentum of 2024 to continue supporting and promoting our downtown small business community.
- Art in the Park:** Expand on this initiative to further engage with the local arts community.
- Expand the Downtown Charlottetown Gift Card Program:** Continue growing and promoting the success of the gift card program.



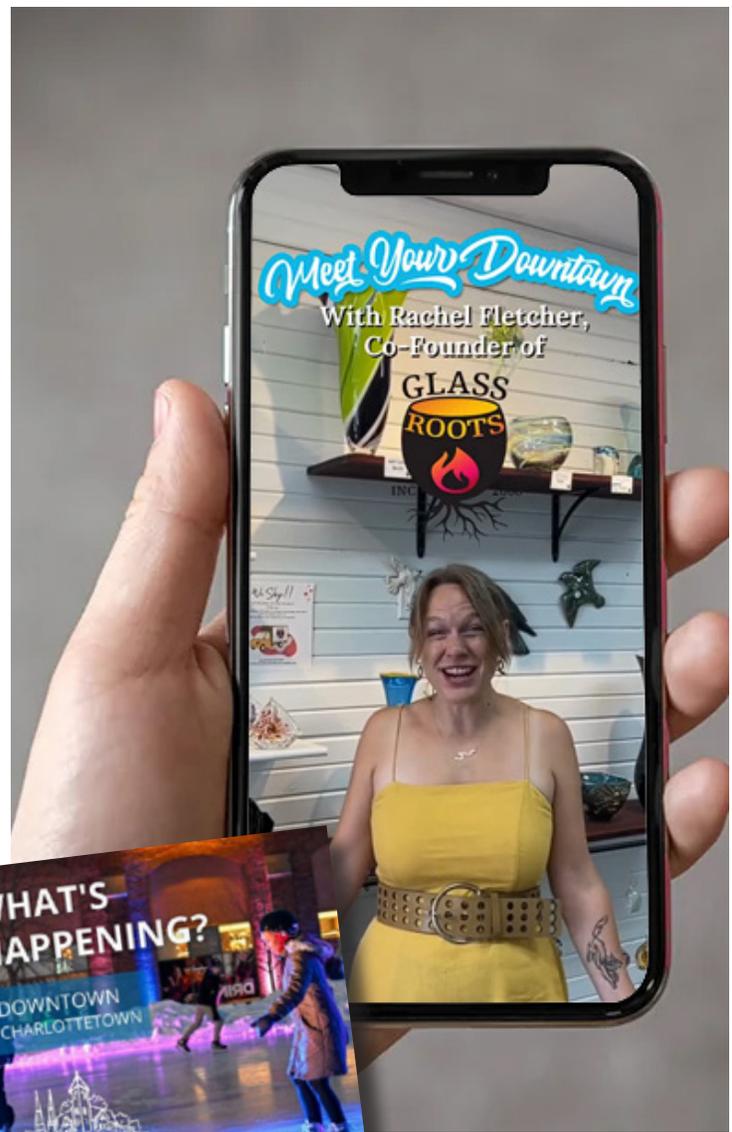
MEMBER FOCUS: SUPPORTING PROPERTY AND BUSINESS OWNERS

FY2024 ACCOMPLISHMENTS

- **DCI 2024 Awards:** Held in June with a celebratory event. Award winners included:
 - **Business Development of the Year:** Abbiocco
 - **Retailer of the Year:** Trailside Music Hall
 - **President's Award:** Kent Scales
- **Holiday Christmas Reception:** More than **300 guests** attended the reception, co-hosted with the GCACC.
- **Meet Your Downtown:** Featuring local business owners and highlighting the diverse businesses within the BIA.
- **Downtown Charlottetown Business Directory:** An updated directory ensures that all BIA members are easily accessible to the public.
- **Updates to Members:** DCI remains in close contact with government partners, ensuring members are informed about funding programs and regulatory updates.
- **What's Happening Posts:** A highly accessed social media initiative that shares the latest events, sales, and happenings in downtown Charlottetown.
- **Parking Forgiveness Program:** In collaboration with the City of Charlottetown, DCI promoted a **3-month Parking Forgiveness** initiative in 2024. Shoppers who spent \$35 or more in downtown businesses had their parking tickets forgiven.
- **DCI 20th Anniversary Business Honour Roll:** Launched during the annual awards, this honor celebrates businesses open for **20 years or longer** in downtown Charlottetown. View the full list on our website.

FY2025 OBJECTIVES

- **2025 Membership Survey:** Conduct a survey to gather member feedback and insights to further enhance our support for local businesses.
- **4th Annual DCI Awards Event:** Continue celebrating and recognizing outstanding businesses.
- **Parking Initiatives:** Explore further ways to improve parking accessibility and support downtown commerce. Establish a Parking Tasks force.



LOOKING AHEAD

In FY2025, DCI will continue to invest in programs and projects that support the growth and success of Downtown Charlottetown. By enhancing our partnerships, promoting small businesses, and creating engaging events, we will ensure that our downtown remains a vibrant and welcoming destination for residents, visitors, and businesses alike.

ENEWS SIGNUP

Stay informed about the latest news, events, and updates from Downtown Charlottetown! Sign up for our ENews and be the first to hear about special promotions, new businesses, and upcoming events.



STATE OF THE DOWNTOWN

IN 2024 THE POPULATION OF PEI WAS **179,301**
 THE YEAR-OVER-YEAR GROWTH RATE WAS **2.8%**
 CHARLOTTETOWN HAS 
46,607 RESIDENTS
 A **4.3%** GROWTH RATE OVER 2023.



PEI WELCOMED
1.71 MILLION
 VISITORS IN 2024, UP **6%** FROM 2023
 AND **5%** FROM THE PREVIOUS RECORD
 YEAR 2019.

PORT CHARLOTTETOWN CRUISE NUMBERS:
 A RECORD-BREAKING **94 CRUISE SHIPS** ARRIVED IN
 2024 WITH JUST OVER **220,000 GUESTS**, UP 20%
 THE PREVIOUS BENCHMARK YEAR OF 2019

CHARLOTTETOWN AIRPORT:
 OVER THE PAST 12 MONTHS, **410,773**
PASSENGERS TRAVELLED THROUGH THE AIRPORT,
 ANOTHER RECORD-BREAKING YEAR – AN INCREASE
 OF **2%** OVER 2023 AND **7.2%** OVER 2019.

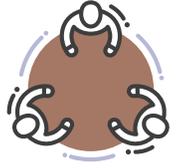
HOUSING MIX IN CHARLOTTETOWN (RENT VS OWN):



HOMEOWNERS:
45.8%
vs. RENTERS:
54.2%

COMPARED TO
 PEI'S HOMEOWNER: 68.8%
 AND RENTERS: 31%

EDUCATION LEVELS OF CHARLOTTETOWN WORKFORCE (CITY OF CHARLOTTETOWN):



POSTSECONDARY CERTIFICATE, DIPLOMA OR DEGREE **72.5%**
 BACHELOR'S DEGREE OR HIGHER **39.8%**
 MASTER'S DEGREE OR HIGHER **10.8%**
 OTHERS ABOVE BACHELOR'S DEGREE **2.8%**
 AVERAGE JOB TENURE ON PEI IS **8.5 YEARS**

CHARLOTTETOWN'S VACANCY RATE INCREASED TO **0.8%** IN 2024



COMMUNITY: CARING METERS - TOTALS OVER THE YEARS

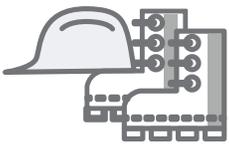
2016	2017	2018	2019	2020	2021	2022	2023	2024	To Date
2,918.99	2,900.40	886.42	2,092.35	564.70	1,565.82	1,385.52	916.55	717.33	\$ 13,948.08



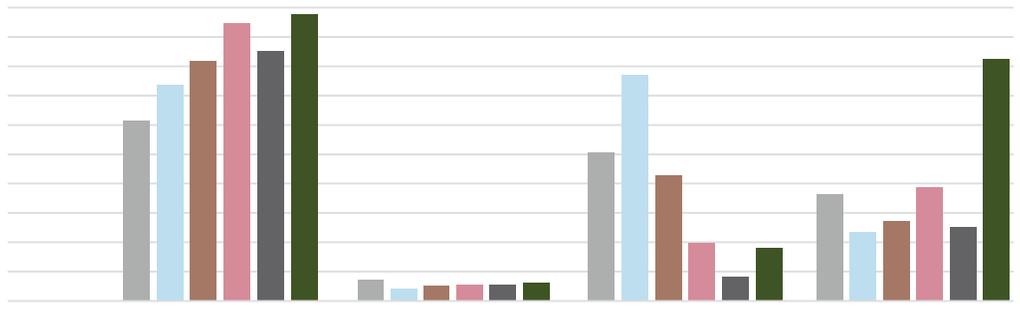
NUMBER OF MEMBERS BUSINESSES: **532** MEMBERSHIP NUMBERS FROM SURVEY:

- NUMBER OF BUSINESSES LOCALLY OWNED: **83%**
- INCLUDING:
 - RESTAURANTS, CAFE'S, AND COFFEE SHOPS: **97**
 - RETAIL: **122**
 - HOTELS/ACCOMMODATIONS: **12**
 - PERSONAL CARE SERVICES: **67**
 - PROFESSIONAL SERVICES: **143**
 - JUST TO NAME A FEW...
 - BUSINESSES OPENED: 33

CONSTRUCTION SPENDING + NEW BUILDS & PERMITS 2023



100,000,000
90,000,000
80,000,000
70,000,000
60,000,000
50,000,000
40,000,000
30,000,000
20,000,000
10,000,000
0



	Residential New Permits	Industrial New Permits	Institutional New Permits
2019	122	3	5
2020	107	28	8
2021	180	28	10
2022	147	18	9
2023	137	13	7
2024	140	21	11

	Residential New	Residential Reno	Industrial New	Industrial Reno
2019	\$ 61,534,700	\$ 7,296,193	\$ 50,843,700	\$ 36,486,806
2020	\$ 73,672,091	\$ 4,403,702	\$ 77,180,628	\$ 23,565,961
2021	\$ 81,894,256	\$ 5,218,808	\$ 42,929,500	\$ 27,402,276
2022	\$ 94,722,748	\$ 5,672,143	\$ 19,845,430	\$ 38,745,125
2023	\$ 85,280,000	\$ 5,627,660	\$ 7,320,000	\$ 26,117,380
2024	\$ 98,365,430	\$ 6,868,906	\$ 18,947,000	\$ 83,158,350

2024 WEBSITE STATS: DOWNTOWNCHARLOTTETOWN.COM



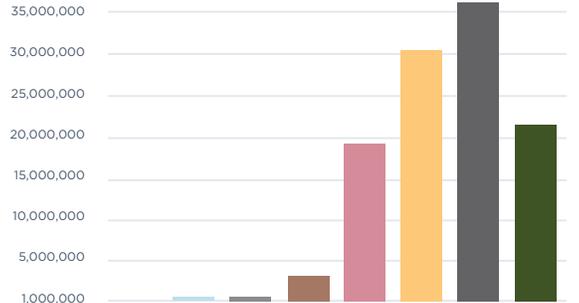
- **38,413** SITE VISITS
- **53,215** PAGE VIEWS
- 111 Clicks to call
- 48 Form Submissions
- 469 Clicks to Mail
- 72 Clicks to Map
- **Top 3 Page Views:**
 - Commercial space (6200)
 - Eckhart (5991)
 - Paws Downtown (5093)

2024 SOCIAL MEDIA STATS:



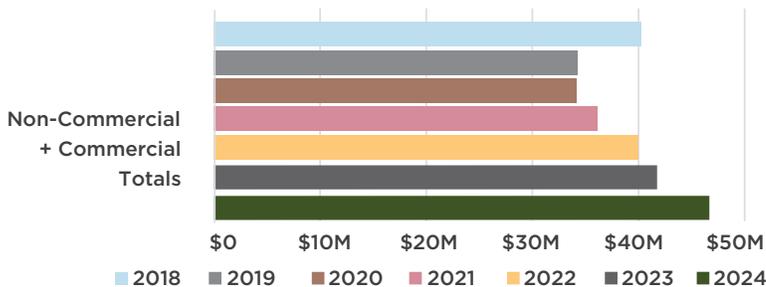
- **f** Page Followers: **13,000**
Reach: **466,600**
- **X** Page Followers: **10,380**
Reach: **78,000**
- **ig** Page Followers: **4,080**
Reach: **25,200**
- **td** Page Followers: **962**
Reach: **18,514**

PARKS INVESTMENT (CITY WIDE)



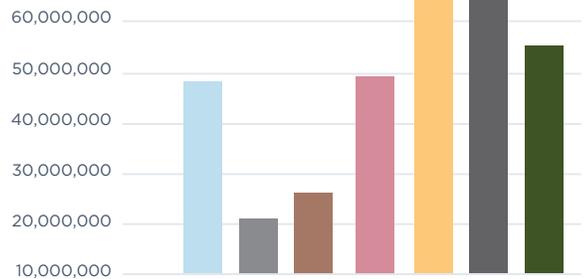
2018	\$ 1,050,000
2019	\$ 1,121,678
2020	\$ 3,460,500
2021	\$ 19,273,400
2022	\$ 31,332,728
2023	\$ 35,980,859
2024	\$ 22,487,526

TAX REVENUE FOR CHARLOTTETOWN (CY)



Tax Revenue	Commercial	Non-Commercial	Total
2018	\$20,223,531	\$20,976,426	\$41,199,957
2019	\$16,447,165	\$17,725,348	\$34,172,513
2020	\$16,813,456	\$18,116,422	\$34,929,878
2021	\$18,009,775	\$19,405,451	\$37,415,226
2022	\$18,909,4340	\$21,235,211	\$40,144,645
2023	\$19,856,312	\$23,678,856	\$43,535,168
2024	\$20,314,789	\$25,753,613	\$46,068,402

CAPITAL INVESTMENT

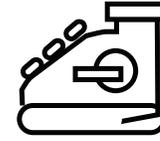


2018	\$48,433,566
2019	\$21,972,594
2020	\$26,069,310
2021	\$49,895,127
2022	\$64,254,445
2023	\$65,656,741
2024	\$55,245,271



CHARLOTTETOWN FIXED ROOF OCCUPANCY RATE COMPARED TO 2019>
(PEI TOURISM INDICATORS)

2024 WAS **6.8%** OVER 2019

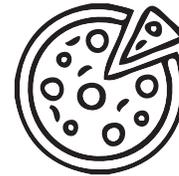
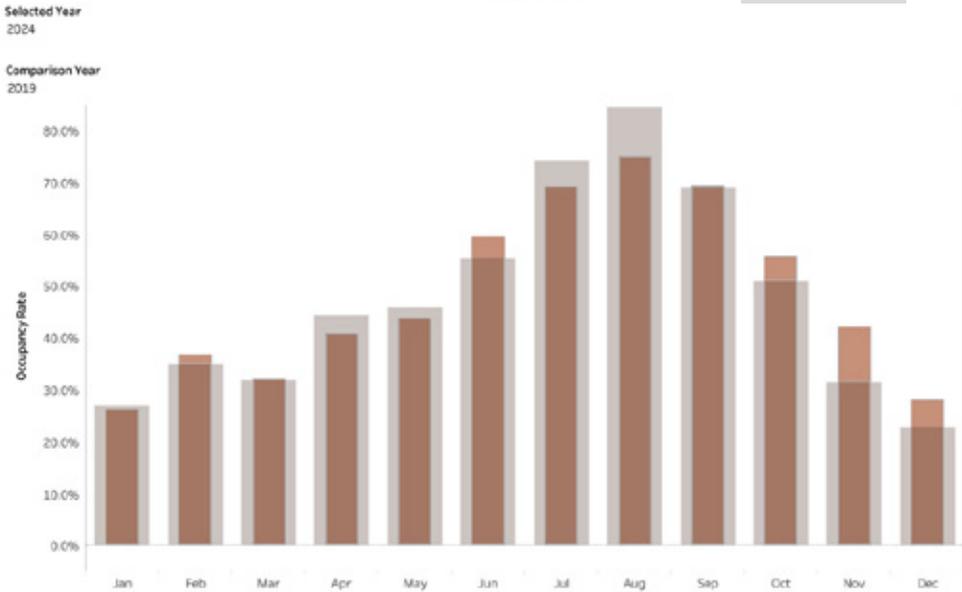


PEI SALES:

RETAIL SALES PEI: VALUE (\$, 000S)

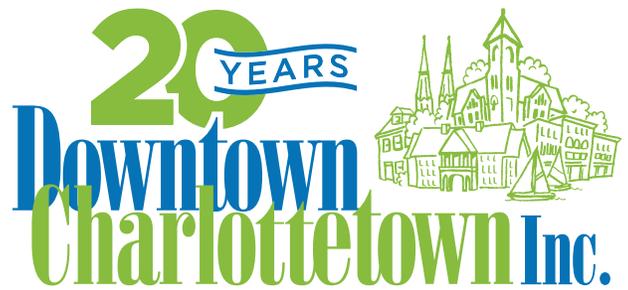
2021:	3,012,311
2022:	3,367,331
2023:	3,506,772
2024:	3,266,837

2024 missing December



FOOD SERVICES AND DRINKING ESTABLISHMENTS RECEIPTS REACHED A RECORD LEVEL,

INCREASING 2% OVER 2023 AND 39% OVER 2019





DCI BOARD EXECUTIVE:

- **Steve Dunne** - Dunne Consulting.....President
- **Peter MacDougald** - Richardson GMPVice President
- **Lloyd Compton** - MRSB Group.....Treasurer
- **David McInnis**Past President
- **Dawn Alan**Executive Director

ASSOCIATION SUPPORT

- Downtowns Atlantic Canada
- IDA Canada
- Canadian Urban Institute
- IDA



BOARD DIRECTORS:

- **Quentin Bevan:** Bevan Brothers
- **Liam Dolan:** Peakes Quay
- **Spencer Campbell:** Stewart McKelvey
- **Peter Norton:** Nortons Jewelers
- **Chelsey Rogerson:** Communications Advisor, MP Sean Casey's Office
- **John McAleer:** City Council Representative

DCI STAFF, THE TEAM

- **Dawn Alan** - Executive Director
- **Maria Maund** - Director of Operations
- **Victoria Barbour** - Member Service, Project Coordinator



DCI Board of Directors: *Back left to right:* Spencer Campbell, Liam Dolan, CEO Dawn Alan, President Steve Dunne, Quentin Bevan
Front left to right: Treasurer Lloyd Compton, Vice President Peter MacDougald, Past President David McInnis

AND THE WINNERS ARE...



2024 Adopt a Corner Winners:

Established Gardens

- **1st Place** – Trinity United Church
- **2nd Place** – Island Costal Services Ltd.
- **3rd Place** – Slaymaker & Nichols Gastro House

New Gardens

- **1st Place** – Innovation PEI
- **2nd Place** – HR Atlantic
- **3rd Place** – Laird Tree Care



Commercial:

- **1st Place** Bill Chandler & Coles Associates (135/141 Kent St.)
- **2nd Place** Friends of Confederation Centre (130 Queen St.)

Retail:

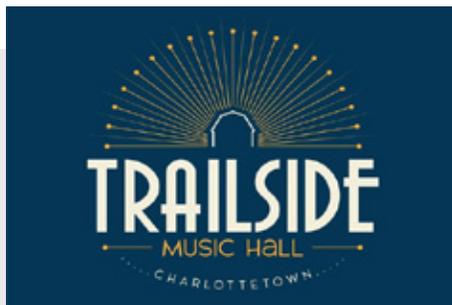
- **1st Place** Cool As A Moose (156 Queen St.)
- **2nd Place** Northern Watters Tartan Shop (156 Richmond St.)
- **TIED 3rd Place:** PEI Crafts Council (98 Water St.) & Swenn (204 Queen St.)

Overall, Winner: Bill Chandler & Coles Assoc.
People's Choice Winner: Cool As A Moose

2024 DCI AWARDS



2024 Business Development of the Year:
 Abbiocco



2024 Retailer of the Year:
 Trailside Music Hall



2024 President's Award:
 Kent Scales, CEO of the Scales Group of Companies