

Town of Port McNeill

Downtown Improvement Plan
Port McNeill
Population: 2064



The Downtown Improvement Plan is a community-led initiative to create an actionable strategy and coherent vision to enhance Port McNeill's core.

2 Downtown Improvement Plan

The Improvement Plan looks at 60 key elements that influence a downtown's quality and vitality. The Assessment Findings Report provides clear, structured and actionable steps that the Downtown Planning and Improvement Committee can make over the short and medium-term as part of the revitalization process.

3 ICET Partnership

Trust funding supported the engagement of an international development expert who worked with the community. Funding was also used to share findings at a public workshop and to develop the detailed action plan.

5 Community Impact

Business and commercial property owners and developers, as well as the entire community will benefit from having a more vibrant, attractive and economically prosperous downtown that retains and attracts new and existing workers and visitors. A local brew pub and renovated coffee shop are already underway.

1 Context

As a remote, North Island coastal community that was traditionally focused on fishing, logging and mining, the downtown core lacks vibrancy and has limited amenities and social gathering places.

4 Process

A broad range of Port McNeill community members met with the Destination Development expert in early March 2020. An Assessment Findings Report was delivered soon after and supplemented with committee and business input.

6 Regional impact

The North Island, as a whole, stands to benefit as Port McNeill solidifies a reputation as a service hub and launch point for smaller and more remote communities and attractions in the region.

7 Spin-off benefits

A more inviting downtown core will attract new residents and encourage those that live there to stay in the community.



“ This project is significant for us because we have a limited tax base and multiple needs with the community, so it gives us the ability to look forward and plan for the future. Port McNeill Mayor Gabriele Wickstrom