

Downtown Development Report

Board of Directors

Tuesday October 17th, 2023



Social media:

- Newsletter went out October 11th, addendum Oct 12th
- Olivia- main focuses over the next 2 months
 - Promoting all our events
 - Bring us your bucks, with new art to refresh
 - Let's Get Pampered series
 - Downtown dig milestones - Amanda

Items of Special Note:

- Queen Street Phase 1 & 2 reopened on October 12th!
- Hiring Lynn Evans to clean windows in phase 1 & 2, funded by MOK
- Instyle celebrated 23 years in Business on Sept 19th
- Hair Connection celebrated 3 years under new ownership on October 3rd
- JB's Men officially opened their doors on October 4th
- Matchbox Studio celebrates 5 years in business on October 15th
- Morning coffee mixer being planned for business owners at Littles by the Lake - November 10th, 8-10am
- BIA Breakfast being planned for early new year

BIA Bucks update:

- \$8,210 in sales so far this year
- \$16,940 in redemptions
- Getting lots of really old BIA Bucks handed in

Passports

- October winner was Pam Young
- Only 1 more draw until Grand Prize draw!
- \$1000 draw will take place at Hometown Christmas
- Increased campaign to get passports filled out and entered

Events:

Harvest Dinner - Recap

- 61 tickets sold 58 guests were in attendance
- Weather was fantastic, people stayed late dancing and socializing
- Band was enjoyed by all, food was amazing
- Lights did not come on, electrical issues
- Amanda and Tonya met to debrief this year's event and make notes for next year

Halloween Spooktacular

- October 28th - permit approved
- Amanda spoke with Sobey's, deal on candy in the works
- Scarecrow hunt week leading up to Spooktacular, scarecrows bought, will put out the afternoon of the 20th

Halloween Pub Crawl

- October 28th
- Selling scavenger hunt cards for \$10 each
- People purchase cards, buy signature cocktails and brews at various bars and restaurants and complete the associated "challenge" on card
- Cards are entered to win prizes
- Costume Contest from challenge photos

Hometown Christmas

- November 17th
- Permit submitted for length of Broadway to Durham Market North
- MOK Contributing roughly \$10,000 to HC for Queen Street Reopening
- Lighted potted Christmas trees being put out on Queen Street
- "adults only" section being added to north end
- Rick and Marilyn Clark have agreed to be our new Santa and Mrs Claus!
- Looking for volunteers to help at the event with various tasks

Blinky

- Blinky booked for Spooktacular, MOK Christmas, Hometown Christmas, Chamber Parade
- Would like to get Blinky 2 cleaned & repaired in January/February

Lights on Harbour, Bankers Alley, and Victoria Park

MOK - Strategic Initiatives department are asking for approval from council to include the bulbs and maintenance in their budget going forward. Ideal Supply has told us that the strings will only be good for another 2-3 years. MOK would like the BIA to put some

thought into what we would eventually replace them with. A more cost-effective solution would be ideal.

Market in the Park

I have been approached by MOK about the possibility of the BIA taking over Market in the Park from Tourism. The general consensus from the businesses is that they would like see MITP return to Victoria park as it brought more people downtown. MOK has proposed 3 possibilities for the takeover:

1. They retain management of the bookings and financial end and we just run the day to day with a payout to the BIA for services (it would be a gradual handover)
2. We take over the booking and management and they just handle collecting the fees and turn everything over to the BIA
3. They hand everything over to us and let us run it all as we see fit

Currently Tourism charges \$185.50 for a seasonal spot (16 weeks), and \$20.50 for a daily spot. Victoria Park has room for 40 vendor spots. The current rates are well below market average (Goderich charges \$567 for a seasonal spot at their market). It has been suggested we could raise the rate to \$250 for seasonal and \$25 for daily. If we had 40 seasonal spots at \$250 that would be \$10,000 in revenue for the BIA operating budget.

Obviously this would require more of my time which would come out of that revenue, and it would only be worth the time and effort if it helps our members. But it's something that would inject steady cashflow into our budget so I think we should consider and discuss the offer.