

### **Downtown Dig – Municipality Business Supports**

The Municipality of Kincardine approved a \$50,000 budget to help with communications and business supports during the downtown construction. These funds were used to help cover costs associated with the Passport Program, communication and marketing, signage and other initiatives. Below is a list of recent initiatives over the past month and upcoming initiatives:

- 1) Postcard mailed out to 5,000 households – cost was \$300 for printing and ~\$1,000 for mailing.
- 2) Full Page ad in Kincardine Independent running this week – project update and BIA initiatives - \$1,000
- 3) Radio ads on Fm 101.7 with approximately 100 commercials and Shoreline Classics. \$3,500.
- 4) Covering costs for Lynn Evans to do additional window cleaning – approximately \$500
- 5) Downtown Grand Reopening – Hometown Christmas enhancements - \$10,000