

# **Downtown Development Report**

## **Board of Directors**

### **Tuesday August 20, 2024**



### **Social media:**

In September we have Katherine Palumbo from @exploreontario coming to do some social media around fall in the downtown. I've booked her for a couple days around the Harvest Dinner. Her reach on instagram is 271,000 people and our previous contracts with her have brought a lot of attention to Kincardine.

The Facebook group Ontario Day Trips Guide (469,700 followers) and Ontario Hidden Gems (323,600 followers) are becoming an amazing way to market to people looking for places to visit. Kincardine comes up recommended as a destination daily and I'm looking into how to leverage this incredible resource.

I would like to do an online fashion week in lieu of the fashion show. We would Spotlight clothing stores, show brands carried, new arrivals, and a profile on store owners and history.

### **Items of Special Note:**

- Despite the rain, cruise night on August 2nd was well attended and people seeking shelter in businesses did some shopping
- Next cruise night on August 30th
- The breakfast room at Inn at the Harbour is now open and is a beautiful addition to the Inn
- Westshore celebrated their 20th anniversary on August 15th with a party on the 16th
- Speakers are installed and are working well. Meeting with Lorie Fioze to come up with plan for speaker use

### **Marketing**

- Ads continuing on Shoreline for Monday Market and spotlights for BIA events
- Posters will be going up for Harvest Dinner, placing paid Facebook ads
- Working on plan with Katherine for @exploreontario
- Fall stamp card promotion coming up, placing ads to promote and posters for store windows

## **BIA Bucks**

- \$8,035 in redemptions so far
- \$5,630.00 in sales

## **Blinky**

- Blinky was booked for a birthday celebration on Aug 1st
- Blinky is booked for the following dates:
  - August 24th - Marine Heritage Day
  - September 7th - wedding of former Blinky operator

## **Upcoming Events:**

### **Monday Market**

- 3 markets left in season, 2 in park, one on Queen Street
- **\$19,885 in revenue so far**
- Vendors happy with how markets have been this year (# of vendors, communication, crowd sizes, location, street days)
- A few downtown businesses have set up at the market

### **Queen Street Markets**

- Next vendor market on August 26th
- Planning for Sept 21st coming along - special events application has been approved
- Fashion show isn't happening, many challenges in organizing everyone (shifting to social media)
- \$5000 budget, Amanda looking at renting a couple activities and live music
- Businesses encouraged to have a presence on the street

### **Harvest Dinner**

- First sponsorship letter has gone out
- Many volunteers already signed up to help
- The Bruce as provided menu for main course
- George's, Bar Down, Erie Belle and Locals all interested in being involved
- Special events application has been approved
- Industry room booked for bar
- Rick helping with booking live music

## **BIA Initiatives**

### **Review of initiative success**

Darrel has requested we review the following initiatives ahead of going into 2025 budget planning:

1. Street cleaning - worth the cost?
2. Blinky Rental/use vs upkeep cost
3. Mailer - effective and worth the cost?
4. Stamp cards - effective and worth the cost?
5. On street business location signs - do they help with business visibility?
6. Shoulder season marketing - was it effective, what more can we do?
7. Monday Market - was it worth taking over? Do we do it next year?
8. Street Markets - did they help businesses?
9. Welcome centre - was it well visited and did we have enough of presence there?
10. DDM workload vs wage
11. BIA social media effectiveness within DDM role
12. BIA business owner get togethers - worth pursuing in 2025?
13. Breakfast meeting - Do we continue? Other time of year better?