

Downtown Development Report

Board of Directors

Tuesday September 17, 2024



Social media:

Social media will heavily focus on our upcoming events, Harvest Dinner, Spooktacular, Hometown Christmas and Ladies' Night. We will also be doing Fashion Week, I am setting up dates and times with business owners to gather content.

Items of Special Note:

- Construction has begun on the former Scotiabank to turn it into a Wild Wings
- The Welcome Centre will be staying open through September
- Mums have been planted, getting lots of positive feedback!
- Market in the Park generated \$20,585 in revenue; out of that we take the cost of the park rental (\$1500), and the wifi boost for the park (104.95/mth may-sept = 524.75) which means we profited \$18,560.25
- MOK would like us to manage the market again in 2025 with a partnership beneficial to both organizations
- The 3 hour parking motion being presented to council by the clerks dept. in October with a report on implementation costs and timelines

Marketing

- Posters are up and ads placed for Queen Street market
- Posters are up for Harvest Dinner and an interview/article and ad are in the Independent
- Amanda is coordinating a Harvest dinner ticket giveaway promotion with Shoreline Radio that will involve promos all next week
- Amanda would like to put out a map/list of all the businesses that are giving out candy for Halloween
- We have \$1,400 left in our BIA Bucks promotions line so I'd like to do the passport again for late fall/winter with some big prizes.

BIA Bucks

- \$8,780 in redemptions so far
- \$9,130 in sales so far
- We have \$1,400 left in our BIA Bucks promotions line so I'd like to do the passport again for late fall/winter with some big prizes.

Blinky

- Darrel has requested the rental of Blinky to be used in his store with his own Blinky operator on the following dates: NOVEMBER- 1PM-3PM Sunday 17th and 24th, DECEMBER- 1PM-3PM Sunday 1st, 8th, 15th and 22nd
- The Curling club is currently using Blinky's image to promote curling sign-ups on signs around town, **(how) do we deal with this?**
- Blinky had a great time at the wedding!
- Blinky booked for a birthday party

Upcoming Events:

Queen Street Fall Market

- Vendors (7 confirmed so far)
- campfire/corn roast/puppies
- BBQ by restaurants
- businesses out on street
- Grey Matter beer launch
- MOK out on street with games and Info
- Top shot hockey mini sticks rink booked
- Blinky will be there
- Amanda looking into line dancing and making announcements on the speakers

Harvest Dinner

- Tickets sales are a bit slower than Amanda would like, we're at 35 guests so far
- Posters are finally ready and going up
- Appetizers by George's, BarDown, and the Bruce; Main by the Bruce, Dessert by Sundae Drift
- Plenty of servers planned
- Band booked
- Willow and Ren doing staging
- Industry Room doing the Bar

BIA Initiatives

- Amanda and Erin met to do pre budget planning
- Amanda would like to use the Community Betterment budget Line (used for live music downtown last year) to buy candy for businesses for Spooktacular.
- Amanda starting to work on a booklet directory for the welcome centre/to give out, possibly will replace mailer in 2025 with list of events inside
- Amanda starting to work on redesign of panels for blue signs downtown
- Looking to purchase chain to chain blue chairs together in twos next year to make it harder for people to move them around