

Downtown Development Report

Board of Directors

Tuesday October 15, 2024



Social media:

We had Katherine Palumbo of @expore.ontario join us for Harvest Dinner. She took some photos and did a short video on her social media featuring Kincardine in the fall and the dinner. So far, the video has been viewed 175,553 times, has 4,400 likes, 183 comments, 2,500 shares, and 3,200 saves. Comments on the reel range from "How Beautiful!" To "I thought this was PEI!" To "wow! I didn't know it was so beautiful!"

This week I am kicking off Fashion week on social media! Very excited to get this content up. Most of our fashion retailers have already been interviewed, I have a few next week to finish up.

Items of Special Note:

- Harvest Dinner was a big success, well received and lots of positive feedback
- Proceeding with shop & win cards for late fall/early winter
- NPX donating \$500 towards candy for Spooktacular
- AGM announcement went out in newsletter, RSVPs are slow to come in
- Amanda and Erin met to put together draft budget for 2025

Marketing

- Fashion Week campaign starting to help bring people back downtown
- Ads booked for Spooktacular and Pub Crawl in the Independent and on Shoreline
- Will be placing ads for Shop & Win on targeted Facebook ads and through social media posts as well as posters around town
- About to begin promoting Hometown Christmas as well through posters, Facebook ads, and social media posts

BIA Bucks

- \$10,335 in redemptions so far
- \$9,130 in sales so far
- No BIA Bucks sales in the last month

Blinky

- Darrel will be using Blinky in his store for photos with festive Blinky promotion

- Blinky booked for a birthday party on Oct 12th
- Blinky requested for Santa Claus parade - my usual Blinky is away at a hockey tournament along with my backups and attendants. IF YOU KNOW SOMEONE WHO CAN FILL IN PLEASE LET ME KNOW!

Upcoming Events:

Spooktacular

- Using \$1000 from community betterment budget line to purchase candy
- NPX donating \$500 towards candy as well
- Participation Sign up was included in newsletter
- Amanda will buy candy with the \$1500 and divide equally between businesses that sign up.

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Pub Crawl

- We decided to go ahead with pub crawl
- Amanda has designed cards to get printed

Hometown Christmas

what is already booked

- carriages
- Mr & Mrs Claus
- elementary carollers
- xmas tree lighting
- fire pits
- pipers
- petting zoo
- top shot hockey games
- what needs to be done still
 - Kincardine Community singers
 - beavertails & poutine
 - holiday music on speakers
 - window reveal
 - willow & red for Santa set up and photo stops
 - Ask chamber about bridge decor
 - Lighthouse decorated?
 - Lighting given to businesses during covid?

BIA Initiatives

- Amanda and Justine spent 2 hours picking up cigarette butts along Queen Street ahead of Harvest Dinner. We recommend that the BIA purchase and install receptacles for cigarettes in 2025
- AGM planning has begun with a rough Agenda:
 - Introductions
 - Land Acknowledgment
 - Overview of Objectives/priorities
 - Budget
 - New Business
 - Round Table
 - End of meeting
- Plan to ask Strategic Initiatives to use their live polling technology to gauge support of Budget