

Downtown Development Report

Board of Directors

Tuesday, December 17, 2024



Social media & Marketing

- Continuing the Christmas Gift guide and encouraging shopping local
- \$1500 Shop Downtown Kincardine ad campaign starting Thursday, December 13th on 101.7 (Blackburn Media)
 - “50 spots = \$1500
 - *plus 10 spots at no charge
 - **plus additional 10 to help as much as possible
 - Total number of commercials = 70
 - They are running 6 per day starting tomorrow (Thursday) until Sunday, Dec. 22.
 - And 5 are running on Monday, Dec. 23.”
- Into January we will be highlighting health and wellness services and businesses

Items of Special Note:

- The new Christmas light halos have been put up, feedback from public has been really good
- Cherie will be transitioning to a new Project Coordinator - Nuclear Strategy position, and a new Ec Dev coordinator will be hired. We will miss Cherie and her guidance but wish her all the best in her new role.
- Ewan Studios will be under new ownership in the new year
- Tourism is hiring a new Tourism Coordinator after the unexpected departure of Karlee Woodward at the end of November. (The welcome centre is closed due to no staff for it)
- Our January meeting will include voting in Chair/Vice Chair for 2025. If you are interested in either position, please let Amanda or Cherie know

BIA Bucks

- \$12,350 in redemptions so far
- \$17,785 in sales so far
- Orders are coming in at a rapid pace including some fairly large ones for Bruce Power

Blinky

- Blinky will be assessed in the new year for repairs and cleaning needs