



## DBIA - STRATEGIC PLAN COORDINATOR KEY ACTIVITIES UPDATE

Reporting Date: December 2020

STRATEGIC OBJECTIVE	DESCRIPTION	ACTIVITY/OUTCOME
PRIORITY # 1	MEMBERSHIP:	<p><b>NEW BUSINESSES IN AREA IN REPORTING PERIOD:</b></p> <ol style="list-style-type: none"> <li>1. Mary Jane Boutique</li> <li>2. Hairitage Barber Shop 29 King St. East (<b>Grand opening December 11<sup>th</sup></b>)</li> </ol> <p><b>CLOSURES IN REPORTING PERIOD: N/A</b></p>
	PARTNERSHIP:	<p><b>NEW PARTNERSHIPS IN REPORTING PERIOD:</b></p> <p><b>Accessibilty Committee:</b> Attended the November 25<sup>th</sup> meeting. The committee talked about the importance of including the DBIA for information purposes (re: downtown issues) and potential partnerships. I explained the role of the DBIA.</p> <p><b>Digital Northumberland:</b> Alyson completed an a very successful Instagram take over on Wednesday, November 18<sup>th</sup>. I will be attending the December 8<sup>th</sup> meeting. The grant applications deadline has been extended from November 30<sup>th</sup> until December 15<sup>th</sup>.</p> <p><b>Pending:</b></p> <p><b>Legion:</b> Potential partnership with the local branch re: banners to honour veterans for Remembrance 2021</p>
	SPONSORSHIP:	<p><b>NEW SPONSORSHIP IN REPORTING PERIOD: N/A</b></p>



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PRIORITY # 2	ACTIVATION:	<b>NEW ACTIVATION DEVELOPED:</b>  Gift Card Bonus- Beginning Tuesday, December 1 <sup>st</sup> for every \$100 you spend you receive a \$25.00 bonus  Empty Window Art- 3 empty store fronts have been cleaned and a local artist (Betsy Miller) has set up her work in 2 of them. A third store front is waiting for art.  Pending: Working on formal 2021 activations in partnership with the Town. More details will be available after discussions with Events committee
	EVENTS:	<b>EVENT UPDATE:</b>  <b>Christmas Window Contest</b> -All businesses will have the opportunity to create a holiday window from November 12 <sup>th</sup> to December 1 <sup>st</sup> . The theme “Home for the Holidays” will then be judged by a panel and winner announced December 23 <sup>rd</sup> . Winner will receive a gift basket of treats for their staff. This contest will be covered and promoted on all social media platforms and shared with our followers. Discussion re: panel and judging at Board Mtg.  CONFIRMED Businesses:  Brittany and Bros  Jakes  Ferreri’s  Bra Boutique  Cultured Kitchen  Ten Thousand Villages  Earth’s Excellence  Dutch Oven  Audrey’s



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		<p>Chesler's</p> <p>Skye's Boutique</p> <p>Little Underground</p> <p>Farren's</p> <p>Chamber of Commerce</p> <p>City Streaks</p> <p>Wild Ink</p> <p><b>POST SUMMARY EVENTS:</b> N/A</p>
PRIORITY # 3	BEAUTIFICATION:	<p><b>UPDATE:</b> Christmas lights, banners and trees are all in place and current feedback about the lights is positive.</p> <p>The windows at the three businesses east of the Buy and Sell have been cleaned (both interior and exterior) and art has been added for the holiday season to two of the businesses. We will potentially be adding lights to further brighten it.</p>
	MAINTENANCE:	<p><b>UPDATE:</b> N/A</p>



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PRIORITY # 4	MARKETING	<p><b>Radio Ad:</b> Christmas Greeting Campaign will run through 93.3 MyFM from December 12<sup>th</sup> – January 1<sup>st</sup>. 4 messages a day for 8 days. Greetings will run from 6am-9pm</p> <p><b>Membership Mondays:</b> Has been well received. Great feedback from both the member being profiled and the general public.</p> <p><b>Social Media Platforms:</b> On-going sharing of member posts through stories and our own regular posts</p> <p><b>Cross Promotional Marketing Plan for 2020:</b> Please see attached staff report</p>
	COMMUNICATIONS	<p>MEMBERSHIP COMMUNICATION:</p> <p><b>Membership Newsletter:</b> Holiday Edition will be sent out the first week of December</p>
PRIORITY # 5	SUSTAINABILITY	POLICY UPDATE: <b>N/A</b>