



## DBIA - STRATEGIC PLAN COORDINATOR KEY ACTIVITIES UPDATE

Reporting Date: January 2020

STRATEGIC OBJECTIVE	DESCRIPTION	ACTIVITY/OUTCOME
PRIORITY # 1	MEMBERSHIP:	<b>NEW BUSINESSES IN AREA IN REPORTING PERIOD: N/A</b>  <b>CLOSURES IN REPORTING PERIOD: Cultured Kitchen</b>
	PARTNERSHIP:	<b>NEW PARTNERSHIPS IN REPORTING PERIOD:</b>  <b>Digital Northumberland:</b> Attended and participated in the meeting December 8 <sup>th</sup> .  <b>Pending: N/A</b>
	SPONSORSHIP:	<b>NEW SPONSORSHIP IN REPORTING PERIOD: N/A</b>
PRIORITY # 2	ACTIVATION:	<b>NEW ACTIVATION DEVELOPED:</b>  <b>Gift Card Bonus-</b> Beginning Tuesday, December 1 <sup>st</sup> for every \$100 you spend you receive a \$25.00 bonus  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>12 Days of Christmas Give-Away-</b> Successful Social Media Campaign with a significant amount of community engagement. 12 winners 1 each day from December 12 <sup>th</sup> -23rd  <b>Christmas Window Contest-</b> Judging panel met and judged windows on December 22 <sup>nd</sup> with these results:



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		<p><b><u>Services</u></b></p> <p>1st Prize - Farren Associates, 9 King St. West          2nd Prize - Crock A Doodle, 169 Division St.          3rd Prize - Wild Ink, 10 King St. West</p> <p><b><u>Food &amp; Beverage</u></b></p> <p>1st Prize - Pat and Rob's, 32 King St. West          2nd Prize - Black Cat, 4 King St. West          3rd Prize - Earth's Excellence, 255 Division St.</p> <p><b><u>Retail</u></b></p> <p>1st Prize - Chesler's Outlet, 35 King St. West          2nd Prize - Jake's, 40 King St. West          3rd Prize - With All My Art, 26 King St. West</p> <p><b>POST SUMMARY EVENTS:</b> Cheques for prize winners were distributed on December 31<sup>st</sup>.</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> <p>Beautification Survey sent out to membership. 11 participants. Will resend reminder January 4, 2021</p>
	MAINTENANCE:	<b>UPDATE:</b> N/A



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PRIORITY # 4	MARKETING	<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 2021:</b> will come forward for approval at February Board mtg.</p> <p><b>Marketing/Events Meeting:</b> Held December 22<sup>nd</sup> (minutes attached)</p>
	COMMUNICATIONS	<p>MEMBERSHIP COMMUNICATION:</p> <p><b>Membership Newsletter:</b> Holiday Edition sent out early December</p> <p><b>Other:</b> Updates on current Covid Shutdown</p>
PRIORITY # 5	SUSTAINABILITY	POLICY UPDATE: <b>N/A</b>