



DBIA - STRATEGIC PLAN COORDINATOR KEY ACTIVITIES UPDATE

Reporting Date: November 2020

STRATEGIC OBJECTIVE	DESCRIPTION	ACTIVITY/OUTCOME
PRIORITY # 1	MEMBERSHIP:	<p>NEW BUSINESSES IN AREA IN REPORTING PERIOD: 11 New Business opening in Downtown Cobourg</p> <ol style="list-style-type: none"> 1. Earth's Excellence - 255 Division St. 2. C.K. Vape - 244 Division St. 3. Grooming Tailz - 10 King St. East 4. Colossal Fitness - 45B Covert St. 5. Tia Savanna Tattoo - 14 King St. East 6. Local Cannabis Inc (opening date to be announced) - 2 King St. East 7. Magpie (opening date to be announced) - 79C King St. West 8. Peace and Love for All (opening date to be announced) - 79A King St. West 9. IT Shop (opening date to be announced) - 79B King St. West 10. Acanthus Interiors (opening date to be announced) - 83 King St. West 11. The Little Corner and Co. - 150 King St. West 12. Hairitage Barber Shop – 29 King Street East (Opening November 2nd, 2020) <p>**The businesses that have opened have been approached about Grand Opening events. Awaiting confirmations – Board will be made aware when they have been confirmed.</p>



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		CLOSURES IN REPORTING PERIOD: N/A
	PARTNERSHIP:	<p>NEW PARTNERSHIPS IN REPORTING PERIOD:</p> <p>Accessibility Committee: Attending the November mtg. for information purposes only</p> <p>Digital Northumberland: Met with Digital Mainstreet staff person, Allyson to survey merchants re: receiving electronic copies. It was an opportunity for many merchants to meet Allyson</p> <p>Pending:</p> <p>Legion: Potential partnership with the local branch</p>
	SPONSORSHIP:	<p>NEW SPONSORSHIP IN REPORTING PERIOD:</p> <ol style="list-style-type: none"> 1. Sponsorship with Lindsay Edwards confirmed for \$1000 for Girl's Night Out <p>Pending:</p> <ol style="list-style-type: none"> 2. Sponsorship request to Peter and Denise Lorenz for \$1,500 for Food and Music Festival (main stage)



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PRIORITY # 2	ACTIVATION:	<p>NEW ACTIVATION DEVELOPED:</p> <p>Swag and Tag-An online event held from November 1st to 30th 2020. Followers take a picture when visiting a local business of their visit, then tag both Downtown Cobourg and the business. They are then entered into a weekly draw for a \$50 gift certificate. Their post is shared on our stories, with the winning post shared as a post on both channels.</p> <p>Pending: Working on formal 2021 activations in partnership with the Town. More details will be available after discussions with Events committee</p>
	EVENTS:	<p>EVENT UPDATE:</p> <p>Christmas Window Contest-All businesses will have the opportunity to create a holiday window from November 12th to December 1st. The theme “Home for the Holidays” will then be judged by a panel and winner announced December 23rd. 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.</p> <p>CONFIRMED VENDORS: N/A</p> <p>POST SUMMARY EVENTS: N/A</p>



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PRIORITY # 3	BEAUTIFICATION:	<p>UPDATE: Attended meeting with Julie Powell, Melissa Graham and Jackie Chapman Davis to discuss string lights. It was decided that string lights will be wrapped around bottom half of poles and there will be a process to phase out blue lights and switch them to warm white string lights. Jackie may need extra strings of lights (and extensions) and will let the office know if this is the case.</p> <p>Pending: Christmas banners to replace regular banners for the season on the sidewalk side of poles, contract lights on street side</p>
	MAINTENANCE:	<p>UPDATE: Falconhurst Team attends Fridays. Everything is going well. They have submitted two invoices to date</p>

PRIORITY # 4	MARKETING	<p>Radio Ad: Christmas Greeting Campaign will run through 93.3 myFM from December 12th – January 1st. 4 messages a day for 8 days. Greetings will run from 6am-9pm</p> <p>Membership Mondays: From November 1st on we will be hosting “Membership Mondays” on our social media platforms. 2-3 businesses will be showcased until the New Year and then the intention is to post a few more per week. Currently our social media is heavy with events and promoting the holiday season.</p> <p>Social Media Platforms: On-going sharing of member posts</p>



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		Pending: Cross Promotional Marketing Plan for 2020: Currently a cross-promotional plan is coming together for 2021, it will be presented at the December Board meeting through a staff report
	COMMUNICATIONS	MEMBERSHIP COMMUNICATION: Membership Newsletter: went out via mailchimp and was posted to the Membership Page of the website. The next newsletter November 15 th , 2020. No newsletter for the month of December.
PRIORITY # 5	SUSTAINABILITY	POLICY UPDATE: At Venture13 Monday, October 26 th planned out 2021 with Melissa Graham - Facilitated VISA dispute with Chair, Treasurer and Vice Chair.