

# **St. Marys Business Improvement Area (BIA) Board Meeting Agenda**

**Date:** Monday, March 9, 2020

**Location:** Stonetown Coffee, 5 Water Street S, St. Marys, ON

**Time:** 6:00 PM

## **Agenda Items**

- 1.0 Call to order and confirmation of Quorum
- 2.0 Declarations of Pecuniary / Conflict of Interest
- 3.0 Additions to the Agenda
- 4.0 Approval of Agenda

**THAT** the March 9, 2020 BIA agenda be approved, as presented.

Motion:

Second:

## **5.0 Approval of Meeting Minutes from the February 10, 2020 Meeting:**

**THAT** the Meeting Minutes from the February 10, 2020 BIA Board Meeting are approved by the BIA Board.

Moved by:

Seconded by:

## **6.0 Approval of AGM Minutes from the April 15, 2019 Meeting:**

**THAT** the Meeting Minutes from the April 15, 2019 BIA AGM are approved by the board.

Moved by:

Seconded by:

## **7.0 Public Input Period**

## **8.0 Delegations**

- 8.1 Andrea Macko – Hindsight is 2020 Homecoming / Heritage event

## **9.0 New Business**

### **9.1 Homecoming / Heritage 2020**

- Request for funding for BIA led initiative

**THAT** the board accepts and approves the request for funding submitted by Julie Docker-Johnson for the Homecoming / Heritage downtown initiative.

Moved by:

Seconded by:

**9.2 Christmas Committee funding request for 2020** - included in the agenda package.

**THAT** the board accepts and approves the request for funding for the 2020 Christmas Open House.

Moved by:

Seconded by:

**9.3 2020 Budget approval**

**THAT** the 2020 BIA budget be approved as presented.

Moved by:

Seconded by:

**10.0 Council Report**

**THAT** the board accept the council report as presented by Tony Winter.

Moved by:

Seconded by:

**11.0 Project & Committees**

**11.1 Christmas Committee**

- Christmas Open House 2019 report included in the agenda package.

**THAT** the board accepts the report for 2019 Christmas Open House.

Moved by:

Seconded by:

**12.0 Other Business**

**13.0 Agenda Items for Future Meetings & Date of Next Board Meeting**

The next BIA meeting is April 6, 2020 in Council Chambers.

**14.0 Adjournment**

**THAT** the meeting be adjourned at

Moved by:

Seconded by:

**BIA Board:** Lanny Hoare (Chair), Kyle Burnside (Treasurer), Councillor Tony Winter, Gwendolen Boyle, Amie Rankin (Secretary)

**BIA Staff:** Lauren Eedy

**Town of St. Marys Staff:** Kelly Deeks-Johnson, Tourism & Economic Development Manager

**For Information:** Brent Kittmer (CAO/Clerk)

# St. Marys Business Improvement Area (BIA) Board Meeting Minutes

Date: Monday, February 10, 2020

Location: Town Hall, Council Chambers, 2nd floor, 175 Queen Street East, St. Marys, ON

Time: 6:00 p.m.

## Agenda Items

### 1.0 Call to order and confirmation of Quorum

6:02

The Chair noted that the BIA Administrative Assistant sent regrets and the minutes will be taken by Kelly Deeks-Johnson, Tourism and Economic Development Manager.

### 2.0 Declarations of Pecuniary / Conflict of Interest

None

### 3.0 Additions to the Agenda (to be added in Other Business)

The Chair outlined several changes to the agenda including moving the Council Report to its own point 8.0, move the presentation by Jed Kelly to a New Business section 9.0, merge the discussion around snow removal to Jed Kelly's presentation, add the approval of the previous minutes to its own section, 4.0 and add Social Media Guidelines under other business.

### 4.0 Approval of Agenda

**THAT** the February 10, 2020 BIA Agenda be approved, as amended.

Motion: T. Winter  
Carried

Second: A. Rankin

### 5.0 Approval of Meeting Minutes from the January 20, 2020 Meeting:

**THAT** the Meeting Minutes from the January 20, 2020 BIA Board Meeting are approved by the BIA Board.

Motion: G. Boyle  
Carried

Second: K. Burnside

### 6.0 Public Input Period

Nothing raised

### 7.0 Delegations

None



## 8.0 Council Report

**THAT** the board accept the report as presented by Tony Winter.

Motion: A. Rankin  
Carried

Second: G. Boyle

## 9.0 New Business

### 9.1 Jed Kelly – Festive lights, snow removal and Homecoming/Heritage street closure

Jed Kelly, Director of Public Works presented the report 'Queen Street Downtown Core Holiday Light Displays'. The board and membership were receptive to recommendation option #7 - Create a Quick Mount System for SSD and Utilize contractor for installation. Staff will work with RDJ Bailey Metal Works to commission a prototype of the new Quick Mount System and install it on one lamp post prior to the fall. The BIA can gain feedback from its membership and discuss any changes that need to be made.

**THAT** the report Queen Street Downtown Core Holiday Light Displays be accepted and proceed with the recommendation option #7 outlined in the report.

Motion: K. Burnside  
Carried

Second: G. Boyle

The membership also asked J. Kelly to provide a refresh about the responsibilities of snow removal. J. Kelly noted that the ByLaw needs to be updated to reflect the provincial standards and he will send out a reminder to the BIA membership about snow and salt responsibilities.

J. Kelly asked the BIA for their feedback on a street closer the Friday of the Homecoming and Heritage weekend to prepare for the evening street dance. Public Works would begin closing the road at 1:00PM. The membership voiced concern over this closure and overwhelmingly feel that the Friday afternoon street closures hurt their businesses. They have requested that the Town and committee push back the street closure to a later time.

The street closure for the Kinsmen Parade was also raised by the membership. The parade date is being reviewed with the Kinsmen to potentially fall on the Sunday. The street closure timing is still being discussed and options will be reviewed.

### 9.2 Julie Docker - Homecoming / Heritage

Proposal for a joint event for the merchant's downtown during the Homecoming/Heritage weekend.

**THAT** the board accept Julie Docker's proposal and will grant funding in the budget for the proposal.

Motion: T. Winter  
Carried

Second: A. Rankin

## **10.0 Project & Committees**

### **10.1 Christmas Committee**

Report was submitted at the meeting, the committee has requested that it be included in the agenda package for the next meeting.

**THAT** the Christmas Committee report be received for information.

Motion: A. Rankin  
Carried

Second: G. Boyle

## **11.0 Other Business**

### **11.1 Social Media Guidelines**

The membership provided feedback that it would be prudent to implement social media guidelines for the BIA.

**THAT** the board accept the feedback from the membership and work to create social media guidelines for the BIA.

Motion: K. Burnside  
Carried

Second: G. Boyle

## **12.0 Budget Discussion**

Kyle reviewed the budget for 2020.

**THAT** the board approve the updated draft 2020 BIA budget to be presented at the AGM.

Motion: T. Winter  
Carried

Second: G. Boyle

## **13.0 Agenda items for future meetings & date of next meeting.**

The 2020 AGM will be held on March 9<sup>th</sup> at Stonetown Coffee 6 PM. Please RSVP no later than March 1<sup>st</sup> Amie Rankin [secretary@downtownstmarys.com](mailto:secretary@downtownstmarys.com).

## **14.0 Adjournment**

**THAT** the board motion to adjourn at 8:35 PM.

Motion: T. Winter

Second: A. Rankin

Carried

**BIA Board:** Lanny Hoare (Chair), Councillor Tony Winter, Amie Rankin (Secretary), Gwendolen Boyle, Kyle Burnside (Treasurer)

**Town of St. Marys Staff:** Kelly Deeks-Johnson, Tourism and Economic Development Manager

**For Information:** Brent Kittmer (CAO/Clerk)

# **St. Marys Business Improvement Area (BIA) Annual General Meeting Minutes**

Date: Monday, April 15, 2019

Location: Town Council Chambers

Time: 6 p.m.

Board Attendance: Lanny Hoare, Chantal Lynch, Amie Rankin, Councillor Tony Winter, Mary Van Den Berge, Emily Lagace

Also in Attendance: Maggie Richardson, Cal Ptashnik, Heather Parkinson, Julie Docker-Johnson, Bruce Barnes, Leanne Riddell, Brian Dundas, Sue Griffiths, Brian Lynch, Stewart Grant, Allie Mills, Cathie Szmon, Nancy Mahaffy, Julie Richardson, Angela Patterson, Liz Pache, Sean Brode, Cathy Forster

Staff in Attendance: Andrea Macko, Events Coordinator, Trisha McKibbin, Corporate Services Director

BIA Staff in Attendance: Esther DeYoung, Administrative Assistant

## **Agenda Items**

### **1.0 Call Annual General Meeting to Order and Welcome**

Called to order at 6:00pm

1.1. Motion by: Lanny Hoare      Seconded by: Emily Lagace

THAT the agenda be amended to add the Ambassador program under Other Business and move item 5.0 Project Proposal to follow 3.0, and be approved as amended.

Carried

### **2.0 Approval of March 5, 2018 minutes**

Motion by: Mary Van Den Berge      Seconded by: Emily Lagace

THAT the draft minutes from the March 5, 2018 Annual General meeting minutes be approved.

Carried

### **3.0 2018 Year in Review- presented by Julie Docker-Johnson**

Motion by: Tony Winter

Seconded by: Amie Rankin

THAT Julie Docker-Johnson's 2018 Year in Review report be accepted. (attached)

Carried

### **4.0 Financial Report and Budget for 2019**

The 2019 BIA Budget was presented to the membership for discussion and review. There was discussion on whether the budget had been approved at a previous BIA Board meeting, and it was communicated to the membership that it was not.

Discussion ensued on economic development, tourism and beautification and how to allot funds. Members inquired about banners and there was interest from the Board on receiving further information.

**Motion by:** Lanny Hoare

**Seconded by:** Mary Van Den Berge

**THAT** the line item for the OBIAA conference of \$3,000 be changed to \$0 and that the \$3000 be added to the Events general fund.

Carried

**Motion by:** Lanny Hoare

**Seconded by:** Emily Lagace

**THAT** the line item amount for Meet Me in St.Marys be changed to \$0.

Carried.

**Motion by:** Emily Lagace

**Seconded by:** Amie Rankin

**THAT** \$10,000 from the Public Art line be moved to the general fund entitled Improving Public Space & Beautification.

Carried.

**Motion by:** Cindy Taylor

**Seconded by:** Cathie Szmon

**THAT** a separate line item be added to the Heritage Festival budget for \$1,600.

Carried

**Motion by:** Emily Lagace

**Seconded by:** Mary Van Den Berge

THAT the \$300 that had been allotted to Meet Me in St.Marys be added into events general funds.

Carried

**Motion by:** Emily Lagace

**Seconded by:** Lanny Hoare

THAT the line item for \$445 for the Annual General meeting be reduced to \$55 and the remaining amount be added to the general events fund.

Carried

**Motion by:** Lanny Hoare

**Seconded by:** Sue Griffith

THAT \$1,000 be removed from Policies and Procedures and be reallocated to the general events line.

Carried.

The meeting took a short recess at 7:59pm in order to project the revised budget on a large screen for members to review.

The meeting resumed at 8:10pm

**Motion by:** Emily Lagace

**Seconded by:** Bruce Barnes

THAT the line item listed as 'Other' and subsequent lines located at the bottom of the budget document be renamed as 'Proposed Projects'

Carried

**Motion by:** Lanny Hoare

**Seconded by:** Emily Lagace

THAT the budget be accepted as amended.

Carried

## **5.0 Project Proposal form- How to submit**

An update was provided to the membership on the project proposal forms and that the Project Proposal forms submitted to date will be reviewed at the next BIA Board meeting.

## **6.0 Other business**

### **6.1 Ambassador Program**

The Board discussed the current Ambassador program and while they agreed with the need for the program they felt that BIA could not continue to deliver the program.

**Motion by:** Mary Van Den Berge

**Seconded by:** Bruce Barnes

**THAT** the BIA no longer host the Ambassador program....waiting for Mary's full wording

Carried

#### 6.2 Santa Claus Parade Parking

A member asked whether a survey had been administered for the Downtown regarding parking during the Kinsmen Christmas parade. Town staff will look into this and will report back at a future meeting. Discussion ensued on the timing of parking barriers placed in the Downtown and whether members would like to see if they can be placed earlier.

Emily Lagace declared a conflict of interest and did not participate in discussion.

**Motion by:** Lanny Hoare

**Seconded by:** Amie Rankin

**THAT** a member of the BIA board approach the Kinsmen Club to discuss possibly moving the parade to Sunday evening

Carried

## 7.0 Adjournment

**Motion by:** Emily Lagace

**THAT** the BIA Annual General meeting adjourn at 8:59pm

Carried

BIA BUDGET 2020		REMAINING		
ITEM	BUDGET 2020	ACTUAL 2020	Under Budget (Over Budget)	Details
<b>Revenues</b>				
BIA Levy	\$ 45,000.00	\$ -	\$ 45,000.00	
HST Rebate	\$ 3,268.00	\$ -	\$ 3,268.00	
Miscellaneous	\$ -	\$ -	\$ -	
<b>SUBTOTAL:</b>	<b>\$ 48,268.00</b>	<b>\$ -</b>	<b>\$ 48,268.00</b>	
<b>Expenses</b>				
<b>MEMBER SUPPORT &amp; ENGAGEMENT</b>				
<b>Membership</b>				
Member Recognition	\$ 500.00	\$ -	\$ 500.00	
Member Welcome	\$ 500.00	\$ -	\$ 500.00	
Networking Socials	\$ 1,000.00	\$ -	\$ 1,000.00	
<b>Training &amp; Education</b>				
Training & Education	\$ 3,000.00	\$ -	\$ 3,000.00	
Social Media	\$ -			
<b>Organizational Capacity</b>				
OBIAA Conference				
OBIAA Membership	\$ 220.00	\$ -	\$ 220.00	
Policies & Procedures				
Miscellaneous				
<b>SUBTOTAL Member Support and Engagement:</b>	<b>\$ 5,220.00</b>	<b>\$ -</b>	<b>\$ 5,220.00</b>	
<b>IMPROVING PUBLIC SPACE &amp; BEAUTIFICATION</b>	\$ -	\$ -	\$ -	
Flower Baskets	\$ 4,500.00	\$ -	\$ 4,500.00	
Christmas Lights Maintenance	\$ 1,000.00	\$ -	\$ 1,000.00	
Lions Club Flag Replacement	\$ 200.00	\$ -	\$ 200.00	
Public Art Maintenance	\$ 3,900.00	\$ -	\$ 3,900.00	
Banner	\$ 2,500.00	\$ -	\$ 2,500.00	
Downtown Bench Project	\$ 5,000.00	\$ -	\$ 5,000.00	



<b>SUBTOTAL Improving Public Space and Beautification:</b>	<b>\$ 17,100.00</b>	<b>\$ -</b>	<b>\$ 17,100.00</b>	
<b>BRINGING PEOPLE DOWNTOWN</b>				
<b>Ambassador Program</b>	<b>\$ 500.00</b>	<b>\$ -</b>	<b>\$ 500.00</b>	
<b>Marketing &amp; Promotion</b>				
Advertising	\$ 4,000.00	\$ -	\$ 4,000.00	
Events	\$ -	\$ -	\$ -	
Meet Me in St. Marys	\$ -	\$ -	\$ -	
August 2020 Event	\$ 1,865.00	\$ -	\$ 1,865.00	
Christmas Event	\$ 6,000.00	\$ -	\$ 6,000.00	
Hindsight is 2020 (Homecoming)/Heritage Festival	\$ 3,000.00	\$ -	\$ 3,000.00	
Santa Claus Parade - Sponsorship to Kinsman	\$ 1,000.00	\$ -	\$ 1,000.00	
<b>Partnerships</b>				
Stratford Tourism Alliance (STA) Membership	\$ 400.00		\$ 400.00	
	\$ -	\$ -	\$ -	
<b>SUBTOTAL Bringing People Downtown:</b>	<b>\$ 16,765.00</b>	<b>\$ -</b>	<b>\$ 16,765.00</b>	
<b>RUNNING THE ST. MARYS BIA</b>				
<b>Running the BIA</b>				
Admin Support	\$ 5,000.00		\$ 5,000.00	
Annual General Meeting	\$ 605.00		\$ 605.00	
Audit	\$ 1,000.00		\$ 1,000.00	
Email/Quadro	\$ 300.00		\$ 300.00	
Bank Fees	\$ 50.00		\$ 50.00	
Office Supplies	\$ 400.00		\$ 400.00	
Miscellaneous	\$ 300.00		\$ 300.00	
GST/HST	\$ 3,300.00		\$ 3,300.00	
<b>SUBTOTAL Running the BIA:</b>	<b>\$ 10,955.00</b>	<b>\$ -</b>	<b>\$ 10,955.00</b>	

<b>GRAND TOTALS:</b>	<b>\$ 50,040.00</b>	<b>\$ -</b>	<b>\$ 50,040.00</b>	
<b>Total Levy (Income)</b>	<b>\$ 48,268.00</b>	<b>\$ -</b>	<b>\$ 48,268.00</b>	
<b>Total Expenses</b>	<b>\$ 50,040.00</b>	<b>\$ -</b>	<b>\$ 50,040.00</b>	
<b>Reserve Funds:</b>				
Remaining in Bank December 2019	\$ 87,961.13			
Streetscape Plan (Assets )	\$ (20,000.00)			
Proposed Project (s)	\$ (15,000.00)			
Public Art	\$ (20,000.00)			
Christmas Lights	\$ (5,000.00)			
Constitution	\$ (1,000.00)			
Remaining	\$ 26,961.13			

#### Christmas Open House Summary - 2019

Sunday November 24th 12:00pm - 5:00pm "We Pay the Tax" The continued tradition of the "we pay the tax" event proved yet again to be a success, even more so this year. This event has now been running since the introduction of what was then the GST/PST in 1991. The idea was to save the customer 15% (the combined taxes). Now, 28 year later, it is still one of the busiest days of the year for many of us. It is one of the biggest draws to St Marys in a single shopping day in terms of foot traffic and sales. Through the efforts of the Christmas committee, we promoted the event through various media. 5000 Save the date cards were printed and available for purchase. In 2018 the save the date cards were part of the Christmas committee available funding and were available to every merchant at no cost. In 2019, the BIA did not approve the funding for the cards but we felt they were an important part of the promotion, therefore, the committee with their own money purchased the cards. The cards were made available for merchants to purchase for a minimal cost of \$10/100. Many merchants did not participate, perhaps more awareness could have been created. The cards were also distributed at various locations throughout St Marys i.e. train station, museum, town hall. For 2020 we feel it is important for the card to be funded and made available to every downtown merchant when we begin promoting in July. Posters duplicating the event card were also placed throughout town to create awareness. A number of radio ads were placed on "MY STRATFORD NOW EASY 101.3" leading up to the event where we



reached a broad listening area including London, Exeter, Mitchell, Listowel, Woodstock and everywhere in between. Over 39000 people in London alone tune into the station on weekly basis. Julie from The Flower Shop and More also participated in an interview regarding the event. The radio station also attended the event, many gathered to take it all in. We do have further demographic statistics available for those of you interested. The advertising was certainly money well spent. This year we had our first independent social media pages on Facebook and Instagram. We began promoting on Facebook at the end of August. We currently have 471 LIKES and 483 FOLLOWERS on Facebook with a lot of room for growth. The Facebook "event" had 1600 "INTERESTED" and 155 confirmed "GOING". On average posts reached anywhere between 500-1000 people when we had under 5 shares. Closer to the event, those numbers grew, here are a few examples: September 22, 6 shares, 1938 reached October 27th - 11 shares, 2757 reached November 3rd - 7 shares, 2905 reached November 4th - 7 shares, 1008 reached November 13th - 10 shares, 6261 reached BOOSTED POST (\$50 - 4 DAYS) November 16th - 12 shares, 2663 reached November 17th - 13 shares, 1632 reached November 18th - 5 shares, 1495 reached November 22nd - 14 shares, 1518 reached

The lifetime of the event page reached 35600 people, AMAZING!! We learned, the sharing of the post is very important for growth. It isn't necessarily the number of shares that gives large numbers in being reached, its the number of followers that the person sharing has that makes a big difference. We found this year, being our first time on social media, we didn't have as many "likes" or "followers" from our fellow merchants as anticipated but this could have been from the lack of our promoting our new page. As we mentioned previously, there is no other downtown event that brings this amount of foot traffic to St Marys not to mention the almost 30 year history. We hope that creating an online awareness buzz with our fellow merchants and the BIA this year, we get more to "gather near to us" as our partnership grows. In terms of demographics, the Facebook page drew 23% from London, 12% St. Marys, 9% Stratford, 4% Kitchener and 2% Exeter. 88% were women with the highest age category being 45-54. Lastly, some percentages for you to ponder to confirm this years success and the importance of this yearly event. We asked our committee members for a comparison to last years event and this is what we gathered: Kitchen Smidgen - up 250% The Flower Shop and More - up 80% Village Craft & Candle - up 40%, foot traffic count of almost 900 people, 300 sales O'Gradys - up 25%, highest sales in the past 14 years of participation of available history Chocolate Factory - up 32% single busiest day in 33 year history of being in business, 292 sales In closing, we came together as a community. The "gather near to us" feeling that was created to kick off the Christmas season was certainly well received. The little extras enjoyed by many such as the carollers, Mr and Mrs Claus, the Lincolns, The Farmers Market and the horse drawn wagon rides are what sets us apart from many other town wide events in other communities. We hope to have your continued support in promoting this important event. The Christmas Open House for 2020 will be on Sunday, November 22nd, we look forward to another successful event! Many thanks, your Christmas committee Sue - Village Craft and Candle Cindy - Kitchen Smidgen Julie - Flower Shop and More Heather - O'Gradys Clothing and Accessories Shelly - Lauren Whitney Liz - The Chocolate Factory

1 St. Marys Business Improvement Area (BIA) - Project Proposal & Funding Request

*About the Project*

☒ New Request      ☐ Recurring Request; year last requested: \_\_\_\_\_

Project Name: Highlight St. Marys

Date(s): Saturday, Aug. 15 Location(s): Downtown St. Marys + various

Lead: Andrea Macko

Tel: 519-284-2340 x249 E-mail: amacko@town.stmarys.on.ca

**Project Description:**

**Purpose/Vision:** Last year's Nuit Blanche event on the trestle in mid-August brought over 1,200 to a new event, including daytrippers and local adults who typically do not attend our family-oriented events. For this year, and possibly beyond, the event will be moved downtown to make it a true night of local culture. In addition to light displays, local arts groups are participating, and another organization is planning pop-up concerts in addition to a major event at the United Church. This is an opportunity for downtown shops and services to stay open late, and offer creative activities (workshops, demos, etc.) and shopping to a more mature audience (similar to the holiday open house nights), and to capitalize on the synergy of many local organizations working together on one major attraction. Downtown buildings will be asked to creatively light their windows for the evening to enhance the effect.

Anticipated revenue: \$ \$10,000

**Contributing factors of revenue projection:**

As with all municipally operated events, council has allotted no budget; all revenue must be sourced via sponsorship. This allows public activities to be free for all to attend. Naming opportunities do exist within the event.

**Project Type (please circle primary Type):**

<b>Communications</b> (IE. Newsletter, social media)	<b>Bringing People Downtown</b> (IE. Events, activities)	<b>Direct Business Support</b> (IE. Education, funding, networking)	<b>Improving Public Space</b> (IE. Benches, art, bicycle, racks, planters, trees, flowers)
<b>Keeping The Downtown Safe &amp; Clean</b> (IE. Clean sweep program, safety audit)	<b>Marketing</b> IE. Buy Local campaign, decorations, umbrella project, logo)	<b>Planning For The Future</b> (IE. Streetscape Plan, Retail Strategy, Design Guidelines)	<b>OTHER</b>

Confidential

### *Funding the Project*

**Funding Request:**      \$ \$5,000

Total cost of Project: \$ \$10,000

Funding Required by date: August 4

[illegible]

light displays	\$5,000
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entertainment	\$2,500
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art supplies	\$500
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incidentals	\$ 200
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promotions/ads	\$ 800
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logistic supplies (signage, etc.)	\$ 500
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face painters/children's crafts \$ 500

\$

\$

\$

\$

§

4

\$

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\$

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**Total:** £10,000 (exclusive of HST)

\*to consider funding attached to the following:

\*to consider funding, attached quote/estimate of expense(s) must be attached.

**BIA BOARD USE ONLY**

Amount Approved: \$ \_\_\_\_\_

Approved by:

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\_\_\_\_\_, treasurer

Expensed under:

Date Approved: \_\_\_\_\_

**Comments:**



Project Proposal & Funding Request  
St. Marys BIA

Thank you for submitting a Project Proposal to the St. Marys BIA, and for your interest in keeping the St. Marys BIA strong and vibrant.

PROCESS

1. Submit your completed proposal and attachments to xxx.
2. Your Proposal will be reviewed for completeness. If it is incomplete, it will be sent back to you with an explanation of what is required. The Board can only review complete Proposals.
3. XXX will notify you when your Proposal is scheduled to be discussed at a BIA Board Meeting.
4. Please attend the BIA Board Meeting to present your Project Proposal and answer questions from the Board.

If you have any questions about this form or process, please contact xxx.

Date:	Nov. 27, 2019
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Project Name:	ST. MARYS HOMECOMING 2020
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Project Date(s):	JULY 3-5, 2020
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Project Location(s):	ST. MARYS
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Project Lead:	WAYNE MURRAY	
	Email:	W.A. MURRAY@OUTLOOK.COM
	Tel:	(226) 921-5812

# Project Proposal & Funding Request

St. Marys BIA

<b>BIA Board Representative for Project:</b>	
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<b>Project Team:</b>	<i>Homecoming 2020 Committee</i>

**Goals, Objectives & Measuring the Impact of your Project:** Please use the following section to explain the goal(s) of your project, objectives (what you are going to do to achieve your goal(s), and how you are going measure the impact of your project.

A goal is the purpose of the project- why you are doing it. A goal is usually very simple and straightforward. What are you trying to address with your project?

Objectives are what you are going to do to reach your goal. What tools or methods are you going to use to achieve the different parts of your goal? Why are these the best tools or methods? What steps do you need to take to make this project a success?

Measuring the impact of projects helps the BIA know what is working and why. Outline what you are going to measure or record to give the BIA an idea of the impact of your project.

## GOAL #1:

No.	Objectives	How will you measure the impact of your objectives?
	<i>To attract former &amp; current residents to celebrate a once every 10 yr. Homecoming event</i>	<i>primarily by measuring attendance at planned events</i>

Project Proposal & Funding Request  
St. Marys BIA

Project Description:	once every 10 yr. event to attract former & current residents to return to St. Marys for a 3 day weekend to celebrate our 180 year heritage.
	See attachment 1 for planned programme

Project Type:	<div>COMMUNICATIONS (e.g. newsletter, facebook)</div>	<div>BRINGING PEOPLE DOWNTOWN (e.g. events, activities)</div>	<div>DIRECT BUSINESSES SUPPORT (e.g. education, funding, networking)</div>	<div>IMPROVING PUBLIC SPACE (e.g. benches, art, bicycle racks, planters, trees, flowers)</div>
	<div>KEEPING THE DOWNTOWN SAFE &amp; CLEAN (e.g. clean sweep program, safety audit)</div>	<div>MARKETING (e.g. Buy Local campaign, decorations, umbrella project, logo)</div>	<div>PLANNING FOR THE FUTURE (e.g. Streetscape Plan, Retail Strategy, Design Guidelines)</div>	<div>OTHER</div>



# Project Proposal & Funding Request St. Marys BIA

Total Funding Request:	\$10,000.
Percentage of Project funding required from the BIA:	20%

**Project Budget: Expenses & Revenues:** Please use the format below and submit a separate spreadsheet with all project budget details; please show Expenses and Revenues. Remember to attach estimates and quotations.

## Expenses

ITEM	ESTIMATE	ACTUAL	COST SUPPLIER
• equipment rentals			\$5000.
• advertising			7200.
• bands (entertainment)			7000.
• food & refreshments			20000.
• parade costs			7000.
• security			4000.
TOTAL EXPENSES:			

## Revenues

REVENUE TYPE	ESTIMATE	ACTUAL	NOTES
Sponsorship	Sat. night admissions		
In-Kind	Sale of Food/refreshments		
Donations	50-50 Ticket Sales		
BIA Funding	Sponsorship donations		
Grant			
Town of St. Marys			
Other - list			
TOTAL REVENUES:			

**Project Proposal & Funding Request**  
**St. Marys BIA**

**The section below will be filled out by the St. Marys BIA Board.**

<b>DATE COMPLETED PROPOSAL SUBMITTED TO THE ST. MARYS BIA:</b>	
<b>DATE PROPOSAL PRESENTED TO THE BOARD:</b>	
<b>PRESENTER(S):</b>	
<b>BUDGET REQUESTED:</b>	
<b>PERCENTAGE OF BUDGET REQUESTED FROM THE BIA:</b>	
<b>ALIGNMENT WITH BIA STRATEGIC PLAN? HOW?</b>	
<b>BOARD DECISIONS (project approval/denial, conditions, rationale, etc.):</b>	
<b>BUDGET APPROVED:</b>	
<b>FOLLOW-UP REQUIRED:</b>	

ATTACHMENT 1

St. Marys Homecoming – Hindsight is 2020 & Heritage Festival Program (version Nov 25, 2019)			
OTHER OPTIONS	FRIDAY July 3 <sup>rd</sup>	SATURDAY July 4 <sup>th</sup>	SUNDAY July 5 <sup>th</sup>
<ul style="list-style-type: none"> <li>Time Capsule               <ul style="list-style-type: none"> <li>Local schools</li> </ul> </li> <li>Art Groups</li> <li>Sports Organizations</li> <li>Business and Industry</li> <li>Tours TBD?               <ul style="list-style-type: none"> <li>Central School</li> <li>Local schools</li> <li>Andrew's Building</li> <li>Hospital</li> <li>Junction Train Station</li> <li>Train Station</li> <li>Museum</li> <li>Baseball Hall of Fame</li> <li>Service Clubs/Groups                   <ul style="list-style-type: none"> <li>Golf Tournament</li> <li>50/50 tickets</li> <li>Grand Trunk Trestle event TBD early Sunday morning</li> </ul> </li> <li>Sponsorship                   <ul style="list-style-type: none"> <li>Quarry/PRC swim</li> <li>Saturday Dance</li> <li>Shuttle Bus Sponsor</li> <li>Require volunteers to man certain events</li> </ul> </li> <li>Other requirements;                   <ul style="list-style-type: none"> <li>Poster Contest</li> <li>Stonetown Arts</li> <li>St. John's Ambulance</li> <li>Security</li> <li>Insurance</li> <li>License/Permits</li> <li>Power, water etc.</li> <li>Town Departments</li> </ul> </li> </ul> </li></ul>	<ul style="list-style-type: none"> <li>Golf Tournament               <ul style="list-style-type: none"> <li>Run by Service Club</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Homecoming Breakfast               <ul style="list-style-type: none"> <li>Firemen – 8am – 10am</li> </ul> </li> <li>Farmer's Market TBD</li> <li>High School Reunion               <ul style="list-style-type: none"> <li>@ 9am - noon</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Grand Trunk Trestle event TBD early Sunday morning</li> </ul>
<ul style="list-style-type: none"> <li>Quarry &amp; PRC Swim               <ul style="list-style-type: none"> <li>Sponsored by Service Club</li> </ul> </li> <li>Organized games</li> <li>Tennis/Pickle Ball courts</li> </ul>	<ul style="list-style-type: none"> <li>Lion's Club Car Show               <ul style="list-style-type: none"> <li>Lion's Club @ 9am – 2pm</li> </ul> </li> <li>Quarry &amp; PRC Swim               <ul style="list-style-type: none"> <li>Sponsored by Service Club</li> </ul> </li> <li>Cadzow Youth Events               <ul style="list-style-type: none"> <li>Paul Droeg</li> <li>Rob Edney Show Case</li> </ul> </li> <li>Stonetown Arts Foundation               <ul style="list-style-type: none"> <li>Heritage Festival                   <ul style="list-style-type: none"> <li>Bus &amp; walking Tours, Central School</li> <li>Street performer</li> <li>Cadzow Splash Pad</li> <li>Face painting</li> <li>Bouncy Castles</li> <li>Apple Land Train</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Garden Tour               <ul style="list-style-type: none"> <li>Contact Rae Smith</li> </ul> </li> <li>Ministerial Church Service               <ul style="list-style-type: none"> <li>Cadzow @ 2pm – 3pm</li> </ul> </li> <li>Closing Ceremonies - Front Porch Show @ 3pm               <ul style="list-style-type: none"> <li>Stone Town</li> <li>Entertainers</li> <li>Seniors</li> <li>Friendship Center</li> <li>Poster Contest</li> <li>Awarded</li> <li>50/50 winner</li> <li>Time Capsule</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>Parade 6:30pm – 7:30pm               <ul style="list-style-type: none"> <li>Kinsman Club</li> </ul> </li> <li>Welcome Mayor @ 7:30pm</li> <li>Friday Street Dance @ 7:45pm to Midnight               <ul style="list-style-type: none"> <li>Food trucks</li> <li>Group Reunions</li> </ul> </li> <li>Rotary Club Fireworks</li> </ul>	<ul style="list-style-type: none"> <li>Homecoming Dance @ PRC set-up, bartending, food and clean-up               <ul style="list-style-type: none"> <li>Run by Service Club may require up to 3 to support bars?</li> <li>8pm to 1am</li> </ul> </li> <li>Bus Shuttle Service               <ul style="list-style-type: none"> <li>Sponsored by Service Club or a Business</li> </ul> </li> </ul>		



St. Marys Business Improvement Area (BIA) - Project Proposal & Funding Request

About the Project

☒ New Request

☐ Recurring Request; year last requested: \_\_\_\_\_

Project Name: Homecoming 2020

Date(s): July 3-5/2020 Location(s): Downtown St Marys

Lead: Julie Docker Johnson

Tel: 519 289 1391 E-mail: johnsonjulie@rogers.com

Project Description: To bring people downtown and into businesses during Homecoming 2020.

Purpose/Vision: We will be working with St. Marys Museum for both initiatives.

- 1) Businesses can request photos to go in their windows of their business or the business that filled their building to help decorate for homecoming. (create interest to wander downtown. "A walk through memory lane"
- 2) To get visitors into stores there would be a sign outside (in homecoming colours) and professionally made that says "Did You Work Here? Come in and share a memory".

Contributing factors of revenue projection:

In the business there will be a memory book for people to write a memory or funny story. Individual businesses could do a lot to build on this. Invite old employees, owners etc. There is a lot of room to be creative and it is inviting people in. Afterwards all of the books will be given to the museum for a time capsule.

Project Type (please circle primary Type):

Communications (IE. Newsletter, social media)	Bringing People Downtown (IE. Events, activities)	Direct Business Support (IE. Education, funding, networking)	Improving Public Space (IE. Benches, art, bicycle racks, planters, trees, flowers)
Keeping The Downtown Safe & Clean (IE. Clean sweep program, safety audit)	Marketing (IE. Buy Local campaign, decorations, umbrella project, logo)	Planning For The Future (IE. Streetscape Plan, Retail Strategy, Design Guidelines)	OTHER

Confidential

# St. Marys Business Improvement Area (BIA) - Project Proposal & Funding Request

## Funding the Project

Funding Request: \$ 5230.00+679.90 HST Total cost of Project: \$ 5230.00+679.90 HST

Additional sources of funding by you, if applicable: N/A

Funding Required by date: payments for services vary based on supplier

Expense(s)*:	Amount Requested
<u>Victorian Carollers</u>	<u>\$ 500.00</u>
<u>Horse + Wagon Rides</u>	<u>\$ 500.00</u>
<u>Ind Newspaper</u>	<u>\$ 400.00</u>
<u>Juice FH-Stratford</u>	<u>\$ 800.00</u>
<u>*** " - on site day of</u>	<u>\$ 800.00 - NEW</u>
<u>Bx93</u>	<u>\$ 880.00</u>
<u>Easy 101</u>	<u>\$ 700.00</u>
<u>Social Media</u>	<u>\$ 400.00</u>
<u>Save the Date Cards (500)</u>	<u>\$ 250.00</u>

Total: \$ 5230.00+ 679.90 HST.

\*to consider funding, attached quote/estimate of expense(s) must be attached.

- \*All perces are based on 2019 campaign.
- \*the stations build the package based on the budget given
- \*BIA has broken down copies of all invoices

\*\*\* on site broadcast from Stratford was done this year at NOCHARGE, it created a lot of additional traffic before with on air spots and interviews. During the day it created more traffic.

\* the BIA is given the actual invoices for payment

## BIA BOARD USE ONLY

Amount Approved: \$ \_\_\_\_\_

Approved by: \_\_\_\_\_

\_\_\_\_\_, treasurer

Expensed under: \_\_\_\_\_

Date Approved: \_\_\_\_\_

Comments: \_\_\_\_\_

Confidential

# St. Marys Business Improvement Area (BIA) - Project Proposal & Funding Request

## About the Project

☐ New Request  
 Annual St Marys Downtown Merchants Christmas Open House  
 Project Name: Christmas Committee  
 Lead: Julie Docker Johnson  
☒ Recurring Request; year last requested: \$4180 + \$61.40 hrs = \$451.40  
 Date(s): Sunday, November 22, 2020  
 Location(s): Downtown St Marys  
 Tel: 519 281 1391 E-mail: johnsonjulie@rogers.com

## Project Description:

Purpose/Vision: To bring locals and those in surrounding areas to shop and explore the BIA district during the Christmas Season. This will be the 30th year of the Merchants Open House. It is the one day when all businesses in the downtown who choose to participate benefit from the promotion as a group to succeed in their individual businesses and kick off the holiday season.

Anticipated revenue: \$ Revenue is in the individual businesses.

Contributing factors of revenue projection:

## Project Type (please circle primary Type):

Communications (IE. Newsletter, social media)	<u>Bringing People Downtown</u> (IE. Events, activities)	Direct Business Support (IE. Education, funding, networking)	Improving Public Space (IE. Benches, art, bicycle, racks, planters, trees, flowers)
Keeping The Downtown Safe & Clean (IE. Clean sweep program, safety audit)	<u>Marketing</u> (IE. Buy Local campaign, decorations, umbrella project, logo)	Planning For The Future (IE. Streetscape Plan, Retail Strategy, Design Guidelines)	OTHER

Confidential

# St. Marys Business Improvement Area (BIA) - Project Proposal & Funding Request

## Funding the Project

Funding Request: \$ 300.00 Total cost of Project: \$ 300.00

Additional sources of funding by you, if applicable: \_\_\_\_\_

Funding Required by date: \_\_\_\_\_

\* St. Marys Museum Sourcing

Expense(s)*:	Amount Requested
Notebooks 1.50 each	\$ _____
Signage 2.00 each	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Total: \$ \_\_\_\_\_

\*to consider funding, attached quote/estimate of expense(s) must be attached.

\* Costs would depend on participation.

## BIA BOARD USE ONLY

Amount Approved: \$ \_\_\_\_\_

Approved by: \_\_\_\_\_

\_\_\_\_\_, treasurer

Expensed under: \_\_\_\_\_

Date Approved: \_\_\_\_\_

Comments: \_\_\_\_\_

Confidential