

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

Date: Monday March 9, 2020

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

Time: 6:00pm

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 (to be added in Section 10.0 Other Business)

4.0 Approval of Agenda

THAT the Agenda for March 9, 2020 is approved by the BIA Board.

Motion:

Second:

5.0 Approval of meeting minutes from Feb 9, 2020

6.0 Public Input Period

7.0 Delegations

Andre Macko in reference to Homecoming/Heritage 2020

8.0 Council Report

THAT the board accept council report by Tony Winter

Motion:

Approved:

9.0 New Business

9.1 Homecoming/Heritage 2020

- Request for funding for BIA-led initiative

THAT the board accepts and approves the RFP for Homecoming/Heritage by Julie Docker-Johnson

Motion:

Approved:

9.2 Highlight St. Marys

- Request for funding for Nuit Blanche

10.0 Project & Committees

10.1 Christmas Committee

- Christmas Open House 2019 report included in package
- Funding request submitted for 2020

THAT the board accepts and approves the RFP for funding for the Christmas Committee.

Motion: Accepted:

11.0 Other Business

12.0 Agenda Items for Future Meetings

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

14.0 Adjournment

THAT this meeting be adjourned at

Motion: Second:

2020 BIA Board Meeting Dates

April 6, 2020

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

BIA Staff: Lauren Eedy

Town of St. Marys Staff: Kelly Deeks-Johnson (Economic Development)

For Information: Brent Kittmer (CAO / Clerk), Trisha McKibbin (Director of Corporate

Transaction Date ▲	Code	Description	Debit	Credit	Balance
		Balance Forward			\$85,775.28
Feb 3, 2020	CK	NO.467	\$185.00		\$85,590.28
Feb 3, 2020	CK	NO.470	\$440.00		\$85,150.28
Feb 19, 2020	CK	NO.471	\$565.00		\$84,585.28
Feb 28, 2020	DS	QUADRO COMMUNIC BPY/FAC	\$16.85		\$84,568.43

Services)BIA Bank Balancing – March 2020 Report

2/19/2020	471	Dwight Bennett - Xmas Horse			
		Drawn Rides	\$	565.00	\$ 84,585.28
2/28/2020		Quadro	\$	16.85	\$ 84,568.43

BIA BUDGET 2020				REMAINING
ITEM	BUDGET 2019	ACTUAL 2019	Under Budget (Over Budget)	Details
Revenues				
BIA Levy	\$45,000.00	\$0.00	\$45,000.00	
HST Rebate	\$3,268.00	\$0.00	\$3,268.00	
Miscellaneous	\$0.00	\$0.00	\$0.00	
SUBTOTAL:	\$48,268.00	\$0.00	\$48,268.00	
Expenses				
MEMBER SUPPORT & ENGAGEMENT				
Membership				
Member Recognition	\$500.00	\$0.00	\$500.00	
Member Welcome	\$500.00	\$0.00	\$500.00	
Networking Socials	\$1,000.00	\$0.00	\$1,000.00	
Training & Education				
Miscellaneous	\$3,000.00	\$0.00	\$3,000.00	
Social Media				
Organizational Capacity				
OBIAA Conference				
OBIAA Membership	\$220.00	\$0.00	\$220.00	
Policies & Procedures				
Miscellaneous				
SUBTOTAL Member Support and Engagement:	\$5,220.00	\$0.00	\$5,220.00	
IMPROVING PUBLIC SPACE & BEAUTIFICATION (Misc)	\$10,000.00	\$0.00	\$10,000.00	
Flower Baskets & Hardware	\$4,500.00	\$0.00	\$4,500.00	
Christmas Lights Maintenance	\$500.00	\$0.00	\$500.00	
Lions Club Flag Replacement	\$200.00	\$0.00	\$200.00	
Public Art		\$0.00	\$0.00	
Benches	\$2,500.00	\$0.00	\$2,500.00	
Tree planting strategy		\$0.00	\$0.00	
Miscellaneous	\$500.00		\$500.00	
Plants & Pots	\$2,500.00	\$0.00	\$2,500.00	
SUBTOTAL Improving Public Space and Beautification:	\$20,700.00	\$0.00	\$20,700.00	
BRINGING PEOPLE DOWNTOWN				
Ambassador Program	\$500.00	\$0.00	\$500.00	
Marketing & Promotion				
Miscellaneous	\$1,200.00	\$0.00	\$1,200.00	

Events	(Misc)	\$ 2,165.00	\$0.00	\$2,165.00	
	Christmas Event	\$4,180.00	\$0.00	\$4,180.00	
	Heritage Festival	\$1,600.00	\$0.00	\$1,600.00	
	Santa Claus Parade - Sponsorship to Kinsman	\$1,000.00	\$0.00	\$1,000.00	
Partnerships				\$0.00	
	Stratford Tourism Alliance (STA) Membership	\$400.00	\$400.00	\$0.00	
	Canada Blooms	\$250.00	\$0.00	\$250.00	
SUBTOTAL Bringing People Downtown:		\$11,295.00	\$400.00	\$10,895.00	
RUNNING THE ST. MARYS BIA					
Running the BIA					
	Admin Support	\$5,000.00	\$440.00	\$4,560.00	
	Annual General Meeting	\$55.00	\$0.00	\$55.00	
	Audit	\$1,000.00	\$0.00	\$1,000.00	
	Email/Quadro	\$600.00	\$28.00	\$572.00	
	Bank Fees	\$50.00	\$0.00	\$50.00	
	Office Supplies	\$350.00	\$0.00	\$350.00	
	Miscellaneous	\$300.00	\$0.00	\$300.00	\$40 Downtown \$ pd to CanTire. // \$58.7 BIA Breakfast mtg
	GST/HST	\$3,300.00	\$58.70	\$3,241.30	
SUBTOTAL Running the BIA:		\$10,655.00	\$526.70	\$10,128.30	
GRAND TOTALS:		\$47,870.00	\$926.70	\$46,943.30	
Total Levy (Income)		\$48,268.00	\$0.00	\$48,268.00	
Total Expenses		\$47,870.00	\$926.70	\$46,943.30	
Reserve Funds:					
	Remaining in Bank December 2019	\$88,961.13			
	Streetscape Plan (Assets)	-\$20,000.00			
	Proposed Project (s)	-\$20,000.00			
	Public Art	-\$10,000.00			
	Constitution	-\$1,000.00			
	Remaining	\$37,961.13			

BIA BUDGET 2019		REMAINING		
ITEM	BUDGET 2019	ACTUAL 2019	Under Budget (Over Budget)	Details
Revenues				
BIA Levy	\$45,000.00	\$44,752.67	\$247.33	
HST Rebate	\$3,268.00	\$2,939.34	\$328.66	
Miscellaneous	\$0.00	\$50.00	-\$50.00	Pewter Sales
SUBTOTAL:	\$48,268.00	\$47,742.01	\$525.99	
Expenses				
MEMBER SUPPORT & ENGAGEMENT				
Membership				
Member Recognition	\$500.00	\$0.00	\$500.00	
Member Welcome	\$500.00	\$0.00	\$500.00	
Networking Socials	\$1,000.00	\$0.00	\$1,000.00	
Training & Education				
Miscellaneous	\$3,000.00	\$0.00	\$3,000.00	
Social Media				
Organizational Capacity				
OBIAA Conference				
OBIAA Membership	\$220.00	\$220.82	-\$0.82	
Policies & Procedures				
Miscellaneous				
SUBTOTAL Member Support and Engagement:	\$5,220.00	\$220.82	\$4,999.18	
IMPROVING PUBLIC SPACE & BEAUTIFICATION (Misc)	\$10,000.00	\$0.00	\$10,000.00	
Flower Baskets & Hardware	\$4,500.00	\$4,500.00	\$0.00	
Christmas Lights Maintenance	\$500.00	\$0.00	\$500.00	
Lions Club Flag Replacement	\$200.00	\$200.00	\$0.00	
Public Art		\$0.00	\$0.00	
Benches	\$2,500.00	\$0.00	\$2,500.00	
Tree planting strategy		\$0.00	\$0.00	
Miscellaneous	\$500.00		\$500.00	
Plants & Pots	\$2,500.00	\$0.00	\$2,500.00	
SUBTOTAL Improving Public Space and Beautification:	\$20,700.00	\$4,700.00	\$16,000.00	
BRINGING PEOPLE DOWNTOWN				
Ambassador Program	\$500.00	\$0.00	\$500.00	

Marketing & Promotion					
	Miscellaneous	\$ 1,200.00	\$400.00	\$800.00	\$400 pictures by Sean Camp for Downtown
Events	(Misc)	\$ 2,165.00	\$300.00	\$1,865.00	Meet Me in St Marys - Museum Donation \$300
	Christmas Event	\$4,180.00	\$5,030.00	-\$850.00	
	Heritage Festival	\$1,600.00	\$1,600.00	\$0.00	
	Santa Claus Parade - Sponsorship to Kinsman	\$1,000.00	\$0.00	\$1,000.00	
Partnerships				\$0.00	
	Stratford Tourism Alliance (STA) Membership	\$400.00	\$400.00	\$0.00	
	Canada Blooms	\$250.00	\$0.00	\$250.00	
SUBTOTAL Bringing People Downtown:		\$11,295.00	\$7,730.00	\$3,565.00	
RUNNING THE ST. MARYS BIA					
Running the BIA					
	Admin Support	\$5,000.00	\$1,805.00	\$3,195.00	
	Annual General Meeting	\$55.00	\$55.00	\$0.00	
	Audit	\$1,000.00	\$900.00	\$100.00	
	Email/Quadro	\$600.00	\$337.37	\$262.63	
	Bank Fees	\$50.00	\$4.50	\$45.50	
	Office Supplies	\$350.00	\$96.18	\$253.82	
	Miscellaneous	\$300.00	\$98.70	\$201.30	\$40 Downtown \$ pd to CanTire. // \$58.7 BIA Breakfast mtg
	GST/HST	\$3,300.00	\$627.48	\$2,672.52	
SUBTOTAL Running the BIA:		\$10,655.00	\$3,924.23	\$6,730.77	
GRAND TOTALS:		\$47,870.00	\$16,575.05	\$31,294.95	
Total Levy (Income)		\$48,268.00	\$47,742.01	\$525.99	
Total Expenses		\$47,870.00	\$16,575.05	\$31,294.95	
Reserve Funds:					
	Remaining in Bank December 2019	\$88,961.13			
	Streetscape Plan (Assets)	-\$20,000.00			

Proposed Project (s)	-\$20,000.00			
Public Art	-\$10,000.00			
Constitution	-\$1,000.00			
Remaining	\$37,961.13			

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

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):

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

Funding the Project

Funding Request: \$ \$5,000

Total cost of Project: \$10,000

Funding Required by date: August 4

BIA BOARD USE ONLY

Amount Approved: \$ _____

Approved by:

_____, treasurer

Expensed under:

Date Approved:

Comments:

Expense(s)*:	Amount Requested
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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

\$

\$

\$

\$

_____ \$ _____

§

Total: €10,000 (exclusive of HST)

Total: \$10,000 (exclusive of HST)

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

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
Project Name:	ST. MARYS HOMECOMING 2020
Project Date(s):	JULY 3-5, 2020
Project Location(s):	ST. MARYS
Project Lead:	WAYNE MURRAY
Email:	w.a. murray@outlook.com
Tel:	(226) 921-5812

Project Proposal & Funding Request

St. Marys BIA

BIA Board Representative for Project:	
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Project Team:	Homecoming 2020 Committee

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?
	To attract former & current residents to celebrate a once every 10 yr. Homecoming event	primarily by measuring attendance at planned events

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

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.

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

ATTACHMENT 1

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

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: 519 284 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

Anticipated revenue: \$ _____ "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

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

Funding the Project

5230.00+679.90 HST
 Funding Request: \$ 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
Victorian Carollers	\$ 500.00
Horse + Wagon Rides	\$ 500.00
Ind. Newspaper	\$ 400.00
Juice FM-Stratford	\$ 800.00
*** " - on site day of	\$ 800.00 - New
Bx93	\$ 880.00
Easy 101	\$ 700.00
Social Media	\$ 400.00
Save the Date Cards (5000)	\$ 250.00
	\$
	\$

Total: \$ 5230.00+ 679.90 HST.

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

- *All prices 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 NO CHARGE, 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:

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 + 361.40 hst = \$4541.40
 Date(s): Sunday, November 22, 2020
 Location(s): Downtown St Marys
 Tel: 519 284 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)	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: \$ 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: _____