

**Past month:**

**Presentation of Strategic Plan to Council:** On October 28<sup>th</sup>, 2019, Kathryn and I presented the Strategic Plan to council.

**Brand Launch:**

We had over 84 people attend the brand launch on October 29<sup>th</sup>. (There were 51 members representing 38 businesses/properties). Shawn presented the new brand and website and the overall mood in the room was a positive one. It was good to see members so engaged and excited. Thank you Kelsey and Laura (our co-op student) for working hard to get as many there as possible.

**Halloween:** Another successful Halloween community event with 31 businesses participating, an increase from last year. Thank you Sandy for all of your hard work!

**Christmas Planning Report:**

Christmas Décor: COB will be installing snowflakes and banners prior to the parade (Nov 17) on Bridge St. and Front south of Bridge. If they have time, they will continue North Front as far as they can. Otherwise the remainder will be installed for Girls Night Out (Nov 28). Tree lights on the living trees will be done by the night crew by Enchanted (Dec 7). We are working on a laser projector.

Santa Claus Parade Holiday Market: The parade is on track. We have artisan vendors, a few food trucks including Beaver Tails, propane fire pits with Adirondack chairs and buskers. Campbell's Orchards will be serving hot apple cider and cookies. Earl and Angelo's and Reiki on Wheels are serving hot chocolate and the Children's Choir will be performing. Santa's Courtyard will be open for people to take photos.

'Enchanted' Holiday Night Market: Street closure has been approved. We have secured Elton Rohn, an Elton John tribute band for the big entertainment act. As of this report there are over 98 Going · 578 Interested or going 333 registered tickets on EventBrite.

Planning 2020 Events: We hosted a 2020 event planning meeting for retail and a separate one for F&B. Both went well. Restaurants will meet again in a few weeks to go over final details of some new events.

Business Activity: We have 3 food/beverage businesses and 1 retailer interested in the downtown. I will provide more detail at the board meeting.

**Remainder of the year priorities:**

- Christmas Event
- Business/Marketing Plan for 2020
- Holidays!

**Upcoming Events:**

- **Santa Claus Parade:** Sunday, November 17<sup>th</sup>, 3-6 pm. We have requested street closure on Front St. South of Bridge to MacAnnany. We chose this area so that no matter what way the parade ends up going, our event will not be affected.
- **AGM Member Event:** Tuesday, November 19, 5:30 pm, The Belleville Club
- **Girls Night Out:** November 28<sup>th</sup>, 6-9 pm
- **Enchanted Night Market:** Saturday, December 7<sup>th</sup>, 6-9 pm